



MODERN AND CLASSIC DIPLOMACY IN POLITICAL CRISIS COMMUNICATION MANAGEMENT

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Annotation

The foreign communities, organizations and institutions in all forms exposed of the many challenges and crises, and appear in multiple images lead to accountability or prosecution from the affected a government or public, which affects negatively on their images, nor the likelihood of crisis on public and private foreign institutions which accredited in a host country and one of these institutions are a diplomatic missions accredited to it. It is incumbent upon practitioners diplomatic many skills to deal with the crisis and prepare necessary measures to create a good atmosphere and positive communication to deal with their secretions, and enhance its reputation and maintain a mental image, through the perspective of modern diplomacy in the crisis communication. Most researchers believe that theories and practices of modern diplomacy can change the classic diplomacy to modern diplomacy and help it to shift from being just a tool of foreign policy in the recruitment and planning to the basic functions of management for the purpose of building long-term relationships with the host country. So an example the unmasking of a spy who passed on internal documents of the German foreign intelligence service (BND) to the CIA for money has led to unusually sharp attacks by German politicians in the United States because the last still use classic diplomacy.

KEYWORDS: Modern diplomacy; gather information; preventive policies; crisis strategy; evaluate.

Introduction

On the 2nd of June 2014, The German intelligence agency (BND) employee was arrested and later that evening of the same day made a comprehensive confession to the Federal Prosecutor in Karlsruhe. The first details of the affair were leaked to the press. According to what has been published, the detainee is a man with mobility and speech impediments who worked in the registry of the BND "Intervention Areas/Foreign Relations" department in Pullach, near Munich. Allegedly he contacted the US Embassy in Berlin via email at the end of 2012 to offer his services. Since then he has passed on more than 200 documents classified "confidential" to "top secret" to the CIA in return for €25,000 (Schwarz 2014).

The problem of this crisis is not referred only broken trust between Germany and USA but broken trust of any relationship between two counters through their embassies (Ivančík, Nečas 2010).

We know the States establish diplomatic missions and send both diplomatic and non-diplomatic staff abroad in order to represent and protect their interests and those of their nationals. Such missions and personnel are granted different privileges and immunities in the receiving states so that they can perform their official functions as independently and efficiently as possible. If the mission completed its duties without involving the responsibilities of internal issues of the host country, was able to give reassurance in the performance of enforcement authorities relevant of the Host country. But If a diplomatic mission stumbles on its function performed

within the limits of international diplomatic conventions, it will lose the confidence of the same entities that deal with it.

It is one of the reasons that a diplomatic mission failure on its function performed is not having modern diplomacy skills, especially in crisis communication management skills to improve its mental image.

Management Issues Before the Crisis

The possibility of interaction with the surrounding external environment successfully is not only the existence of a sound internal management in order to manage the surrounding external issues. Administration issues is the ability to understand and move, coordinate and direct all the functions of strategic and political planning towards achieving one goal is to participate in the creation of modern policy that have an impact on the future and destiny of personal and institutional (Almajid 2008).

Scan the external environment helps to manage any potential crisis will happen because the mind works in a survey of environments, and trying to find meaning to realize and recognize the development of future alternatives and decide what should be done. So the expectation or the discovery of a crisis in the diplomatic mission doesn't come out of being a framework to think about the future (Nur al-Din 2008).

But It cannot be discovered only after conducting operations followed by the diplomatic mission to gather information and the facts surrounding the mission issues that could be affected by them or affect them. These information needs interpret and analyze with precision

and identified so that it can be controlled and take immediate proper measures to resolve it and to understanding the trends modern opinion toward the issue (Almulyki 2010).

Investigation of the information is a source of strength to deal with the external environment and control it, then "why nations spy on each other? Why baptizing professionals of football to study the discount plans and the way of the game? Because the information is form of power, mean any party got more information about other, he has increased his chances of catching a victory" (Dawson 2008).

It is better for any diplomatic mission is working as an open system to increase the chances of survival. Diplomatic missions should have a balance between the existing systems to able of continuing and re-create itself in addressing environmental challenges in an open system. So if the diplomatic missions operate in a closed system and in isolation from the environment, will be collapsed for lack of ability to understand the surrounding external environment and interact with it (Smith 2007).

