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INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

The role of 21st Century Communication Technology in Diplomatic

Engagement: Case study of Kenya

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**A research project submitted in partial fulfillment of the requirement for the award
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DECLARATION

This research project is my original work and has not been submitted for any academic award in any other University.

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This research project has been submitted for examination with my approval as her University Supervisor.

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DEDICATION

I dedicate this work to my mother Mrs. Mary Ondijo and my family who have been very supportive to me through my professional and academic journey. God Bless.

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LIST OF ACRONYMS AND ABBREVIATIONS

AFCTA	African Continental Free Trade Area
AU – EU	African Union-European Union
AU	African Union
AUB	African Union for Broadcasting
DE	Diplomatic Engagement
EAC	East African Community
E-Commerce	Electronic Commerce
E-Government	Electronic Government
EU	European Union
G20	Group of Twenty
G7	Group of Seven
GDP	Gross Domestic Product
ICT	Information and Communication Technology (or technologies)
IGAD	Inter Governmental Authority on Development
IGCLR	International Convention on the Great Lakes Region
IOs	International Organisations
IT	Information Technology
MDAs	Ministries, Departments and Agencies
MFA	Ministry of Foreign Affairs
NATO	North Atlantic Treaty Organisation
NGCC	National Government Communication Centre
NGOs	Non-Governmental Organisations
OAU	Organisation of African Unity
PD	Public Diplomacy
QTA	Quantitative text analysis
R & D	Research and Development
SCD	Strategic Communication Division

Sci-Fi	Science Fiction
SM	Social Media
TVs	Televisions
UN	United Nations
UNEP	United Nations Environmental Programme
UNON	United Nations Office in Nairobi
URTNA	Union for Radio and Television Networks for Africa
US	United States
VCDR	Vienna Convention on Diplomatic Relations

ABSTRACT

The thesis topic in this study is on the role of 21st Century Communication Technology in enhancing Diplomatic engagement. The study set out to assess State management of diplomatic engagement in a liberal globalized information environment, analyse Kenya's experience in adopting 21st Century Communication Technology for diplomatic engagement and evaluate the extent to which 21st Century Communication Technology has been utilized and converted it into opportunities for more effective diplomatic engagement. The research problem identified in the study is that while State and Government officials increasingly use 21st century communication technology in diplomatic engagement to advance national interests on the global stage, the adjustment and benefits of technological transformation are slow to be realized.

The research gap I identified was research on trends in this regard and likelihood of improvement in the situation. The Hypothetical basis for the research is that States can maintain overall control and management of diplomatic engagement in a liberal, globalized information environment. Kenya, which is the case study for the thesis has experienced both successes and challenges in adopting 21st Century Communication Technology and thirdly that the challenges posed by the use of 21st Century Communication Technology can be converted into opportunities for more effective diplomatic engagement. The theoretical framework guiding this research study is Noopolitik which describes strategy adapted to the information age, as contrasted with the more traditional hard power approach of 'Realpolitik', but allows for skillful policy makers to alternate between the two, especially when 'Realpolitik' proves ineffective. The basic premise of 'Noopolitik' is that public diplomacy increasingly takes centre-stage in the practice of Diplomacy and that the definition of public Diplomacy should be broadened to prioritise local publics on an equal basis with foreign publics contrary to the past when foreign publics were prioritized.

The findings of the study validated the guiding theoretical framework of Noopolitik, as 21st Century Communication Technology has led to the convergence of national and global interests and multiplicity of actors both state and non state actors, all with a stake in diplomatic engagement. Kenya, which is the case study has adopted well to 21st century Communication Technology to strengthen traditional forms of diplomatic engagement and is increasingly adopting DPs in its service delivery to its citizens. The academic recommendations were that Kenyan Diplomacy be digitized for posterity and that further studies be done on how 21st century communication technologies will affect traditional diplomatic communication. My policy recommendation was for better collaboration and harmonisation between Ministries, Departments and Agencies charged with attaining diplomatic objectives on the platform of technology, and for greater investment in Data security and management, The study further makes policy recommendations for State collaboration with innovative Private sector entities engaged in Communication Technology.

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Communication technology (or technologies) is the infrastructure and components that enable modern computing. The term refers to all the devices, network components, applications and systems that combine people and organizations (companies, non-profit agencies, governments and criminal societies) to interact in the digital world. Communication technology (CT) includes both Internet-enabled and mobile areas that work with wireless networks. It also includes obsolete technologies, such as landlines, radio and television broadcasts, which are still widely used, along with 21st century communication ranging from applications and devices to artificial intelligence and robotics.

Communication Technology is used to represent a broader, more comprehensive list of all components related to computer and digital technologies. This includes computers, telephones, smart phones, digital TVs and robots. Communication Technology and Diplomacy have a symbiotic relationship as communication is a key feature of diplomatic engagement (DE).

Diplomatic engagement encompasses the friendly relations and cooperation that States maintain with, and extends to States and international Institutions within and outside of its borders. The relations and cooperation may be bilateral or multilateral in nature. Diplomatic engagement encompasses both state and non-state actors. Traditional diplomatic conduct was the preserve of the state but has evolved to be conducted by both state and non-state actors.

Apart from letters, memos, circulars, newsletters, magazines and Bulletins, documents particularly used in diplomatic communication include note verbales, aide memoires, protest notes, collective notes, talking notes and joint communiques. However, Communication Technology evolves rapidly and has thus transformed communication employed in DE. This global evolution has affected communication tools, gadgets, software and hardware. The most commonly used forms of 21st century CT are text messages, e mail, social media (SM) and instant messaging apps such as FaceBook, Instagram., Twitter, WhatsApp, and Telegram, which employ the use of smart technology that allow for face to face communication, or video conferencing for individuals and groups in different locations unlike preceding CTs which took longer to be disseminated and actioned.

Kenya's DE extends through bilateral relations with its immediate neighbours, and beyond. Kenya maintains multilateral relations through membership within regional economic communities and international organisations, most notably the East African Community (EAC), the Inter-Governmental Authority on Development (IGAD), and the International Convention on the Great Lakes Region (IGCLR), the African Union (AU), the United Nations (UN), and its specialized agencies. Diplomatic relations are conducted on the principle of reciprocity, In this regard Kenya hosts diplomatic Missions of several States in Nairobi and is similarly hosted by these States, in reciprocal extension of diplomatic rights and privileges as per the Vienna Convention on Diplomatic Relations (VCDR) of 1961.¹

¹ Vienna Convention on Diplomatic Relations, United Nations, 1961

Communication guidelines are found in the Public Sector Communications Policy,² the Human Resource Policies and Procedures Manual for the Public and the Information Communication Technology (ICT) Policy³ among other policy documents. The Government of Kenya has established a National Government Communication Centre (NGCC) which is a strategic rapid response communication unit. Classified documents/materials care is in conformity with the Government of Kenya Security Manual, Code of Regulations and Cap. 19 of the Laws of Kenya, to safeguard privacy and confidentiality.

The above guiding principles of communication apply to CT utilized in DE in Kenya, where the conduct of diplomatic relations is vested mainly in the Ministry of Foreign Affairs (MFA) in close cooperation and complementarity with the Executive, the Legislature, State security agencies and Ministries, Departments and Agencies (MDAs) which are similarly by their mandate charged with promotion, projection and protection of Kenya's national interests. By virtue of national interests which are often globalized, and multiplicity of stakeholders, the conduct of DE in Kenya, is multi-faceted in approach. In line with global trends, Kenyan diplomats and partners engaged in DE have adopted cellular telephony, global websites and intranet, as well as, other forms of 21st Century CT.

1.2 STATEMENT OF THE RESEARCH PROBLEM

Challenges exist in effective DE that could produce results needed by State to promote national interests. Lack of the necessary skills has been a factor. Overall, Diplomats are

² Public Service Commission, Induction Handbook for the Public Sector, January 2017

³ ICT Sector Policy Guidelines of March 2006

perceived to be well informed and trained on national interests, and the necessary skills needed to project, promote and protect them in the international arena.

A major challenge is inherent in the fact that while Twenty First Century CT has the potential to enhance capabilities for DE, many Governments around the world are not able to achieve its full potential in managing communication on issues of national interest, and for effective DE. Inability to maximise exploitation of the potential of technology can be attributed to slowness in adopting 21st century CT as a tool of communication and in ensuring that Government has the latest modes of technology in place for DE.

Heads of State and Government; State and Public Officials increasingly use Twitter, WhatsApp and other forms of 21st Century CT to communicate, but State Officers, civil and public servants are not adjusting fast enough to this transformation. These entities should therefore adapt their DE accordingly and optimize use of 21st century CT to advance national interests on the global stage. The use of 21st Century CT is nevertheless not without its unique challenges as evidenced by loss of privacy and confidentiality, on a global scale in the United States diplomatic cables leak, widely also known as WikiLeaks, or Cable gate of 2010⁴.

There was therefore an imperative to invest in studies on trends and likelihood of improvement in the situation. The study also examined the level of adoption of 21st Century CT in diplomatic practice to advance national interests using Kenya as a case study.

⁴The WikiLeaks Files, The World According to US Empire, WikiLeaks, 2016

1.3 RESEARCH QUESTIONS

- i. How do States maintain overall control and management of diplomatic engagement in a liberal, globalized information environment?
- ii. What success has Kenya had in adopting 21stCentury Communication Technology?
- iii. How can challenges posed by the use of 21st century Communication Technology be converted into opportunities for more effective diplomatic engagement?

1.4 OBJECTIVES OF THE STUDY

This study seeks to:

- i. Assess State management of diplomatic engagement in a liberal globalized information environment.
- ii. Analyze Kenya's experience in adopting 21stCentury Communication Technology for diplomatic engagement.
- iii. Evaluate the extent to which 21stCentury Communication Technology has been utilized and converted it into opportunities for more effective diplomatic engagement.

1.5 LITERATURE REVIEW

1.5.1 Overview

The purpose of the review is to examine the available studies from other scholars and researchers who have done similar studies to the thesis topic. The literature available provided a guideline to this study and offered a critical analysis of past studies.

According to Magambo⁵ diplomatic communication was traditionally transacted between States but now involves non-state actors and also delves into the rationale for use of ICT in Diplomacy. The study also discusses the evolution of diplomatic communication from as far back as the 4th and 5th century BC until relatively contemporary times. This also includes an evaluation of contemporary diplomatic communication and the 1961 Vienna Convention of Diplomatic Relations. The study examines the role of Information and Communication Technologies (ICT) in diplomacy and the degree to which States have adopted its use. In this work the use of ICT in the conduct of Uganda's diplomacy is also compared to best practice in other countries. There are strong similarities between the evolution of ICT in Uganda and Kenya.

There are similarities to the thesis topic, but also fundamental differences, most notably the focus groups and purpose of the study. The author dwells largely on the purpose of communication in diplomacy, and in limited scope the evolution of traditional forms of communication, most notably use of couriers to the adoption on email and online platforms of communication.

⁵Magambo Caroline Nalwanga, Trends in Diplomatic Communication, A case study of Uganda, University of Malta, 2011

The author's research does not cover recent developments in CT over the last seven years, nor link 21st century CT to DE most notably the rise in use of SM.

Mirumbi⁶ in her study, whereby the theoretical framework for the study is Realism, sought a better understanding of the 21st century DE in Africa. She uses Kenya as the case study with the objective of better understanding the trends between 20th and 21st century and the nature and role of the 21st century DE, most notably from the perspectives of policy and ideological grounding within sub-regional and regional integration efforts, as well as, within the wider context of global influences and standing. The role of morality and ethics, as well as, domestic and foreign actors is also explored. Future prospects of Kenya's DE is examined within the context of Ideology and continuing regional linkages. The author concluded that there is need for Kenya to train and empower diplomats and other State and non-State diplomacy actors to ensure that the State has effective 21st century DEs that achieve its national interests in the region.

The researcher observed that the MFA, the AU, the private sector and other actors through strong 21st century DE are enhancing strong economic potential and social relations in Africa and the world at large. Her research dwells on DE but does not highlight the role of 21st Century CT in this regard, and category of other stakeholders in the chain of diplomatic communication. The writer relies on Realism for her theoretical framework.

⁶Mirumbi Dorcas Naitore, The 21st Century Diplomatic engagement in Africa: A case study of Kenya, IDIS, UON, November 2017

Kinyanjui⁷ in her study posits that “social media is a tool of public diplomacy.” She further notes its increasing mainstreaming and adoption of emerging new and sophisticated technology in foreign policy initiatives in the US, as well as in the world, embassies and consulates as a diplomacy tool. The study is pegged on the Realism theoretical framework. The various forms of SM and their dynamic influences as compared to previous times are well tracked. However, the study is limited to the United States in general and the US Embassy in Nairobi in particular. Further it is necessary to take into account, changes which have taken place since the study was done five years ago.

According to Verekia⁸ points out that diplomacy is characterized with an evolving nature. Over the years, it has continued to have positive influences on international relations. This is manifested in the use of SM by diplomats to advance the interests of their nations. She argues that digital diplomacy is a positive tool that can be employed in modern day statecraft by governments. This often takes place in hand in hand with traditional methods of diplomacy. However, while statecraft receives a passing mention, the potential of modern information technology on statecraft is not explored in depth.

Rigalt⁹ notes that the new challenge facing diplomacy is to use the Internet and the SM as weapons at the disposal of foreign action. He further observes that the "Spanish Foreign Action Strategy" approved in 2014 acknowledges the value of the Internet and new information technologies as fresh instruments for achieving the goals of foreign policy

⁷Kinyanjui Judy Wanjiru, Effects of social media revolution on public diplomacy: The case of United States of America embassy in Nairobi, IDIS, UON, September 2014

⁸Verekia Bridget, Digital Diplomacy and its effects on International Relations, SIT Switzerland: Multilateral(Diplomacy & International Relations, May 2017

⁹Rigalt Antonio Casado, Diplomacy 3.0: from digital communication to digital diplomacy, Oficina de informaciondiplomática, Analisis, June 2017

with Communication in itself deemed as no longer enough. According to the writer, the impact of this new tool can be viewed from two perspectives. One, on the work of the diplomat; and the other, on structures, in particular, those of foreign affairs ministries and their foreign network. The study seeks to further augment this supposition by delving into “how” this can be achieved.

Westcott¹⁰ examines “the impact of the internet on international Relations.” In this regard, he found out that International Relations has always been influenced by technology. At the time in 2008, he noted that the use of the internet was still at nascent stages. It was thus not easy to take stake of the impact of the internet on the interstate relations between people and states though it was necessary to try. In her words “establishing a framework of analyzing the change, as business has one, will help Governments take strategic decisions based on reality.”

The writer further noted that non-state actors were the main creative users of the internet. They did so to draw attention to their work. Further, the internet created opportunities in which they could collaborate with others in the furtherance of their work since it created opportunities for information access in areas where such access had been tightly controlled.

He observed that declassified private information was likely to have a fast and profound impact on the way world affairs were conducted. Further, state and non-state actors such as terrorist organizations were likely to could infiltrate government systems through

¹⁰Westcott Nicholas, Digital Diplomacy, The impact of the internet on International relations, London Oxford internet Institute, Research Report, July 2008

hacking. This could lead to seepage of information that could place governments and businesses that heavily relied on the internet at risk. The vulnerability of internet-based communication to these risks has often been exploited by governments and terrorist organisations.

The writer observed that as far traditional political actors were concerned, internet publication did not differ greatly from press publications or television broadcasts, and only served as a channel to augment news for those who sought more information from material first received through more traditional media. It is to be noted that the writer made these observations ten years ago and since then there have been technology has evolved even more. In comparison, the thesis topic will seek to establish how Kenya has adapted to the opportunities and threats in utilizing modern communication to facilitate her DE,

Smith¹¹ defines the role of the practitioner of Public Diplomacy from a practitioner's point of view as: "to understand, inform, and influence foreign publics in promotion of the national interest and to broaden the dialogue between Americans and U.S. institutions and their counterparts abroad. To accomplish this, we explain and advocate U.S. policies in terms that are credible and meaningful in foreign cultures; provide information about the U.S., its people, values, and institutions; build lasting relationships and mutual understanding through the exchange of people and ideas; and advise U.S. decision-makers on foreign attitudes and their implications for U.S. policies."

