

Public Diplomacy: The Choice of a More Humanistic Globalization in the Future

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Abstract: *From crisis management to the overall planning, China's response to the unrest in the Middle East has achieved great success. Today China must understand the influence of the unrest in the Middle East by taking the overall international and domestic situations into consideration, namely, understanding its influence as "tests in the external environment" and the changes it causes to the international setting of China; China must review its experiences of coping with the unrest in the Middle East and correct any flaws in its present policies; China must work out scientific, mid- and long-term strategies for the Middle East and corresponding measures. In particular, she should better its understanding of the strategic position of the Middle East and enhance her participation in Middle Eastern affairs while adhering to its traditional diplomatic principles.*

Key Words: *Unrest in the Middle East; Influence; Review of Past Experiences; Chinese Middle East Strategy*

Public diplomacy is a theoretical concept symbolizing the realization of the overall objectives of basic human rights, such as the right to information, labor rights, rights of residence, freedom of expression, the national right of self-defense and the right to complete freedom of building the society without subjecting to any form of

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external pressures and internal obstacles. After the WikiLeaks^① incident^②, the official diplomatic work of the United States and other countries became frustrated. These intricate documents have revealed secrets of the private conversations between world leaders and US diplomats, and were submitted to the US Department of State as official reports. A variety of alternatives have been suggested to replace the role of the embassy, of which the most prominent one is to promote public diplomacy and make it play an increasingly important role in the current affairs.

Public diplomacy enjoys extensive freedom of movement in terms of promoting active cooperation across regions, states, individuals and communities as well as establishing good-neighborly and friendly relations with the unofficial alliances and institutions of states and nations. Public diplomacy also helps to broaden the areas of worldwide cooperation among civil societies and organizations and to build a more humanistic globalization. Various civil society organizations today have a spirit of pragmatism, which enables them to defend the fundamental interests of the people. These organizations cooperate closely through various Non-Governmental Organizations (NGOs). NGOs have become the far-ranging communication channels among peoples both near and far. They are committed to achieving a cultural interaction, benefiting human development and sustainable economic development, as well as keeping world peace. Diplomatic crises are sometimes so grave that they are stretched to the point of expulsion or the recall of diplomats. On these occasions, public diplomacy can often play a positive role in communications among

^① The WikiLeaks website was founded in December, 2006 as an international non-profit media organization specialized in publicizing documents of anonymous origins and Internet leaks in order to expose the corruptions in governments and enterprises.

^② November 28, 2010, the WikiLeaks website leaked the secret text of more than 200 thousand copies of telegram from the US embassies to the US Department of State, causing great shock in the international diplomatic community.

people. Even when the activities of the embassies, official delegations and official diplomatic resolution-oriented media are stagnant, civil society organizations are still able to safeguard the interests of the people even more actively by encouraging NGOs to gain access to local public opinion.

Organizations and the Cultural Dimension of Public Diplomacy

It's not easy to learn the wide range of areas covered by public diplomacy, which includes numerous unofficial organizations. These organizations conduct their work in the civil society, and are widely distributed depending on civil society and civil society organizations including those civil society organizations that operate on a phase-based approach as well as through individual activities. Various political parties have their names related to these organizations and their diverse thoughts or national, ethnic and international issues. In addition, various types of trade unions and professional associations that provide services for specific professionals (such as a doctors/ pharmacists/ journalists/ engineers/ lawyers association), cultural alliances (such as the union of writers/ artists/ playwrights/ filmmakers), student unions, youth organizations, women's organizations, child care organizations, sports teams, folk art groups, environmental groups, scout organizations, associations for friendship, cooperative associations and brotherhood associations are also included. The cultural dimension of the concept of public diplomacy includes all-inclusive aspects of the spiritual, artistic and literary life as well as a variety of cultural, artistic and creative production affairs. It can express the dynamics of the various levels of national, ethnic and human cultural life in a multi-faceted manner. In the contemporary era of globalization and technological revolution, the cultural dimension of public diplomacy has become broader, the purpose of which is to create a positive interaction between the various ethnic

groups and to put human development and sustainable economic development on track to meet the humanistic trend.

