

تدعوكم المؤسسة العامة للحي الثقافي كتارا ومركز كتارا للدبلوماسية العامة بالتعاون مع مركز دراسات الخليج بكلية الآداب والعلوم لحضور المؤتمر الدولي:

الدبلوماسية العامة في دول الخليج العربية: السياسات والممارسات

19 – 20 فبراير 2023

8 صباحًا (بتوقيت الدوحة)

كتارا، مبنى رقم 16- مسرح الدراما

لتأكيد الحضور يرجى التواصل على البريد الإلكتروني: GSEvents@qu.edu.qa



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Cultural Village Foundation- Katara and Katara Public Diplomacy Center, in cooperation with the Gulf Studies Center at the College of Arts and Sciences, invites you to attend the International Conference:

Public Diplomacy in the Arab Gulf States: Policies and Practices

19 -20 February 2023

8:00 am (Doha Time)

Katara, Building 16, Drama Theatre

RSVP by email: GSEvents@qu.edu.qa



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المؤتمر الدولي
الدبلوماسية العامة في دول الخليج العربية:
السياسات والممارسات



محاورة المؤتمر

برزت الدبلوماسية العامة كجزء لا يتجزأ من السياسة الخارجية للدول في عالم العولمة المتسارعة. ومع سعى الدول إلى التواصل مع جمهورها المستهدف والعمل في خضم عصر المعلوماتية، طورت الدول أساليبها الفريدة التي تعكس أهداف سياستها الخارجية وتقاليدھا وأسس قوتها أوجوانتها لتنفيذ دبلوماسيتها العامة. وعلاوة على ذلك، ومنذ انطلاق هذه الممارسة خلال سنوات الحرب الباردة فقد تطورت لتشمل مجالاً واسعاً من التفاعلات الإنسانية التي تتراوح ما بين المجالات الثقافية والدينية والتعليمية والاقتصادية والاجتماعية والإنسانية والمجالات التكنولوجية.

فقد تم استهداف المنطقة عبر أنشطة الدبلوماسية العامة من قبل الصين والقوى الصاعدة الأخرى. ومع ذلك، فقد برزت دول الخليج العربي وعلى نحو متزايد كعناصر فاعلة أيضاً في هذا المجال، وذلك بالتوازي مع سعيها لوضع نفسها كجهات فاعلة لا غنى عنها على الصعيدين الإقليمي والدولي. وفي حين أن هناك اختلافات أساسية في الطريقة التي استخدمتها تلك الدول في الدبلوماسية العامة لتحقيق التأثير الإقليمي والعالمي، فقد تبنت دول الخليج العربي ممارسات مختلفة لدعم ممارسات الدبلوماسية التقليدية. وبالإضافة إلى استثماراتها في الاقتصادات الرائدة في جميع أنحاء العالم والمساعدات الإنسانية والإنمائية الواسعة النطاق، فقد استخدمت دول الخليج مجموعة واسعة من نقاط القوة في مجال النقل العالمي، التعليم، البحث، الإعلام، الفنون، التحضر، الثقافة، السياحة، الرياضة، والبيت الرياضي لمصلحة الدبلوماسية العامة. وقد تداخل استخدام تلك الدول للدبلوماسية العامة والحملات الطموحة للارتقاء بمكانة الدولة مع ديناميكيات المنافسة الإقليمية والداخلية بين الدول، حيث شهدت شؤون منطقة الخليج أوقاتاً عصيبة خلال العقد الماضي.

المؤتمر الدولي

حول الدبلوماسية العامة في دول الخليج العربية: السياسات والممارسات

الموقع

كتارا-المسرح الروماني- مبنى 16

الاحد 19 فبراير 2023	
تسجيل الحضور	08:00 - 08:30
كلمة ترحيبية كلمة سعادة الأستاذ الدكتور خالد بن إبراهيم السليطي مدير عام مؤسسة الهي الثقافي كتارا كلمة سعادة الدكتور حسن بن راشد الدرهم رئيس جامعة قطر	08:45 - 09:00
اتجاهات جديدة في دراسة الدبلوماسية العامة مدير الجلسة: محجوب الزويري نيكولس كول من القوة الناعمة إلى الأمن السمعة: الدبلوماسية العامة في زمن المخاطر روندا زاهارنة منهجية التمركز حول الإنسانية في الدبلوماسية العامة	09:00 - 10:30