¹¹Smith H. Pamela, Public Diplomacy, Modern Diplomacy, Diplo Publishing, 1988

She further noted that “the people practicing public diplomacy are the ones disseminating the President’s latest speech on foreign policy, explaining its points to a skeptical local newspaper editor, or writing a speech on the same theme, but adapted to local conditions, for the U.S. Ambassador to give. On another day, the public diplomacy practitioner is helping select candidates for the Fulbright academic exchange program and attending a seminar or cultural event that connects the country where he is posted with the United States. In each case, our practitioner is reaching beyond the government elites who decide policy and is interacting with the larger publics in the country where he or she is serving. He is in touch primarily with influential people, journalists, academics, and other leaders in society who help shape public opinion. He knows people from several age groups and across the political spectrum, including among the opposition - even if the opposition is not in the local government’s best graces.”Tago¹²argues that “Public diplomacy has become an essential subject for both practitioners of foreign policy and scholars of international relations/world politics.”

He notes the increasing popularity in use of the term in policy papers, magazines, academic books, and articles, as well as the greater the number of different definitions of the concept. Beyond discussions of discussions and scope of public diplomacy, he notes that many data-oriented, empirical studies have been published on the subject. For instance, moves have been made to rank which state can achieve the greatest level of soft power through the effective practice of public diplomacy.

Moreover, quantitative text analysis (QTA) or content analysis frameworks have frequently been utilized to study how international media focus on controversial

¹²TagoAtshushi, Public Diplomacy & foreign Policy, World Politics, oxfordre.com, July 2017

diplomatic issues between states. Even tweets and social networks are being studied to reveal what types of international diplomatic communications are supported and opposed by third-party domestic audiences.

In comparison, this study will explore the role of Public Diplomacy as a variable of 21st Century CT in the Kenyan context, having noted that the scope of DE extends beyond the Kenyan MFA and Ministries, Departments and Agencies (MDAs) with which it liaises closely by virtue of its multi-faceted approach to issues of national interests.

Former US Secretary of State, John Kerry¹³ observes that effective diplomacy has to put sophisticated use of technology at the center of efforts to advance foreign policy objectives, bridge gaps between people across the globe, engage with people around the world and at home.

He notes that *“The term digital diplomacy is almost redundant -- it's just diplomacy, period”* and further observes that “foreign policy isn't really foreign at all. It is domestic policy carried into the global marketplace in an interconnected world. If we're not out there through SM talking to people about that directly and plainly, we're just surrendering to the field to people who'd rather tell you not to care about foreign policy, let alone invest in our international efforts.” This study will determine the level to which the use of modern information CT for DE towards securing national interests has been mainstreamed within the Kenyan context.

¹³ Kerry John, Digital diplomacy: Adapting our Diplomatic engagement, dipNote, US Department of State Official Blog,

According to Lull¹⁴ various aspects that have come with the development of critical communication and cultural theory include Ideology, consciousness and Hegemony, for example, Ideology and the Mass media, image systems and consciousness. Hegemony describes the power or dominance that one social group holds over others, which can refer to the ‘asymmetrical interdependence’ or political-economic-cultural relations between and among nation states as described by Straubhaar(1991). The author further explores the subject of social rules and power in the context of the influences of electronic media on society, public images and private practices, culture and cultural power.

The author further explores the subject in terms of the active audience in terms of the functionalist tradition and psychological approach in terms of the influence of the Media, means, methods and motives.

He also explores the abstraction of meaning in terms of images, and their perceptions, interpretation and influences on the audience, through concepts such as polysemy and selectivity, new cultural territories, deterritorialization, cultural melding and mediation, and reterritorialization.¹⁵ To account for the complex, interacting, often contradictory nature of media, communication and culture, he concludes by observing that people’s lives ultimately cannot be controlled by social forces of the right or left, but that itineraries of the everyday invariably reflect not only ideological and cultural travel agents’ recommended points of interest, but those of travelers too. The book explores the aspect of psychological conditioning and shaping of perceptions through the symbolism

¹⁴ Lull James, Media, Communication, Culture: A Global Approach, Polity press, Cambridge, UK, 1995

¹⁵ Ibid

of imagery, language and setting of Media frames within the context of Media, communication and culture. My research will also explore these aspects in relation to effective communication albeit within the context of DE.

Tehrani¹⁶ discusses how global communication and international relations have been grounded for the past five centuries on the processes of modernization. He posits that the latest phase of domination, informatic imperialism, is characterized by control of knowledge, industries and information channels including science, technology, education, patents, copyright, data, ideas and images. The writer argues that Global communication (from print to internet) has played a multiple role in the process of global capitalism, and that information and communication technologies are contributing to the dual processes of democratization and totalization. The book also examines how global communication has influenced strategies of international conflict. Overall, the book focuses on the interlocking themes of communication, modernization and democratization in the context of an evolving global system. It also offers an overview of the impact of global communication on seven areas of international relations: military, diplomacy, trade, science, technology, education and culture.

The writer observes that “the complexities of the world demand international relations theories that can focus on growing gaps and interdependencies, conflicts and cooperation, violence and peacebuilding; as well as, policies recognizing that global communication play a central role in defining problems and negotiating solutions.” He further observes that “meaningful international communication calls for technical competence and

¹⁶Tehrani Majid, *Global Communication and World Politics*, domination, Development and discourse, Lynne Rienner Publishers Inc, Colorado, USA, 1999

equality of access to the means of communication-a requirement that is lacking in today's world." My research will seek to further test his hypothesis against the realities espoused by modern ICT on contemporary DE.

Hamelink¹⁷ adopts a comparative approach to examining the subject using select countries of Austria, Czech Republic, Belarus, Estonia, Canada, Denmark, France, Germany, Hungary, Netherlands, Lithuania, Romania, Poland, the Russian Federation Slovenia, Spain, Sweden, the United Kingdom and the United States of America. The parameters used are their national constitutions, media legislation, statutes limiting freedom of expression, public support for media independence, self-regulation, access to information legislation, media ownership, international obligations and regulatory instruments consulted.

The research led to findings that "the right to freedom of expression, ranging from the specific to the flexible, is limited by legal standards in all countries. All countries have constitutional provisions on free speech, with the exception of the United Kingdom which has no written Constitution, and that these provisions range from mere 'freedom of expression' to a more encompassing freedom of communication."

The study further found that not all countries have a specific constitutional provision for institutional freedom of expression and that fourteen countries have a blanket prohibition of censorship.¹⁸ Fifteen countries have different forms of regulatory provisions on access to information. Conversely, six countries have a Freedom of Information Act that

¹⁷Hamelink Cees J, Preserving media independence: regulatory frameworks, UNESCO Publishing, France, 1999

¹⁸ Ibid

guarantees access to public information. Some of the countries provided some form of legal protection for professional secrecy. The stronger self-regulatory regimes are characterized by the explicit rejection of any interference with editorial contents, clauses, of conscience, claims to the protection of sources in professional codes of conduct and habitual use of editorial statutes.

In most countries there are neither clauses of conscience nor demands for professional secrecy in the professional codes, while clauses of conscience are found in some professional codes and editorial statutes are found in others. My research will also explore the regulatory frameworks governing contemporary media including SM in the context of modern ICT.

According to Kluz and Firlej¹⁹ Foreign Affairs has encountered five challenges from the impact of Technology. The first of these is Security: Geopolitics Online, whereby “the proximity of country and entity online systems is increasingly hazardous.” This is in the sense that “international relations among states are conflicting more so than a decade ago in this era of fast information transfer, along with the rapid development of new-generation technologies.” States are however weaker and less capable of mitigating arising challenges in controlling security, popular discontent and cultural fragmentation.

They further note that “technology can bring concurring values or interests into constant confrontation without clear and sufficient evidence of particular guilt and responsibility,” as well as empower individuals like Edward Snowden to bring another dimension to state relations.

¹⁹Kluz Artur & Firlej Mikolaj, The impact of Technology on Foreign Affairs: Five challenges, foreign policyblog.com/2015/12/22

The second challenge of Technology is in the role it has played in “redefining actions by institutions and alliances.” This is evidenced in international organizations and alliances such as North Atlantic Treaty Organization (NATO) that rely on data-driven technologies to carry out their mandates and promptly exchange large volumes of information. However, it is questionable that most IOs and alliances have the capacity to deal with the challenges related to financial, online security and climate change dynamics inherent in internet communication. Indeed most IOs founded after the First World War, have been faced with challenges related to stagnancy and ineffective decision-making processes to handle arising challenges. In this regard, they are thus ill equipped to deal with contemporary relational challenges within current institutional frameworks with the usual standard solutions adopted such as only “considering sanctions” as a means of mitigation. Most notably, many IOs are increasingly losing their ability to govern and implement necessary measures to oversee the unregulated realms that technology has created.

The third challenge relates to “participation and how SM and online platforms drive profound change in foreign policies.” Evidently, SM platforms such as Facebook and Twitter have been observed to change global connectivity. Regrettably though, new technologies do not necessarily create democratic evolution online. New technologies empower individuals but “can breed clusters of extremism, abuse, xenophobia and violence expressed on a number of online media and channels.”

Further, authoritarians as well as countries and separate individualist entities reap benefits from technology. In this regard, the internet gives the government power another weapon of war in conflict zones in which control of connections and website content gives it

control over social activism during conflicts. Thirdly, the ineffective implementation of technology can be both a harmful and costly endeavor whereby governments and institutions often grapple with poorly developed and protected platforms that cause more challenges than benefits.

The risks of adapting and managing new technologies can be as profound as not evolving to technological advancements. States have thus experienced repercussions from inadequate adaptation or inadequate management of technological evolution. The authors note that, these challenges shall remain on political and global agendas for years to come, with five billion more people set to join the digital world.

The authors note that “the art of diplomacy and international policy is not vanishing but being reinvented, and those breakthrough technologies enable instant contact and thus create ease in managing diplomacy and organizing political dialogue.” Officials have continuous access to instantaneous and live networks empowering not only organizational dialogue, but providing international communications enhancing responsiveness, action and regulation. It is observed that currently most ambassadors and politicians use Twitter to interact with officials, policymakers and citizens.

So called “Twitplomacy” has been seen as a form of public diplomacy as it has been used not only by officials but also millions of citizens across the globe. The two big positive effects that Twitter is seen as having on foreign policy is first, in fostering a beneficial exchange of ideas between policymakers and civil society and secondly, in enhancing diplomats’ ability to gather information and to anticipate, analyze, manage, and react to

events,” according to former Italian Foreign Minister Giulio Terzi in his preface to the book entitled *Twitter for Diplomacy*.

It is also observed that Embassies can exist at the virtual level where it is impossible to establish actual Missions on the ground as happened in the case of the United States of America on Iran.

The writers observe that for leaders, the human factor is still important but more complex, particularly regarding the prominence of public opinion in political domains and how new technologies compound the classical dilemma faced by politicians, regarding proposing and implementing effective policies while mitigating public popularity.

Kluz and Firlej conclude by observing that “Technology may be seen as a driver for both power and legitimacy in the areas of foreign affairs and diplomacy.” There is thus need today for leaders who in addition to understanding the complexities of technology, “also use this technology to promote a global culture of human encounter that meets the legitimate needs of all peoples.”

According to Payne, Sevin and Bruya²⁰ advancements in communication and transportation technologies “have created new and emerging tools that enable individuals to share information with a global audience.” Social networking technologies “have broken down the geographical boundaries that once divided cultures and nationalities.” Diplomacy, “an international relations activity traditionally claimed as the domain of the

²⁰ Payne Gregory, SevinEfe&Bruya Sara, Grassroots 2.0: Public Diplomacy in the Digital Age, journals.openedition.org/cp/422

nation-state, has become more accessible to ‘ordinary’ citizens and advocacy groups and is taking new forms as individuals and groups initiate grassroots public diplomacy activities.”

They advance the opinion that the terms “grassroots” public diplomacy and citizen diplomacy have emerged to encompass the multitude of international engagement activities undertaken outside the purview of government-sponsored outreach. The new public diplomacy can therefore be defined as international relationship-building (Payne 2009b), sometimes for the purpose of asserting national images or policies, but alternatively as “an end in itself that contributes to a better international environment” (Zaharna 2009, p. 91). They observe that “the emerging scope of diplomatic activity, augmented by new communication tools and technologies, is less autocratic, more democratic, and provides myriad opportunities for the involvement of the individual citizen.”

1.6 JUSTIFICATION OF THE STUDY

1.6.1 ACADEMIC JUSTIFICATION

The study is justified on the basis of the knowledge gap identified in studies on trends and need for improvement in the use of 21stCentury CT in DE. The rate of evolution of CT is very rapid and necessitates corresponding adaptability to keep up with the ever-changing trends. A precedent of undertaking major policy pronouncements on SM has been set, thus 21st Century CT is bridging the divide between official and non official diplomatic communication. The research will therefore study the level of adaptation and adaptability to 21stCentury CT in DE and ascertain the level of preparedness to do so in

terms of both skills and facilitation. The study hopes to fill this gap in knowledge, and in the process contribute to new knowledge and suggest further areas of research.

1.6.2 POLICY JUSTIFICATION

The knowledge generated in the study will contribute to policy recommendation and action, specifically to mitigate existing structural and operational inefficiencies in the Public Service, especially MDAs charged and liaising on issues necessitating DE. This includes operational guidelines and standard operating procedures in use of 21st Century CT for effective DE, as well as, factoring in staff skills and training needs. With trends indicating the imperative to incorporate public diplomacy, there is need to develop policies on the conduct of public diplomacy which equally prioritizes domestic audiences unlike traditional diplomacy whose primary focus was on external global audiences.

1.7 THEORETICAL FRAMEWORK

The theoretical framework guiding this research study is Noopolitik.²¹Noopolitik describes strategy “adapted to the information age and contrasted with the more traditional hard power approach.” It is described as foreign policy behavior which emphasizes the primacy of ideas, values, norms, laws and ethics. Arquilla and Ronfeldt (1999) who invented the term considered Realpolitik and Noopolitikas seemingly contradictory but also allowing for skillful policy makers to alternate between the two, especially when ‘Realpolitik’ proves ineffective.

²¹Gilboa Eytan, Searching for a theory of public diplomacy, The Annals of the American Academy of Political and Social Science, Sage Publications, March 2008, pp 61

According to research firm, Rand.org²²Noopolitik represents the new paradigm shift that has been noted whereby “the intensification of the information revolution has intensified, with the implication that knowledge is power, that power is diffusing to non-state actors and that global interconnectivity is generating a new fabric for world order,” as quoted below:

“Noopolitik makes sense because trends exist that make it increasingly viable. We identify five trends: the growing fabric of global interconnection, the continued strengthening of global civil society, the rise of soft power, the new importance of ‘cooperative advantages,’ and the formation of the global no sphere. These trends do not spell the obsolescence of realpolitik, but they are at odds with it. To a lesser degree, they are also at odds with the tenets of liberal internationalism.”

Gilboa ²³ notes the argument by Riordan (2004) that “diplomacy in the twenty-first century will increasingly be public diplomacy, because the only way to effectively deal with contemporary global issues such as terrorism, environmental degradation, the spread of epidemic diseases, and financial instability would be through public diplomacy and close collaboration among governments, NGOs, and individuals.” He called this approach “dialogue-based PD” because it requires collaboration among many partners operating within and outside civil society.

He further notes Riordan’s suggestion that dialogue-based public diplomacy, if properly implemented, will create a new paradigm of foreign policy, by forcing the existing rigid and closed foreign policy establishment to open.

²²Emergence of Noopolitik, www.rand.org Chapter 3. Last accessed 10.4.2018 10.11 pm

²³Gilboa Eytan, Ibid

1.8 RESEARCH HYPOTHESES

- i. States can maintain competitive advantage in management of diplomatic engagement in a liberal, globalized information environment.
- ii. The Kenyan State has adopted 21st Century Communication Technology to strengthen traditional forms of diplomatic engagement and faced both challenges and prospects.
- iii. 21st Century Communication Technology has been harnessed into opportunities for more effective diplomatic engagement.

1.9 RESEARCH METHODOLOGY

The Research employed both qualitative and quantitative methods of data collection, and analysis. The research further employed the use of sampling methods via survey through questionnaires and key informant interviews.