The case management stage is one of the important stages in contacts crisis management, and the most important thing to distinguishes it as an exploratory stage that provide information Bank of the mission sources of capacity and capability in dealing with all spectrums of the host community, and find out his interests and trends about the various issues that will help the mission in the decision-making and which contributes to the strengthening of mutual relations between the country's envoy and the host country.

Planning Before the Political Crisis Start

The importance of this second step, that comes after the information collection, analysis and imagination, this step of crisis planning, lies in being basically an innovative but reasonable development, as for finding out accurate detailed preventive deliberations prepared for facing the crisis potential consequences (Paul C 2007).

Planning forms the basic pillar for any raised crises' active administration. Despite of these crises types, where planning principals can be applied to any potential crisis type, there is no guarantee that the crisis' site plan will achieve a complete success. However, any provisional set plan may complicate the crisis or lead to failure in facing this crisis (Harrison 2005).

The planning stage provides the decision maker requirements with stable policies introduced into research and an analysis table for adopting the proper ones to secure the mission vital affairs and the possibility of maintaining them through applying the major proper preventive policies for any potential crisis, as follows:

Legal Preventive Policies

The preventive legal policy preparation lies on the general map holding all parties and powers, which the crisis makers and resisters have crowded, locating tension spots and struggle areas (Aloise 2005). Pursuant to that map, planning is made for moving into confrontation through abiding by the safest and most fortified international conventions and norms to be taken as

fulcrum points and set out the basis (Nofal 2007), and setting a legal information framework for absorbing current pressures without causing an intervention in any reactive power demands of the host country and their government in a certain case (Harrison 2005).

The Ethical Preventive Policy

The mission puts in their priorities the ethical and professional principals as a method in their various transactions and their explicit or implicit messages to the host country crowds and the government along with setting ethical conditions that help in defining the separating lines for dealing with the host country sensitive situations that may cause a crisis if they are violated (Aloise 2005).

The Proactive Preventive Policy

Providing formal entities or information media with information from the diplomatic mission, at the proper time and in a form that does not affect their independent entity, will make them avoid falling into crises. This is called the Proactive Policy which means "following up an effective method, as soon as possible, for introducing information to the active entities at the host country." Ron Levi says: "as soon as the crisis initial consequences start "Don't keep information for yourself" and you have to confide all your new information not only to the concerned information media, but also to the employees, community and crowds". "Disclosing the mission information renders a service to the modern community affairs and maintains the organization credibility and helps in keeping trust on the long run. Non- abiding by this principle will lead to pernicious consequences" (Shaaban 2008).

The researcher sees that it is necessary, for every mission, to adopt permanent preventive and stable policies in making their decisions either in normal or exceptional circumstances. However, these decisions must be liable to revision, update and change according to the developments and changes in the diplomatic mission host country, whatever the size of the political, economical and cultural relations that connect the two countries in the international organization.

The Stage of the Political Crisis Containment

The stage of the crisis containment is the third stage. It comes after depleting all the prevention efforts and the diplomatic mission is in the crisis confrontation situation. The method of dealing with the crisis, by the mission side, will be defined on the basis of having strategies, managing the crisis communications or handling or dealing with the situation. This stage indicates the failure of the executive directors in managing the crisis in the two previous stages.

The similarity between Macbeth fall, in the Shakespeare, classical works, and the tragic failure of some executive directors of the diplomatic mission is clearly apparent when they face a crisis. Their end was not only like the ambitious Macbeth fall, but also with the collapse of his relentless self-trust despite of his deeds.

Many executive directors believe that their administrations may remain out of the explicit criticism, but their erroneous belief is revealed to them after their being too late upon introducing their actions justifications during the crises (Smith, 2007).

Embassies or diplomatic missions must work as one team in setting, innovative methods enabling them to contain the crisis and alleviate its severity and reflections on threatening their abstract or personal entity. These methods are implied under the strategy concept and they are out of the current concepts in all various human activities. They are used to indicate the target which the action seeks. This framework has scientific comprehensive dimensions connecting successfully business organization and its future. It is vastly used by researchers and thinkers in political, social, economic, military and scientific affairs (Fahmy 2006).