استراحة القهوة	10:30–10:45
<p align="right"><u>الجلسة 1 :</u></p> <p>الدبلوماسية العامة على محور التداخل مع الإعلام والدبلوماسية الرقمية</p> <p align="right"><u>مدير الجلسة : لوشيانوزكارا</u></p> <p align="center">-1 بانواكدينزيلي بناء العلاقات أم استمرار الصراعات؟ الدبلوماسية الرقمية في دول الخليج العربية؟</p> <p align="center">-2 ريم علي الدرهم الدبلوماسية العامة الرقمية: هل تستطيع قطر أن تتبنى الدبلوماسية الرقمية في الدبلوماسية التطورية؟</p> <p align="center">-3 اريك هوجلند الإعلام كدبلوماسية عامة</p> <p align="center">-4 مصطفى الفتاس و مصطفى سليمان يابلالي مدى قوة الدبلوماسية العامة لدى دول الخليج العربية: دراسة بحثية</p> <p align="center">-5 سارة النعيمي و تومس بوني جيمز دراسة الدبلوماسية العامة القطرية: الارتباط الفرنسي</p>	10:45–12:30
استراحة الغداء	12:30–13:30
<p align="right"><u>الجلسة 2 :</u></p> <p>الدبلوماسية العامة على محور التداخل مع الاقتصاد السياسي</p>	13:30–15:15

<p style="text-align: center;">مدير الجلسة: نيكولاي كوزمانوف</p> <p style="text-align: center;">1- ناتالي كوش دور شركات النفط الوطنية في الدبلوماسية العامة لدول الخليج</p> <p style="text-align: center;">2- عمر بورتولازي بعيدا عن الاقتصاد الريعي: العلامة التجارية الوطنية، التنوع الاقتصادي، والدبلوماسية العامة في دولة الإمارات العربية المتحدة</p> <p style="text-align: center;">3- باراسانتا كومار براداهان تحديد وضع سياق الشتات السياسي الهندي في الدبلوماسية العامة لدول الخليج العربية</p> <p style="text-align: center;">4- أثول ياتس الدبلوماسية العامة للدفاع المتعلقة بالدول الصغرى بمجلس التعاون لدول الخليج العربية</p> <p style="text-align: center;">5- محمد يعقوب إنان رؤية السعودية 2030: سردية جديدة للدولة السعودية</p>	
استراحة القهوة	15:15–15:30
<p style="text-align: center;">الجلسة 3:</p> <p style="text-align: center;">الدبلوماسية العامة على محور التداخل بين التعليم والشباب</p> <p style="text-align: center;">مدير الجلسة: ميزان الرحمان</p> <p style="text-align: center;">1- عبد الله حمد علي المعني الدبلوماسية التعليمية العمانية: برامج التبادل الطلابي في مؤسسات التعليم العالي العمانية</p>	15:30–17:00

<p>2- اليومانجانج الدبلوماسية العامة والقوة الناعمة في التعليم العالي بقطر: الممارسات والتوجهات في جامعة قطر .</p> <p>3- كازوتو ماستودا الدبلوماسية العامة بين دول الخليج العربية وآسيا: دراسة حالة انطلاق برنامج الشباب العالمي</p>	
العشاء	19:00



الاثنين 20 فبراير 2023

<p><u>مدير الجلسة: شعبان كرداس</u></p> <p><u>الجلسة الافتتاحية:</u></p> <p>خواطر وتأملات حول تجربة قطر في الدبلوماسية العامة</p>	<p>08:00 – 8:30</p>
<p><u>الجلسة 1 :</u></p> <p>الدبلوماسية العامة في السياسة الخارجية القطرية</p> <p><u>مدير الجلسة: سينيم سينجيز</u></p> <p>1- ماثيو ميرينجتن دراسة مساعدات قطر التنموية كاستراتيجية للدبلوماسية العامة</p> <p>2- فرح القواسمي الدبلوماسية العامة القطرية: دراسة المساعدات الإنسانية و التعليم</p> <p>3- مردف القاشوطي الدبلوماسية العامة القطرية: تحديات التحول من لاعب فاعل إلى شريك موثوق</p> <p>4- بولانت اراس و ملتم اوزيل العلامة المميزة للأمم من خلال الدبلوماسية الرياضية: حالة الخطوط الجوية القطرية ورعايتها لفريق برشلونه</p>	<p>08:30 -10:00</p>
<p>استراحة القهوة</p>	<p>10:00–10:15</p>

