

ETHIOPIAN PUBLIC DIPLOMACY IN THE UNITED
KINGDOM: NEWSLETTER EFFECTS

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Abstract

This dissertation examines the effects of “Ethiopian News”, a monthly newsletter published by the Ethiopian Embassy to the UK as part of its public diplomacy activity. It explores the various effects of the newsletter as a typical ‘messaging’ public diplomacy activity of the embassy. The research employs both survey (questionnaire) and qualitative (interview) methods to evaluate the effects of the newsletter. It argues that although newsletters belong to ‘messaging’ framework of public diplomacy, when used to address elite audiences under certain conditions is effective public diplomacy tool and should not be dismissed as outmoded and irrelevant in favour of relational public diplomacy practice. It advocates that a good public diplomacy practice could best be achieved if due recognition is given to ‘messaging’ and ‘relationship building’ frameworks as a complementary public diplomacy practice.

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ETHIOPIAN PUBLIC DIPLOMACY IN THE UNITED

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1. Introduction

The practice of public diplomacy has largely been the domain of the rich and powerful states for the large part of its history. The United States, United Kingdom, France, Germany and Russia are known for their vast application of public diplomacy in complementing their foreign policy objectives. It is not only the practice, but also academic researches and literatures also largely focus on the experiences and practices of these same nations. Melissen notes that “the origins of contemporary public diplomacy, and the current debate on the need for more public diplomacy, are dominated by the US experience” (Melissen, 2005) . However, unprecedented development of communication technologies, global and instantaneous reach of satellite news broadcasts and a broader change in international relations have made it necessary for countries, rich or poor, big or small, to engage in public diplomacy to further enhance the effective implementation of their foreign policy objectives. Melissen underlines that “both small and large countries, ranging in size from the United States to Belgium or even Liechtenstein, and with either democratic or authoritarian regimes, such as China and Singapore, and including the most affluent, such as Norway, and those that can be counted among the world’s poorest nations, for example Ethiopia, have in recent years displayed a great interest in public diplomacy” (Melissen, 2005).

In light of the foregoing development, The Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia had adopted public diplomacy as an important tool for the

attainment of its foreign policy objectives. The Ministry carries out public diplomacy through its Embassies in different parts of the world. Some Embassies carry out more public diplomacy activities than others depending on policy priorities, the level of relationship it has with the country and the availability and role of multiple actors in the host country. The Ethiopian Embassy in London is one such Embassy which carries out more public diplomacy because of its accreditation to an important partner country, its location in the media capital of the world i.e. London, and the presence of multiple non-state actors who can have an impact on the execution of its foreign policy objectives.

The Embassy of the Federal Democratic Republic of Ethiopia to the United Kingdom carries out different public diplomacy activities aiming to reach out to the British publics. This dissertation intends to study the messaging aspect from the range of public diplomacy activities that the Embassy carries out to engage with key members of the UK public. The study particularly focuses on a monthly newsletter publication the “Ethiopian News” which stands out as the most visible public diplomacy tool for consistency and delivery of foreign policy objectives to its audience.

There are a number of reasons behind the decision to choose to study public diplomacy practice of Ethiopian Embassy for this dissertation. The first being lack of research examples from developing countries like Ethiopia in public diplomacy scholarship, the second is the professional affiliation of the writer of this dissertation with the Ministry of Foreign Affairs of Ethiopia and the last one relates to the importance Ethiopia attaches to its public diplomacy activities in the UK. The Ethiopian Embassy to the UK is accredited to one of Ethiopia’s most important foreign policy focus countries. Ethiopia and the United Kingdom enjoy close relations at bilateral, regional and global level. At bilateral level UK plays an important role in Ethiopia’s

development endeavour by providing a much-needed development aid for poverty alleviation. According to the Week in the Horn, an Ethiopian Ministry of Foreign Affairs weekly online newsletter,

”Ethiopia today is the second largest recipient of the UK’s development support next to India. And out of the total development aid that Ethiopia receives from the UK, nearly 80 per cent goes to the provision of social services such as education and healthcare and other direct development-related activities” (www.mfa.gov.et, 2010)

At regional level both countries closely work on peace and security issues of the Horn of Africa and at a global level both countries closely collaborate on issues of mutual concern like climate change (Ministry of Foreign Affairs Ethiopia, 2010). This close diplomatic relation with the UK coupled with London’s world media capital status has made public diplomacy one of the core activities of the Ethiopian Embassy in London.

According to interview sources from the embassy, the Embassy conducts a range of public diplomacy activities based on the overall public diplomacy directives of the Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia. It engages in media relations, press briefings, press releases and media interviews, and sends out newsletters on a regular basis to reach out to selected British publics. It also organizes different events to be attended by politicians, media personalities, and intellectuals and tries to build networks and relations for long term engagements. This dissertation joins those who place the practice of public diplomacy in a spectrum of choices that range from messaging to relational building depending on different situations and circumstances of a given embassy. Such an approach to public diplomacy relieves us from the ‘either’ ‘or’ choice of messaging vs. relationship building approach to public diplomacy but to use both frameworks in a complementary manner.

1.1 Statement of the Problem

Research question: the research questions of this study are; what are the effects of “Ethiopian News” on its audience? In terms of having an effective outreach, how does “Ethiopian News” perform? What does the embassy intend to achieve by using the newsletter?

The purpose of this dissertation is twofold. The first is to identify the effects of “Ethiopian News” on its readers and investigate its contribution to the public diplomacy efforts of the embassy. The second aim is to test the hypothesis that messaging can be used as a mechanism to maintain and keep relationships alive on top of its primary motive of provision of information. This dissertation examines “Ethiopian News” as a public diplomacy tool of Ethiopian Embassy to the UK, against the background of ‘messaging’ and ‘relationship building’ perspectives in public diplomacy scholarship. It discusses this particular messaging activity i.e. the newsletter and evaluates the effects it has on its readers and explores whether it is useful as a tool to maintain relationships. There are different views towards messaging in a communication environment. “One perspective tends to view communication as a linear process of transferring information often with the goal of persuasion or control .The other perspective sees communication as a social process of building relationships and fostering harmony” (Zahrana R. , 2009, p. p.86) .

Cold War model of US public diplomacy relied upon messaging and a heavy dose of one-way form of communication to advance foreign policy goals (Zaharna,2005). The United States widely employed this model of public diplomacy during the Cold War and is believed to be successful in wooing the publics of the Communist bloc towards its ideals and way of life. In contrast, the way the United States responded to the post 9/11 situation by a Cold War messaging

model of public diplomacy has been met with a heavy criticism of scholars (Snow, 2009; Zaharna, 2005) who believe that messaging should be replaced by public diplomacy practices that emphasize relationship building. According to Nancy Snow 21st-century public diplomacy needs rethinking as “public diplomacy philosophies, strategies and tactics are shifting from one-way informational diplomatic objectives to two-way interactive public exchanges; exchanges and reciprocity are becoming trust-building measures and we are adding a personal and social dimension (guanxi) to other variables of influence and persuasion” (Snow, 2009, p. p10).

This dissertation aims to;

- understand to what extent audiences are informed of Ethiopian foreign policy issues by reading “Ethiopian News”
- Understand whether and how much of it is read by its recipients and their reason for reading it
- Why newsletter is used? Is it a useful tool in public diplomacy, how and under what conditions does it work?
- Understand what and how much of Ethiopian public diplomacy have been realized by the use of the newsletter
- Find out whether ‘Ethiopian News’ is used as an instrument to maintain and keep relationships alive beyond its aim of information provision;
- to show how specific characteristics, challenges and opportunities of an Embassy, with limited means, could conduct public diplomacy

1.2 Scope of the Study

The scope of this study is limited to exploring the various effects of “Ethiopian News” newsletter on its readers. Although it touches upon other public diplomacy activities of the embassy, how it is organized and how is it practiced, it does not dwell on this issues at length. Discussion on the practice of public diplomacy is only brought in to contextualize the role of newsletter in a range of public diplomacy activities.

In this research the word ‘effect’ is used to denote a change of behaviour caused by reading the newsletter. Anderson and Meyer cited in Windhal et al. (2009) define effects as “some circumstance that would not have occurred without the presence of some other circumstance. An effect then requires an agent and a reactant in a relationship” (Windhal et al., 2009 p.235).

2. Review of the Literature

The literature review of this study is divided into three parts. The first part brings a brief overview of general discussions of public diplomacy. The second part discusses the two major approaches to public diplomacy, namely; the messaging approach and the relational approach. Relevant issues and debates surrounding the relation between messaging and relational approaches are discussed. The third part of the review covers the practice of public diplomacy at the embassy level. The review concludes by bringing the importance of having a range of approaches from messaging to relationship building for the conduct of effective public diplomacy instead of entirely favouring relationship building over messaging approach. It shows embassies as executive agents of public diplomacy are closer to the audience and hence adopt appropriate approaches as it fits their specific conditions.

1.1 What is public diplomacy and why is it practiced?

State-to-state relations have historically been conducted through designated state representatives. States conduct diplomacy to put across and establish understanding and support to their foreign policies. States follow a set of established practices and protocols dictated by international legal instruments like the Vienna Convention on Diplomatic Relations. Following the Congress of Westphalia in 1648, missions as in today's embassies were institutions mandated to conduct international business between sovereign states (Denza, 2008). Sole actors of international relations were sovereign states and the players for the conduct of state-to-state relations had mainly remained to be diplomats and designated state envoys (Melissen, 2005).

Following the end of World War II, a bipolar world was created along ideological lines of Socialist and Capitalist camp led by the Soviet Union and the United States respectively. Deep ideological confrontation between the two camps prompted both sides to explore ways of directly addressing each other's public. Public diplomacy practiced at this stage mainly used radio broadcasting(Radio Free Europe) and cultural diplomacy as a major tool to reach out to people in communist countries (Nelson & Izadi, 2009;Schnieder,2005).

Times have passed since sheer military and economic powers were the main instruments of asserting one's point of view. In a world that is much more characterized by multiple international and local actors other than the state, persuasion and influence have become important tools of winning friendship and understanding of foreign publics (Fisher & Brockerhoff, 2008). Important developments of communication technology, advancements in satellite TV and internet as well as change in international relations that resulted on the proliferation of non-government actors were crucial factors in enhancing the need and

importance of public diplomacy (Gilboa 2008;Evans and Stevens 2008).In a context of multiple actors that play important roles in a way nations and their policies are perceived, it becomes ever crucial for governments to explain themselves to others. Failure to explain and engage with these actors through public diplomacy would mean risking to be defined by others as they please (Taylor, 2010).

The emergence of these new actors in the international arena have caused the creation of new structures of 'networks' that are in competition with the more traditionally established 'hierarchies' (Hocking, 2005). Heine comments on the changing of traditional diplomacy to a new form of diplomacy where what he terms as 'club model' of diplomacy has to be changed to include new multiple players calling for a new and less regimented 'network model' of diplomacy (Heine, 2006, p. p.4).

The study and practice of public diplomacy has a relatively short history which is no more than half a century. 'Public diplomacy' was first coined by the American Edmund Gullion in 1965.According to a brochure published by Edward R. Murrow Centre for Public Diplomacy;

“Public diplomacy... deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with those of another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as between diplomats and foreign correspondents; and the processes of inter-cultural communication.” (The Murrow Center, 2009).

There are definitional problems regarding public diplomacy. Over the years various definitions have been offered following developments in international relations and depending on who defines it. Most of these definitions of public diplomacy come from governments reflecting the need and policy aspirations of the government in power (Brown, 2010).Brown points out that

for an academic inquiry, public diplomacy should be “seen as umbrella concept that cover a range of activities that differ across time and across countries” (Brown, 2010). Other public diplomacy definitions by scholars have focused on the goals of the activity, the nature of the actors or the content (Gilboa, 2008). According to Waller public diplomacy is a communication between governments and publics he says “public diplomacy is communication with the publics of foreign countries, as opposed to traditional diplomacy which consists of communication between governments” (Waller, 2007, p. p23).