Public diplomacy has achieved notable success through a variety of cultural channels and social organizations. Increased public involvement in the overall framework has broadened the prospects of participation from the narrow circle of official diplomats to the civil forces, and on this basis, it has rationally coordinated the forces of different parties that call for the development of friendly relations among peoples from different cultural, artistic, economic and social dimensions. Public diplomacy could also add a cultural and humanistic value when embassies implement foreign policies using the identity of official diplomatic representatives and provide official diplomacy with countless activities participated by civil society organizations. Public diplomacy could express issues of concern to people of all classes with its huge credibility; meanwhile it could avoid getting involved in political, ethnic, sectarian, tribal or regional issues.

The impasse in official diplomacy after WikiLeaks

In 2010, the WikiLeaks site exposed a large number of US State Department files in a short period of time. The concentrated release of millions of contemporary official diplomatic documents has reflected the lack of credibility of the official channels in handling the moral matters of political leaders of other countries. The profound shock in the structure of the official diplomatic work of the United States and other countries – both in form and content – has shown that the so-called diplomatic immunity was nothing but nominal. In the ancient tradition of diplomacy, diplomats are often described as the staff of high confidentiality. When a diplomat is sent by the state to negotiate with the governments of other states, from their point of view he has just one objective: to safeguard national interests. In order to protect these interests, the diplomat is willing to lie at any time. Since WikiLeaks unveiled the US diplomatic documents, US

diplomats at the negotiating table could no longer hide confidential documents, which forced the careful researchers to deal with official diplomatic documents with discretion. On the one hand, these files have shown the disgraceful discrepancies between his behaviors and his statements delivered in other countries; on the other hand they have also indicated the imbalances between the behaviors of diplomats and the documents they submitted to the official government. WikiLeaks has been involved in a fierce war confronting the existing world order and its political, economic pillars. The website will soon turn to the electronic warfare platform, because the secretive documents obtained through highly confidential means could be released on such a platform. The main objectives of releasing the documents are: disclose the authoritarian regime, and expose the illegal or unethical behaviors within governments or enterprises. In the face of diplomatic corruption, its professional enthusiasm and ideological fortitude have also contributed to WikiLeaks' entry into the extremely dangerous battlefield, fighting against official diplomatic centers around the world.

WikiLeaks has in a short time, become one of the most famous sites in terms of the global exposure of official diplomatic secrets and human rights violations. The website's founder considers the release of these confidential documents, 'a deed of merit to the democratic, liberal and oppressed forces worldwide'.

By the end of 2010, the disclosure of thousands of documents by WikiLeaks^① has been transformed into a political and moral scandal uncovered by, supposedly, confidential diplomatic telegraphs and correspondences. . These diplomatic correspondences were between the US Department of State, The Department of Defense and various US embassies and diplomats around the world. According to the White House statement, these files were essentially explicit, but in most cases the information is incomplete. What these files show is

^① According to statistics, from November 28, 2010 to the end of 2010, WikiLeaks had released 251,287 American diplomatic confidential documents.

neither the policy of the US, nor were they always the final political resolution. The leak has shaken every corner of the global order, including the top of the pyramid, the world's first polar - the United States, the world's policeman who is fond of intervention to maintain global order. The behavior of WikiLeaks is not a simple short-term media contest that can be contained or circumvented, but is rather closer to a media uprising. It has fundamentally changed the appearance of the way media works and pioneered a new era for the history of global visual and print media. WikiLeaks has begun to attract everyone who desires to expose modern war atrocities. The site has soon set up numerous branches in countries around the world. WikiLeaks has passed a clear policy that prohibits the publication of unverified or untrusted files. The site accepts only important documents in political, diplomatic, historical, cultural and other areas, what is more, files may only be released after authentication is confirmed. So far, there is no evidence that the website has published any forged documents. Perhaps the agreement signed between the website and such world news media bodies as the British *Guardian*, the American *New York Times*, the German *Der Spiegel*, the French *Le Monde* and the Arab *Al-Jazeera*, is the best proof of the credibility of the website's files.

