

“Public diplomacy: Strategic narratives for a changing world”

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Rationale

The study of public diplomacy is the result of an inexorable connection between international relations and global communication. The United States, Russia, China, Turkey, Brazil and the European Union itself are competing to position themselves within the world order, to project values, and to transmit legitimacy in external action. Following a golden age of public diplomacy (1990-2010), propaganda, interference in electoral processes and the de-institutionalisation of diplomatic practice have influenced the way external action is conducted. Presidential overexposure, tweets, which in our opinion is the unit of measure (although we can also say “social networks”, as it is more comprehensive), and finally, the language of emotions, are all strong arguments that have considerable weight in shaping the agenda of international relations, which takes precedence over multilateral agreements. Government communication, diplomatic knowledge, the re-establishment of the European political project, the values of Chinese leadership, and the legacy of Trumpism, have all changed the way diplomacy is managed. Public diplomacy, which originated in North America with European influence, is today one of the priorities of governments, cities, international institutions, and private actors, who aspire to structure communication, citizen representation and international recognition. For this reason, it is appropriate to review the progress of the discipline so that a better theoretical corpus can be established in line with the reality of post-covid globalisation. Climate change, migration, global public health, the gender perspective, and the management of historical memory are new sources of value for the international communication of countries and global actors.

Public diplomacy is now scientifically sound and holds an important position on the research agenda. Its impact on the structuring of power includes a legacy of theories, models, and paradigms such as soft power, strategic narratives, and the globalisation of both consumption and the audio-visual industry. Anglo-Saxon dominance of the discipline is undisputed, both in terms of authors and references, although new intellectual movements are emerging. Interest in the Asia-Pacific region, the emergence of powers such as Turkey and Brazil, and the commencement of de-globalisation, have encouraged the study of public diplomacy from a perspective that is far removed from the Western standard.

The main objective of this special issue is to analyse new practices in international political communication with a particular focus on public diplomacy. A new research setting has been created as a result of several factors, including the trend toward digital transformation being undertaken by governments, the appearance of new non-state actors, the marketplace of ideas being promoted by think tanks, political leadership or actions taken by NGOs, the crisis of multilateral institutions such as the WHO or WTO, weak

leadership of the EU, the impact of populism on the international narrative, and new disinformation practices.

In this regard, the list of suggested issues is as follows:

1. Strategic narratives: What is the winning narrative in post-globalisation?
2. The de-institutionalisation of public diplomacy: populist leaders on Twitter, illiberal democracies, and de-globalisation. Consequences on the ethos of dialogue and mutual trust.
3. The rise and fall of US public diplomacy.
4. European narrative: What type of public diplomacy is needed for the EU's political project? Brexit, migrations in the Mediterranean area, and other shortcomings of the project.
5. Public diplomacy in Asia and the Global South. Features, practices and objectives of China, South Korea, India, Brazil and Turkey.
6. Methodologies and evaluation of public diplomacy.
7. Public diplomacy from the perspective of gender and ethnicity
8. Public diplomacy and memory: How does the construction of the past influence international politics today?
9. Public-private collaboration: private actors in public diplomacy. Dynamics and scope of think tanks and pressure groups.

Paper submission deadline

Articles should be submitted before **December 20, 2022** for the peer-review process. Authors should indicate in the "author comments" section that this article is for this monograph.

The proposed articles must comply with the journal's style standards which can be found on the following link:
<https://www.unav.edu/publicaciones/revistas/index.php/communication-and-society/about/submissions#authorGuidelines>

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