In yet another definition, public diplomacy is defined “as a government’s process of communicating with foreign publics in an attempt to bring about understanding for its nation’s ideas and ideals, its institutions and culture, as well as its national goals and current policies” (Tuch, 1990). Melissen defines public diplomacy as “the relationship between diplomats and the foreign publics with which they work” (Melissen, 2005). Other scholars broaden the actors practicing public diplomacy, to include not only diplomats but other non-state international actors and multilateral organizations such as the United Nations and NGOs. Nicholas Cull defines public diplomacy as “an international actor’s attempt to manage the international environment through engagement with a foreign public” (Cull, 2007, p. p 12) .

A common theme of the desire to influence others runs throughout the different definitions of public diplomacy shown above. The nature and goal of an activity to influence others, not only by governments but by many different actors, seems to constitute the core activity of a public diplomacy. This leads us to the conclusion that, despite narrower or broader definitions offered by governments or scholars alike, public diplomacy’s concerns boils down to influencing and creating positive attitude and perceptions towards what you do.

During the last half a century the scholarship around the topic of public diplomacy was episodic, as it attracted high level of interest during the height of Cold War followed by a relative decline till 9/11 and an upsurge of interest afterwards. Taylor points out that “US downplayed its public diplomacy in the afterglow of the Cold War” (Taylor, 2009, p. p12). The closure of the United States Information Agency (USIS) in 1999 was a clear indication as to the declining role of public diplomacy in the US administration (Schneider, 2005). Events of 9/11 had once again returned the need for public diplomacy back in the US administration’s agenda (Taylor, 2009). Fitzpatrick notes that the tragic events of 9/11 brought the importance of foreign public opinion and the need to give it ample consideration in public diplomacy (Fitzpatrick, 2004).

1.2 Information and Relational approaches to public diplomacy

Zahrana places ‘how political entities communicate with international publics’ under two broad categories that she terms ‘Informational and relational communications frameworks’ (Zahrana, 2009). The proposed framework of approaching public diplomacy in terms of informational works and as an activity of building relationships with targets is a good tool to study public diplomacy practices at localized levels. It moreover offers a practical approach to study public diplomacy initiatives by contextualizing them within views of communication as one way process or viewing communication as relationship building process (Zahrana, 2009). The information framework refers to messaging and dissemination of information to promote political objectives of an entity. The relational framework encompasses exchanges and a range of long-term relationship building initiatives that use various mechanisms. It is important for actors to be aware of the different options available to them in order to choose the appropriate public diplomacy programme that suits their particular need.

1.2.1 Information communication framework

The primary goal of 'Information framework' is to communicate a certain message designed by a source and disseminated to an audience with the intent of creating an effect. Zaharna points out in this framework "information is gathered and used in an effort to promote policies, advance political interests, enhance images, or engage publics to achieve the goals of an individual political sponsor" (Zaharna, 2009, p. p88). The most important feature of this framework is it is message centred, the source has full control and limited interaction with the audience. It is a uni-directional information flow. The primary goal of messaging is achieving its communication objective. It employs various polling mechanisms to measure the effects of its communication activities on the audience. Messaging or one-way communication often ascribes the potential to control the communication process to the source or sender of information (McQail, 2005, Windhal et al., 2009).

In information framework credibility of source is a very important component for successful communication. Different ways of reaching out to audiences is used in the information communication framework. According to Zaharna the different tools used in information framework include propaganda, nation-branding, media relations, international broadcasting and information campaigns (Zaharna, 2009).

However current developments in public diplomacy are very critical towards message-centred one-way communication frameworks. This model is derided for basing its assumption on a linear process of message whereby message reception is a direct result of initiator's stimulus. This approach, also known as hypodermic-needle model, ignores multiple factors that have direct relevance to the way the message is received and interpreted (McQail, 2005). A number of

factors such as individual difference, social categories of audience, age-factors etc...have their impact on the intended effects (McQail, 2005).

1.2.2 Relational Framework

The relational framework of public diplomacy relies on the building of relationships and dialogues based on commonalities. The main feature of this framework is its ability to identify common interests between individuals or groups and build on shared understandings and common agendas to establish relationships (Zaharna, 2009, Leonard, 2002). In this framework there is an intended effort from the communicator to engage itself in a two-way dialogue based communication. In a dialogic public diplomacy, persuasion should be born out of a negotiated two-way communication (Melissen, 2005). It implicitly understands the need for appreciating, listening and involving in a give and take relation to establish understanding of one's policies among foreign publics. Tuch notes that "the communications process that underlines the conduct of public diplomacy is best maintained as a dialogue –a two-way relationship. Such a relationship suggests informing, understanding, and persuading rather than gaining superiority, making points, or achieving victory" (Tuch, 1990, p. p.116). Communications scholars such as Gruning and Hunt as cited in Windhal et al. (2009) considered the role of the audience in two-way symmetrical model of communication as that of a dialogue partner whose comments and opinions are valued (Windhal, Signitzer, & Olsen, 2009). According to Riordan current public diplomacy's concern should be focused on how to address challenges of our times that are characterized by multiple security threats like terrorism, environmental degradation ,epidemic disease, crime etc...that know no borders. To properly tackle these problems there is a need for concerted efforts of all stakeholders in a collaborative approach of a new "dialogue-based paradigm for public diplomacy" with emphasis on listening, bargaining; and give and take

approach than dictation (Riordan, 2004, p. p1).He adds that the approach to engage diverse foreign societies in dialogues requires openness and readiness “perhaps humble approach, which recognizes that no one has a monopoly of truth or virtue, that other ideas may be valid and that the outcome may be different from initial message being promoted” (Riordan, 2004, p. p11).

Relational framework operates in a much less controlled environment and aspires for a long-term goal. Examples of relationship building include cultural and educational exchanges, language institutes, development aid projects, twinning arrangements and coalition buildings (Zaharna, 2009).Brown joins others in his assessment of public diplomacy as an activity that should give primacy to ‘relational turn’ that is based on building of networks than sending out messages. He underscores the importance of viewing public diplomacy as an activity which is about the maintenance and building of relationships (Brown, 2011c).The approach of viewing public diplomacy as an activity of relationship building and the establishment of various networks to advance ones cause brings it much closer to the practices of traditional diplomacy.

1.2.3 Effective Public Diplomacy

The approach to divide public diplomacy initiatives in terms of messaging and relationship building could provide us with insights as to how public diplomacy operates at post levels. Although the division of frameworks creates a sort of parallel approaches of public diplomacy initiatives, we should take caution in not to forget the complementarities of the two frameworks for an effective public diplomacy. For an effective public diplomacy the choice should not be either information or relational framework, there should rather be an approach that uses both frameworks depending on existing situations. Tuch identifies that “the practice of public diplomacy by the US combines both the press and information programs with that of

educational/cultural programs with the belief that the two are interrelated and complement each other's efforts" (Tuch, 1990, p. p.43).Geoffrey Cowan and Amelia Arsenault argue that for an effective public diplomacy 'monologue', what we call here messaging, type of communication shouldn't be ditched in favour of dialogue type of public diplomacy . They instead advocate the use of both 'monologue' and 'dialogue' type of public diplomacy as appropriate and offer a further new framework of 'collaboration' in public diplomacy (Cowan and Arsenault, 2008).When and how you use messaging should be given careful consideration before dismissing it on the basis of its uni-directional nature of communication(Cowan and Arsenault,2008).

Furthermore scholars propose (Leonard et al., 2002; Nye, 2008) a three dimensional model of public diplomacy 'daily communication, strategic communication and developing lasting relationships' (Nye, Public Diplomacy and Soft Power, 2008, p. p101) .Leonard et al. approach public diplomacy by viewing it as having short term, medium term and long term effects (Leonard et al., 2002). Leonard maps out three dimensions of public diplomacy whereby the first termed as 'news management' deals with immediate media responses, the second 'strategic communication' focuses on proactive message intervention with a medium range effect and the third one as something that should be done with long term effect of relationship building (Leonard et al., 2002, p. p10) All the three dimensions play different roles in bringing the desired results for a country's public diplomacy efforts.

This dissertation brings in emperical evidence from a case study of public diplomacy activities of Ethiopian Embassy in the UK by exploring the effectiveness of messaging through newsletter dissemination and its relation to dialogue based relational public diplomacy.

1.3 Public diplomacy at the Embassy level

Direct literature on public diplomacy practices of developing countries is very scant. Public diplomacy study and the practices of what Batora terms as 'small and medium states' have not been given ample attention (Batora, 2005). Despite the fact that embassies are the representatives of sovereign states that execute public diplomacy on target countries, research work taking the embassy as a focal point of discussion is very limited. As most literature written on public diplomacy dwells on general public diplomacy concerns, it is very important to study what goes on at the operational level of public diplomacy execution to close a possible gap of knowledge within the field of public diplomacy research. Studying the organization and practice of public diplomacy at embassy level offers us a chance to understand how different countries and embassies try to adopt different organization, tools and practice of public diplomacy that fits their own needs and experiences.

In a recent study Archetti examines 'the communication behaviour' of embassies in London and the use and impact of technological practices on their diplomatic activities (Archetti, 2010). She points out that although each embassy is based in a similar media environment i.e. London, each exploits the available options of information gathering and outreach activities depending on its experiences. Archetti indicates that embassies and diplomats adjust their communication activities to the existing and available objective situation of their respective countries. The diplomats negotiate with the range of available communicative options to effectively conduct their business. She points out that there is correlation between UK media's level of interest towards a given country and the country's tendency to develop alternative outreach models to mainstream media (Archetti, 2010). Archetti questions the validity of most works in public diplomacy that tend to generalize and focus on relations between diplomacy and the media as

something homogeneous and linear. Her work reveals the diverse and heterogeneous nature of the relationship between diplomacy and communication as each country, and more importantly, embassies choose from a range of options that fits their purpose.

Studying public diplomacy practices at the embassy level enhances our knowledge by offering us insights and experiences at the executioner level that are otherwise absent in the current broad debates of public diplomacy. Canning discusses how public diplomacy is performed by embassies (Canning, 2008). Canning aptly points out that the majority of public diplomacy research done about the United States gives high emphasis on how to improve public diplomacy in general with a conspicuous absence on how “public diplomacy is performed in its most important habitat by public diplomacy professionals in foreign countries among foreign publics” (Canning, 2008).

Another scholar and former practitioner, who brought experiences of public diplomacy at an operational level, is Bill Rugh. Rugh laments the fact that many generalized studies on public diplomacy often fail to study how public diplomacy is carried out at the embassy level. In his paper “Enabling Public Diplomacy Field Officers to Do Their Jobs” He suggests that public diplomacy posts at embassies should be filled by specialized public diplomacy officers (Rugh, 2008). He further suggests that for public diplomacy to be effective, officers at field level should be given more authority to conduct public diplomacy programs appropriate to local conditions. Rugh’s suggestion for a specialized training and experience goes against those who see the new diplomacy as a merger of traditional diplomacy and public diplomacy, effectively blurring the difference between the two. His second suggestion to empower public diplomacy officers at posts with operational independence is quite appropriate as it gives practitioners at post level the freedom to adopt appropriate approaches that fits each case. According to Kiehl, the practice of

public diplomacy at post level should not be strictly guided by headquarters (in his case the state Department in Washington DC) communication strategies as local conditions are varied and heterogeneous in nature (Kiehl, 2009). He points out that for a successful public diplomacy operation one has to devise and adopt a programme that could effectively address local conditions. He further attributes 'context' and 'relationships' as key factors for an effective public diplomacy initiatives at post level.

Hans Tuch (1990) comments on the importance of local situations in designing the right public diplomacy approach. He notes that "public diplomacy programs vary according to prevailing conditions in different societies" (Tuch, 1990, p. p55). In further highlighting the issue of choosing the appropriate kind of public diplomacy tools according to objective, audience and overall prevailing conditions, he brings examples from US embassies public diplomacy operations in Russia, Brazil and former Federal Democratic Germany (Tuch, 1990).