The survey carried out via questionnaires was administered and distributed to various employees within the MFA and Ministries, Departments and Agencies (MDAs) with which the Ministry regularly collaborates in DE. The survey was conducted via interviews in person, over the phone and other digital means.

The sample respondents from MFA were drawn mainly from the Political Directorates, as well as, the key Directorates of Protocol, Economic and Commercial diplomacy, Legal and Host Country, Diaspora and Cultural Affairs, Multilateral Affairs, and the Foreign Service Academy. The sample respondents from MDAs were drawn from the Ministry of ICT, the Ministry of Interior and Coordination of National Government, the Treasury

and Ministry of Planning, The Ministry of Environment and Natural Resources, the Ministry of Health, the Ministry of Sports, culture and Heritage, and Ministry of Public Service, Youth and Gender, amongst others. The survey was conducted among 30 persons representing one out of ten of the target population. The response rate stood at 100 percent.

The Questionnaire sought to determine level of awareness of the respondents on new technology available to enhance communication, personal use of the same in work related activities and availability and level of acceptance for official purposes at the work place.

The key informant interviews were conducted on at least three persons in positions of authority and management, who regularly employ the use of 21st Century CT at the MFA and select MDAs. The key informant interviews sought to determine frequency of personal use of Twitter, Whatsapp and other forms of 21st Century CT by persons in key positions of authority with highly visible twitter profiles, and their perceptions on whether its utilized for full potential for DE, as well as perceptions on the way forward for traditional diplomatic communication in the face of technological innovations and their effects.

The methodology used aimed to answer the research questions, fulfill the Research objectives, and test the Hypotheses, finally concluding with examination, analysis, and reporting on the data collected and findings of the Research.

The findings of the research were used to recommend areas of further research.

CHAPTER OUTLINE

The study is organized into six chapters.

Chapter One: Introduction

The Chapter deals with the introduction, the statement of the research problem, the research questions, objectives of the study, the Literature review, justification of the study, theoretical framework, hypothesis and the research methodology.

Chapter Two: State management of diplomatic engagement in a liberal globalized information environment

Chapter Three: Kenya's experience in adopting 21st century communication technology for diplomatic engagement

Chapter Four: Challenges and opportunities in use of 21st century communication technology for diplomatic engagement

Chapter Five: Presentation of findings and Data Analysis

Chapter Six: Conclusions and Recommendations

CHAPTER TWO

STATE MANAGEMENT OF DIPLOMATIC ENGAGEMENT IN A LIBERAL GLOBALIZED INFORMATION ENVIRONMENT

The use of CT in Diplomacy cannot be separate from the technological status of the State in which it is practiced. The level of Technology and Innovation is considered to be one of the key factors, alongside a dominant economy, military might, and cultural imperialism that have propelled States to greatness. According to Lull²⁴ Communication is “the conceptual meeting ground where interpersonal relations and technological innovations, political-economic incentives and sociocultural ambitions, light entertainment and serious information, local environments and global influences, form and contents, substance and style intersect.”

Subsequently, States invest a substantial part of their Gross Domestic Product (GDP) in Science, Technology and Innovation to encompass among other key sectors, security, information and communication. States have also progressively adopted digitisation of services, automation and development of apps to assist in service delivery.

At the heart of this is the symbiotic investment in development of capacities in human resource, software and hardware. That training and courses and workshops are offered on topics such as “introduction to digital policy and diplomacy’ and’ mapping the challenges and opportunities for artificial intelligence for the conduct of diplomacy”²⁵ indicates the

²⁴ Lull James, media, communication, culture: A Global approach, Polity Press, Cambridge, UK, 1995 PP 3

²⁵ Diplo news – Issue#364-February 4, 2019, www.diplo@dipomacy.edu

vigilant focus in tracking and deconstructing current and futuristic trends of technology in diplomacy.

Fust²⁶ observes that developing countries can broaden their diplomatic capabilities through comprehensive training of diplomatic agent on ICTs and internet.

In terms of DE, States seek to promote their national interests on the global arena. These include Peace and Security, National Prestige, Sovereignty and Integrity, developmental needs, international cooperation and cooperation environmental, socio-cultural and economic concerns. Many of these aspirations are increasingly adopting DPs (DPs) for example, the digital economy, cyber security, cyber intelligence and information sharing.

The information domain is widely considered to be among the three traditional elements of National power, the other two being the Economy and the Military. A State which handles the information domain well is considered to have a competitive advantage.

Information management includes managing perceptions and storage of information. Data Management has therefore emerged as a key interest for both States and non-State actors. Data management presents both positive and negative potentialities, as it could be the source of tailor made solutions that States need, but also presents challenges at the level of both State and individual security for its citizens due to the capacities to manage Data harvesting and Security at State and global level.

In a new age dominated by SM, skillful and well-crafted communication still lies at the heart of effective DE. This entails rapport with the target audiences. Evolution to

²⁶Fust Walter, Knowledge Management and International Development: The role of Diplomacy. In Knowledge and Diplomacy, ed Jovan Kurbalija, <http://www.diplomacy.edu/Books/knowledge>

diplomatic practice over the past decade has taken place in an era where application of Information, CT is represented by the convergence of media, alternatively known as Media convergence.

Media convergence has been described as “the merging of mass communication outlets – print, television, radio, the Internet along with portable and interactive technologies through various digital media platforms.”²⁷ It is further described as “the blending of multiple media forms into one platform for purposes of delivering a dynamic experience and associated with the digital age or experience, and the blurring of lines between info-tainment, promo-tainment, and edu-tainment, and now it’s hard to separate intrapersonal, interpersonal, and mass communication.”

Within this vibrant, fast evolving, multifaceted and sometimes confusing digital environment, States remain keen to control and monitor communication for the purposes of Security, as well as assert themselves on issues of national and international interest, Diplomatic practice by States naturally encompasses engagement in international cooperation on issues of transnational and global concern.

One way in which States have traditionally sought to do this is through Media which is either State owned or independent. The majority of governments across the globe own or support a media house, which have components of electronic or print media. Some Governments divested of their shares of formerly state-owned media in the era of deregulation, privatization and liberalization.²⁸ Even as some retained part shares of

²⁷ololadeganiyualabi.wordpress.com, The concept of Media convergence, Wordpress, 2014

²⁸ Gunther Richard and Mughan Anthony, Democracy and the Media, A comparative Perspective, Cambridge University Press, UK, 2000

Media firms, or extended some form of support in funding and management support, the media firms operate under a certain level of Independence and objectivity in direction and editorial content.

Global examples of these are the British Broadcasting Corporation (BBC) ²⁹ which is described as ‘a British public broadcaster whose main responsibility is to provide impartial public service broadcasting in the United Kingdom, Channel Islands and Isle of Man, and further a public corporation of the Department for digital culture, media and Sport’.

Another example is Deutsche Welle³⁰ which is described “as Germany’s international broadcaster organized under public law and funded by the German federal tax budget, managed by the Federal Commissioner for Culture and the Media.” The Voice of America (VOA)³¹ is also described “as an international public broadcaster and the United States federal Government’s official Institution for non-military, external broadcasting and the United States’ largest international broadcaster.”

States perceived as undemocratic and tightly controlled wield greater influence on policy, direction and content of both State and private owned Media houses within their borders, as well as, exercise great vigilance over SM, hence claims often leveled against them of using communication for purposes of propaganda. Authoritarian regimes are deemed as restricting access to information and Communications Technology in order to maintain control. ³²Johnnie Manzaria& Jonathon Bruck³³in their article: War & Peace: Media and

²⁹ www.gov.uk

³⁰ info@dw.com

³¹ www.voanews.com

³²ibid

War make reference to The Dune effect, a term they coined--after the movie Dune-- which explains that those who control and have access to media have access to and potential control of public opinion.

Despite perceptions in some quarters of playing the role of official state media, mainstream media in the developed world proclaim independence, objectivity, impartiality and freedom from undue State influence. Nevertheless, Media plays a key role in supporting the public diplomacy of their respective States.³⁴ This is especially evident in human interest stories, and historical and cultural content they convey. The professional and political culture of the news media will vary over time and place because the political and cultural base of the news media varies. Media independence notwithstanding, news media are much more likely to serve as “cultural time capsules which offer a brief glimpse of the political symbols, myths and stories that are popular at a particular time and place.”³⁵

Information Technologies (ITs) play an important part in the globalization of political, economical and socio-cultural affairs.³⁶ It is the strategic role of States and State Officials including Diplomats to develop strategic partnerships and linkages with the Media in order to achieve their objectives. Social media gives States greater control over their portrayal in greater reach to worldwide audiences, both in imagery and content, by countering the traditional mould of the media frames in which they have been portrayed

³³ Lull James, media, communication, culture: A Global approach, Polity Press, Cambridge, UK, 1995 PP15

³⁴Media’s use of propaganda to persuade people’s attitudes, beliefs and behaviours, Edge, University of Stanford, web.stanford.edu,

³⁵WolsfeldGadi, Media and Political conflict, News from the Middle East, Cambridge University Press, UK, 1997

³⁶Chabuka Bedford Kaseya, Information technology as a tool for decision making in the military using a case study of Zambia, NDC Kenya, 2002

through lack of exposure and information and outreach to global audiences. This is pertinent for African states which have long decried international media frames that characterize their portrayal negatively.

Print and electronic media have adopted SM platforms. These have not replaced previous methods of dissemination which still appeal to certain audiences, but rather serve to augment or complement them. Nevertheless, they have scaled back on the former and are tentatively increasing usage of the latter. Several State Officials, including Diplomats too have adopted SM engagement, most notably Twitter and WhatsApp, to increase visibility and availability to the public.

Reporting is a key function of Diplomacy. One of the notable effects of SM on reporting by Diplomats is to make it more immediate and less formal. Ruël³⁷ observes that “Social media usage has many good aspects with regard to the work of diplomats. It offers opportunities to increase the transparency of the work done by embassies, it increases the speed of distributing information, and it enables diplomats to contact a wider audience and a more diverse group of actors.” He further observed that the threshold for the public to contact embassies, ambassadors and other diplomats has also lowered due to the increased visibility and transparency facilitated by SM. In case of emerging crises, SM allows the public and specific stakeholders to be informed instantly.

Twitter and WhatsApp facilitate communication on a multiplicity of issues including those previously considered exclusive, for example, high level policy pronouncements and policy change. It has been argued that public informal communication via Twitter

³⁷Diplomats and social media: new competencies needed for ‘bird watching’, www.diplomatmagazine.nl

helped to legitimize political possibilities for change, and enable a dynamic of representation and recognition to emerge between two nations.

Ruël observes that “Social media is increasingly used as a means of communication between states while Diplomats and political leaders are increasing reliance on Twitter in their daily practice to communicate with counterparts. These exchanges occur in view of a global audience, providing an added level of scrutiny unique to this form of communication. Twitter challenges traditional notions of diplomacy yet raises questions as to how instrumental SM is as a tool for signaling intentions.” Further questions are raised as “to whether Twitter can be an effective platform for dialogue and trust development when traditional face-to-face diplomacy is limited.”

Social media posts by state representatives “reflect and frame state identity and how a state wishes to be recognized by others. If we are attuned to these dynamics, shifts in representational patterns communicated through SM during high-level negotiations allow realizations of political possibilities for change”.³⁸

In an article on How Twitter, Instagram and other SM are transforming Diplomacy, University of Southern California (USC) Center of Public Diplomacy’s Jay Wang³⁹observed that initially Twitter was not the primary place to read the official statements of the President of the United States. In Canada too, few people turned to Instagram to keep up with Canadian officials until Prime Minister Trudeau’s Twitter activity with more than 2 million followers in tow.

³⁸Constance Duncombe ,Twitter and transformative diplomacy; social media and Iran-US relations, Chatham House, the Royal Institute of International Affairs,2017, www.chathamhouse.org

³⁹How Twitter, Instagram and other social media are transforming Diplomacy, Joanna Clay,USC, University of Southern California, news.usc.edu, 2018

Twiplomacy Study 2017 described “Social media as having become diplomacy’s significant other.” The study further describes SM as evolving from “an afterthought to being the very first thought of world leaders and governments across the globe, as audiences flock to their Twitter newsfeeds for the latest news and statements.” SM had apparently brought with it “a wave of openness and transparency never been experienced before, provides a platform for unconditional communication, and has become a communicator’s most powerful tool. According to the research findings, Twitter, in particular, has become a diplomatic barometer, a tool used to analyze and forecast international relations.”⁴⁰

The study done by Burson-Marsteller’s research team further focused on the SM platforms of world leaders, and found that “Twitter is the most popular channel for Governments and Foreign Ministries. 856 Twitter accounts belong to heads of state and government, and foreign ministers in 178 countries, representing 92 percent of all UN member states, with a combined audience of 356 million followers. All the G20 governments have an official Twitter presence and six of the G7 leaders have personal Twitter accounts except the German Chancellor.” All European governments and those in Latin America have a presence on social network. An exception to this is the government of Nicaragua which lacks an official Twitter account. Only 15 countries, mainly in the Africa, Asia, and the Pacific do not have a Twitter presence.

Australian Media Professor Simon Cottle observes that “we are living in increasingly promotional times where States, corporate organizations, as well as, diverse pressure groups and new social movements all seek to put their message across via the media in

⁴⁰Twiplomacy Study, 2017, <https://twiplomacy.com/blog/twiplomacy-study-2017>

pursuit of disparate organizational interests, collective aims and public legitimacy.”⁴¹
States must therefore be clear on their national interests and strategies to promote them.

Apart from communicating State policy and intentions, SM offers Diplomats vast opportunities for public engagement, most notably, voicing or countering opinions on various issues, informing, educating, persuading and advertising opportunities for investment, tourism and education among other possibilities for their sending countries. It also offers opportunities to express appreciation, and build trust, consensus and closer relations with the host countries.

However, the reverse is also true in the case of deteriorating relations between countries. where States are in situations of conflict, with State or non-state actors, they normally seek to win public opinion over to their side. At worst, this comes across as propaganda, a term with negative connotations, as it is perceived to be geared towards extreme manipulation of public opinion through half-truths, misinformation, exaggeration or outright falsehood. At best, this is considered as ‘the battle for the hearts and minds of the public’ through effective presentation of one’s side of the story with credible facts and figures.’ It is therefore the prerogative of States to prepare for effective information and counter-information strategies to bolster their positions in times of adversity. ⁴²

Closely related to this is the fact that purpose and intent lie at the heart of diplomatic communication, regardless of the tools, gadgets or means used. The purpose is usually to enhance positive relations and cooperation between States, and between States and focal

⁴¹Cottle Simon, *News, Public Relations and Power*, Sage Publications Ltd, London, 2003 pp3

⁴²Uma Narula, *Handbook of communication models, perspectives, strategies*, Atlanta Publishers & Distributors (P) Ltd, 2006

global institutions to enhance national or mutual international interests. Communication and its mode of conveyance is key in the promotion or deterioration of relations. Much thought and consideration went into ensuring that appropriate language was used, with the expectation that it would be positively received as a goodwill gesture and extension of the high of esteem in which sending party held the receiving party. The slow, measured pace and intervening period of delivering traditional modes of diplomatic communication provided safeguards against impulsive thought and actions which have far reaching consequences on diplomatic relations and policy practice. The speed, immediacy and relative informality of Twitter, WhatsApp has compromised the formality and caution that went into traditional diplomatic communication. Nevertheless, SM is increasingly providing avenues at both individual and organization level to retract communication deemed undesirable.

States and State Officials at highest level have used SM platforms for rapid communication perceived as provocative, contemptuous or un-polished but may conversely be deliberate in the inherent latent message they portray. In the past, efforts to mend fractured diplomatic relations was effected through the use of envoys or follow up communication to convey change of position, attitude or express regret.

In the present time, this is effected by retraction on SM at the click of the button but the appropriateness and sincerity on use of SM for this purpose has been questioned, considering the possible consequences of perceived slights on the national pride of sovereign States and hence bilateral relations.

The use of SM in DE, most notably Twitter and WhatsApp and the immediacy of communication has come with the inherent risks of removing the courtesy, formality and consideration that comes with traditional diplomatic etiquette and more so the danger of jeopardizing bilateral and multilateral relations between countries and Institutions. It has contributed to what Amolo,⁴³ describes as “the elevation of vituperation as opposed to careful weighing of options in policy making and implementation”.