<p>الجلسة 2: الدبلوماسية العامة والشؤون الإقليمية 1</p> <p><u>مدير الجلسة: هجرت باتالوغلو</u></p> <p>1- محمد سلمان سلبيات و إيجابيات الدبلوماسية العامة –أساليب جديدة لدراسة الدبلوماسية العامة في دول الخليج العربية</p> <p>2- محمد حسن خاني الدبلوماسية العامة/الثقافية كآلية لخفض التوتر في العلاقات الخارجية: دراسة حالة العلاقات العربية الإيرانية</p> <p>3- شعبان كرداس و اميريازجي الدبلوماسية التركية العامة اتجاه دول الخليج</p> <p>4- ليونيد اساييف الدبلوماسية العامة الروسية في الخليج: التحديات والتصورات</p> <p>5- سانيت بينجون ونادية علي ناصر العامري الدبلوماسية العامة الأمريكية في عُمان</p>	<p>10:15 - 12:00</p>
<p>استراحة الغداء</p>	<p>12:00–13:15</p>
<p><u>الجلسة 3:</u></p> <p>الدبلوماسية العامة على محور التداخل مع الدين والثقافة</p> <p><u>مدير الجلسة: بولنت اراس</u></p> <p>1- وليم جورباتشي من الدبلوماسية الثقافية الى الدبلوماسية العامة: الثقافة في الدبلوماسية الفرنسية في دولة الإمارات العربية المتحدة</p>	<p>13:15–14:45</p>

<p>2- لكشي فينوجوبال مينون الدبلوماسية الثقافية: أداة فعالة للقوة الناعمة لدولة قطر</p> <p>3- احمد اردي اوزتورك الطبيعة المتقلبة للقوة الدينية الناعمة كأداة للدبلوماسية العامة</p> <p>4- مها الشباني الدبلوماسية العامة من خلال الثقافة والرياضة: استعدادات قطر لكأس العالم فيفا 2022</p>	
<p>استراحة القهوة</p>	<p>14:45–15:00</p>
<p><u>الجلسة 4:</u> الدبلوماسية العامة والشؤون الإقليمية 2</p> <p><u>مدير الجلسة:</u> عدنان الهياجنة</p> <p>1- ماجد عبدالعزيز التركي وجهة نظر سعودية حول الدبلوماسية العامة إقليمياً ودولياً</p> <p>2- جين-لوب سامان تقبل التطبيق؟ الدبلوماسية العامة الإماراتية والبحرينية في ظل الاتفاقات الإبراهيمية (2021-2022)</p> <p>3- سينيم سيفيك إعادة تسمية الأمة واكتشافها: التعاون الإقليمي، الاتفاقات الإبراهيمية، والخليج العربي</p> <p>4- ليندسي بنستيد انعكاس النسب الانتخابية وفقا مع استراتيجيات للدبلوماسية العامة: الخليج العربي من منظور إقليمي</p>	<p>15:00–16:45</p>

5- جورجيو كافيرو المساعدات الإنسانية من دول الخليج العربية للبلدان الأفريقية	
الجلسة الختامية	16:45-17:00
العشاء	19:00



International Conference
Public Diplomacy in the Arab Gulf States:
Policies and Practices



About the Conference

Public diplomacy has emerged as an integral part of states' foreign policy in a rapidly globalizing world. As states seek to communicate with their target audience and operate in the midst of the age of information, countries developed their unique styles that reflect their foreign policy objectives, traditions, power base or strengths, for the implementation of their public diplomacy. Moreover, since the inception of this practice in the Cold War years, it has evolved to encompass a wide sphere of human interactions ranging from cultural, religious, educational, economic, social, humanitarian, to technological fields.

With their rapid ascendance on the world stage, Arab Gulf states too have been in a quest to bolster their strengths in public diplomacy, drawing on their wealth and soft power assets. Traditionally, along with other Middle Eastern countries, they have been viewed as the objects of outreach activities undertaken by the Western countries to shape the public opinion in Muslim-majority nations. Similarly, the region has been targeted by the public diplomacy activities by China and emerging powers. Increasingly, however, the Arab Gulf states have risen as active agents in that field as well, in parallel to their drive to position themselves as indispensable actors, regionally and internationally. While there are major variations in the way they have operationalized public diplomacy to achieve influence regionally and globally, Arab Gulf countries have adopted various practices to supplement conventional diplomacy. In addition to their investments in leading economies worldwide and extensive humanitarian and development assistance, they have instrumentalized a wide array of strengths in global transportation, education, research, media, arts, urbanization, culture, tourism, sports or sports broadcasting in service of public diplomacy.