In a recent study Carolijn Van Noort (Noort, 2011) reports on the use of social media for the use of public diplomacy 2.0 in her case study of Consulate General of the Netherlands in San Francisco, United States of America. Her research focuses on the potential of improving public diplomacy effectiveness through the use of social media like Face book, Twitter and blogs. She discusses how public diplomacy 2.0 ought to be practiced by foreign offices by showing the possibilities and potential of social media in its application to public diplomacy. Her work points out to the importance of developing a customized public diplomacy approach for each embassy and consulate for effective public diplomacy operation (Noort, 2011).

Other studies that drew data from the embassy point of view focused on theories of public relations, especially the aspect of relationship building and management, to study public

diplomacy (Yun 2006,Vanc 2010). Vanc applied public relations theories and practices in the study of relationship management in public diplomacy practice of the US embassy to Romania by exploring how diplomats establish and maintain relationships in an effort to engage foreign publics through relational public diplomacy and proposes models of relationship management (Vanc, 2010, p. p22). Vanc promotes the application of relationship management theory in public diplomacy practice as an important aspect of shifting from communication perspectives to the building of long-term relationships in host countries (Vanc, 2010, p. p 40). In another extensive study based on 113 embassies in Washington DC Yun presents a study of public diplomacy behaviour and management (Yun, 2005). He studied how 113 embassies practice and manage their public diplomacy activities.

This dissertation joins the informational versus relational frameworks discussions in public diplomacy by bringing in a case study of public diplomacy practice at an operational level in an embassy that shows the interaction between messaging and relational framework. It is hoped that it will contribute its modest share to the on-going discussion by showing that an embassy adopts various public diplomacy tools that fits its objective situation.

2 Methodology

This study reports on investigation of “Ethiopian News” newsletter and its effects on public diplomacy. It investigates whether and how much of it is read, its role as a public diplomacy tool, and its relevance to its readers. The monthly newsletter “Ethiopian News” is taken as an area of focus for messaging activities of the embassy. It is considered as a major messaging activity as it reaches out to its audience on a monthly and regular basis. The research is contextualized within messaging versus relational turn frameworks of public diplomacy. On top of studying effects of

newsletter, it explores the relationship between messaging and relationship building. It examines why the embassy chose or added newsletter as an instrument of public diplomacy to reach its audience. To address these questions this research chose both quantitative and qualitative methods. Recipients of the newsletter were identified and data gathered through questionnaires. To find out from the publishers side (the embassy in this case) why they use newsletters from a range of public diplomacy options and to what expected effect, qualitative approach was used. In order to find out this, in-depth interviews with embassy diplomats and press officers was chosen as the appropriate method of getting the required information.

The Embassy publishes a monthly newsletter entitled “Ethiopian News” covering topics related with foreign policy objectives of Ethiopia sent out to various government, business, parliamentarians, think-tanks, media, academics and individuals via e-mail and hard copy distribution. The newsletter has 10 pages and is distributed to 1020 recipients. 900 copies of it are distributed via e-mail and 120 copies are distributed in hard copy every month. It is also posted on the embassy’s website for the general public.

2.2 Data Collection Method and Sample

2.2.2 Questionnaire

A survey was conducted through a self-completion questionnaire to gather data from the newsletter mailing list of individuals, think-tanks, member of parliaments, non-governmental organizations, media, academicians, businesses, trade, investment and tourism associations and diasporas. The survey was carried out to find out the various effects of the newsletter on its audience. This was achieved through quantitative examination of readers’ response to a set of questions administered through a self-completion questionnaire.

To reach the audience of the “Ethiopian News” the researcher of this dissertation has had preliminary discussions with the members of the Ethiopian Embassy as to how the mailing list of its audience could be obtained for this research purpose. It was agreed that due to protection of private information act, the e-mail database would not be divulged to the researcher. However, the embassy agreed to send out the questionnaire to all 900 newsletter subscribers on its database from the Embassy’s e-mail address. Furthermore it sent hard copy questionnaire with a paid return postage to its 120 hard copy newsletter recipients. It also posted the questionnaire for its online readers on its website. The purpose of the questionnaire was explained to readers by an introductory e-mail to electronic newsletter recipients and a letter to hard copy recipients. An acknowledgement to participants of the survey as well as assurance on confidentiality of information was included in the introductory letter.

The self-completion questionnaire was administered to all the newsletter recipients totalling 1020. Of the total 1020 mailing list newsletter recipients, 900 of them get an electronic version of the newsletter monthly on their e-mail. The remaining 120 get a hardcopy of the newsletter through postal mail. All members of the population had an equal chance of participating in the survey by filling out the questionnaire.

The self-completion e-mail questionnaire was sent out on April 20, 2011 to all the 900 recipients. The questionnaire was a Word document attachment. Respondents were invited to open an attachment document which they complete and return by e-mail. The remaining 120 hardcopy questionnaires were posted on May 9, 2011. Paid return stamps and envelopes were included to encourage response to the 120 hardcopy newsletter recipients. A reminder e-mail was sent to those non-respondents who receive electronic version of the newsletter by e-mail on June 3,

2011 and to hard copy receivers a reminder was mailed to them together with the June issue of the newsletter on June10, 2011.

The delivery method for administering the questionnaire was chosen for its convenience and its cost effectiveness. Conduct of the readership survey of the newsletter on all 1020 readers would have been next to impossible without the use of e-mail questionnaires on the majority 900 of them. Deacon et al. citing Gunter et al. commented that online questionnaires possess qualities of interactions which make it more in common with face-to-face interviews than a printed self-completion questionnaire (Deacon, Pickering, Golding, & Murdoch, 2007, p. p66). Moreover the use of e-mail as a method of delivery had actually availed the possibility of reaching to most recipients at once. Compared to face-to-face interviewing or telephone interviews, Deacon et al. warn of dangers of 'abandonment' in online questionnaires as respondents might not complete the whole set of questions and abort halfway (Deacon, Pickering, Golding, & Murdoch, 2007, p. p.69) .However in this survey of those who responded , only one of the respondents failed to complete the e-mail questionnaire.

The questionnaire was constructed to elicit data relevant to the research question. The questions broadly represented awareness questions, content based questions and effects questions. The questionnaire is attached as (Appendix 1).These were focused on whether the newsletter was read, inquire about the nature of the reading, how valuable it was to readers, what was readers' interest on issues, were there any actions taken by readers as well as demographic characteristics of readers.

After a first round e-mail and a second round reminder, a total of 61 respondents completed the questionnaire (4 e-mail receivers responded after a reminder was sent. A further 5 hardcopy

receivers also responded after a mail reminder). The number of the respondents might not strongly reflect the nature of the whole population. However sufficient amount of variables were able to be obtained to discuss the research question. As can be observed by the distribution, we could say that the data have captured a fairly good indication on the behaviour of the population. Moreover, to check more diversity within e-mail respondents the researcher closely looked at the mail server address of e-mail respondents (with the consent of the embassy).10 of the respondents were found to be using a UK university mail server address, 19 respondents were using company or government institution mail server address reflecting their respective affiliation and 14 respondents were using commercial private e-mail server accounts. This exercise has indicated the diversity and representativeness of the respondents.

3.1.2 Interview

The research also employed qualitative approach to find out needs of the embassy in conducting messaging. Why the embassy chose to select newsletter as a medium to reach out to its audience and with what intention? Answers to these questions are collected by conducting key informant interviews with embassy personnel. Data obtained from the interview and data gathered from the questionnaire were compared to find out if the objective is met and whether the newsletter is actually being useful in terms of messaging and maintenance of relationship between the embassy and its audience.

In order to have a thorough understanding of public diplomacy activities of the Ethiopian Embassy to the UK and to find out the objectives of conducting public diplomacy, in-depth interviews with the diplomats and staff engaged with public diplomacy were conducted. As compared to other methods of survey, the interview has quite a strong response rate. Once

agreement is secured from the interviewees one can expect to have a full response rate from the research participants (Keats, 2000, p. p.13). This qualitative research approach of interviews also provides answers to the why questions. The interview elicited information on why newsletters were used and with what intent? What kind of public diplomacy activities are carried out, what are the challenges of conducting public diplomacy in the UK and why certain practices are chosen than others. For the qualitative data gathering aspect of the research, interviews were chosen as they provided access to information that cannot be otherwise secured. Berg notes that there are different forms of interview structures, formal vs. informal; structured vs. unstructured; standardized vs. un-standardized interviews based on their degree of flexibility (Berg, 2009). This research adopted semi-standardized or semi-structured interview approach as it incorporates both the structured nature of questioning and the opportunity to be flexible in reordering questions, using clarifications as well as allowing interviewees to explore further beyond the question (Berg, 2009, p. p.105).

Four telephone interviews were conducted on June 29, 2011, and each interview lasted between 15 to 25 minutes. For the qualitative part of the research purposive sampling was adopted as the sampled interviewees were the ones who conducted the overall public diplomacy of the embassy and messaging in particular. All the four interviews were conducted on the same day. The interviews were transcribed for analysis. The choice of the interviewees was based on their experience and their responsibilities (job description) in the embassy, in this case their direct involvement in public diplomacy. The interviewees were the ambassador, the head of Public Diplomacy and Communication and two local press officers. All the interviewees were relevant to the research; the ambassador as a long career ambassador and second term head of mission in London was an important source, the head of the Public Diplomacy and Communication

department was also important as a head of overall public diplomacy operations of the embassy. One of the local press officers have worked as the embassy press officer for ten years and the other for two years making them both quite familiar with the overall public diplomacy activities of the embassy. The written interview questions were given to the interviewees beforehand to acquaint themselves with the topics of discussion. However, during the interview a semi-structured approach was followed. Questions were geared towards eliciting information in relation to the question of what was the embassy's intention in disseminating newsletters and its general public diplomacy activities. A similar set of questions were asked to each interviewee. 'Open-ended questions' were used to allow the interviewees the complete freedom to reply to the questions from whatever angle they chose. Follow-up questions were also used to probe the respondent for further response. Keats points out that probing questions could help in further clarifying by rephrasing or to bring about more responses by asking different questions (Keats, 2000, p. p39).

3.2 Limitations of the Study

Some e-mail respondents have indicated that filling out the questionnaire was rather difficult and a not straight forward application .However, due to time constraints and lack of easy access to respondents, it was not possible to conduct a new round of questionnaire with a better user-friendly e-mail survey than the one used that asks respondents to fill-out forms and send back their feedback as Word e-mail attachment. The low response rate could be explained partly because of this shortcoming and some other unknown reasons. More data could not be collected from newsletter recipients. Hence the data collected could not be taken as hugely representative of newsletter recipients. But with the number of data available it was possible to make important comparisons within elite readers of the newsletter. Clearly additional response from readers

could have provided a stronger representativeness of the data but still useful indications could be discerned.

4.0 Findings

A total of 1020 questionnaires were sent out to “Ethiopian News” readers. 900 readers received the questionnaire via mass e-mail and 120 readers received the questionnaire by post sent to them by the embassy. Findings from the questionnaire and interviews with embassy diplomats and staff are used in the discussion parts of this dissertation.

4.1 Questionnaire Findings

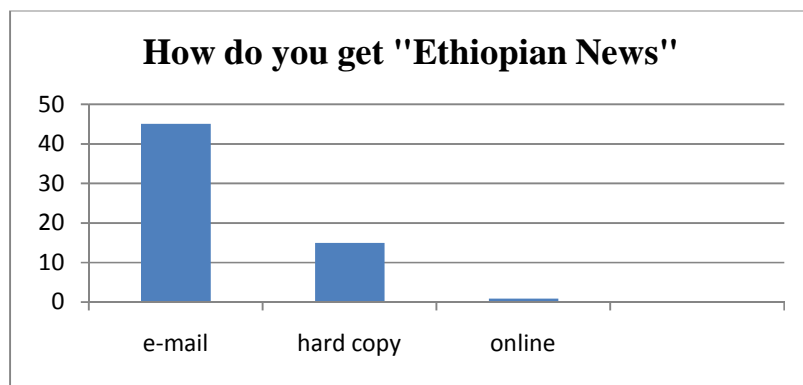


Table 1: Response for Q1

A total of 61 respondents answered the question “How do you get the “Ethiopian News”, out of which 73.77% (45) claimed they get from e-mail and 24.59%(15) said they get by post and only 1.63% (1) said they get online.