Amb. Amolo reflects that it raises the question as to whether the current era is the end of Diplomacy as we have traditionally known it to be, where rules don't matter - Article 41(2) of the Vienna Convention on diplomatic relations which states that “All official business with the receiving States entrusted to the Missions by the sending States shall be conducted with or through the Ministry for Foreign Affairs of the receiving State or such other Ministry as may be agreed.”

States have initiated war, held century's old grudges and even formed alliances and counter alliances over issues of national pride and prestige. It is therefore incumbent on State to gauge the intent or possible consequences of the communication which can be either intended or un-intended while utilising SM to conduct DE.

21st Century CT avails multiple sources of diverse and unquantifiable information. States seek to retain control of collecting, analyzing, and verifying information, that is pertinent to state and global security as well as, communication of official State position on issues. The multiple non-official sources are not easy to vet, control or monitor thus representing inherent challenges.

⁴³AmoloTom,Amb., Some reflections on Kenya's Foreign Policy & the assault of the rules-based international order, March 2019

As Rao⁴⁴ former foreign secretary of India and ambassador to the United States of America observed during a speech delivered to UNESCO, Paris in July 2017: “This is the age of the ‘naked diplomat’, as famously defined by Ambassador Tom Fletcher, lately retired from Her Majesty’s British Foreign Service: the naked diplomat with the smartphone, shorn of all the trappings of yesteryear. It is the era of citizen diplomacy, subject to oversight from the population at large that is buoyed by the freedom of the internet and the online, digital world. The demands of openness and transparency in policy deployment and articulation, real-time communication, countering fake news and alternative facts in a post- truth world, clarity and conciseness, are all upon diplomacy.”

Alternative choices of media notwithstanding, States are guided in all communication, by Government regulations and communication policies. It is the role of States to come up with regulatory frameworks for use of ICT. Diplomats are therefore guided by the ideal to maintain conformity and unitary purpose with the State’s direction and overall communication policy on the same, even as they facilitate and enhance their external DE.

Diplomats have the advantage of Statecraft and insider information on issues of national interest to be communicated. Their adherence to State regulations and bureaucracy is expected to lead them to exercise discretion and accountability for the information they impart to domestic and global audiences.

In comparison, non-state actors are not obliged to present factual, truthful, impartial or verifiable information, and may indeed, as is regularly observed, take advantage of SM to operate under the cover of anonymity. This presents inherent challenges to States in

⁴⁴Rao Nirupama, Diplomacy in the Age of the naked diplomat, United Nations, 2017

the context of sensitivity, confidentiality, privacy, and verifiability of information. Unbridled SM expression also denies States the prerogative of safeguarding information and releasing it selectively on a need to know principle, as was previously the case.

Many States have invested in monitoring and regulating communication on SM platforms despite accusations leveled against them of violating basic freedoms and the Sofia convention. Some States have been especially more effective than others in this aspect. In this regard, tactics used by such States may include disruption to mobile internet services.

They may also include online content manipulation and disinformation or employing “opinion shapers” to spread government views, drive particular agendas, and counter government critics on SM through disruption to mobile internet services.⁴⁵ Such States justify this with the imperative to proactively vet communication deemed to compromise state security and may arrest and prescribe punitive punishment for journalists and bloggers on this account. However, it is not just repressive States, but even the most liberal of States take great punitive action against those whose online activities or online persona deemed to be in violation of national security, or national security strategies.⁴⁶

Social media platforms, like WhatsApp and more so Twitter gives diplomats opportunities to express support, appreciation or solidarity for their sending authority, other leading authorities, icons and fellow diplomats by re-tweeting policies, ideals, opinions or even images they consider useful, important or impressive. They also serve

⁴⁵Manipulating social media to undermine democracy, Freedom on the net 2017, Freedom House, www.freedomhouse.org

⁴⁶ Edward Snowden, Leaks that exposed US spy programme, www.bbc.com

the important function of informing on event, activities and developments with clarity and brevity, with the added advantage of bypassing traditional bureaucratic channels of diplomatic communication. The options of clarity and brevity boost diplomats in their quest to deliver up-to-date current and credible information on an as-is-happening basis thus matching up to the competitive advantage in speed of delivery hitherto enjoyed by traditional competitive media and non-state actors.

In the age of Globalisation and International Diplomacy, DE is further guided by the supranational interests of the regional and international organizations to which States are affiliated. The United Nations has a strategic communication Division (SCD) which states that it works to ensure the United Nations harnesses communications to achieve its goals and deliver global communications campaigns that support the Organization's diverse and challenging priorities.

They advise on reputation management and crisis communications; and manage a global network of 60 United Nations information centers that engage and mobilize people in the work of the UN in more than 80 languages. It further identifies the issues covered by its communication unit as peace and security, sustainable development, Palestine, decolonization and human rights; and Africa section.⁴⁷ The United Nations digital policy further serves the purpose of allowing it to transmit all materials electronically and saving up on the printing manually as it did in the past, thus eliminating paper waste, an often-overlooked aspect of the environmental action platform. Furthermore, member states have adopted the United Nations 'Paper Smart portal' to upload the full content of the abridged presentations they make during plenary sessions. In some cases panel

⁴⁷ www.un.org/en/en/sections/departments/departments/global-communications/strategic-communications

discussions are conducted via video link when key contributors or participants are not able to present themselves physically at the venue.

The United Nations often also appoints ambassadors, who are not necessarily career diplomats but drawn from various publics, to champion diverse causes ranging from youth issues, environment, agriculture and reproductive health, among others. The choice of such ambassadors are usually social influencers, whose social influence is often on contemporary terms gauged by their popularity determined by the outreach of their SM accounts and number of followers.

The European Union (EU) has a joint European Communication Policy ⁴⁸ developed as a result of joint effort with the aim of communicating European affairs and forging a number of partnerships will be forged between the other institutions and the Member States. States seek to harmonize and streamline their global communication objectives with global affiliates and in line with sources of international cooperation.

The digital era further provides Africa with a unique opportunity to re-invent and manage its global image which African states has often felt is disproportionately associated with negative imagery, for example, Poverty, disease, conflict, drought while ignoring the vast wealth of beauty and opportunity inherent within Africa. This first and foremost entails tackling the digital divide which is term that refers to “the gap between demographics and regions that have access to modern information and communications technology, and those that don't or have restricted access. This technology can include the telephone, television, personal computers and the Internet.”

⁴⁸Communicating Europe in Partnership (COM(2007) 568 final)

The digital divide typically exists “between those in cities and those in rural areas; between the educated and the uneducated; between socioeconomic groups; and, globally, between the more and less industrially developed nations. Also, the digital divide can be evident in the form of lower-performance computers, lower-speed wireless connections, lower-priced connections such as dial-up, and limited access to subscription-based content even among populations with some access to technology.”⁴⁹

In the case of African States, Pan Africanism which flourished in the post -independence era from the 1950s and 1960s gradually evolved into the ideal to accept unity in diversity. A peoples’ culture is an important element of power, prestige and self-preservation hence culture provides leverage for DE. African States exploited opportunities for cultural exchanges in music and other art forms, and intellectual debates, hence cultural diplomacy through bilateral visits, multilateral fora, for example festivals, including technological programmes such as radio and media. Under the Organisation for African Unity (OAU), for example, the Union for Radio and Television Networks for Africa (URTNA) provided the transcontinental communication opportunities for such exchanges thus deepening relations and mutual understanding and a sense of oneness. Since 2006, URTNA has since been re-named as the African Union of Broadcasting (AUB).

In contemporary times opportunity for Africa to enhance its image exists in Afrofuturism which refers to a flourishing contemporary movement of African American, African, and Black diasporic writers, artists, musicians, and theorists. Afrofuturism comprises cultural

⁴⁹[Whatis.techtarget.com/definition/digital.Divide](http://whatis.techtarget.com/definition/digital.Divide)

production and scholarly thought - literature, visual art, photography, film, multimedia art, performance art, music, and theory⁵⁰.

Afrofuturism addresses themes and concerns of the African diaspora through “techno culture and science fiction, encompassing a range of media and artists with a shared interest in envisioning black futures that stem from Afrodiasporic experiences.”⁵¹

Afrofuturism can be seen as utilization by persons of influence in Culture and the Arts and the Intellectual World through fusions of Pan Africanism, concepts of the African Renaissance, Africa rising and Sci Fi to portray different perspectives, and previously unimaginable vistas of the African image and narrative, on DPs. For African States which have been quick to exploit the attendant benefits, this has enhanced Cultural Diplomacy and by extension Economic Diplomacy, through for example, Tourism evoked by curiosity and pride in their origins by the African diaspora.

In terms of Economic Diplomacy, the AU has also promoted opportunities for growth of the Digital Economy on the Continent. In December 2018, The AU and the EU held an AU-EU Digital Economy summit whose purpose was to stimulate the digital economy on the continent unlock the potential for the future digital economy of Africa and the EU. The Summit brought together at least 800 Companies, Representatives of E-Government and E-Commerce, and digital start-ups keen to garner support for their online businesses. The EU noted the great potential at hand, but also used the opportunity to address a

⁵⁰ English K. Daylanne, oxfordbibliographies.com

⁵¹Yaszek Lisa, Afrofuturism, Science fiction and the History of the future, Socialism and Democracy, 2006

global issue of pressing concern to them at the time, by highlighting the need to curb Migration.

It is envisaged that DPs will be essential in managing the AU's future engagements within its continental policies and programmes, and also with external partners. A case in point is with the operationalization of the African Continental Free Trade Area (AFCFTA) which will to a large extent be best facilitated on DPs for optimal results to be achieved by allowing for transactions in Trade, and movement of goods and services and even persons in future. The AfCFTA will be governed by five operational instruments, namely, "the Rules of Origin; the online negotiating forum; the monitoring and elimination of non-tariff barriers; a digital payments system and the African Trade Observatory."⁵²

In terms of the necessary infrastructure and regulatory environment, a primary role of the State is to develop the requisite conditions in which ICT can thrive. This involves facilitating of digital connectivity, Legislation, developing regulatory frameworks, guidelines and policies for cyber use, as well as, to identifying and prescribing penalties for violations of the same.⁵³

Notably though, even the most advanced of States with sophisticated ICT systems face challenges of synchronization, harmonization and efficiency of communication, attributed to human and technological differentials, which they are continually working to resolve through Human Resource staffing, training, Science, Technology and

⁵²African continental Free Trade Area Legal Texts and Policy Documents, <https://www.tralac.org/resources/our-resources/6730-continental-free-trade-area-cfta.html>. Last access, 15.11.19

⁵³ Dwyer Tim, Media Convergence, Open University Press, NY, USA, 2010

Innovation⁵⁴. A strategic use of SM in communications requires resources such as trained employees, modern information technology and appropriate budgets, as well as favorable organizational cultures and structures. Challenges include incidences of leaked confidential diplomatic cables, and uncertainty as to whether the imagined publics being communicated to are real persons and not indeed instead computer generated android bots and trolls.⁵⁵

The corporate world and global Institutions have invested heavily into studying global SM trends. This includes the most favoured forms of SM used and demographic groups they most attract. It also includes the purposes for which SM is favoured and the amount of time people spend on it, as well as the prevailing communication infrastructure in the global regions surveyed.

Studies indicate that Facebook continues to have the most daily active users compared to other social networks. Holding the market share at over 2 billion active users. Google's YouTube is second with Facebook-owned WhatsApp and Messenger not far behind. The other major social networking apps are Twitter, Snapchat, Tumblr and Instagram, though Instagram had half the visits of Facebook. Facebook is declining in some demographics such as 18-24 and 25-34, while Instagram and Snapchat has also had significant growth.

The majority of Americans use Facebook and Youtube, while Youtube, Instagram, Snapchat and Tumblr were the most popular online platforms among younger age groups. Similarities were observed in demographic trends across the globe. 2.08 billion people

⁵⁴Ansgar Zerfass Ansgar et.al., Social Media Governance: Regulatory Frameworks As Drivers of Success in Online Communications, University of Leipzig, Germany, 2011

⁵⁵Yiu Yuen, Battling online bots, trolls and people, www.insidescience.org

have active SM accounts, which represents 29% of total population of the world. Mobile phones are the most popular source of web traffic at 52% whilst Desktop remains in second place at 43%. 1.69 billion People have SM accounts accessed via mobile, which represents 23% of the world population.⁵⁶

Studies on how users react with brands on SM, have yielded the finding that SM is increasingly being used as a customer service platform where customers and potential customers want answers quickly and in real-time. Knowing how to behave / post on SM is important as this is reflective of your brand personality and consequently influences social uses to buy or unfollow.⁵⁷

Social Media has grown massively, but its growth is now starting to plateau. Those over 65 years old are apparently now driving growth, as other age groups have plateaued completely and use is hardly growing it all, for example, age 50-64 which hasn't increased since 2013. A study done in China, reveals that the Millennial generation, those born between 1980 and 1995, which is also known as the digital generation spend most of their time online in activities such as online shopping, Web surfing and research.⁵⁸

Statistics on digital trends demonstrate that the pace of digital change is transforming economics, businesses and culture right around the world. The implications for States and their diplomatic representatives is that they must be cognisant of the digital environment, connectivity and profiles of the target audiences in their jurisdictions for effective DE. The message may be the same but outreach to audiences in Africa,

⁵⁷Chaffey Dave, global social media research summary, 2018,

⁵⁸www.bbc.com feature on Chinese millennials

America. Europe, Asia and elsewhere may be delivered differently. An African diplomat based in Africa, may for example exploit cultural similarities to appeal to audiences in Africa but while the same message may be delivered to audiences elsewhere in the globe, it should take into account their social or cultural make up.

While States are increasingly adopting the use of apps in their digital communication, apps are not ends in themselves but rather facilitate effective service delivery. Diplomatic training and the personal touch by diplomatic staff and Missions is therefore deemed as still important and irreplaceable by apps.

Communication is not a two-way process but ideally should be interactive; therefore feedback from the audiences is important. States should adopt effective mechanisms to receive, process and react to feedback received accordingly.

CHAPTER SUMMARY

Within this vibrant, fast evolving, multifaceted and sometimes confusing digital environment, States remain keen to control and monitor communication for the purposes of Security, as well as to assert themselves on issues of national and international interest. One way in which States do this is through Media which may be State owned or independent.

In an increasingly globalized world, national and international interests are converging and where there is divergence, efforts are made to harmonise them. For States, the most convenient platform has emerged to be media convergence, best represented by SM which is the face of 21st Century CT.

The target audience of States for DE has also changed. It is not just directed externally but also at internal audiences as national and international interests converge. Secondly the concept of public diplomacy has changed to not only represent foreign publics but also internal publics.

Challenges that State face in their conversion of 21stCentury CT into effective DE abound. The challenges include alternative sources of communication and world views represented by non-state actors, the challenges of balancing state communication policy with idiosyncratic traits of State leaders. It also includes balancing the need of effective diplomatic communication, as well as, the immediacy and spontaneity that SM offers in diplomatic communication with the sensitivities of what sovereign States or state leaders and what they may portend for bilateral relations.

The theory of Noopolitiko guide this research has proved effective in guiding this research as it underscores the trend of States and DE towards public diplomacy, while yet recognising State's flexibility to exercise Realism and liberal internationalism where necessary. The hypothesis that States can maintain competitive advantage in management of DE in a liberal, globalized information environment is however debatable in the face of alternatives represented by non-state actors.

Research indicates that States have the comparative advantage of presenting the most credible source of information and guidance on policy, interpretation and projection of events. However contradictions to this may be represented in the character of States and their individual leaders as well as the efforts and capabilities they exert and opportunities

they harness from current CT to enhance DE. Noopolitik as a theory still represents the most credible guide by underwriting the imperative for States to form the necessary linkages, for example with Media, to support the Public Diplomacy of individual States.

The next Chapter will examine adaptation by the Kenyan State to 21st century CT for DE.

