The Global Participant in All of Us

November 1, 2013 2:00 pm-3:30 pm

For centuries, diplomacy has traditionally been between the heads of states. Foreign policy was left to the politicians with little input from the masses. Today, due to rising globalization, innovative communication technology, and unresponsive governments worldwide, diplomacy has new ambassadors: non-state organizations. Organizations whose main strategy is to influence the public on a foreign policy issue and in turn incite the public to call on their own governments to act on the issue. This shift is defined theoretically as ‘new public diplomacy’, which cultivates the power of the people through strategic communication between the state, non-state actors, and the people; a diplomacy that recognizes the power of public voice and uses it to achieve a policy change that can cross borders and arbitrary divisions.

This panel is aimed at discussing the role, strategies, and significance of these new actors on the scene of public diplomacy. These rising actors include international business, non-profit organizations, and cultural organizations; Actors who might not recognize their actions as public diplomacy. Non-state actors build institutional relationships and managing organizational reputations overseas, but they also have the potential to augment the reputation of their native countries and improve relations between their county and the countries in which they operate.

Ultimately this panel will demonstrate the strategic use of publics to influence the policy decisions of governments. It will highlight the growing importance of soft power and these new actors role in wielding it. Using different examples of non-state campaigns to active the publics around the world, the panel will demonstrate how the public, each individual, can be used as a force for change around the world. It will discuss strategies like relationship building, communication campaigns, and cultural sensitization. Additionally, it will demonstrate the extent of the different actors involved in this field directly and indirectly. Finally, it will discuss the difference between advocacy and ‘new public diplomacy’ and whether the difference lies in the consciousness of public diplomacy efforts.

Panelists:
Olga Zatepilina-Monacell, Assistant professor at Appalachian State University, SU Alumni. (zatepilinao@appstate.edu)
Mark Nerenhausen, Director and Professor of Practice of the Janklow Arts Leadership Program at Syracuse University (Manerenh@syr.edu)
Monique Beadle, Advocacy, Falling Whistles (monique@fallingwhistles.com)
Charlie Benjamin, President of the Near East Foundation, (cbenjamin@neareast.org)

Moderator:
Hans Peter Schmitz, Associate Professor of Political Science at the Maxwell School of Citizenship and Public Affairs and the Co-Director of School’s Transnational NGO Initiative at the Moynihan Institute of Global Affairs at Syracuse University (hpschmit@maxwell.syr.edu)
**Structure of the Panels**
Symposium co-chairs will introduce the moderator and panel participants
The moderator will introduce the panelists and the topic for the panel
3-5 minute introduction by each panelist on their overall thoughts on topic
20-25 general moderated discussion led by the moderator’s predetermined questions
20-30 Q & A (live questions from the audience and from Twitter)
Moderator concludes the panel. Each panel will last no more than 75 minutes.