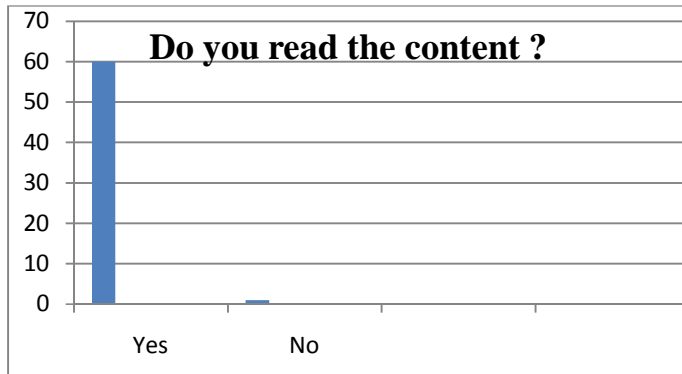


Table 2: Response for Q2

A total of 61 people responded to the question. The data gathered suggests that the monthly newsletter is read by majority of the respondents. 98% (60) of respondents answered that they read the newsletter. Only 1 respondent doesn't read the newsletter, the reason being given not having time (Table: 3).

4.3 If you answered 'No' to question 2, what is your reason?

Don't have time	1
Not interested	
Not useful Information	
Other(please specify)	
Total	1

Table 3: response for Q3

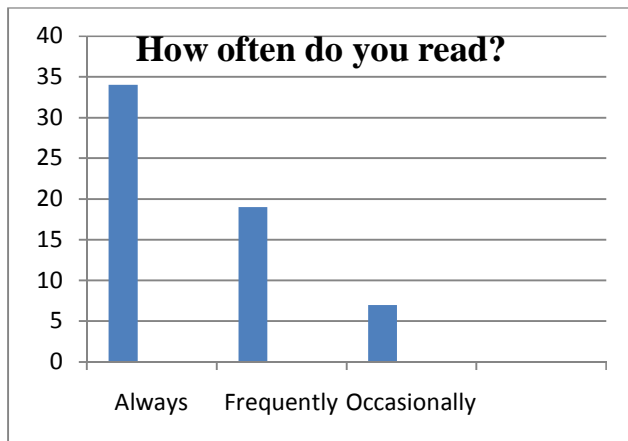


Table 4: Response for question 4

Of the total respondents of 60 readers 56.66 % (34) claimed that they ‘always’ read the newsletter.31.66 % (19) only read the newsletter ‘frequently’ and 11.66 % (7) read the newsletter ‘occasionally’ (Table: 4). This indicates that over 88% of respondents actually read (always, frequently) the newsletter on a regular basis.

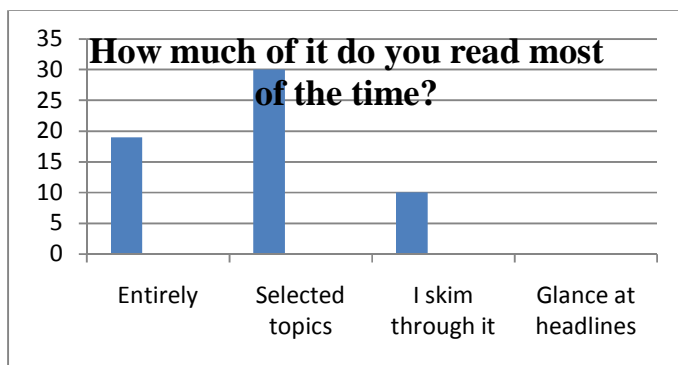


Table 5: Response for Q5

All the 60 respondents fully answered the question “how much of it do you read most of the time?” Respondents reply to the question on the amount of reading they do indicate that 30.0% (18) read ‘entirely’ and a further 50.0 % (30) of respondents read ‘selected topics (Table: 5). 20.0 % (12) of respondents only ‘skim through it’.

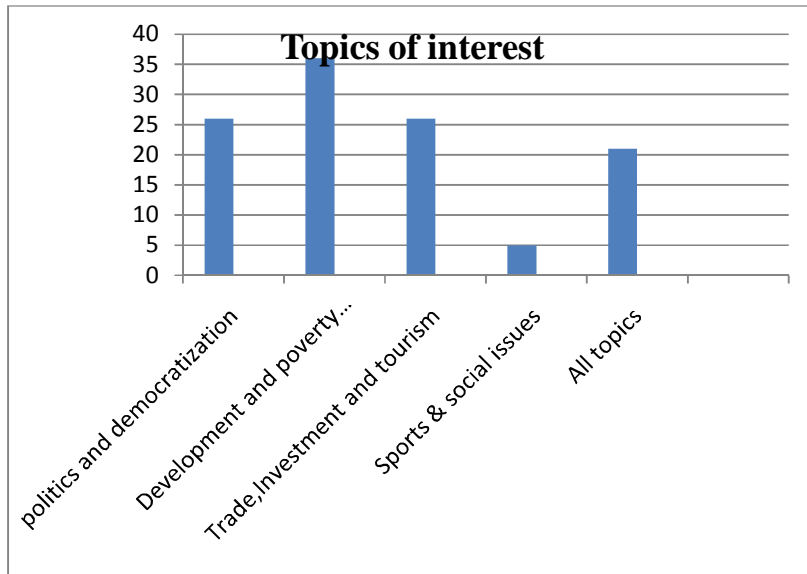


Table 6: Response for question

On the question regarding the choice of topics covered by the newsletter (Table: 6) 42.62% (26) of respondents favoured topics on ‘politics and democratization’; 59.01 % (36) were interested on topics of ‘development and poverty alleviation’ while 42.62 % (26) enjoyed ‘trade and investment’ topics.’ Sports and social issues were favoured by 8.19 % (5) of the respondents.34.61% of readers responded that they were interested on all the topics

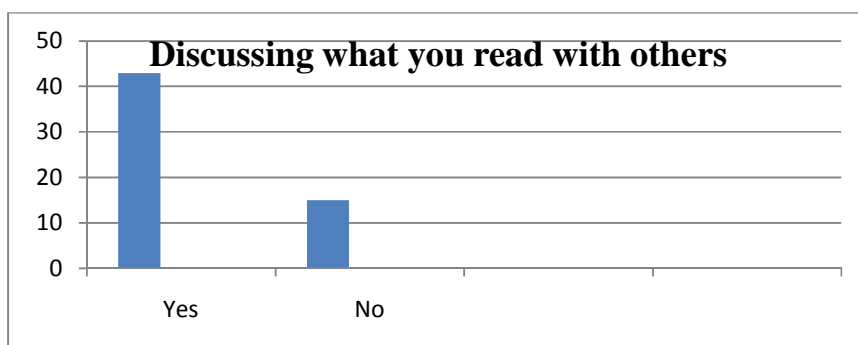


Table 7: Response for question

A total of 58 respondents (Table: 7) answered the question ‘do you ever discuss what you read with others?’ 74.13 %(43) of them replied that ‘yes’ they discussed issues with others and 25.86 %(15) replied ‘No’ they never discussed with others.

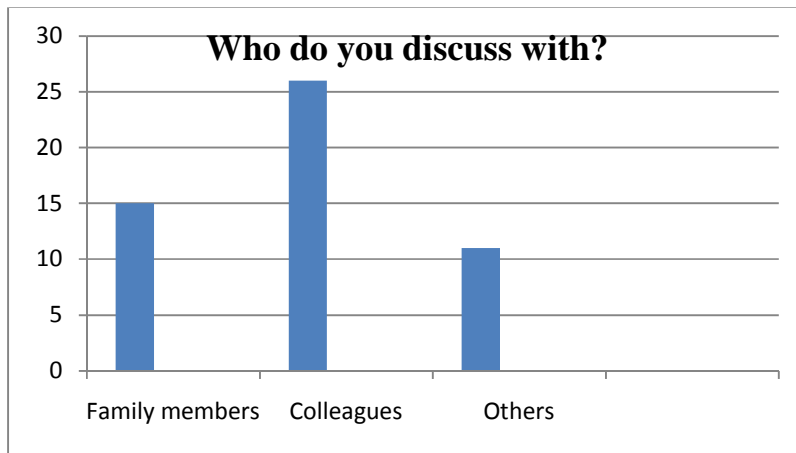


Table 8: Response for question 8

It was also followed by a question with whom do you discuss? (Table: 8)The follow-up question was asked to those who replied ‘yes’ and 28.84 %(15) responded that they discussed what they read with their family members and 50 %(26) replied that they discussed issues with their colleagues and 21.15% discussed it with others.

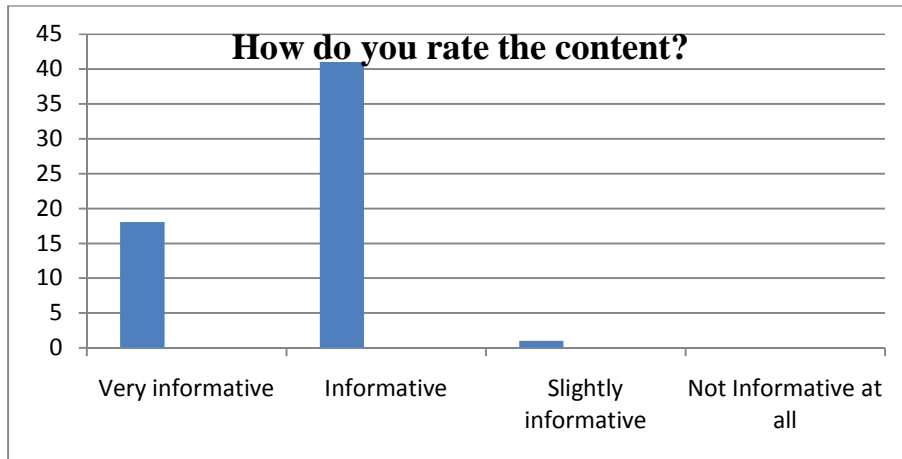


Table 9: Response to question 9

With regard to how readers rate the content of the newsletter a total of 60 respondents answered the question (Table: 9). 30 % (18) declared that the content of the newsletter was ‘very informative’ and 68.33 % (41) responded that the content was ‘informative’. Only 1.5 % (1) claimed that it was ‘slightly informative’.

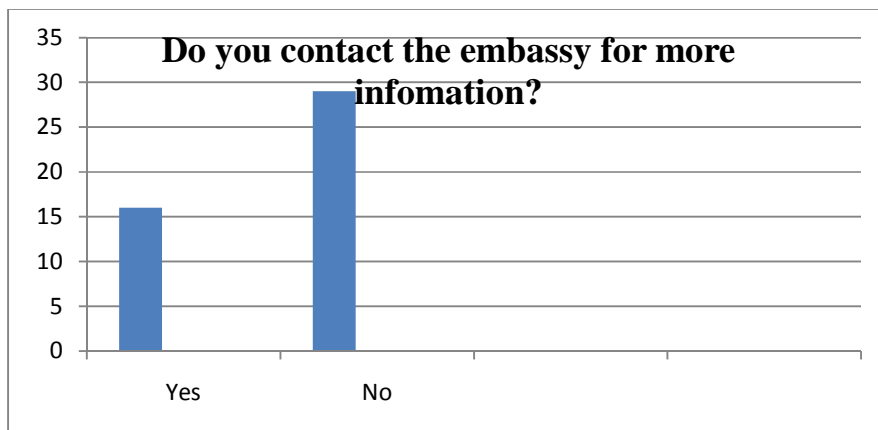


Table 10: Response for question 10

A total of 45 respondents (Table: 10) answered the question if they have ever contacted the embassy for more information. 35.55% (16) answered ‘yes’ they have contacted the embassy for more information and 64.44 % (29) replied ‘No’ they haven’t contacted the embassy for more information. The fact that 35.5% of the respondents have contacted the embassy for further information indicates a level of engagement from the audience side with the embassy.