CHAPTER THREE

KENYA'S EXPERIENCE IN ADOPTING 21ST CENTURY COMMUNICATION TECHNOLOGY FOR DIPLOMATIC ENGAGEMENT

In Kenya, the character and orientation of 21st century CT in DE has evolved and has been impacted by the larger environment of Science Technology and Innovation in which it is realized. Kenya is reputed to be the most digitally connected African State with nine out of ten Kenyans on the internet way ahead of the average for Africa which is gauged to be four out of ten.

Kenya, which has been touted as the home of technological innovation in the region has nurtured several innovators who have developed apps that are being used in government services, agriculture, medical care, real estate, traffic management and other areas of life. The Kenyan Government has initiatives that seek to identify and nurture innovators and incubate their innovations, for example through the Research Department of the Ministry of Public service, and TIVET Institutions which have received renewed focus of late. However, many of them are also products of private incubation hubs and techpreneurship ventures, for example I-hub, M-lab, Fablab, Nailab, and Lake Hub, described as tech communities that house software developers, engineers and other creative minds.

Their innovations have pushed Kenya to the forefront of the global stage in innovation earning the country a steady stream of income from software development worth \$18.8

million by 2009 and attracting attention from large multi-nationals like Microsoft, Google and Nokia⁵⁹.

Kisumu County is also reported to have developed an interactive WhatsApp platform that allows residents to get information promptly by using a message prompt to the county digital assistant to release a drop down menu that asks the user to select a code representing their area of interest. There are separate codes for government ministries, healthcare services, tourist sites, hotels and radio stations thus demonstrating how SM can be mainstreamed into government information and service delivery.⁶⁰

Technological Innovations by Kenyan innovators include Med Africa, which is developed by Shimba technologies to bring health services as close as possible to the common man, Africa travel guide designed to give comprehensive tourist information for over one thousand travel destinations to Africa, and M-Farm which connects farmers, enabling them to share ideas and consequently enhancing the flow of goods and services. They also include my social media which offers voice alerts for notification on any SM platforms one belongs to and 'Ololashe', named after a Maasai word for 'brother', which is a brotherly geo-alert tracking system that enables communication of location in times of distress.

Other apps developed in Kenya include kasha.mobi which is a mobile application for saving messages securely for a long time and mainly targets the mobile money service sector. ICow which is an SMS and voice-message based mobile phone app to help small scale farmers achieve breeding, gestation nutrition and milk production efficiency,

⁵⁹<https://informationcradle.com/kenya/innovation-hubs-in-kenya>

⁶⁰<https://www.businessdailyafrica.com/corporate/tech/Kisumu-turns-to-WhatsApp-for-better-services>

Niko Hapa which connects friends and shows users new joints in town, M-pepea which gives loans to registered members depending on income and M-shop which enables customers book tickets for a bus, air travel and movies. Others include MPower, i-Daktari, M-Chanjo and M-Prep.⁶¹

Mobile banking app M-Pesa is possibly the most famous of apps developed in Kenya and is the forerunner of mobile banking platforms that have been adopted elsewhere in the region.

Kenyan innovations and innovators are in themselves assets and selling points for DE as Kenya positions itself as a technological hub in the region in its Brand Kenya Strategy. Advancements in technology are deemed to give States a competitive edge over less technologically developed States. Countries that have invested heavily in innovation are leading in industrial growth. Middle income economies like those of South East Asia have invested heavily in competency based learning as well as research and development for example, Korea, China, India, Malaysia and Singapore as displayed in the table below.⁶²

⁶¹ Top 10kenyan Apps Every Techie must have, www.answersafrica.com

⁶² R & D intensity of selected countries, World Bank Data 2000-2013

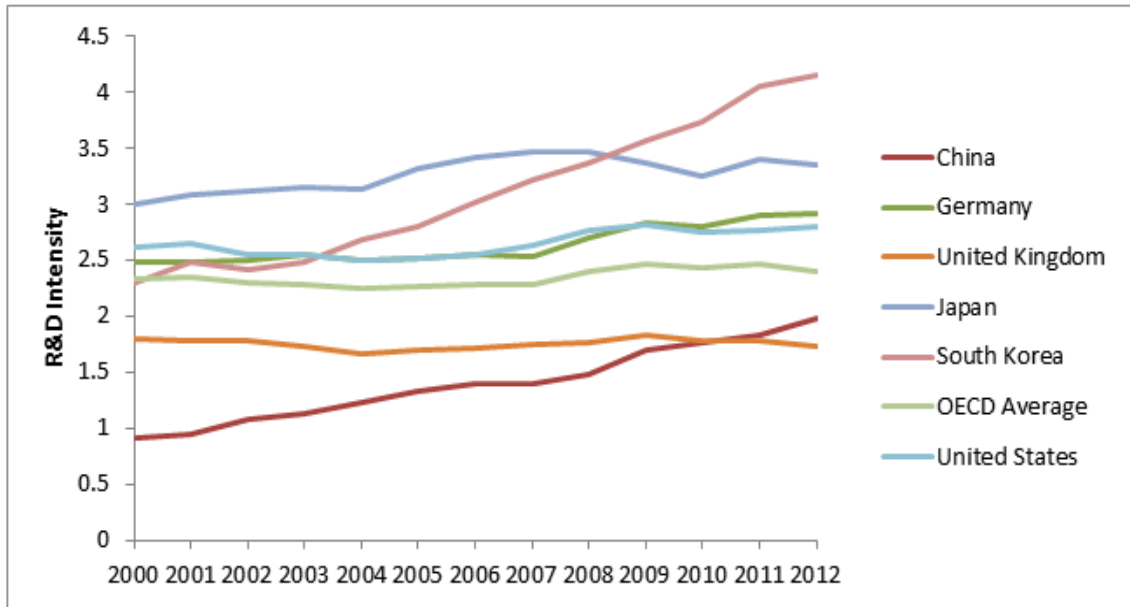


Table 1: R & D Intensity

Research and Development (R&D) expenditure as a percentage of GDP, also known as “R&D intensity,” gives a better gauge of the importance a country has placed on innovation and future growth. It is noted though that while Kenya is leading in IT innovations in Africa, policy to harness these into economic advancement is just beginning to be implemented.

The Kenyan Government has adopted digital e-service delivery systems that are available online on the website portal *ecitizen.go.ke*, which is described as the gateway to all Government services and through Huduma Centres which facilitate the provision of digitized Government services at over 40 centres distributed around the country. Among the service providers on the e-citizen portal are the National Transport and Safety Authority, Business Registration Service, Department of Immigration service, Directorate of Criminal Investigations, Office of the Attorney General and Department of Justice,

Ministry of Lands and Physical Planning, the Kenya Revenue Authority, the Civil Registration Department and County services from four listed Counties. The Government has further enhanced harmonization of its DPs through the introduction of the National Integrated Identity Management System/Huduma Namba which seeks to conduct a National Biometric Registration of all Kenyan citizens and foreign nationals residing in the country for enhanced service delivery.

Depending on the mandate of the Ministry, Department or Agency, the services offered include applying for driving licences, registration and management of business, applications for passports, visas, and work permits. Application for police clearance certificates, marriage and civil partnerships, land ownership issues, payment of domestic taxes, customs duty, domestic excise and other taxes; and application for birth and death certificates can be processed online.⁶³

Some of these services were previously offered on physical application at Kenya's Missions abroad. These include applications for passports, visas and work permits, application for police clearance certificates, marriage and civil partnership, and application for birth and death certificates. Their shift to online platforms in this sense thus already represents the use of modern ICT to enhance DE.

The MFA has an active Public Affairs and Communications Division and is on the following SM platforms, Twitter, Facebook, Youtube and Instagram as displayed by the handles on its website. The Ministry's SM handles are used to promote positive Kenyan

⁶³ www.ecitizen.go.ke

images and basically serve the purposes of peace, economic, environmental, cultural and Diaspora diplomacy which are the pillars of Kenya's Diplomacy.

In terms of peace diplomacy, Kenya is part of regional and international security arrangements, agreements and treaties to enhance regional and international peace and security. Kenya is therefore an international stakeholder in tackling emerging global security concerns which affect the country, the region and the international community as a whole, most notably regional instability, violent extremism and International Terrorism, Transboundary crime, Cyber crime/fraud, Human and Drug trafficking, and Migration issues, among others. Amb. Ochieng Adala⁶⁴ observed that Kenya began to get involved in peace processes way back in 1964 and that there is need for Kenya to document her History in peace and mediation by consolidating records from the Ministry Headquarters, AU and United Nations archives.

Kenya's economic diplomacy seeks to attain the country's economic objectives, through attracting international and strategic partnerships, Foreign Direct Investment (FDI), industrialization, tourism and other initiatives geared towards economic growth, and attaining her developmental targets as enshrined in Vision 2030. Kenya's environmental diplomacy first and foremost recognizes Kenya as the cradle of mankind and home of diverse flora and fauna, a rich ecological and wildlife heritage. Kenya's environmental Diplomacy is also cognizant of her role in preserving the common goods and being part of the worldwide initiatives towards environmental preservation and reversal of damages caused by climate change, depletion of the ozone layer and other forms of environmental degradation.

⁶⁴Adala Ochieng, Amb, Peace & security perspectives,2016

On the other hand, the cultural pillar Kenya's Diplomacy takes cognizance of Kenya's rich, diverse cultural heritage and diversity drawn from all her communities, and historical experiences dating from pre- colonial times to date. It is notable that cultural diplomacy is one of the major factors that precipitate the conversion of virtual tourists to actual tourists on the ground as the most popular global cultural tourism destinations can attest to. Aspects of cultural diplomacy include food, language traditional culture, history and historical sites, popular culture and is closely inter-twined with environment, as well.

Kenya's Diaspora Diplomacy is premised on leveraging on Kenya's substantial and resourceful Diaspora, as well as Diaspora remittances and investments which are instrumental in impacting Kenya's economy positively. The human resource component is also a key element of Kenya's Diaspora strategy whereby the skills, experience and expertise of Kenyan professionals in the Diaspora are envisaged to be harnessed and utilized to fill in Kenya's skills and knowledge gaps. Secondly Kenyans in the Diaspora need consular services that are attended to by the Kenyan MFA and her Missions abroad, often in collaboration with other Ministries, Departments and Agencies., for example the Department of Immigration, Registrar of Births and Deaths, the Attorney General's Office and the Kenya Police Service. An important aspect of Kenya's Diaspora Policy is the quest by the Kenyan Government to lobby for international jobs and positions for eminent, deserving and well qualified Kenyans.

Kenya utilizes Modern ICT to enhance her DE by shifting the practical elements that constitute the pillars of her Diplomacy onto DPs through the Website of the MFA and those of Kenya's Missions abroad. The websites hosts key information on the Management at the Ministry and latest developments. These include information on bilateral and international engagements, events of national and global significance, as well as ministerial activities. This is essential in the era of freedom on information and the right of the public to know, as enshrined in the Constitution of Kenya 2010.

The Ministry website also provides immigration links and contact links to Missions abroad, key policy documents, which can be downloaded, most notably, Protocol services, Kenya Diaspora Policy, Kenya Foreign Policy, Draft Strategic Plan, Cultural Diplomacy Strategy and the Diplomatic Directory.

The Ministry website also hosts links to the Offices of The Presidency, Brand Kenya, Kenya Investment Authority, Tourism, Vision 2030 and the Institute Diplomacy and International Studies, (IDIS) University of Nairobi.⁶⁵ Kenya currently has a total of fifty-five Embassies and High Commissions. Twenty of these are based in Africa including Kenya Mission to UNEP, UNON and Kenya's Mission to UN based in Nairobi. Seven are based in Australasia/Asia, five are based in the Americas, thirteen are based in Europe, and ten are based in the Middle East. It also maintains various Consulates which are not included in these figures.

⁶⁵www.mfa.go.ke, kemobile.twitter.com, foreignofficeke

Kenya's top most leadership and Diplomats like their counterparts in the rest of the world have adopted SM to enhance their DE. The most popular medium of choice for ease, speed and frequency of communication appears to be Twitter.

In 2017, Kenya's Head of State was ranked the most followed sub-Saharan African leader on Twitter with a following of 2,097,751.⁶⁶The top tier management at the MFA Headquarters have active twitter handles which are used to inform of meetings, events and developments, as well as update on policies and notable thoughts and ideas from the topmost leadership, the Ministry itself, individuals and Organisations in Kenya and the rest of the world. The official MFA Twitter page follows 89 Twitter handles, while it has a following of 241,000 as at October 15, 2019.

The Ministry currently has a staff establishment of slightly over Five Hundred distributed at its Headquarters in Nairobi and Missions abroad. Work stations at MFA Headquarters and in Missions abroad are generally well equipped with computers and have access to internet.

Most employees are computer literate and use computers to perform their day to day duties. Most employees also have access to smartphones and have the use mobile banking apps such as M-pesa, perform on-line tax returns, have utilized some form of recently innovated Government on-line apps such as e-government to process document, or access goods and services. A number also use SM for e-learning, web based research, entertainment, on-line shopping and most by virtue of their Smartphones utilize SM apps such as WhatsApp or telegram, to keep in touch with family friends, or work groups. A

⁶⁶Twiplomacy Study, 2017

good number are on Facebook but less on Twitter handles which have still not been adopted by majority of Foreign Service officers.

Several officers utilize the SM apps for non-official purposes, apart from the use of emails and official WhatsApp groups which have been mainstreamed into the work culture. However, the ensuing research will seek to determine the level of use of SM by mid-level management and staff in general for ease of work and official purposes, both at Headquarters and Missions abroad, as well as opportunities and challenges experienced in this regard.

CHAPTER SUMMARY

Kenya which has been touted as the home of technological innovation in the region has nurtured several innovators who have developed apps that are being used in government services, agriculture, medical care, real estate, traffic management and other areas of life. Kenyan innovations and innovators are in themselves assets and selling points for DE as Kenya positions itself as a technological hub in the region in its Brand Kenya Strategy. Advancements in technology are deemed to give States a competitive edge over less technologically developed States.

The Kenyan Government has adopted digital e-service delivery systems that are available online on the website portal *ecitizen.go.ke* which is described as the gateway to all Government services and through Huduma Centres which facilitate the provision of digitized Government services at over 40 centre distributed around the country. Some of these services were previously offered on physical application at Kenya's Missions abroad. These include applications for passports, visas and work permits, application for

police clearance certificates, marriage and civil partnership, and application for birth and death certificates. Their shift to online platforms in this sense thus already represents the use of modern ICT to enhance DE.

The MFA, has an active Public Affairs and Communications Division and is on the following SM platforms, Twitter, Facebook, Youtube and Instagram as displayed by the handles on its website. The Ministry officially uses SM to promote positive Kenyan images and basically serve the purposes of peace, economic, environmental, cultural and Diaspora diplomacy which are the pillars of Kenya's Diplomacy. Kenyan topmost leadership and Diplomats like their counterparts in the rest of the world have adopted SM to enhance their DE.

The most popular medium of choice for ease, speed and frequency of communication for mass internal communication appears to be WhatsApp for internal communication and Twitter for external communication. The top tier management at the MFA Headquarters has active twitter handles which are used to inform of meetings, events and developments, as well as update on policies and notable thoughts and ideas from the topmost leadership, the Ministry itself, individuals and Organisations in Kenya and the rest of the world. The official MFA Twitter handle also offers links to Twitter sites deemed useful or related, most notably State House, the Ministry of Interior, and Immigration Department Kenya.

The MFA⁶⁷ official Twitter page also offers linkages to twitter activity of worldwide trends which vary from day to day, and which are not necessary of official nature. However, the ensuing research will seek to determine the level of use of SM by mid-level management and staff in general for ease of work and official purposes, both at Headquarters and Missions abroad, as well as opportunities and challenges experienced in this regard.

⁶⁷ twitter.com/foreignofficeke

CHAPTER FOUR

CHALLENGES AND OPPORTUNITIES IN USE OF 21ST CENTURY

COMMUNICATION TECHNOLOGY FOR DIPLOMATIC ENGAGEMENT

The fast changing pace of technology presents a challenge of keeping up with the latest technology, in terms of software and hardware which may soon be rendered obsolete, therefore making investment in technology unpredictable and unreliable. There are opportunities for enhanced State investment in the necessary infrastructure, technology and innovation.