WikiLeaks has become the most influential source of worldwide distribution in terms of the release of the world's confidential documents, and therefore it is immediately listed as "public enemy number one" by various military institutions and official diplomatic institutions that control the fate of people the world over, with the US military institutions and diplomatic missions being at the forefront. The released documents show that the US government has been using deception to deal with its interlocutors and has been carefully hiding the fact from the American people and international public opinion. The case of WikiLeaks is a real revolution in the exchange and dissemination of information, and a product of science and technology development in the fields of the means of communication and the

information revolution. Thanks to the creative and intelligent application of technology to disclose diplomatic secret facts, the site has been able to provide these facts to the majority of Internet users, so that people from all countries have the opportunity to learn about how their own rulers are in collusion with the US government, or how the US government acts in collusion with some of the domestic political, economic and social leaders. What is worth mentioning is that the documents leak is considered "business as usual" in international politics, but the novelty of the WikiLeaks scandal is that the number of leaked documents was exceptionally high, and quick to spread around the world. The word "Wiki" means "fast" or "quick", and "leaks" means "to let out a secret", hence the name WikiLeaks^①.

The publication of files on the website is a product of technological development, which can be described as a unique style in contemporary history. The different types of documents released by WikiLeaks so far are limited to foreign affairs. However, the damage it has caused to American official diplomacy is not as serious as to other areas, especially in comparison with the financial sector. Various types of the decision-making channels of the global financial institutions collect information in an environment plagued with corruption. These financial institutions have begun to control most of the facilities of the global economy. Needless to say, the disclosure of the world's major banks' behaviors by WikiLeaks is successful, which may cost the site's founder his life in that the data in the documents have exposed the barbaric essence of capitalism and its pernicious acts to dominate the world, which shows the ugliness of the hegemonic state in front of the exploited public. Official diplomacy relies on collusion with rulers of other countries to deceive the people, deprive the people of their fundamental freedoms and natural resources. And the leaked

^① Although WikiLeaks and Wikipedia both contain "Wiki" in their English names and "Weiji" in Chinese translation, the Wikipedia co-founder Jimmy Wales once pointed out that, the WikiLeaks Website was not related to the Wikipedia website and Wiki is not a brand name.

documents require official diplomacy to adopt an open and frank position.

These irrefutable facts have highlighted how the whole world has been reduced to a stage of crime, violence, exploitation, and the jungle law in the era of globalization. Therefore, the public must be enlightened to participate effectively in the maintenance of freedom and self-interest, and a more humanistic globalization must be constructed, relying on the development and startup of the United Nations organizations and through the implementation of rules of transparency, inquiry, and regulation. These documents have revealed the hideous features of US imperialists attempting to expand their sphere of influence and power across the world. The formal letters of the US diplomats indicate that they are always dedicated to maintaining the hegemony of the United States and to suppressing its "enemies". The United States is the center of the global empire. It has deployed a powerful military force in many countries in the world and monopolized the role of world leader and world policeman. The WikiLeaks incident has made clear that the United States has begun to lose its hegemonic position around the globe, and that the emerging countries in various parts of the world have taken action to challenge the unipolar hegemony of the US, requesting it to abide by the ethical guidelines and debt settlement.

The conclusive facts in the US official documents posted on the WikiLeaks website have caused the credibility of American foreign policy to plummet. To be sure, the leak has put the US government in the dock, while people's trust in the US's official diplomatic personnel has gone, and the image of the United States in the international arena has suffered a heavy blow. If a country cannot even maintain the confidentiality of its own documents, it risks losing the trust of other countries and its great power status, and foreign officials would fear that "eavesdroppers" could reveal their position and thus have reservations in intercommunications with the United States diplomatic personnel.