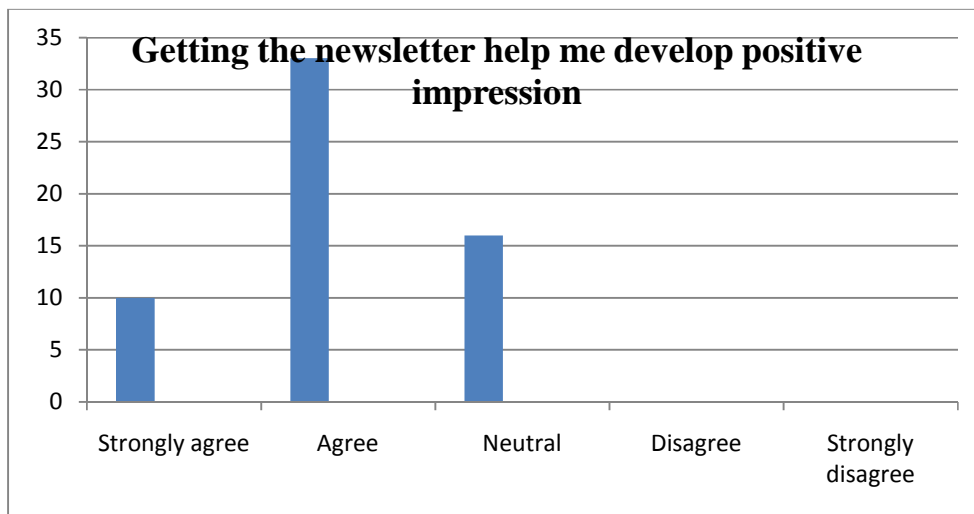


Table 11 a: response for question 11a

59 readers responded (Table: 11a) to the statement that ‘getting the newsletter helped them develop a positive impression on Ethiopia’. 16.94 % (10) strongly agreed to the statement a further 55.93 % (33) ‘agreed’ to the statement.27.11 % (16) were ‘neutral’ and 0 % disagreed or strongly disagreed to the statement.

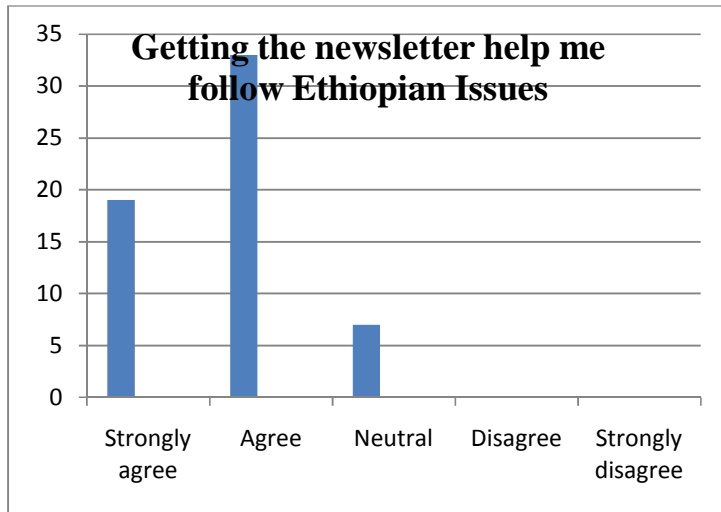


Table 11b: Response for question 11b.

59 readers (Table: 11b) responded to the statement that ‘getting the newsletter helps me to follow issues on Ethiopia’. 32.20% (19) ‘strongly agreed’ to the statement. 55.93% (33) ‘agreed’ to the statement 11.86% (7) were ‘neutral’ and 0 % ‘disagreed’ or ‘strongly disagreed’.

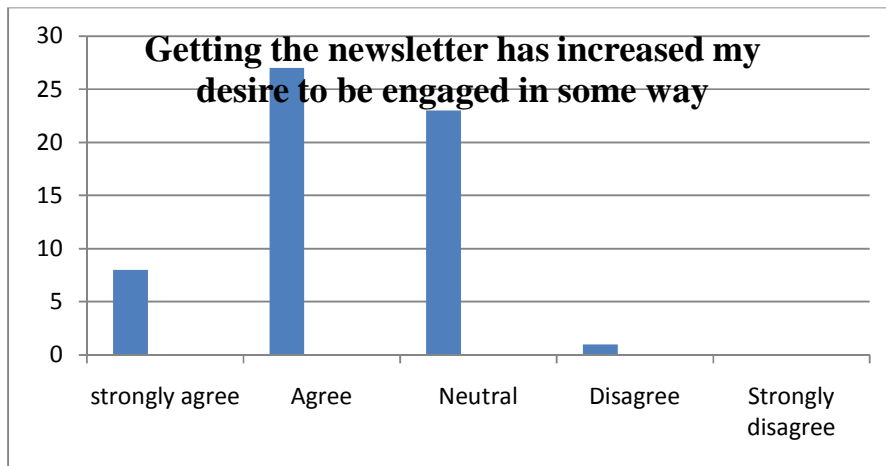


Table 11c: Response for question 11c

A total of 59 recipients responded to the statement that “getting the newsletter has increased my desire to be engaged in some way” (Table: 11c). 13.55 % (8) of the respondents ‘strongly agreed’

to the statement and a further 45.76 %(27) agreed to the statement. 38.98 %(23) were ‘neutral’ and 1.58% of the respondents completely ‘disagreed’.

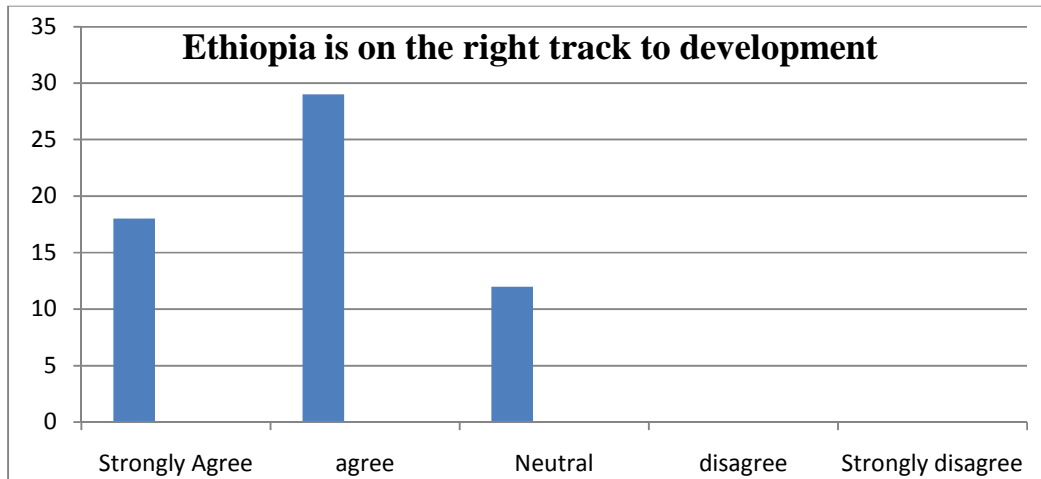


Table 12: Response to question 12

A total of 59 readers (Table: 12) responded to the statement ‘Ethiopia is on the right track in its poverty alleviation and economic development programmers’ (Table 11). 30.50 %(18) ‘strongly agreed’ to the statement while a further 49.15% (29) ‘agreed’ to the statement. 20.33%(12)of respondents were ‘neutral’ to the statement and 0% have ‘disagreed’ or ‘strongly disagreed’ to the statement.

4.13 General Characteristics of Respondents

On the general demographic characteristics of respondents questions on gender, age-group and profession were asked. 59 readers responded to the question on gender and 74.57% of respondents were ‘Male’ while 25.42% were ‘Female’ respondents. In terms of age distribution it seems that the highest respondents (30.50%) are in the above 65 age bracket followed by 27.11% of the 45-55 age group and 18.64% of the 55-65 age group. This indicates that majority of the newsletter readers are males and above the age of 45.(see Table 13 and 14).

4.13a Gender

Gender	
Male	44
Female	15

Table 13: Gender of respondents

4.13b Age Group

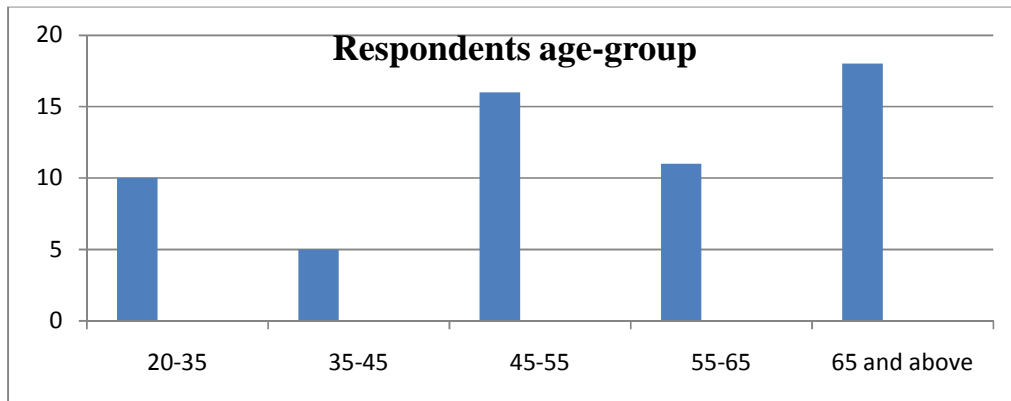


Table 14: age group of respondents

A total of 60 respondents answered the age-group question

- a. 16.94% (10) were in the 20-35 age group
- b. 8.4%(5) were in the 35-45 age group
- c. 27.11% (16)were in the 45-55 age-group

- d. 18.64%(11) were in the 55-65 age-group
- e. 30.50% (18)were in the above 65 age-group

4.13c Profession

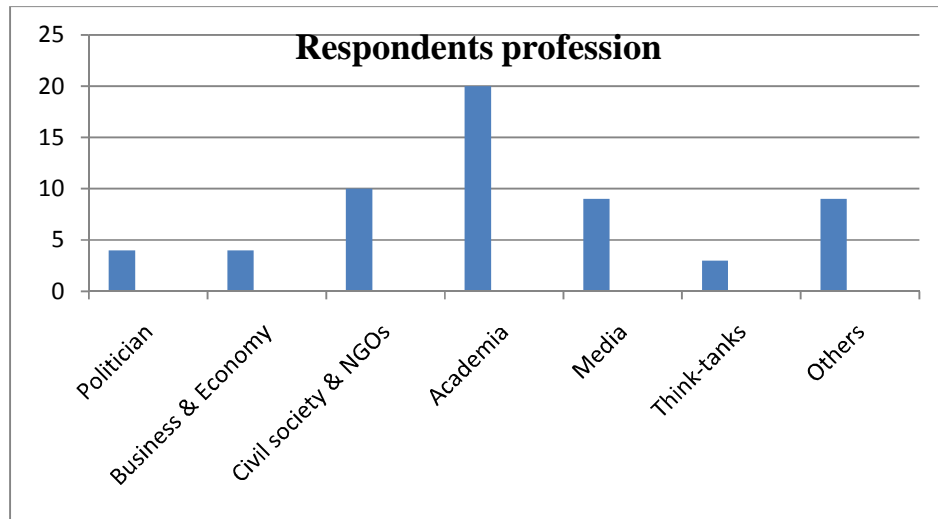


Table 15: Profession of respondent

A total of 59(Table: 15) respondents successfully completed the question on profession

- a. 6.77%(4) were politicians
- b. 6.77% (4)were in business and economy
- c. 16.74%(10) were in civil society and NGOs
- d. 33.89% (20)were in academia
- e. 15.25%(9) were in media
- f. 5.88%(3) were in think-tanks
- g. 15.25%(9) were in 'others'

5.0 Discussion

The results and analysis of this survey are based on those who responded to the questionnaire and data gathered from the interview is used to further strengthen the information from questionnaire respondents. The data suggests important insights in indicating answers to the research question of “What are the effects of Ethiopian News?” In this section, different newsletter effects are discussed and evaluated, supported by data from questionnaires and interviews as well as relevant literature.