Having strategic partnerships in the development of local apps and forming strategic partnerships with innovators and software developers brings down the cost of technology and managing the rapid evolutionary changes in the industry. This would also enable the State to avoid ownership and management of hardware and provide options for leasing and outsourcing lease technological hardware. In this regard, the State could consider investment in environment friendly technology which would minimize e-waste and can provide options of re-assembling and recycling hardware. This standard basic procedure could be applicable to all Ministries, Departments and Agencies and in this particular case study, the MFA and its Missions abroad.

While the MFA and its Missions abroad have adopted SM platforms to enhance DE, there is room to improve on the design, utility and uniformity of its SM platforms; and linkages at Headquarters and its Missions abroad. This should preferably involve harmonization of the intranet and input from creatives in digital content and imagery. Strategic partnerships and linkages could also be developed with the Media, most notably

the State owned national Broadcaster for purposes of Public Diplomacy, as well as Ministries, Departments and Agencies with mandates similar or complementary to those espoused by the Ministry in promoting the pillars of Kenya's Diplomacy.

ICT plays a role in various sectors, most notably in Economic pillar of Diplomacy, as enumerated by the Ministry of ICT⁶⁸ as follows: In Tourism, roles include Marketing and promotion of tourism through online web portal, online booking of hotels and virtual tourism. In wholesale and retail trade roles include Single window application in import and export trade and E-commerce. In Manufacturing, ICT plays a role in automated mass production lines. In Diaspora pillar. Diplomacy, promotion of Kenyan opportunities and candidatures, ICT plays the role of online advertisement and application of jobs, publicizing Employment opportunities in business process outsourcing and online jobs, publicizing Employment opportunities in IT enabled services and in the ICT industries. The Ministry of ICT further plays the role of enabler for the Big Four Agenda which focuses on Manufacturing, Food Security, Housing and Universal Health care.

The State Department of ICT and Innovations, and the State Department of Broadcasting and Telecommunications are also domiciled under the Ministry of ICT. Notable Institutions under their domain through which the pillars of Kenya's Diplomacy could be maximized, as well as local and international outreach attained to fulfill public diplomacy goals. These Institutions include the Kenya Broadcasting Corporation (KBC) which is the national broadcaster, the Kenya Film Commission, the national Communication Secretariat, the Media Council of Kenya and the Kenya Institute of Mass Communications, amongst others.

⁶⁸ Ministry of ICT, Kenya.

The multiplicity of mediums for communication may also present a challenge. An interactive feedback mechanism and constant market study of the target audiences and keeping abreast of changes in the operating environment should help guide in the choice of medium used. Alternatively, all mediums should be fed into simultaneously to complement each other and the choice of communication adjusted accordingly to the medium used, while retaining the essence of the message in all complementary platforms used. The challenge lies in the possibility of communication becoming cumbersome, repetitive and tedious.

This can be transformed into an opportunity for nurturing harmonization in monitoring and feeding into the various SM platforms. According to one SM marketing strategy guide, every platform has its own audience and this can affect how well each SM post performs. The guidelines goes on to identify Facebook as “ideal for videos and curated content, Instagram for high resolution photos, quotes and stories, Twitter for news, blog posts and GIFs, LinkedIn for Jobs, company news and professional content and Pinterest for info graphics and step-by step photo guides.”⁶⁹

The skills and talents of young staff can be tapped in the management of SM accounts as younger generations tend to be more adept in the latest technology, digital enhancement and a whole host of other digital creativity skills. Nevertheless, regular training and skills upgrade on understanding and using the latest technology should be mainstreamed to encompass all cadres.

⁶⁹<https://buffer.com/library/what-to-post-on-each-social-media-platform>

A common myth is that 21st Century CT is complicated and tiring to use as opposed to traditional channels of communicating, such as writing and typing. A change of attitude, or paradigm shift is therefore needed, through training and re-orientation. Use of ICT can give employees the option of flexible working hours, as well as, the leverage to communicate and work from any place and at any time. This should be accompanied by health guidelines to regulate the use of electronic or mobile gadgets within reasonable recommended limits, facilitation to acquire the most cost effective and efficient mobile gadgets, and inevitable shift to cloud computing to store and safeguard information, as well as digital portfolios such as the Paper Smart portal. This can realize the added benefit of achieving a paperless office.

The multiple sources of communication further present a challenge in terms of cyber-security, alternative facts or ‘fake news’ and misinformation. Agents of Diplomatic communication should adopt counter-information strategies and develop strategic partnerships with the Media practitioners for purposes of public Diplomacy, which should be regular and consistent.

Cyber space facilitates the activities of technologists, investors and tech companies. However, it also facilitates the activities of hackers cyber criminals and cyber terrorists. To counter alternative facts or fake news, as well as other activities which represents a breach of security, the State should continually invest more in Cyber–security and develop the necessary partnerships with cyber-intelligence operatives.

Overall communication of major policy statements, decisions and events should remain the domain of top management in collaboration with the Public Affairs and

Communication Department. The use of SM for official purposes should be cascaded down to middle and lower level management and staff for purposes of instant and rapid dissemination of officially sanctioned communications and visual images. Ideally this should be accompanied by development of communication guidelines for official SM use and should be standardized such as is offered by ISO/IAC 2700⁷⁰ which is specific for information security management systems. There is inherent opportunity to update communication policy and guidelines to incorporate developments in ICT. This could include a proactive approach, counter information strategy, SM guidelines, health guidelines and collaboration with security agencies in cyber monitoring and surveillance.

In the era of global diplomacy, there is an imperative to align the information carried on the Foreign Ministry's website and communication department with those of partner supranational entities and organisations, such as the AU and the United Nations. However, it is notable that these entities have autonomous departments, which may complicate possibilities of domestic, and regional or international harmonization in the face of differences in policy, priorities, or even language and political goodwill, as well as the interface between national and supranational interests.

Different States are also at varying levels of digital competencies and shifting to DPs, which may present a challenge. Communication Technology plays an important role in resolving some of these differences and many States have developed linkages in their communication policies and websites, to their external affiliations Nevertheless, while perfect harmonization and synchronisation of communication policies are not always achievable a common ground can be achieved where member states exert complementary

⁷⁰ Kenya Bureau of Standards (KEBS)

efforts at harmonization and have a certain level of autonomy for self-expression. Twenty First Century Communication Technology enables States to easily benchmark their communication policies *vis a vis* the States to which they are affiliated.

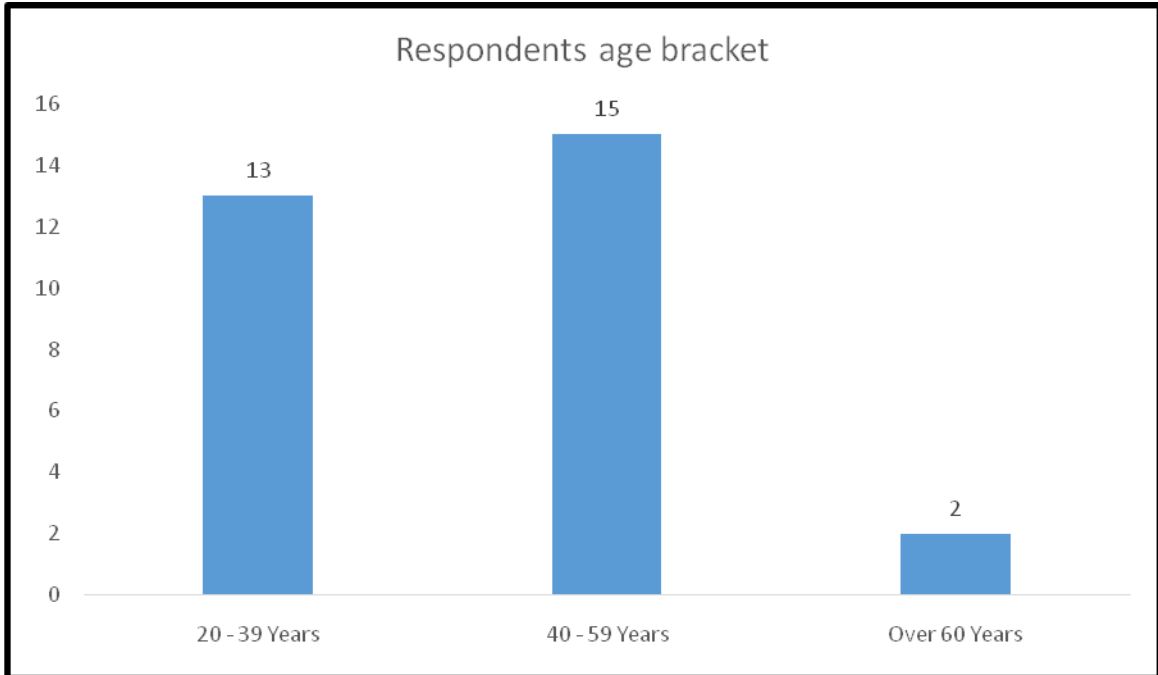
CHAPTER FIVE

PRESENTATION OF DATA, FINDINGS AND ANALYSIS

5.1 INTRODUCTION

This Chapter deals with the data analysis collected from the field and it also compares primary and secondary data.

5.2 RESPONDENTS AGE BRACKET

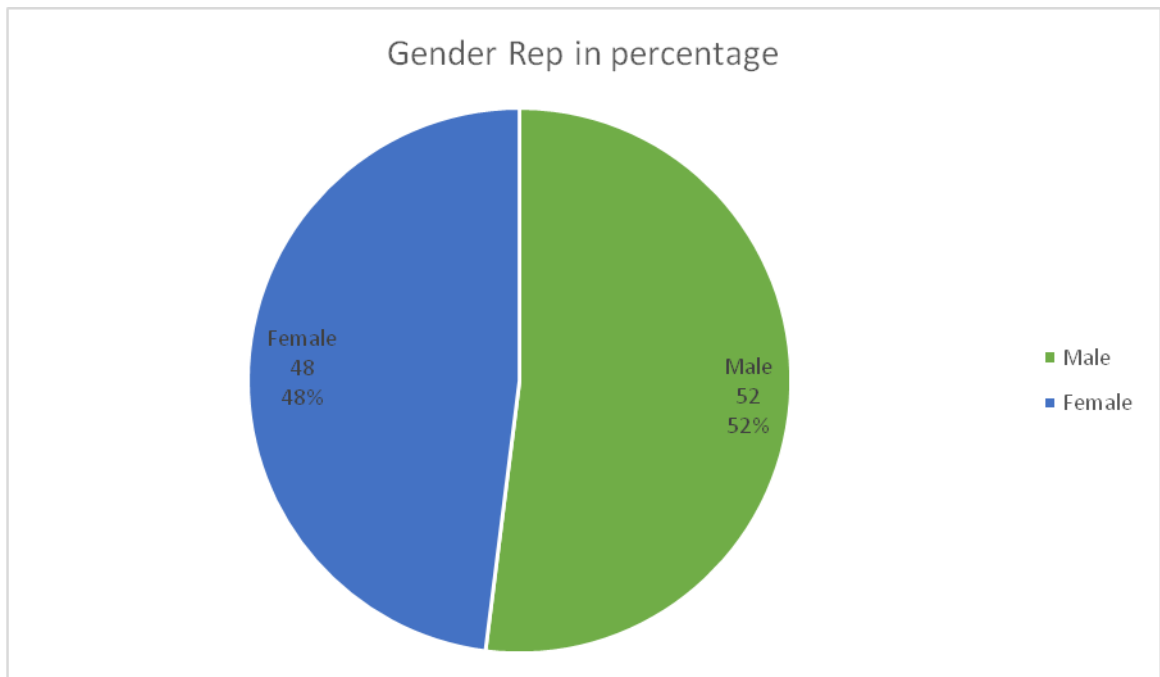


Source: Author 2019, a chart showing the number of respondents with age bracket of participants who took part in the interview

The above chart indicates that the highest numbers of the respondents are within the age bracket between 40-50 followed by the age bracket of 20 -39 years, those 60 was the

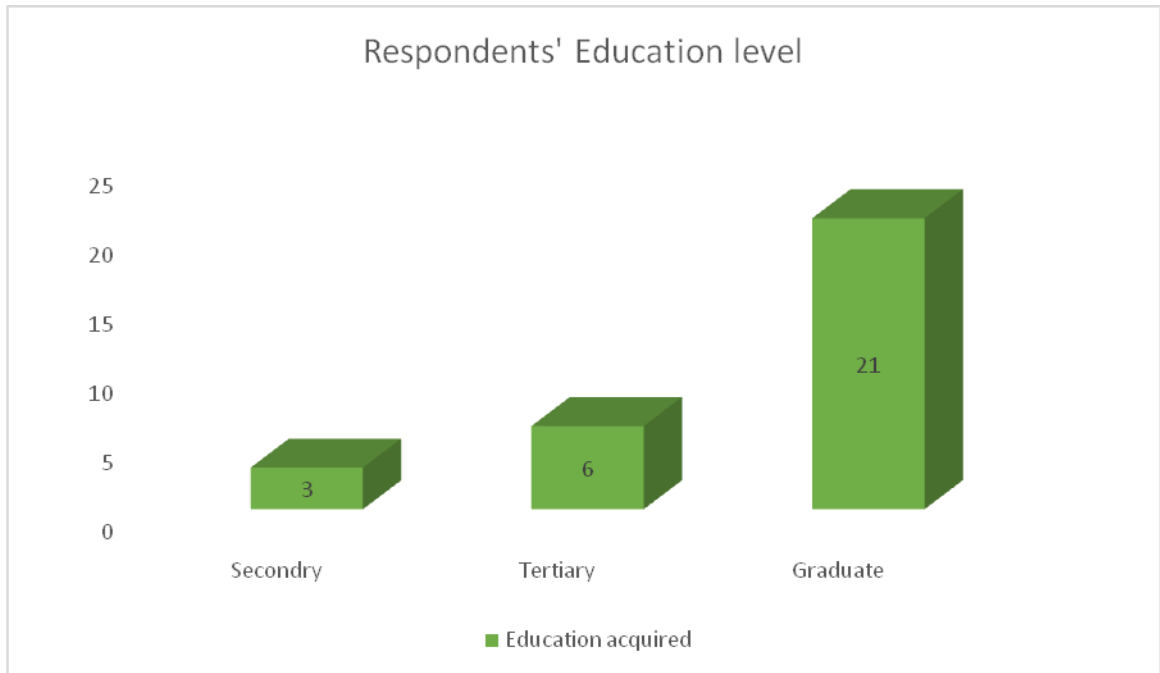
least. Analysis indicates that the majority the respondent are staffs who have worked for a long period, thus have acquired a lot of experience. They have had a chance to work in the non- computer era and contemporary working in the computer era, hence they gave true and correct facts based on experience

