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Another View on International Relations [book review International Public Relations and Public Diplomacy: Communication and Engagement]

Isaac Antwi-Boasiako

Technological University Dublin, d20125991@mytudublin.ie

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ISAAC ANTWI-BOASIAKO ▶▶

Technological University Dublin

ORCID ID: <https://orcid.org/0000-0002-8882-1326>**Another View on International Relations**

[book review *International Public Relations and Public Diplomacy: Communication and Engagement*]

Другой взгляд на международные отношения

[рецензия книги *International Public Relations and Public Diplomacy: Communication and Engagement*]

In their 2015 book *International Public Relations and Public Diplomacy: Communication and Engagement*, Guy J. Golan, Sung-Un Yang, and Denis F. Kinsey assembled renowned and leading scholars in public diplomacy and public relations to examine the conceptual and practical relationships between international public relations and public diplomacy.

The book is a collection of various chapters integrating public diplomacy and public relations research. It argues that public diplomacy should be studied from the public relations perspective because public diplomacy is strategic communication management. Therefore, it should apply 'key lessons from public relations literature' (Golan, Yang, 2015, p. 3). It applies some of the key PR concepts like issues and crisis management, relationship management, and others to the public diplomacy field. The book highlights many conceptual similarities between public diplomacy and international public relations, and most of the chapters contented that mass communication and public relations theoretical frameworks should be adopted in studying public

diplomacy. It offers diverse views of public diplomacy's definition and its relations with the international public relations field.

The chapters in the book cover a wide range of public diplomacy topics, from traditional to new public diplomacy. Among them are diaspora public diplomacy, digital public diplomacy, ethics in public diplomacy, the role of culture in foreign publics engagement, the non-state actors in public diplomacy, soft power, and others.

The book is divided into five parts, each examining a specific area of the argument. The first introduces readers to the general foundations of public diplomacy and the link between it and public relations. The second part assembles chapters to discuss the functions of the two disciplines, while the third analyses the concept of nation branding and country reputation in international relations. The fourth section deals with six essays examining the publics, both domestic and foreign. The book assigns global issues and challenges to the fifth part, with chapters presenting the faith of the two fields in the contemporary world.

The central goal of the book is to fill the lacuna between international public relations and public diplomacy research using Golan's (Golan, 2013, p. 1251–1255) integrated public diplomacy model. In their opening chapter, Golan et al. examine the literature on public diplomacy and public relations in an attempt to introduce their 'integrated public diplomacy' paradigm. This is done in a few paragraphs by describing the conceptual and historical development and relationships between the two disciplines. The integrated public diplomacy model is the theoretical framework underpinning the entire book. The whole discussion in the book is done from the integrated public diplomacy perspective. It presents a comprehensive approach to integrated public diplomacy with the three levels of its dimensions – relational, brand/reputation, and mediated. These levels must be integrated for a country to achieve its foreign publics engagement campaigns. The book, however, contends that since the model is not a one size fits all solution, actors and practitioners of public diplomacy may opt for either one or two of the dimensions in their campaigns.

While the book is excellent in examining the two fields from the integrated public diplomacy perspective through the lens of PR, the public relations scholars dominate the public diplomacy counterpart. I understand

the book argues that public diplomacy is a public relations activity through strategic communication management. And many PR scholars hold that public diplomacy discussion has been more championed by PR scholars in recent years than any other related field because, for PR practitioners and academics, public diplomacy belongs to governments' political public relations functions. Conversely, the book could have at least highlighted more practical aspects of public diplomacy campaigns by having a chapter written by a public diplomat with a typical daily experience of the discipline to balance the conceptual analysis. Nonetheless, it is a great book.

To sum up, the book could be considered a handbook for public diplomacy students at all levels due to its versatility. It is also suitable for international relations, public relations, and nation branding students as it provides a wide range of topics covering the above-stated disciplines vis-a-vis government foreign publics engagement. It can be equally recommended for the practitioners of both fields, especially public diplomats, to complement practice with theory and for public relations practitioners engaged in international strategic communications campaigns.

ISAAC ANTWI-BOASIAKO, MA

School of Media
Technological University Dublin
Park House, 191 N Circular Road, Dublin, Ireland
d20125991@mytudublin.ie

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