5.1 Why Newsletters?

Newsletters and written information materials aimed at foreign publics are one of the oldest and traditional tools of public diplomacy going as far back to the Roman times (Cull, 2008). Before the advent of radio broadcasting, and nowadays the internet and different communication technology, newsletters were the choice of governments keen on informing and persuading foreign publics. In a blog about British information activities overseas Brown notes that “pre-internet ‘information’ tended to mean written material (Brown, 2011a.).

Periodic newsletters are published and sent out by embassies to various selected groups for the purpose of informing and updating these groups of people in a bid to influence positive attitude towards activities in their respective countries. Moreover, newsletters could be a good source of current information that might not be covered by major mainstream media outlets in the host country. Chung in his work that identified newsletters issued by 30 embassies based in Washington DC, regards the issuance and distribution of newsletters by embassies as an important source of current affairs and information about the issuing country (Chung, 1980).

The Ethiopian embassy identifies “Ethiopian News” newsletter as an important channel to provide information to its audience that is not otherwise covered by the British mainstream media. As the head of the embassy’s Public Diplomacy and Communication department noted “in the absence of coverage from the mainstream media, newsletters were a good source of information that could close the information gap”. Readers’ response, 32.2% strongly agreeing and 55.93% agreeing, to the question that getting the newsletter helps them to follow Ethiopian issues(question 4.11b) affirms the importance of the newsletter as a source of information to readers and its importance to the embassy as a tool of imparting current information to its readers. A number of considerations should be taken into account in order to evaluate the success of this medium. These are the credibility of the newsletter which is related with readership, the kind of target audience it is aimed at and the context in which the newsletter is used. Each is discussed as follows.

5.1.1 Credibility

Finding of the survey has indicated that “Ethiopian News” newsletter as having a strong following among its readers. It is demonstrated that 98% of respondents of the survey actually read the content of the newsletter. Although it is claimed by some that “policy information must advocate and defend; and it is by nature partisan and biased” (Diebel & Roberts, 1976, p. p57) , it has to be based on a credible and trustworthy information. One of the things that recur in public diplomacy literature is the notion of ‘credibility’ from the public diplomacy practitioner. If there is any lack of credibility, the result would be not only failure to convince an important audience but runs the risk of being perceived as propaganda (Cull, 2008; Nye, 2008).As gathered from the interviews with the embassy diplomats, the main purpose of the newsletter is to impart

information to its readers with a view to informing and updating its readers with Ethiopian issues. In the interview the press officer says “great care is taken to ensure the provision of accurate and credible information”. With regard to sending out messages three important themes of message are identified from the interviews. The embassy sends out core messages that are focusing on issues of ‘politics and democratization’; ‘development and poverty alleviation’; ‘trade, investment and tourism’. It is important to find out whether these intended messages are being noticed by the newsletter readers. As the findings from the questionnaire indicate 59.01% of readers are interested to read topics of ‘development and poverty alleviation’ 42.62% readers favour topics on ‘politics and democratization’ and a further 42.62% of readers interested on ‘trade, investment and tourism’ topics. Findings from the interview and the questionnaire concur in confirming that the embassy’s message is actually well followed by its audience. It also shows that certain readers have preference for certain topics than others. According to the assistant press officer of the embassy, “We try to cater to all audiences. Some people might not be interested in politics, so we try to put balanced topics so that everybody gets something that interests him or her”.

5.1.2 The Audience

According to this survey the majority of the respondents are getting the newsletter either by e-mail or by mail (Table 1). The fact that only one respondent claimed that he gets it online from the website indicates that the newsletter doesn’t have much of a following among the general public who visit the website.

According to the head of Public Diplomacy and Communication, the main audiences of the newsletter are the politicians, government officials, academia, scholars, MPs (for example: All-

Party Parliamentary Group on Ethiopia) think-tanks, media, people from the business community, NGOs, societies (for example: Anglo-Ethiopia Society) and members of the diasporas. In the interview the head of the Public Diplomacy and Communication indicated that they use different methods to identify and select their audience for the newsletter. One is by identifying people who are influential people and institutions that have an interest on Ethiopian or African issues. This could be in terms of politics, general development and poverty alleviation issues, regional politics and security issues or cultural and research issues. The main purpose of choosing the elites as targets of the embassy's messaging activity relates to the embassy's objective to bring about support from the host country. According to Manheim one form of public diplomacy is government to people directed activity with a view to "turning the foreign policy of the target nation to advantage" (Manheim, 1994, p. p4).

According to the response of the Assistant Press Officer on the question of how the audience is selected, she said that the audience is asked if they would be interested to get the publication and following their consent "Ethiopian News" is sent to them monthly. She went on to say that as diplomats attend various events, they establish contacts with interested parties and following their consent they will subscribe to the newsletter. The press officer also added that information desk is available whenever the embassy hosts events whereby interested people could sign in for the newsletter.

"There is a relationship that initiated the whole connection with Ethiopia, but again sending them regular information will further consolidate the relationship. They will be in our database and whenever there is an event we contact them to further the relationship". –

--The Public Diplomacy and Communication head

It is important to note here that the way the embassy chooses its audience seems to have an important ramification on the kind of effect the newsletter might have. Although a total number of 1020 newsletters are sent out every month, it is not clear as to how many of the newsletter recipients are chosen based on the indicated rigorous criteria of whether audiences belong to elites who have strong interest on Ethiopia or not. Perhaps the embassy might need to review its data base and check how many of its recipients actually fit into its professed aim of reaching out to select group of elite audience or is spending too much time and effort on an audience which is indifferent (Brown, 2011a). This becomes particularly evident when we consider those who have not responded to the questionnaire. Getting only 61 respondents to this research questionnaire out of 1020 newsletter recipients could be an indication that after all the audience might not fit the embassy's description of 'interested elite audience on Ethiopia'.

5.1.3 The Importance of Context

Context plays an important role in the effectiveness of public diplomacy. The objective conditions in which the public diplomacy practicing country finds itself plays an important role in the choice of public diplomacy tools the embassy employs. The practice of public diplomacy at the embassy level should essentially aim at exploiting available public diplomacy options. (Archetti, 2010; Canning, 2009; Kiehl, 2009; Rugh, 2008). Brown underscores the importance of context by noting "what might be a good initiative in one situation will be totally ineffective in another" (Brown, 2011b.). In this case the choice of the Ethiopian embassy to adopt newsletter to reach out to an elite audience is the result of careful consideration of the contextual advantage of the medium i.e. newsletter. Findings from the survey show that a high number of academicians as interested in the newsletter. It is also found from interviews conducted with the embassy

diplomats that there is a good deal of relation between the embassy and various British academic institutions and scholars; between the embassy and various groups like All-Party group on Ethiopia, Anglo-Ethiopian society, think-tanks, business people and the diasporas. Results from the questionnaire on (Table: 10) confirming that 35.55% of the readers contacted the embassy for more information indicates a level of engagement from the audience side with the embassy.

It appears that of all the newsletter readers, the highest number of respondents come from the academia. 33.89% of respondents are from the academic world or those who consider their professional engagement with academics. Information from looking at the mail server address of respondents affirms that out of the 43 e-mails received 10 came from UK university mail server addresses. The second highest respondents come from civil society and NGOs followed by media professionals. The research finding from this data suggests that the audience of the newsletters could be termed as an elite audience comprising academia, media, politicians, business people, think-tanks and representatives of civil societies and NGOs. According to the head of Public Diplomacy and Communication Department of the embassy, the embassy engages with different academic institutions in the UK and tries to link them with similar institutions in Ethiopia playing a facilitation role.

A link could be established here that those who have been in relation with the embassy on Ethiopian issues are interested in following Ethiopian issues through “Ethiopian News”. The kind of relationship between the source of information and the receiver plays an important role in the shaping of the effects of the message (McQuail, 2005). If there is an established trust and respect towards the source of information, chances are message from the source will have positive effects on the audience (McQuail, 2005).

This indicates towards one of the research questions which looked into relations between messaging and relationship building. It could be surmised here that better network and relationship with selected audience as in the case of UK academic institutions, have resulted in a better impact of the newsletter message among elites. The good performance of the newsletter among elites could only be explained through the kind of context created in which the embassy and the audience have developed friendly relationships. As Nye observes such a context and environment create “an enabling or disabling environment for policy” (Nye, 2010).

5.2 Impact

5.2.1 Image

One of the intentions of the embassy in disseminating a newsletter is to improve and create positive perception on its readers about Ethiopia. Manheim characterizes public diplomacy as an activity “designed to explain and defend government policies and portray a nation to foreign audiences” (Manheim, 1994, p. p4). Three different questions were presented to readers in relation to the newsletter’s contribution towards building positive image of the country. The first question asks whether getting the newsletter had helped readers develop positive impression towards Ethiopia (Question 4.11a).16.94% ‘strongly agree’ and 55.93% of respondents ‘agree’ to the question. Another question (question 12) asks readers’ opinion on whether Ethiopia is on the right track in poverty alleviation programmes. Strong majority readers of the newsletter consider Ethiopia to be showing progress on areas of poverty alleviation and economic development.

“We do promote Ethiopia, through our publications we want to bring the best of Ethiopian history, tourist attractions, trade and investment opportunities, Ethiopia’s role in Africa and the sub-region to our UK audience”.

--The Public Diplomacy and Communication head

The data from the questionnaire indicates that 79.65% of respondents have either ‘agreed’ or ‘strongly agreed’ to the claim. Responses on the desire to be engaged in some way with the issues related with the country (question 4.11c) have shown that 13.55% ‘strongly agreed’ and 45.76% ‘agreed’. The results are indicative of readers’ willingness to be further engaged with the issues identified by the newsletter.

5.2.2 Multiplying Effect

The underlying assumption by the embassy when it chose its audience is based on the elite audience’s perceived ability to multiply the embassy’s message. Readers were asked to respond to a question whether they discuss on topics derived from the newsletter with others (questions 4.7, 4.8). The main purpose of this question was to find out whether readers used the information they get from the newsletter as a topic of discussion with others. What this question had revealed as one of the possible effects of reading the newsletter, was to pass on information related with Ethiopia to others. Even though it doesn’t confirm whether there is a perception change or not, it indicates that there is a degree of willingness among readers to engage with others on issues of Ethiopia as a point of discussion. This finding corresponds with “a two-step flow of communication” as advocated by Katz and Lazarsfeld (1964) in underlining the importance of interpersonal relations in advancing the process of communication and the importance of opinion leaders in relaying message to others (Katz & Lazarsfeld, 1964).

5.2.3 Usefulness to Readers

Questions that assessed the usefulness of the newsletters from the reader's point of view were important in establishing the need to use the newsletter as a public diplomacy tool. Readers have confirmed that they found the newsletter as informative and helpful to follow issues on Ethiopia. Responses to questions 'Getting newsletter helps me follow issues on Ethiopia' and 'how do you rate the content of the newsletter?' have shown a strong positive result of 88.1% and 98% respectively. Of those who receive the newsletter and who responded to the questionnaire 88% consider the newsletter as an important source of information on Ethiopia.

"I get lots of e-mails and thank you notes from those I send newsletters. The newsletter helps them to remind them about Ethiopia, so it's very useful". The assistant press officer comments that having a newsletter "serves like a bridge in engaging and informing people... like an update, to inform on recent developments".

5.3 Coordination, Evaluation and Challenges

5.3.1 Coordination

Issues of lateral coordination among the different embassy sections are an important aspect of public diplomacy effectiveness. This approach should not be limited to administrative coordination to produce the newsletter. But rather it should be considered as an overall coordination to deliver strategic objectives of the entire mission.