5.3 GENDER PARITY



Source: Author 2019, a chart showing gender parity in the working place

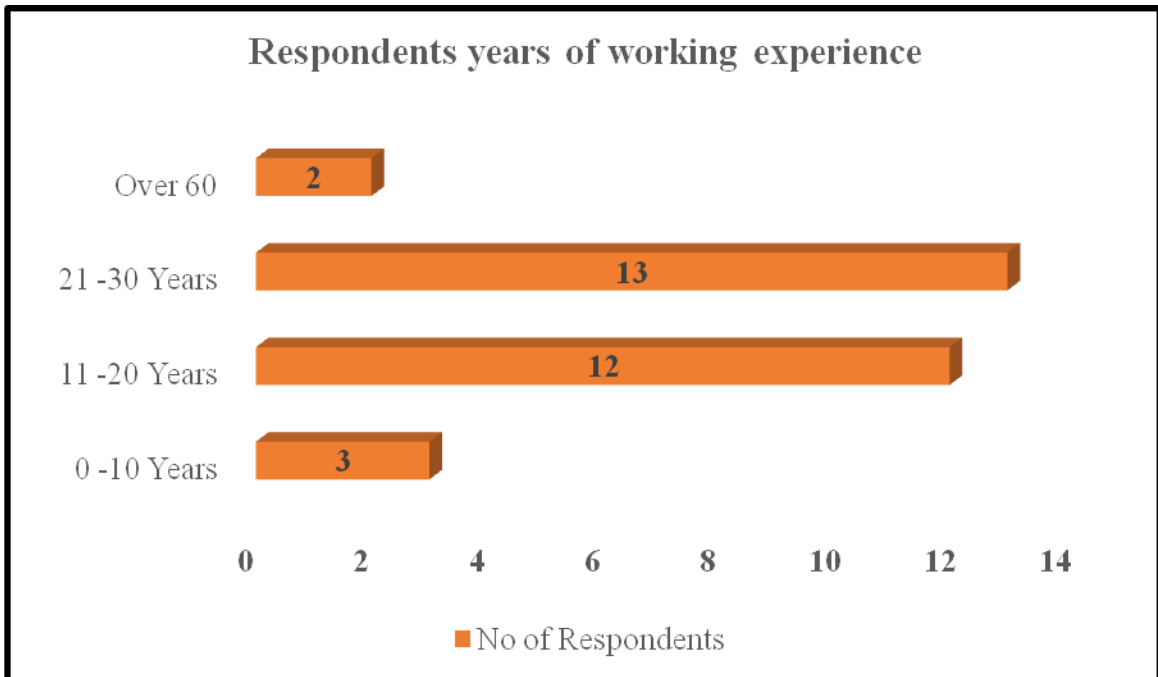
5.4 RESPONDENTS' EDUCATION LEVEL



Source: Author 2019, a chart showing level of education of the participants

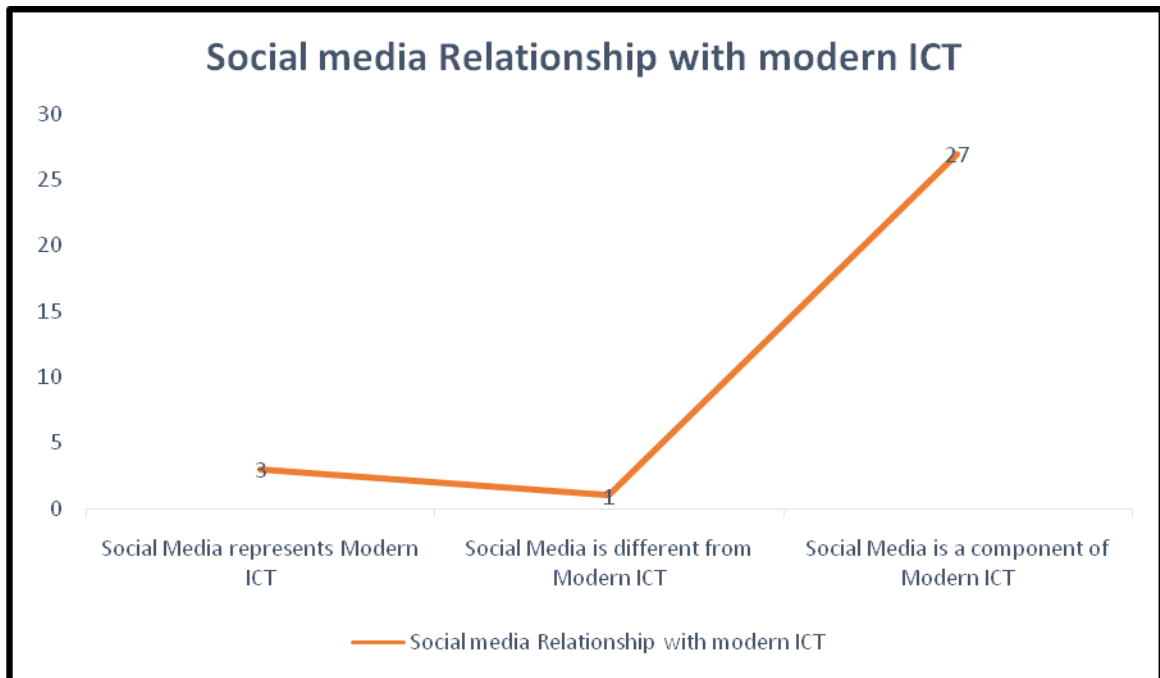
All the respondents stated the department they come from, and their corresponding work. All staffs stated that ICT gadgets facilitate their work to improve productivity. Analysis indicates that the respondents consider ICT as mandatory in the work place because it improves productivity.

5.5 RESPONDENTS WORKING PERIOD



Source: Author 2019, a chart showing the number of years the respondents have worked in the organization

5.6 RESPONDENTS UNDERSTANDING OF THE DIFFERENCE BETWEEN 'OLD' AND 'NEW' ICT



Source: Author 2019, a chart showing social media relationship with modern ICT

Many of the respondent defined ICT as the use of Modern ways of communication, incorporating the digital aspect that includes Facebook, WhatsApp, mobile phone technology and SM, a Shift from paper to paperless communication to digital technology through use of the computer supported networks and equipment for making storage and exchange of information, a new way through which information is sharing by a platform through which information is conveyed or relayed. Some of them described current technologies as the fastest means of communication, that give access to information through telecommunications relayed within split seconds.

Modern ICT was also defined as a means of communication through the internet on platforms such as Facebook, Twitter, WhatsApp, Instagram and Short Message Service (SMS). It involves sharing of data through the help of computers, phones and other gadgets.

ICT was also defined as the application of computer technology to implement tasks such as communication through emails and research, calculations. 21st century CT was described as relying on three segments namely: Cloud Based services, Authenticated software and Networked services. Further, it was observed that Modern ICT infrastructure relies on transmission over fiber optics, LAN & wireless networks using encryption, algorithms to facilitate safe, secure and efficient transmission of messages information and data. The technology that stores, transmits, receives, retrieves or manipulates information electronically. A key informant from ICT Department gave the meaning of ICT as comprising of technology related infrastructure and components that make use of internet, SM and other technologies to run applications/ software across multiple devices (computers, phones, laptops etc.) It may also imply ubiquitous computing. ICT has specialized systems are unique ad use specific hardware and software components to guarantee point to point encryption.

A majority of the participants confirmed that the SM platform is among the many different platforms which together as a whole comprise part and parcel of modern ICT. One of the respondents stated that SM is a component of modern ICT since its serves as a basis of AI security systems through encrypted content sharing. Based on the facts given by the respondents, the new media is an essential component in the dissemination of

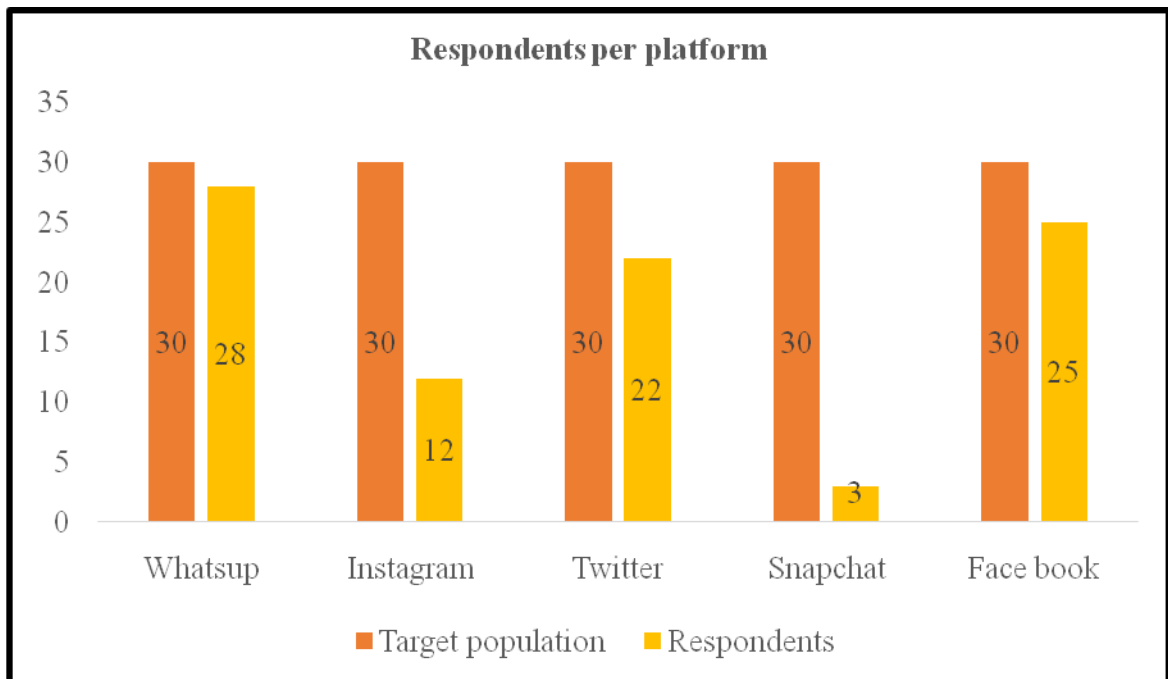
information on a real-time basis and thus constitutes necessity for a modern organization. In summary, it can be presumed that SM is just a component of Modern ICT and doesn't represent modern ICT in its entirety since ICT represents a host of other elements.

Most participants differentiated between old ICT and modern ICT as the old one was limited to computers while modern ICT works across multiple gadgets. Secondly modern ICT makes use of Web 2.0 related technologies (key informant), It can be concluded that the workers in the MFA understand and utilize the efficiency of modern ICT devices.

In summary, the various definitions given by the respondents are evidence that the employees in the MFA understand the meaning of ICT.

5.7 USE OF SOCIAL MEDIA PLATFORMS

All the participants stated that they are on SM



Source: Author 2019, a chart showing preferred social media by the staff from Ministry of Foreign Affairs

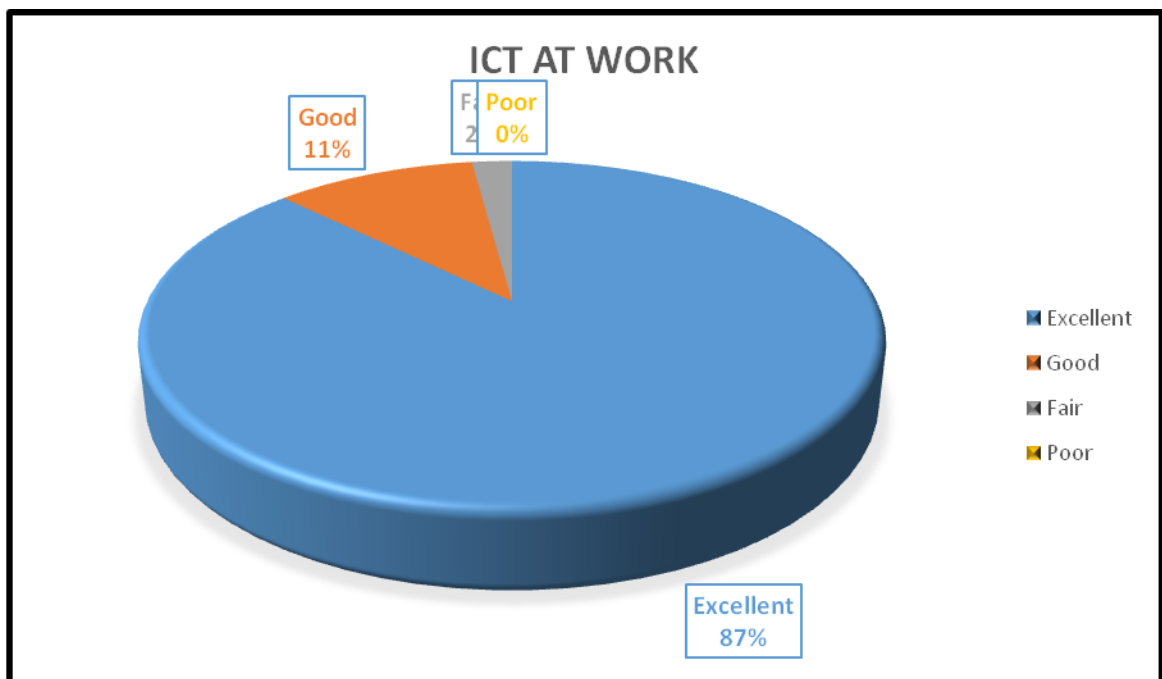
Almost the entire respondents indicated that they use WhatsApp much more than other platforms. They believed that the platform is more convenient and manageable. Some participants have more than two accounts, for example, WhatsApp, Facebook and Twitter. Others use LinkedIn to maintain professional networks.

Based on the above chart, WhatsApp is the most popular for SM use in the organization for official and non-official matters. Facebook and Twitter are other important media applied in the Ministry as indicated by the respondents. In summary, more than 99 percent of the staffs in the ministry are on SM.

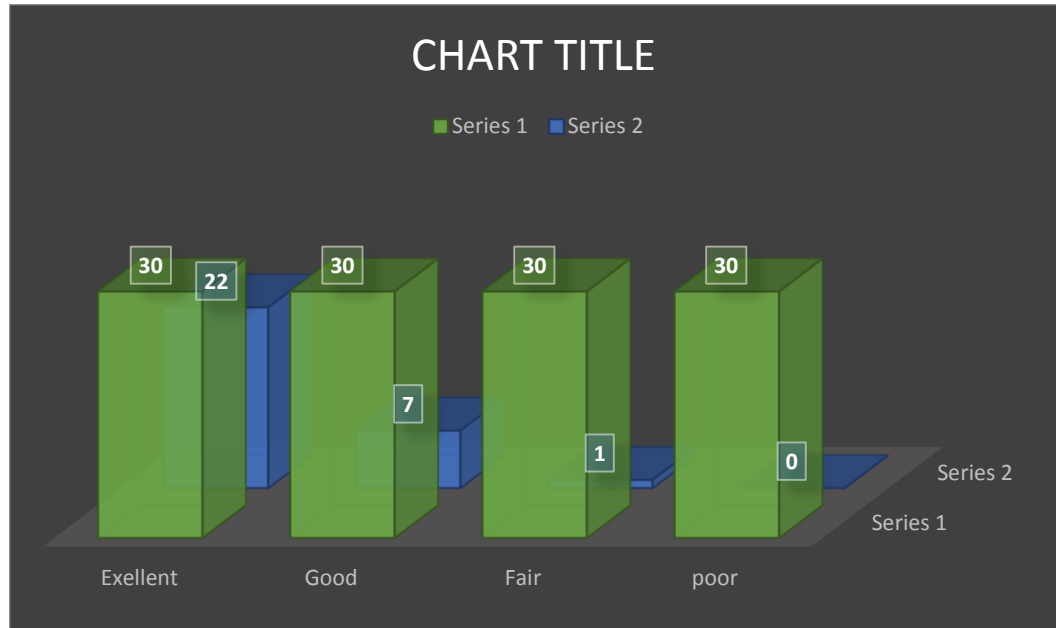
Respondent confirmed that they use SM to enhance communication in their daily tasks whether official or social. They also use it to receive breaking news, and for routine daily business. The confirmation shows that staff uses SM to enhance efficiency and effectiveness when performing their duties, whether official or private.

The average hours spent on SM per a day by the majority of the respondents is between 1 - two hours per day. This proves that the use of SM is unavoidable in the current age. It only needs to be well managed.

5.8 RATING OF THE PROVISION OF ICT AT THE WORK PLACE

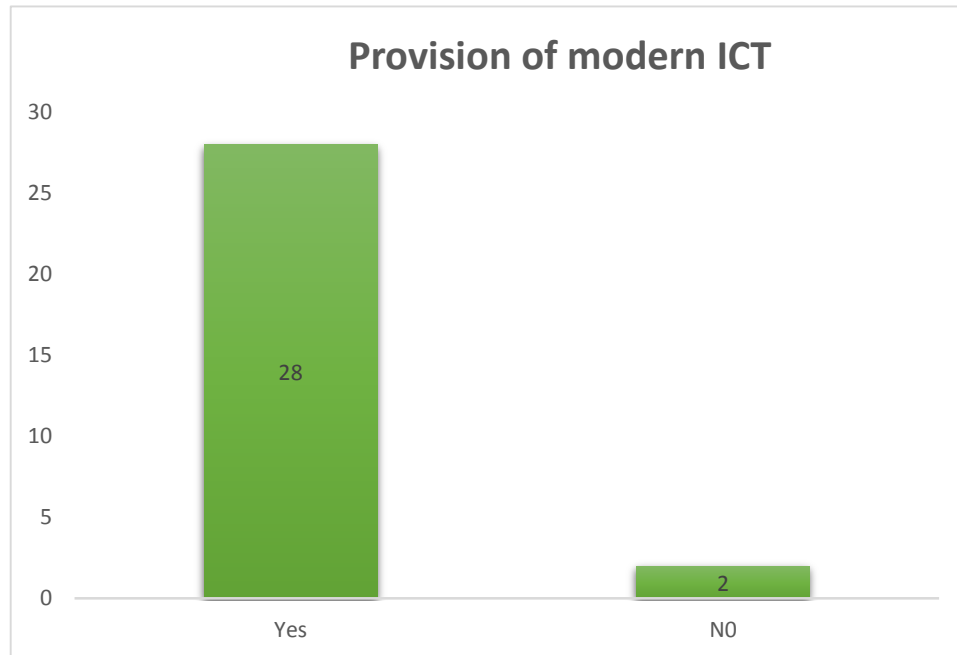


Source: Author 2019, a chart showing ICT in working place



Source: Author 2019, a chart showing the provision of modern ICT in the working place

The participants who indicated that provision of ICT in a working place were 22 out of the 30 participants interviewed, those who indicated good were 7 and those rated fair was one, nobody that rated poor. This indicates that rating the provision of ICT very high means that organization staffs embrace ICT to enhance work productivity.