The behavior of WikiLeaks is a modern revolution against the mainstream official diplomatic concept. It is the product of the age of electronic knowledge in which information exchange and information transparency are vital. It has disclosed authentic facts of official diplomacy secrets to hundreds of media, humanitarian agencies, civil society organizations, the International Court of Justice and the United Nations Commission of Inquiry, which has uncovered the conspiracies of the powerful against the weak and the domination of developed countries over the strength of developing countries or backward countries. It has exposed to human rights organizations all kinds of secretive dirty historical facts of those dictatorships and democracies that used to promote the concept of human rights. After the WikiLeaks incident, the public have lost their confidence in US diplomats. The hypocrisy of the leaders of other countries that cooperated with US diplomats has also been unmasked, showing that what these leaders claimed in front of people and their supporters was the complete opposite of what they told the diplomatic envoys.

Therefore, the shocking scandal caused by the leak of official US diplomatic documents has shaken the integrity of the official diplomacy of each country. A new model of rational behavior began to be widely disseminated around the world. This new model requires the high alertness of diplomatic envoys, because the information provided by these envoys' report is often inaccurate. This is not to say that, there will certainly be a new desire for the restoration of a model of humanistic connotation and moral values in dealing with the relationship between individuals, organizations and countries. This model is an unprecedented, fundamental shift in the fields of media, communications, and building a knowledge-based digital society. In the field of IT and the digital world, people with precise technical knowledge will be able to grasp a large number of confidential documents through legitimate or piratic means and spread these information on the Internet. Since the WikiLeaks incident, the official diplomatic community has changed dramatically. The number of

documents disclosed so far is not merely a drop in the ocean. On the contrary, such a huge number of files have laid the foundation for continuous development of the partnership established between the site and visual as well as print media.

Public Diplomacy and Official Diplomacy: Complementary without Conflicts

Official diplomacy was formed after the foundation of all types of modern countries and the occurrence of the international crises, which confirms that public diplomacy had existed prior to official diplomacy, only without being given the exact name. Merchants, seafarers, capitalists, industrialists, geographers, intellectuals, artists, official envoys, missionaries, amongst others have all been excellent emissaries for public diplomacy. They have left behind rich memoirs, academic works, personal photo albums, private letters and other channels of cultural exchange between the rulers and the people of the five continents. These people have played a major role in laying the foundation for official diplomatic work and have established a stable political and administrative infrastructure, and are still contributing to political relations, the maintenance of the economic and cultural interests between various ethnic groups, the management of unexpected conflicts, the avoidance of further deterioration of the conflicts and the reduction in the impact of conflicts on political relations and economic interests.

The main functions of official diplomacy are political, administrative and military in nature, limited to the formal relationship through specific channels and the relationship prescribed in diplomatic correspondence. In contrast, the actions of public diplomacy are not subject to the limits of time or place. The legitimacy of public diplomacy derives from the ability of its staff to bypass the official or administrative channels and directly establish civil relations, without any form of military objectives. Public diplomacy opposes one

nation's colonization of another, the attempt to occupy other nations' natural resources and the manipulation or prevention of national self-determination against the free will of people of other countries. Public diplomacy is not to interfere in the people's internal affairs of other countries.

Where public diplomacy differs from official diplomacy, is that it works through cooperation with various media bodies and NGOs to seek the points for positive cooperation among peoples. The local media has pointed out that it is crucial to establish the direct relationship among various ethnic groups in economic, social, cultural and other matters through effective non-governmental channels of communication between various cities and regions. Public diplomacy will not receive any criticism as long as it is not an obstacle to official channels in operation, a threat to the internal stability or a cause of tension in international relations. Public diplomacy has facilitated official diplomatic work through the revitalization of civil society organizations, and has urged different ethnic groups to take full responsibility for safeguarding common interests and world peace. In fact, there is an abundance of criticism of official diplomacy. For example, the power abuse of diplomats sometimes may lead to serious phrasal crises between two or more states. Besides, a diplomat may indeed fail to complete the specific tasks that the government has assigned to him.