As noted from the interview the embassy makes it a point to coordinate its public diplomacy activities across its 'political, diasporas, economy and business sections'. Sreebny recommends that "an effective public diplomacy program involves the entire mission" (Sreebny, 2006, p.

p101). Questions on coordination were geared towards identifying the level of coordination within the embassy's different activities as well as coordination between the head office and the embassy. With regard to coordination within the embassy the ambassador noted that there is a conscious effort by the embassy to coordinate activities of its political diplomacy, economic diplomacy, and diaspora affairs with its public diplomacy. He added that;

“for instance a member of the diasporas, who has the potential and access, will be involved, as appropriate; to air and voice some of our messages to the British public and use them achieve our desired objectives”.

The Public Diplomacy and Communication head adds that, since all the departments are ‘one-man band shows’ it is not difficult to coordinate and work as a team. The assistant press officer notes that for her the coordination was very important to put coordinated messages in the newsletter every month.

When it comes to coordination of public diplomacy work as a country with Ministry of Foreign Affairs of Ethiopia and other institutions, the ambassador notes that there is no clear strategic coordinated effort in terms of having a coordinated public diplomacy as a nation, involving the different relevant sectors in Ethiopia. He points out;

“a very coordinated national strategy drafted in a coordinated manner that could be executed to the letter will need some sort of reorganization and coordination between different institutions and ministries in Ethiopia. They need to sit down and discuss what we want to achieve in terms of public diplomacy and image building, economic diplomacy and political diplomacy. There is a good beginning but a lot remains to be done”.

5.3.2 Evaluation

A major problem that every public diplomacy initiative often encounters is the difficulty of measuring impacts. Of course there is a continuous effort to develop comprehensive measurement frameworks (Matwiczak, 2010). Most public diplomacy outcomes are expected to be gradual and long-term in nature. Discussion with interviewees for this dissertation has revealed problems associated with evaluation. Public diplomacy alone cannot be singled out as the main contributor to a successful perception change of foreign publics. There definitely is a number of factors, like sustained policy improvement that contribute to successful outcome. Interview respondents from the embassy were quite cautious to attribute wholly some of the perception changes they felt here in the UK entirely to their public diplomacy efforts, although they believed that there was a general perceptible change happening in the UK towards Ethiopia among elites. Their belief was based on various face-to-face and e-mail feedbacks they get from their audience. Some of the indications mentioned were as the ambassador says;

“For instance if we take the press, yes there are negative news but we see more of a positive coverage about economic development and growth in Ethiopia. On the flow of trade and investment 4 to 5 years ago there wasn't much to talk about. The other indication is that there is an increase in the frequency of high-level visits, increase in number of tourists, the participation of the diasporas in investments in Ethiopia from the UK accounting to 60-70% of all investments from the UK”.

He further added that telling the UK constituency that Ethiopia has a leading role to play in terms of ensuring peace and security in the Horn of Africa was also an important objective.

“We have evidence that this contribution has been duly recognized by the government and think-tanks like Chatham House or Foreign Policy Centre. The number of high-level visits from the UK to Ethiopia could be a proof for this. This year alone International Development Secretary Andrew Mitchell, Parliamentary Minister Steven O'Brian, Foreign Office Minister for Africa Henry

Bellingham and very soon Foreign Minister William Hague will be visiting Ethiopia”.

The ambassador concludes that public diplomacy has been one of the vehicles for promoting the image of Ethiopia, for promoting trade and investment and the promotion of bilateral relation between the two countries.

The press secretary adds that there is an increased recognition of Ethiopia’s role in Africa by different UK groups and institutions.

“I think there is a recognition that Ethiopia is on the right track. MDGs will be met especially on health and education. The UK would not have approved a huge development cooperation fund ...that political recognition is valuable”.

--The Press Secretary

5.3.3 Challenges

Execution of public diplomacy activities at embassy level is faced with its own unique challenges depending on the country practicing it and where and how it is practiced. Response to the question on challenges and problems of the execution of public diplomacy in the UK were grouped into three areas. The first identified challenge was the image of the country in the UK, the second one was main stream media’s disinterest to cover changes in development and focus on sensational stories, the last one dealt with budgetary and human resource constraints.

The strong negative image created by the 1984 famine still lingers on.

“ Selling a better and a much improved Ethiopia to the public over the years is an uphill struggle, we have to bring this to the public and to the opinion makers, the media pays attention to hiccups and retentions, which do not form the general picture, while little attention is paid to good news or positive developments... One has to be really very careful in handling the media. You have to establish friends in the media, editors, and journalists...to pass on your message to the public.”

The Ambassador

The press secretary adds that;

”There is huge cynicism of western media on Africa. Remember the article ‘Africa the Hopeless Continent’ by the Economist. There need to be rebalancing on issues. I always try to get and involve a third party, so they can put the point about issues in a more balanced way”

The other challenge mentioned was in relation to budgetary and human resource limitations. The head of the Public Diplomacy and Communication indicates that;

“UK is a big country with a great number of think-tanks and nongovernmental actors. But we cannot reach out to all and maximize on the opportunity out there. We have budgetary and other resource and capacity constraints. For example if you are invited to attend various programmes in a single day in London or there is an event you should attend in Edinburgh, you can only attend one, you have to be selective. If we can improve our budgetary and capacity limitations we could do more on public diplomacy”.

Clear identification of the challenges to perform public diplomacy in the UK by the embassy is the first step in the search for creative options to carry out its functions. The challenges mentioned associated with the overall image of the country needs to be addressed with a much wider public diplomacy campaign that targets the general British public beyond the elites. A different set of public diplomacy tools that go beyond the use of newsletters should be deployed to reach out to the mass audience. One way of achieving this would be to find ways to work with the mainstream media with access to the mass audience.

5.4 The position of the newsletter within a range of public diplomacy tools

A number of factors come into play for the successful execution of public diplomacy activities of the embassy. Organizational factors like independence of the embassy in designing and implementing public diplomacy initiatives, the number of dedicated public diplomacy staff and the role of the ambassador in public diplomacy are some of the factors that affect the outcome of

public diplomacy. The interviews with the diplomats and local press officers have shown how the embassy plans, organizes and executes its public diplomacy activities in the UK. It is important for embassies to be able to devise their own localized public diplomacy approach in order to seize best possibilities to implement their strategies. Kiehl suggests that embassies should be able to devise post-appropriate public diplomacy activities for an effective implementation (Kiehl, 2009). Findings from the interview suggest that the embassy does not entirely base its public diplomacy activities on strong headquarter guidelines. It exercises relative independence to design and implement its own public diplomacy. With regard to organization of the embassy, the Ambassador mentioned that his embassy is relatively equipped better than other Ethiopian missions in Europe in terms of staffing in the public diplomacy department. The embassy has a public diplomacy department headed by a Minister Counselor and is staffed by a local press officer and an assistant press officer. Ambassador's understanding of public diplomacy is crucial for an effective implementation of public diplomacy strategies. According to Tuch "...public diplomacy cannot function effectively unless the ambassador too is familiar with its application and its potential and unless the ambassador regards the conduct of public diplomacy as one of his or her responsibilities" (Tuch, 1990, p. p40). In the interview conducted for this dissertation the ambassador has underlined the importance of public diplomacy and his role in the conduct of the embassy's public diplomacy activities.

"As you know nowadays the official line of diplomacy is only one line to promote your interest in the host country but public diplomacy gives you a wider opportunity to promote your objectives in the host country. So we use both of them in tandem to achieve the objective of our mission i.e. economic diplomacy and general foreign policy guidelines".

The Ambassador

The ambassador further stated that the public diplomacy activities of the embassy as an activity that range from "one-to-one meetings of government officials, civil society leaders,

organizations, think- tanks, media personalities to organization of events that will have impact in forging stronger relations with various groups”. The head of the Public Diplomacy and Communication department classified the embassy’s public diplomacy instruments into three headings of “informational activities, policy advocacy and educational and cultural activities”. This approach resembles the dimensions indicated in the literature review (Chapter Two) by Joseph Nye (2008) and Mark Leonard et al. (2002) the three dimensional model of public diplomacy ‘daily communication, strategic communication and developing lasting relationships’ (Nye, 2008, p. p101) . All the three dimensions play different roles in bringing the desired results for the embassy’s public diplomacy efforts. In order to contextualize the place of the “Ethiopian News” newsletter within the range of the embassy’s public diplomacy activities, each dimension is discussed hereunder.

Daily or short term communication

Activities that fall under this category are geared towards addressing the day to day media issues. According to my interview sources the embassy closely follows the domestic media for news and information related to Ethiopia. It uses both reactive and proactive press relations in engaging journalists. Depending on the content of reports, the embassy reacts to press or the electronic media for inclusion of its point of views. It uses press releases and arranges interviews with the ambassador when the opportunity is available. Its proactive activities try to follow journalist special interests. For example according to the interview of the press officer she said “if a journalist have shown interest by writing issues, for instance land grab issues in Africa, we approach the journalist and provide him with information on the issue from the Ethiopian side as well as other writers who presented the issue in a positive light”. However access to media and getting the media’s attention in the UK is cited as a serious problem by interviewees. This

assertion corresponds with Archetti's argument that "the level of political interest in the UK towards foreign countries ...affects the extent to which the diplomats and embassies of those countries develop alternative communication channels to mainstream media for their communication and outreach purposes" (Archetti, 2010, p. p17). Hence the embassy's decision to develop its own communication channels, like the monthly newsletter "Ethiopian News" and "A Week in the Horn", a weekly electronic newsletter issued by the Ethiopian Ministry of Foreign Affairs, to reach out to its select elite audience was one based on necessity. The embassy's newsletter dissemination activity falls under what Cull terms as advocacy type of public diplomacy (Cull, 2008). In this model the embassy uses its informational activities of newsletter dissemination, brochures, press release etc...to send out information to its audience. All the embassy interviewees confirmed that the main purpose of using a newsletter was to reach out to its audience to keep them informed by providing an alternative source of information to its audience which is not usually covered by the mainstream media.

Medium term

Medium term activities of the embassy revolve around the hosting of various events like seminars, town-hall meetings for diasporas, receptions, official visits and one-to-one meetings. As interviewees have confirmed key participants of these medium-term activities also happen to be recipients of "Ethiopian News" newsletter. The organization of events with third parties also plays a major role in multiplying message by third party credible sources. For example the ambassador said;

"last November we jointly organized with the Royal Geographic Society by having a journalist Jonathan Dimbelby and an archaeologist and cultural historian Gus Casely-Hayford as panel hosts who discussed their BBC documentaries on Ethiopia. The event was attended by more than 650 people and they were getting the information from a third party".

The Ambassador

The use of third party validation was also evident in events hosted by the Embassy. The writer of this dissertation have been to an Ethiopian Investment, Trade and Tourism Forum held in London on June 9, 2011, where the embassy had keynote speakers and presenters from British investors who already work in Ethiopia to share their experience to would be British investors.

Long term

Public diplomacy under this category is mainly concerned with engaging people with one's country (Leonard et al., 2002). Riordan and others suggest the use of one's own country civil society and NGOs as the best, in terms of having credible agents for public diplomacy geared towards other countries (Leonard & Alakeson, 2000; Riordan, 2004). In the Ethiopian case the embassy had opted to use the facilitation of links between educational institutions, universities and academicians and businesses in Ethiopia and UK as one of the main long term strategy. For educational and cultural activities, the head of Public Diplomacy and Communication mentions that there are no established programmes like the Fulbright or British Council type operations that are costly for a developing country, but the embassy facilitates for the establishment of relations between universities and institutions. According to him "For instance recently a 60-member students and faculty from University of London have left for Ethiopia to visit and work on mutual issues with Mekelle University in Ethiopia".

The embassy's use of Ethiopian diasporas in the UK is also a noteworthy activity in the creation and building of networks and long term relationships with the publics of the host country. The diasporas' proximity to the culture of the UK society and their knowledge of home country policies, given the embassy's effort in informing them succeeds, makes them an effective bridge of understanding and friendship. According to the interview response of Ethiopian ambassador, part of his reason for engaging with the Ethiopian diasporas in the UK is with a view to enabling

them to participate and contribute towards the embassy’s public diplomacy activities in the UK. Cull discusses the use of diasporas by host nations to promote the public diplomacy of the host nation (Cull, 2008, p. p50) .However, as demonstrated by the use of diasporas by the Ethiopian embassy to the UK, diasporas could be an asset not only for the host country, but also to the source country’s public diplomacy by acting as a bridge.