International Conference:

**Public Diplomacy in the Arab Gulf States:
Policies and Practices.**

Location:

Katara, Drama Theatre, Building 16

Sunday 19 th of February 2023	
08:00 - 08:30	Guest Registration
08.30 - 09:00	Welcome Speeches H.E Prof. Khalid bin Ibrahim Al Sulaiti General Manager of Katara Cultural Village Foundation H.E Dr. Hassan bin Rashid Al Derham President of Qatar University

<p>09:00 -10:30</p>	<p>New Directions in the Study of Public Diplomacy</p> <p><u>Moderator:</u> Mahjoob Zweiri</p> <p>Nicholas Cull From Soft Power to Reputational Security: Public Diplomacy in Dangerous Times</p> <p>Rhonda Zaharna A Humanity-Centered Approach to Public Diplomacy</p>
<p>10:30–10:45</p>	<p>Coffee Break</p>



<p>10:45–12:30</p>	<p><u>Panel 1:</u></p> <p>Public Diplomacy at the Intersection of Media and Digital Diplomacy</p> <p><u>Moderator:</u> Luciano Zaccara</p> <p>1. Banu Akdenizli Relationship Building or Continuing Rivalry? Digital Diplomacy in the GCC</p> <p>2. Reem Ali Al Derham Digital Public Diplomacy: Can Qatar Adopt Digital Diplomacy in its Development Diplomacy?</p> <p>3. Eric Hooglund Media as Public Diplomacy</p> <p>4. Mustafa Altintas and Mustafa Selman Yaylali Digital Diplomacy Capacity of the Arab Gulf States: A Content Analysis</p> <p>5. Sarah Al Naimi and Thomas Bonnie James Qatari Public Diplomacy Examined: The French Connection</p>
<p>12:30–13:30</p>	<p>Lunch</p>
<p>13:30–15:15</p>	<p><u>Panel 2:</u></p> <p>Public Diplomacy at the Intersection of Political Economy</p>

	<p><u>Moderator:</u> Nikolay Kozhanov</p> <p>1. Natalie Koch The Role of National Oil Companies in Arab Gulf Public Diplomacy</p> <p>2. Omar Bortolazzi Beyond Rentierism: Nation Branding, Economic Diversification and Public Diplomacy in the UAE</p> <p>3. Prasanta Kumar Pradhan Contextualizing Indian Diaspora in the Arab Gulf States' Public Diplomacy</p> <p>4. Athol Yates Defense Public Diplomacy of the Smaller Arab Gulf States</p> <p>5. Muhammed Yakup Inan Framing National Vision 2030: A New Narrative for Saudi State</p>
15:15–15:30	Coffee Break
15:30–17:00	<p><u>Panel 3:</u> Public Diplomacy at the Intersection of Education and Youth</p> <p><u>Moderator:</u> Mizanur Rahman</p> <p>1. Abdullah Hamed Ali Al Maani</p>

	<p>Oman Educational Diplomacy: Student Exchange Programs in the Omani Higher Education Institutions</p> <p>2. Alieu Manjang Public Diplomacy and Soft Power in Qatar's Higher Education: Practices and Trends in Qatar University</p> <p>3. Kazuto Matsuda Public Diplomacy between the Arab Gulf States and Asia: Case Study of the Ship for World Youth Program</p>
<p>19:00</p>	<p>Dinner</p>



Monday 20th of February 2023

08:00-08:30

Moderator: Saban Kardas

Keynote Speech

Reflections on Qatar's Experience with Public Diplomacy.

