



SEMINAR SERIES-30

Public Diplomacy

By

Assis. Prof. Dr. Haluk KARADAĞ

In the seminar Dr. Karadağ would like to present traditional diplomacy in general, public diplomacy in specific as the foreign policy tools. In addition to that he will introduce the audiences to a new argument on the conceptual differentiation between the terms of soft power and public diplomacy. The definition of public diplomacy as a new foreign policy technique can be stated as follows; in addition to a government's traditional diplomatic channels within the international environment, public opinion can be influenced in target communities and among decision makers, by using individuals, groups, and companies to facilitate the executive country's national interests. So, public diplomacy is concerned with affecting the ideas, decisions, and preferences of the policy makers of other countries.

There are three phases of public diplomacy works; short, medium, and long terms. Furthermore public diplomacy uses some instruments such as; cultural, educational, economic and social, technological, military, and religious instruments. While the main target of public diplomacy focuses on the decision makers, decision making process will be elaborated carefully. The seminar will be finalized with the previous examples of public diplomacy efforts implemented by several states.

Haluk Karadag (PhD) is a faculty member at the Department of International Relations, National Defense University. He also worked in NATO-KFOR (Kosovo) in 2004 and in United Nations-UNIFIL (Lebanon) in 2011. Also he served in Afghanistan as Senior Military Advisor to the Vice Chief of General Staff of Afghanistan, NATO Resolute Support Mission (RSM) in 2016. He has a PhD degree from Gazi University in Ankara. Additionally, he studied as a visiting research fellow at the Department of Political Science, University of Florida in 2013 and Faculty of Military Science in Stellenbosch University in 2015. He has a book with the title of "Public Diplomacy: A New Dimension in International Relations" and several articles in peer-reviewed journals. His research interests are conceptual thinking on soft power, public diplomacy, security studies, and peacekeeping operations.

Venue : Antalya

International University

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Room : A2-89/90

Faculty Building