The range of public diplomacy tools in use by the Ethiopian embassy in the UK is presented hereunder based on Lord and Lynch’s illustration (Lord & Lynch, 2010).

One-way communication	Two-Way Communication	Relationship Buildings
<ul style="list-style-type: none"> • ‘Ethiopian News’ newsletter • ‘A Week in the Horn’ • Website • Press releases • Interviews • Letters to newspapers(usually reactive) 	<ul style="list-style-type: none"> • One-to-one meetings • Conferences, • Seminars • Official visits • Town-hall meetings with diasporas • National days • Hospitality/receptions 	<ul style="list-style-type: none"> • Educational exchanges • Business chamber of commerce exchange

According to the head of the Public Diplomacy and Communication department, the embassy cannot always engage its constituency in a two-way communication as the number of events that could be organized and opportunities are limited. As a way of bridging the gap, the newsletter plays an important role in reminding and keeping its audience updated on Ethiopian issue. It’s indicated that whenever the opportunity arises for a two-way communication, for instance a one-to-one meeting, a conference or a seminar, invitees will not be out of context as

they have been kept in the information loop through the newsletter all along. As this study have confirmed doing public diplomacy by using newsletter seems to be effective only in cases where the elite audience have relations with the embassy on issues of common interest. To sum up, it is observed that the newsletter is used by the embassy as the best alternative way to reach out to a certain audience, among several public diplomacy tools available for the embassy. There has to be an effort to coordinate all three dimensions of public diplomacy. It is also important for the embassy to have a continued assessment of the different public diplomacy tools it deploys to have an effective public diplomacy.

5.5 Beyond Newsletters

New technology applications like the web 2.0 are often suggested as new avenues to enhance dialogue-based public diplomacy. New social networking technologies Facebook, You tube, Twitter and the like have greatly unleashed new opportunities for the public diplomacy practitioner to move away from one-way messaging towards dialogue based public diplomacy (Potter, 2008). Nowadays the importance of Public diplomacy 2.0 and the innovative use of social media is getting more credence in public diplomacy practices than the more traditional communication based public diplomacy activities (Graffy, 2009).One of the advantages of employing social media for public diplomacy is that it enables embassies to engage with mass audiences (Noort, 2011).But a number of considerations have to be put in place before embarking on public diplomacy 2.0.The type of audience the embassy would like to reach out as a priority i.e. elite vs. mass; the availability of human resources and readiness for an open dialogue that might not necessarily confirm to ones point of view should be taken into consideration.

Findings in this dissertation show us that there is no application of new technology as in web 2.0 in the list of public diplomacy tools employed by the Ethiopian embassy. Most of the newsletter audiences are above the age 45 and elite audiences (Table: 14). Both the embassy's messaging and relationship building activities seem to focus on this age group of elites. There is lack of focus on the youth, tomorrow's leaders and opinion makers of society.

The embassy might have to perhaps weigh its advantages and disadvantages in adapting new technology to reach out to UK youth who happen to be the majority users of Facebook. According to socialbakers, a social media statistics web, the highest facebook users in age-group in the UK are the 25-34 years age group accounting for 26% of all users, followed by 18-24 years accounting for 24% of users together accounting for 50% of all users in the UK (Socialbakers, 2011).

There is a chance that the newsletter could be further supplanted by the use of new technology to multiply the effects of the embassy's outreach activities. However, availability of technology by itself should not be considered as a panacea for all public diplomacy ills. The use of new technology, as it creates an enabling environment for public diplomacy, might as well have the potential to create constraints. Johnson points out that "rumours spread through the internet continue to outstrip the ability of the authorities to set the record straight, once noted a false story becomes fact to large populations, forestalling objective discussion" (Johnson., 2006, p. p111). But this doesn't mean we should refrain from the application of technology to our public diplomacy programmes, it only forewarns us of the possible pitfalls and we should put a lot of thinking and strategy into our public diplomacy before we set off to exploit the capabilities of new technology (Johnson., 2006).It should also be clear to whom do we want to reach out. Technology affords us to reach out to a much broader mass beyond elite audiences. Whether we

want to address a larger mass or an elite audience through other means that new technology provides us should be given careful consideration before deciding to embark on new technology applications for public diplomacy (Noort, 2011) .

5.6 Implications

One of the implications of this research is that ample attention should be given as to how different public diplomacy approaches work on different audiences. Understanding of how messaging works and its link with relationship building would be an important input to practitioners of public diplomacy in choosing the right approach and the right combination of approaches to engage their audiences. Cowan and Arsenault point out that “with a better understanding of the effects of each approach, practitioners of public diplomacy will be in a much better position to engage in their craft” (Cowan & Arsenault, 2008, p. p27). The findings of this research responds ,in a minor way, to calls by Cowan and Arsenault for a “experimental field research on effects of all three, and the best ways in which each can be used” (Cowan & Arsenault, 2008, p. p27). This dissertation had brought experience from an experiment of a single case of messaging act through the use of newsletter to show its various effects.

The embassy’s public diplomacy practice have demonstrated to us that activities are not strictly confined to the two frameworks, messaging and relationship building, but are intertwined and linked for an effective public diplomacy practice. Embassies devise their own appropriate public diplomacy tools in response to the particular situations of their host country. It is important for the actors to know the available options that range from ‘telling’ i.e. messaging to ‘listening’ i.e. dialogue in order to choose the appropriate public diplomacy programme that suits their particular needs (Fisher & Brockerhoff, 2008, p. p31). Clearly there is no “one-size-fits-all when

it comes to identifying an effective communication strategy in diplomacy, whether in its narrow sense of official negotiation or understood as public diplomacy” (Archetti, 2010, p. p26).

6.0 Conclusion

This dissertation set out to explore effects of newsletter and its link with relationship building. Three important conclusions are derived from this research. First, we have seen messaging activities like newsletter dissemination performing well when geared towards an elite audience who is in a relationship with the sending organization. Second, messaging and relational frameworks should be used in a complementary manner and that different frameworks of public diplomacy are used depending on different conditions. Third, embassies choose their public diplomacy instruments based on their experience and conditions at post level. A high degree of improvisation is needed to conduct an effective public diplomacy at post level. As Sreebny notes “if we want to be successful, we must adapt our public diplomacy efforts for each country, and that requires us to work actively in each country” (Sreebny, 2006, p. p95).As this research has shown, in the absence of active interest from the mainstream media to cover Ethiopian issues, the newsletter have proven to be a good source of information to the elite audience the embassy wants to reach.

The results of this research have shown that “Ethiopian News” could be a vehicle of effective public diplomacy in a context whereby there is a relationship with elite audiences. Effort to enlarge the number of newsletter recipients should take into account the type of audience i.e. an elite audience with interest on Ethiopia, a context in which relations are formed with the audience and issues of credibility. A larger newsletter recipient database doesn’t necessarily translate into larger readership and engagement. Efforts to enlarge readership should take into account forming of relationships and ties with would be audience to make messaging through

newsletter a meaningful exercise. As shown in this study when conditions of context, audience and credibility are met, newsletters and messaging becomes a relevant and effective public diplomacy tool, despite claims that messaging is outmoded and has outlived its relevance to modern public diplomacy.

The study has shown the range of activities that fall from messaging to relationship building and have argued that messaging activities like newsletter dissemination have still relevance in both information dissemination and in playing the role of reminding and keeping and maintaining relationships. It has highlighted that among the various effects of sending out newsletters on a regular basis, its role of keeping its audience engaged, informed and maintaining its links with the embassy stands out clear. Approaches by practitioners towards public diplomacy shouldn't be confined within a straight-jacket approach of either 'messaging' or 'relationship building'; as embassies implement public diplomacy there has to be an effort to coordinate different approaches to serve their particular purpose.

This dissertation has at least tried to explore possible way of bridging gaps in the study of public diplomacy where the issue of studying public diplomacy practice of developing countries and the study of public diplomacy at embassy level has been given minimal attention. It is clear to see some of the challenges raised here are same as those with rich experience in public diplomacy practice. On the other hand unique challenges and approaches to solutions are also evident. Further research is also needed at a larger scale to find out broader implications of the findings of this research that claim the success of messaging being dependent upon the relations built with public diplomacy audience.

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Appendix :1

Questionnaire

Questionnaire on “Ethiopian News”, a monthly newsletter of the Ethiopian Embassy to the United Kingdom

Please answer the following questions by putting “ x “ in the box of your choice

1. How do you get your “Ethiopian News” newsletter?

- a. E-mail
- b. Hard copy mail
- c. Online
- d. Other specify _____

2. Do you read the content of the newsletter?

- a. Yes
- b. No

3. If you answered ‘Yes’ to the above question, How often do you read the newsletter?

- a. Always
- b. Frequently
- c. Occasionally

4. If you read the newsletter how much of it do you read most of the time?

- a. Entirely
- b. Selected topics
- c. I skim through it
- d. Glance at headlines

5. If you answered ‘No’ to question No.3, what is your reason?

- a. Don’t have time
- b. Not interested

- c. Not useful information
- d. Other specify_____

6. Which of the following topics interest you in the newsletter?

- a. Politics and democratization
- b. Development and poverty alleviation
- c. Trade, Investment and tourism
- d. Sports and social issues
- e. All

7. Do you ever discuss what you read with others?

- a. Yes
- b. No

8. If you answered 'yes' to question No. 7, with whom do you discuss?

- a. Family members
- b. Work colleagues
- c. Other specify_____

9. How do you rate the content of the newsletter?

- a. Very informative
- b. Informative
- c. Slightly informative
- d. Not informative at all

10. Have you ever contacted the Embassy for more information?

- a. Yes
- b. No

11. Please indicate how much you agree or disagree

Getting the newsletter

- a. Helped me develop a positive impression on Ethiopia

Strongly agree **Agree** **Neutral** **Disagree** **strongly disagree**

b. helps me to follow issues on Ethiopia

Strongly agree **Agree** **Neutral** **Disagree** **strongly disagree**

c. Has Increased my desire to be engaged in some way

Strongly agree **Agree** **Neutral** **Disagree** **strongly disagree**

12. To what extent do you agree or disagree to the following

a. Ethiopia is on the right track in its poverty alleviation and economic development programmes

Strongly agree **Agree** **Neutral** **Disagree** **strongly disagree**

13. You are

a. Male

b. Female

14. Your age

a. 20-35

b. 35-45

c. 45-55

d. 55-65

e. 65 and above

15. Your profession

a. Politician

b. Business & economy

c. Civil society, NGOs

d. Academic

e. Media

f. Think tanks

g. Other specify _____

Appendix : 2

Interview Questions

1. On newsletter

- Why do you use newsletters?
- What do you expect to achieve?
- Who are your audience?
- How do you identify/choose your audience?
- How else do you reach out to your audience?

2. On public diplomacy activities

- How do you implement public diplomacy in the UK? (In terms of organization, programmes etc...)
- What are the main public diplomacy activities of the embassy and what tools are used?
- What would be the main purpose of your diplomacy in the UK and what is the role of your public diplomacy?

3. On coordination

- Is their relation between your newsletter activities (messaging) and relationship building activities?
- Is your public diplomacy activity coordinated by the Ministry of Foreign Affairs in Addis Abeba? Is there a strategy that you should follow?
- How independent are you to devise and implement your own public diplomacy strategy at embassy level?
- How coordinated are the embassy's activities horizontally?(Economic diplomacy, political diplomacy, public diplomacy, Diaspora affairs)
- How coordinated is your message in the UK? In terms of events, delegations, publication outputs and (all public faces of the embassy)?
- How do you evaluate your public diplomacy activities?
- What are your problems/challenges in executing public diplomacy in the UK?

4. Background

- How many years have you worked as a diplomat/press officer?
- What is your current responsibility?
- How is the embassy organized? How is its public diplomacy department organized?