08:30 -10:00

Panel 1:

Public Diplomacy in Qatar's Foreign Policy

Moderator: Sinem Cengiz

1. Matthew Merrington

Conceptualising Qatar's Development Assistance as a Public Diplomacy Strategy

2. Farah Al Qawasmi

Qatar Public Diplomacy: The Case Study of Humanitarian Aid and Education

3. Mirdef Alqashouti

Qatar Public Diplomacy: Challenge of Transformation from Active Player to Trusted Partner

4. Bulent Aras and Meltem Ozel

Nation Branding Through Sports Diplomacy: The Case of Qatar Airways' Sponsorship of FC Barcelona

10:00-10:15

Coffee Break

<p>10:15–12:00</p>	<p><u>Panel 2:</u> Public Diplomacy and Regional Affairs I</p> <p><u>Moderator:</u> Nesibe Hicret Battaloglu</p> <p>1. Mohammad Salman Positive and Negative Public Diplomacy, New Concepts to Understand Public Diplomacy in the Arab Gulf States</p> <p>2. Mohammad Hassan Khani Cultural/Public Diplomacy as a Mechanism for Détente in Foreign Policy: A case study of Iran-Arab World Relations</p> <p>3. Saban Kardas and Emir Yazici Türkiye’s Public Diplomacy towards the Gulf Countries</p> <p>4. Leonid Issaev Russian Public Diplomacy in Gulf: Challenges and Perspectives</p> <p>5. Cuneyt Yenigun & Nadia Ali Nasser Al-Amri American Public Diplomacy in Oman</p>
<p>12:00–13:15</p>	<p>Lunch</p>

<p>13:15–14:45</p>	<p><u>Panel 3:</u></p> <p>Public Diplomacy at the Intersection of Religion and Culture</p> <p><u>Moderator: Bulent Aras</u></p> <p>1. William Guéraiche From Cultural to Public Diplomacy? Culture in the French Diplomacy in the UAE</p> <p>2. Lakshmi Venugopal Menon Cultural Diplomacy: A Potent Soft Power Tool for Qatar</p> <p>3. Ahmet Erdi Ozturk The Ambivalent Nature of Religious Soft Power as a Public Diplomacy Tool</p> <p>4. Maha Alshebani Public Diplomacy through Culture and Sports: Qatar's Preparations for FIFA 2022 World Cup</p>
<p>14:45–15:00</p>	<p>Coffee break</p>

<p>15:00–16:45</p>	<p><u>Panel 4:</u> Public Diplomacy and Regional Affairs II</p> <p><u>Moderator: Adnan Hayajneh</u></p> <p>1. Majed Abdulaziz Al-Turki Saudi Perspective on Public Diplomacy Regionally or Internationally</p> <p>2. Jean-Loup Samaan Normalizing the Normalization? Emirati and Bahraini Public Diplomacy amid the Abraham Accords (2020-2021)</p> <p>3. Senem B. Çevik Rebranding and Reinventing the Nation: Regional Cooperation, Abraham Accords and the Gulf</p> <p>4. Lindsay J. Benstead Electoral Gender Quotas as Public Diplomacy Strategies: The Arab Gulf in Regional Perspective</p> <p>5. Giorgio Cafiero GCC States' Humanitarian Assistance to African Countries</p>
<p>16:45–17:00</p>	<p>Closing session</p>
<p>19:00</p>	<p>Dinner</p>

Participants' Abstracts:

Panel 1: Public Diplomacy at the Intersection of Media and Digital Diplomacy

Relationship Building or Continuing Rivalry? Digital Diplomacy in the GCC

Banu Akdenizli

This presentation examines the digital transformation of GCC diplomacy. In the context of this presentation, both the Blockade and the COVID-19 pandemic are classified as "exogenous shocks" (Homes, 2015). Crisis communication and conflict resolution are essential coping mechanisms for these shocks (Kaufmann 1998; Reynolds 2007 as cited in Holmes, 2015). Central to this presentation's analysis is how Ministries of Foreign Affairs (MOFA) construct frames that enable digital publics to make sense of a crisis (Manor, 2019). During the early stages of the GCC Blockade, competing frames suggest that digital diplomacy was ineffective for relationship management and trust building. MFAs were primarily concerned with building and maintaining their reputations and attempting to influence the discourse for political purposes in their tweets. In terms of reputation management, the success of the GCC region in bringing the pandemic under control through swift national policies and humanitarian diplomacy in the form of aid packages and donations is crucial. The online meetings of the GCC Committee of Undersecretaries of the Ministers of Health could be viewed as a step toward re-coordination and relationship building. In the practice of digital diplomacy in the region, existing digital restrictions, such as restrictions on VoIP technology, safety and privacy concerns resulting from digital tracking and surveillance, and the weaponization of social media are realities that must be considered. Both instances demonstrate that digital diplomacy is currently ineffective for relationship management in the GCC. However, as is often emphasized in the study of digital diplomacy, it cannot do so by itself.