Source: Author 2019, a chart showing provision of modern ICT at MFA

5.9 EXTENT TO WHICH KENYA HAS UTILIZED COMMUNICATION TECHNOLOGY AND CONVERTED INTO OPPORTUNITIES FOR EFFECTIVE DIPLOMATIC ENGAGEMENT

Majority of respondents endorsed 21st Century CT as having enhanced efficiency by reliable connection internet and improving faster speeds thus, provides conducive environment at the workplace. The Government promotes the use of CT and ensures that there are adequate backups at all times to protect against power outage effects. There should be provision of sufficient equipment for out of office official work which is the norm of for the Ministry and Continuous updates on computers and software for security purposes and efficiency has contribute to high productivity at the working place.

Quite a number of participants alluded that the use of gadgets like a website, laptops and smartphone has made more the work to be interactive, thus, makes employees to concentrate on their duties. An informant who works a supervisor at the organization Key informant (ICT Division) explained that the adoption of collaborative technologies to assist Officers has facilitated workers to give up to date information on real time and connected staffs who working on similar assignments/concepts, but in different areas.

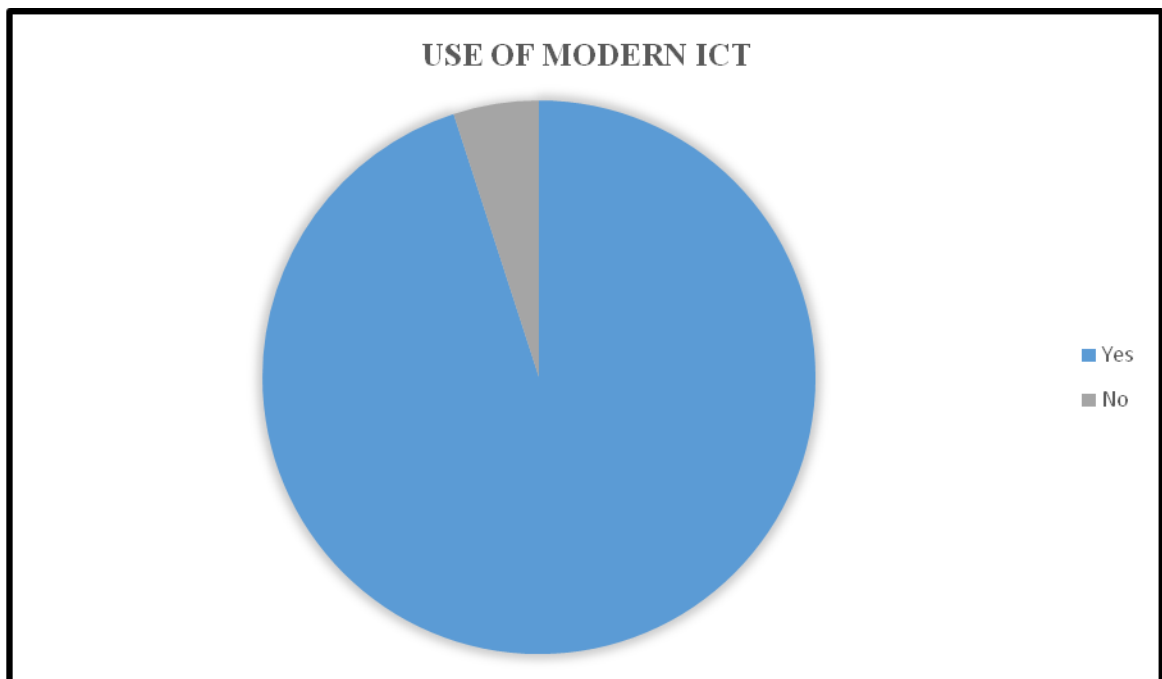
CT has improved report writing in most of the departments as well as use to disseminate information quickly when there is an emergency. In summary, considering the facts given by the respondents, 21st Century CT has boosted worked efficiency in working place thus improve productivity

Many participants cited the challenges encountered in applying Technology as; Lack of sufficient quantities hardware such as laptops and desktops need, threats form cyber-crime. Staff wasted a lot of time on SM such as Facebook, WhatsApp, YouTube and Skype among others. They participants complained of too many cables on the floor, which are no longer working because of being in the wireless age this should be minimal. The platforms are susceptible to virus and the gadgets require regular maintenance and updates which is costly. In view of the stated challenges, it is evidence that problems associated with Technology affect work efficiency and effectiveness leading low productivity.

The Staff that were sampled for the exercise stated that they require continuous training on how to use 21st century Communication gadgets, handle basic maintenance of the

gadgets like servicing, installing anti- virus. Summary, training of staff is very essential to develop human resource capabilities and subsequently improve productivity.

5.10 SUCCESS THE MINISTRY OF FOREIGN AFFAIRS HAS HAD IN ADOPTING 21ST CENTURY COMMUNICATION TECHNOLOGY, CHALLENGES AND PROSPECTS



Source: Author 2019, a chart showing use of modern ICT at the Work Place

In terms of administrative functions, the interview results indicate that 95 percent of participants use 21st Century CT in their routine administrative duties. CT represents advancements in computer technologies both hardware and software which have created new ways of composing, exchanging and storage of information. This has led to increased convenience and efficiency in undertaking various tasks. Some of the modern gadgets like laptops, IPads, Tablets and smart phones are portables and easy to handle.

CT is also considered to include routine office duties such as typing, printing and scanning. The Accounts section in the Ministry uses CT in accounting and banking transactions. CT is also used in the Ministry to develop Performance appraisal and Performance reporting forms. Other functions include basic computer applications for routine assignments such as transmission of official correspondence between government entities and Diplomatic/consular entities, performance management system reporting, staff performance appraisal reports, tax returns and many other applications available online, for example, visa applications, online data bases that need registration to access information.

In terms of internal and external policy and communication, the Ministry has a website which it uses to communicate to the world the functions of the Ministry and issue updates of Kenya's conduct of Foreign Policy. The Ministry further operates an interactive Twitter account that updates on real-time basis what the Ministry is involved in. CT also facilitates research, data analysis and interpretation of information.

The use of CT at the work place is therefore considered as essential in facilitating routine functions and execution of the Ministry's mandate in faster, efficient and more effective ways.

Majority of the respondents indicated that the MFA has already embraced SM on the updates on its engagements. The Ministry promotes public diplomacy, e-diplomacy and communication information for example sharing statements sending and receiving information. Social media is considered to be good in dealing with emergencies, and for quick DE.

Social media is a good platform but should be handled with the greatest care because it has a darker side of it such as risk of cyber-crime, fakes news, and a platform that are used by the terrorism and insurgents.

Social media can be used to communicate through speedy flow of information and display of photos and videos for example trade fairies, country sports, cultural diversity, beauty and tourist attraction sceneries and video conferencing can reach many audiences within a short time. It provides a platform that a country uses to projects its national interest through and sharing of information on government position on matter concerning foreign affairs.

The platform is used by the government to promote nation's strength, international relationship through negotiations, promoting country's export communicating information on sensitive issues. It uses to obtain knowledge on what others are doing as well as being used to get breaking news. The technology can be used to focus on soft power through cultural diplomacy and trade as well as being a platform for coordinating relevant stakeholders.

Some respondents stated that the 21st century CT and SM enhances DEs, but still should be backed by traditional diplomatic communication method such as diplomatic bag and diplomatic mail. Its use eliminates red tape of sending diplomatic notes and letters.

In summary, the analysis by the participant has shown that ICT or SM is important tool for DE; however it should be backed by the traditional communication.

5.11 CHAPTER SUMMARY

21stCentury CT has been mainstreamed in the workplace culture of the MFA, Kenya. In terms of basic administrative functioning, conducting internal communication, routine office procedures, Accounting and performance contracts at Headquarters, at its Missions and in between the two, at both horizontal and vertical levels. There is adequate provision and access of ICT facilities at the workplace within the MFA. However, there is room to improve on quality of hardware and software, security considerations, proficiency and efficiency of workers to maximize usage and optimize benefits.

In terms of the Ministry's diplomatic practice with foreign Missions representing external entities, or foreign diplomats, WhatsApp and Twitter are also used, for example, to relay congratulatory messages or re-tweet messages with which solidarity or common ground is found. However, modern forms of communication, most notably relayed on WhatsApp, Twitter and Facebook among other DPs are not seen as replacing traditional forms of communication, for example Note Verbales, formal congratulatory, condolence or goodwill messages, among other forms of diplomatic communication but as a stop-gap measure. Digital communication, more often than note, is likely to be followed up with formal traditional diplomatic communication.

The MFA further uses ICT to promote its Diplomatic Agenda as espoused in the pillars of Kenya's Diplomacy, most notably its Economic, Environmental, Peace, Diaspora and Cultural pillars. In this regard, developments in the Global sphere and local sphere are closely intertwined, thus resulting in points of convergence between international and public diplomacy which do not run parallel but rather complementary to each other.

Many issues of Diplomacy are global in nature are mainstreamed into National Policy, Agenda and action plans, and publicized accordingly as necessitated by the National Constitution of Kenya which requires public participation, and sensitization before as a precedence to their enactment. This further makes the case for Noopolitik, the theoretical framework for this study.

In 2018, the MFA recognized the need to recognize the importance of public diplomacy as a key pillar of its DE. The findings of the research on this thesis topic as guided by the theoretical framework for this study, Noopolitik has proven that this was a natural progression in the current era of 21st Century CT.

However, there is need to formulate an internal communication protocol that will incorporate guidelines for the use and limits of SM usage in DE, data security and management, digital archiving of Kenya's Diplomacy, as well as the place, evolution and adaptation of traditional diplomatic communication in the face of increasing adoption of ICT and SM.

Kenya is increasingly adopting DPs in its service delivery to its citizens. Some of these services were formerly delivered at Kenya's Missions, for example visa issuance, registration of births and other notices. However, there is need to garner greater outreach to the public's, both Kenyan and Global to Kenya's Digital Diplomacy sites by making them more attractive to internet and digital traffic.

In this regard, there is need to collaborate with various digital professionals, including software designers, app managers and other creatives. There is need to highlight and

package the pillars of Kenya's Diplomacy in more attractive and interactive ways to local and Global publics that will translate into practical benefits for investments, development, Tourism, growth of Kenya's institutions, knowledge sharing, Diaspora engagement and international job opportunities, environmental preservation among other positive possibilities.

CHAPTER SIX

CONCLUSION AND RECOMMENDATIONS

6.1 CONCLUSION

The State operates in a liberal and globalized information environment in which non-state actors equally assert their global Agenda, between which Global publics may not easily distinguish. Even for discerning publics, the global Agenda depends a lot on self choice and affiliation to preferred causes. Furthermore, in an increasingly globalised world, State interests and global interests are complementary and intertwined. Public Diplomacy which was traditionally defined as targeting external audiences, is increasingly reaching out to local publics to support State interests. State interests are equally promoted locally and globally through DPs such as official State websites, Facebook, Twitter and WhatsApp.

The complementarity and convergence of State and global interests indicates the need for close, harmonized collaboration between Ministries in charge of Foreign Affairs and Ministries, Departments and Agencies (MDAs) with similar mandates to fulfill. These platforms already exist but are currently under-utilised and consequently not as effective as they could be, therefore missing out on achieving their full potential.

To enhance their digital profile and expertise and effective utilization of 21st Century CT in DE, States should open up to collaboration with innovative private sector entities specialized in the development and management of apps and contents and management.

It is also imperative for States to safeguarding data security as well as strategize in maintaining a competitive edge in a liberal, globalized information environment.

6.2 RECOMMENDATIONS FOR FURTHER RESEARCH

6.2.1 ACADEMIC RECOMMENDATIONS

1. Further research should be done on individualized case studies of how States have utilized 21stCentury CT to enhance its DE and that the study cover a wider global reach.
2. The evolution of diplomatic communication as a result of 21stCentury Communication Technologies and the effect this has had on diplomatic relations and transactions, as well as the standing and future of traditional diplomatic communication presents an area of further study that should be explored.

6.2.2 POLICY RECOMMENDATIONS

1. Ministries, Departments and Agencies (MDAS) charged with the conduct of diplomacy should develop effective internal linkages on shared digital or technological platforms.
2. The State's Outreach on issues of State and global interest should be tailored towards both its internal or global audiences as well as the internal or local publics.
3. States should consider establishing virtual Missions where it is not easy to establish a physical presence on the ground by utilising innovations provided by 21stCentury CT.

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Research on the role of 21stCentury Communication Technology in Diplomatic

Engagement: Case study of Kenya

Questionnaire

Tick against / or fill in the answer as appropriate

1. What kind of work do you do and who is your employer?

.....

2. What is your Gender?

Male

Female

3. What is your Age Group

Under 24

25 – 34

35 – 45

46 – 55

56 – 60

4. How many years have you worked at the Ministry of Foreign Affairs?

0 – 5

6 – 10

11 – 15

16 – 20

20 – 25

25 – 30

30 and above

5. What is your understanding of Modern Information Communication Technology (ICT)?

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6. In your opinion, what is the difference between 'old' and 'new' ICT?

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7. Rate the provision of modern ICT in your work place

Excellent

Good

Fair

Poor

8. Do you feel that the provision of modern ICT at the workplace could be enhanced?

Yes

No

If your answer is Yes, explain in what ways

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9. Rate your skills in Modern ICT

Excellent

Fair

Good

Poor

10. In your opinion, what ICT skills need to be enhanced/What training needs to be offered on bridge the skills gap?

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11. Kindly choose the ONE (1) statement/definition you consider most appropriate among the following:

Social Media represents Modern ICT

Social Media is different from Modern ICT

Social Media is a component of Modern ICT

Explain your answer

.....
.....

12. Are you on Social media?

Yes

No

13. If your answer is Yes, Kindly identify the social media platforms you're on

Whatsapp

Twitter

Instagram

Snapchat

[Other

[Explain

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14. For what purpose do you use Social Media?

Work

Personal

Government services

Explain.....

.....

Other

Explain

.....

15. On average, how many hours a day do you spend on Social Media?

0 – 2

2 – 4

4 – 6

Other

Explain

.....

.....

16. Do you think Modern ICT or Social Media can be used to enhance Diplomatic engagement?

Yes

No

If your answer is yes, explain in what ways?

.....

.....

.....

The End

(Thank You)

Key informant interview guide

I am Mildred Ming'ala, First Secretary, Ministry of Foreign Affairs and currently a participant at National Defence College pursuing a Masters Degree in Diplomacy and International Studies. It is towards fulfilling the requirements of the programme that I am carrying out a thesis on **The role of Modern Information Communication Technology in Diplomatic Engagement: Case study of Kenya.**

The findings of this study will be used to recommend appropriate initiatives. Every piece of information shared will be used for academic purposes. The results of the research will be made available through the publication of a thesis for dissemination of findings.

THANK YOU

Key informant interview Questions

1. In your considered opinion, in what ways does social Media enhance Diplomatic engagement?
2. What do you think is the future of traditional forms of Diplomatic communication in the era of social media?
3. What is the status and future plans of the Ministry in terms of equipment and skills for the use of 21st Century Communication Technology in diplomatic engagement?

(Answer sheets overleaf)