The researcher sees that the crisis containment strategies depend basically on the official speaker skills in composing the message content suitable for the population awareness and incessantly updating their information along with introducing the facts which are often intentionally concealed by some diplomatic missions without considering the fact that information travels quickly during the crisis by various communications technology which became available for everybody along with the importance of creating a website by diplomats for the diplomatic mission on the internet to be used for instant messages and discussing daily news through the news groups, contacting personal and governmental organizations and institutions at the host country and the world.

The Stage of Political crisis End

Not all diplomatic crises have similar ends. Some crises end successfully by their holders' skills, some end suddenly and disappear by themselves and others lead to the diplomatic relations cut between two countries. Moreover, the success of any diplomatic crisis end is connected with the diplomatic missions can maintain their mental image in the external crowds' minds.

Ali Ajwa defines the mental image as: "The ultimate product of the auto impressions formed by individuals or groups towards a certain individual, system, nation, nationality, firm, local or international organization, trade or any other thing that may affect the human being's life. These impressions are formed through direct or indirect experiences. These experiences connect to individuals' emotions, trends and creeds. In spite of the accuracy or the inaccuracy of the information included in these outline experiences, its representatives, in their holders points of view, a true fact through which they see and understand their surroundings" (Ajwa 1983).

The crisis targeted mission may commit a serious mistake by concentrating on the internal operations and ignoring the crisis effect on the external parties or pay attention thereto lately.

Therefore, in this stage, a short or long range programs are prepared and implemented for maintaining the natural situation during the crisis occurrence and they restore, to the diplomats, the mission good mental image

through taking the following modern policy imaginations into consideration (Osman 2010).

- The mission external and internal crowds must not be left to search, by themselves, for information from the information media. The mission must take the initiative of responding to all enquiries.
- Restoring the mission, reputation through two points: first, not to ignore crowds, and the second is to have confidence in the mission. The keywords are trust and credibility (Ibid, p 137). As the mission, reputation is connected to practicing the modern diplomatic skills through their diplomats for boosting or maintaining their positive image, this positive building will not be achieved without realizing a group of strong bonds with the mission external crowd based on mutual trust (Delatte 2003).

The previous relations with the external crowds illustrate the reasons of their reactions to the crisis and assess the current mental image that stick into the crowd memory minds concerning the mission. The individuals' trends and behaviors towards a certain thing are largely related to their former concepts about this thing (Al-Sahin 2004).

The researcher sees that the diplomat must follow up the modern diplomatic methods upon evaluating their skills, activity and performance upon the crisis, various stages starting with evaluating the plans and preventive policies including evaluating the effect on the internal and external diplomatic mission crowds. They're dealing with the information media is measured by specific targets for containing the crisis and, also, an evaluation of the crisis and the lessons extracted from the crisis.

The process, of ending the crisis successfully, depends on several connectors including restoring the mental image of the internal and external crowds, plus measuring the time factor in the procedures taken capable of solving the crisis in a form that does not affect the nature of the normal diplomatic mission activity, their abstract entity and their leader safety through evaluation and revision at every crisis stage.

Conclusions

The traditional diplomacy is still going according to instructions reproduced and not according to cope with changes in communities of all aspects of life, which affects the nature of their work to convince others of his point of its consideration during crises.

Modern diplomacy coupled with strong knowledge and information about the nature of people, and close to their awareness when simulated different cultures and put her weight is more important than their own interests, and this does not take place unless approached the modern diplomatic skills to complete her art to deal with the contradictions and the outcome maintain or improve the image of mind with other peoples.

Mixing between the classic diplomacy and modern diplomacy is the evolution itself, because it strengthens the identities of the states on a permanent basis and the plans for their relationship lines more clearly and to consolidate because they rely on open communication systems, do not engage in dialogue with the Governments of the States, but continue with their people culturally

without having this communication political dimension affecting the prestige of the state and sovereignty .

If we can foster a better understanding of the very different political mindsets and the resulting very different legal frameworks in both countries. We can understand the fundamental nature of the differences between Germany and the United States with respect to the way our countries seek to balance security and liberty. At their core, they are differences in historical experience, political culture and legal culture. Those differences are the source of the dismay and disillusionment felt by Germans and Americans. They are also a significant barrier to the authentic and constructive conversation we must have to move beyond the current malaise.

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RECEIVED: 18 March 2016

ACCEPTED: 20 April 2016

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