All in all, throughout history, public diplomacy has been beneficial rather than harmful. This is because civil society organizations have always been aware that, despite the constant turnover of the political system and expansion plans often leading to regional and world wars, it is nonetheless essential to protect the common interests of all ethnic groups. In the age of globalization, the communication channels between various ethnic groups have provided some new space to strengthen public diplomacy's role, not only in developing intergovernmental relations, but also in maintaining a stable long-term relationship between the people of

different countries. In the era of the technology and communications revolution, this requires maximizing the advantages of various non-governmental diplomatic channels in order to maintain domestic stability and world peace. WikiLeaks has brought about a positive impact on official diplomacy, depending on the political activists and social activists who master advanced technological secrets and first-hand official documents. The information in these files can be spread through cooperation with the world's leading media organizations. However, the relationship between WikiLeaks and these organizations is still in its infancy, and no permanent technological partnership has been formed. When most media institutions handle the leaked documents, the principle of legitimate media or commercial transactions is still adopted between large-scale news agencies for its significant worldwide influence.

It is still worth pondering whether or not WikiLeaks can play a role in changing the working process of mainstream official diplomacy, and whether a new model will be implemented when dealing with US diplomatic envoys in the future. It has been emphasized that a more conservative and cautious attitude would be adopted when making contact with US diplomats until further notice. An American diplomat can no longer guarantee the confidentiality of information sent to the government; any government officials or diplomats can no longer openly talk with US officials or international officials without assuming the content might be published; any one of the US diplomats can no longer ensure the life safety of the official diplomatic partners, whether they are American or not.

At the same time, other countries are trying to mitigate the risks caused by the leak of the confidential reports that the US diplomats sent to the US Department of State. There are many reasons, but mainly because the content contained in these reports is well known by many experts. These reports have been less important in the era of globalization, the communication revolution and the free flow of information, than they have been in the past few decades. These

reports were the main source of reference, and sometimes the only source for the United States to formulate its position on certain international issues. As a result, some political analysts refuse to recognize that the WikiLeaks incident has profoundly remodeled the world of journalism and information dissemination, or to acknowledge that the event has fundamentally altered how official diplomacy works.

In summary, There are two competing styles in dealing with the risk of WikiLeaks in the world today: one is the Chinese way, namely to prevent information outflow from the source. Success cannot be guaranteed through this approach. The incident between the Chinese government and Google would be a case in point. Another is the American way, which is to implement stringent regulatory measures to prevent the release of information. This way, however, has failed miserably as well. After mankind entered the era where soft power is expressed through the digital communication revolution among peoples, this approach could not be guaranteed either. History is written by the people. Living in history, however, is certainly different from the interpretation of the historic files. Because of the technological revolution, the world is currently both living through and writing its history. The relationship between nations and people is no longer the consequence of the reports of official diplomatic envoys. Nor is it solely dependant upon embassies of governments with formal diplomatic relations under reciprocal agreements. It has however gone beyond diplomatic relations and has now become the result of an intimate relationship, established by public diplomacy, building bridges between various ethnic groups, ensuring friendly interaction in matters of economy, society, culture, arts, sports and scouts.

Efforts have been made in public diplomacy to overcome all the disadvantages of the official diplomatic policies established by the US-led "savage globalization", to construct a more humanistic globalization and to eliminate the shadow of destructive regional or

world wars. By building the bridge of active exchange and interaction among peoples, and by relying on a number of non-governmental organizations, public diplomacy has been set up to create a better future. These organizations include associations for friendship, cooperative associations, brotherhood associations and other organizations that have become the lifeblood of communication between all nations. This is achieved through science and technology and the communication technology revolution, as well as various cultural, economic conferences and seminars that have improved civilization's interactions during the era of globalization. Violence, crime, drugs, nuclear weapons, environmental pollution, hegemonic domination of weak nations by great powers, the spread of unemployment and illiteracy, desertification, poverty, religion, racial and tribal extremist issues have been increasing in intensity and relevancy. Consequently all nations hold a miserable perception for the common fate, which has opened up broad prospects for the development of public diplomacy to demonstrate its ability to respond to such a "disaster", and to propose a creative set of universal humanistic characteristics, and to establish a more humanistic globalization.