Digital Public Diplomacy: Can Qatar adopt digital diplomacy in its development diplomacy?

Reem Ali Al Derham

From 1995 to 2022, the State of Qatar adopted soft power in its foreign policy to compensate for its geographical size and to preserve its national security. With the emergence of social media, it has been critical for Qatari public diplomacy tools to keep pace with technological developments and to use the opportunities offered by social media in order to increase their outreach and positive influence with the people of other states. Qatari development diplomacy is public diplomacy and emanates from foreign aid as a tool of Qatari soft power, and it was and still is directed at the poorest and least-developed countries. This paper answers the question: “Can Qatar adopt digital diplomacy in its development diplomacy?” It argues that Qatar's development diplomacy can use social media as digital diplomacy in its public diplomacy. Somalia was chosen as a suitable case study to study Qatar's digital public diplomacy. The paper (1) aims to review Qatari developmental public diplomacy as a donor country, and the factors associated with it that make it acceptable and attractive to the Somali people; and (2) to review the reasons for choosing Somalia and the Somali diaspora as a recipient country of Qatari development aid to practice digital public diplomacy.

Media as Public Diplomacy

Eric Hooglund

In the early 20th century, several major countries, especially in Europe, began to use newspapers to influence the public in other countries. This trend accelerated after World War I, with the introduction of radio. Several governments established agencies to monitor and/or control radiobroadcasting, initially as a means of promoting national unity but also present to their views to citizens in other countries. In Great Britain, the British Broadcasting Company (BBC) was established in 1922, initially with a home service but it soon added a World Service, initially broad casting to Britain’s then numerous colonies in Africa and Asia.

Beginning in 1930s the BBC also aimed its World Service in hopes of influencing publics in Germany and the Soviet Union, whose governments' also were using radio to influence publics in other countries. The trend continued during and after World War II, with the USA establishing the international Voice of America (VOA) service. Several other countries have similar services, including China, France, Germany and Russia, and initial radio broad casts have expanded to include print media, television and internet, all of which will be examined as essential means of conducting public diplomacy.

Digital Diplomacy Capacity of the Arab Gulf States

Mustafa Altintas and Mustafa Selman Yaylali

Diplomacy can be roughly defined as a bundle of relations between states. Despite having a long history, diplomacy today has grown and developed alongside the rise of nation-states. With the advancement of technology, new media (social media) has not only shaped communication among individuals but also set a new dimension to relations between state and society. The new way of communication has had a significant impact on diplomacy by increasing awareness of digital diplomacy, particularly considering the global pandemic. This study aims to investigate the digital diplomacy capacity of the GCC states. As a result, both the study pursues to fill the gap in the literature and presents an opportunity to compare the Gulf States with the leading countries in this field. Furthermore, this study can serve as a valuable resource for Gulf politicians seeking to better understand digital diplomacy. In the line with the study's objectives, the research question is "What is the digital diplomacy capacity of the GCC states?". Since digital diplomacy is a new concept and phenomenon, which makes it difficult to reach a consensus on its definition, the question arises of what specifically is related to a country's digital diplomacy. This study determines the elements of digital diplomacy in the light of the literature by employing a content analysis to collect and analyze data.

Qatari Public Diplomacy Examined: The French Connection

Sarah Al Naimi and Thomas Bonnie James

The concept of soft power modernized the traditional pillars of international relations. Unlike hard power, soft power is founded on the force of attraction and persuasion. It is practiced through different cultural, values, and public diplomacy tools. Public diplomacy is considered another tool that can disseminate soft power. Classical public diplomacy refers to the communicative messages, engagement efforts, and openness led by a particular government to lessen its foreignness in the minds of others. The involvement of non-state actors in this connective process is what sets traditional public diplomacy from modern public diplomacy. This paper will attempt to address the growing francophone community using public diplomacy. This task will be achieved by using linguistics, mediation, and diplomacy. Similarly, it will attempt to understand the representation of Qatar in French Mass Media, which will therefore bring into the concept of Cultural Diplomacy and Public Diplomacy and how they can be viewed from a comparative perspective. In this comparative analysis, the contemporary version of Public Diplomacy will be contrasted with its original version. The paper will look at the French diaspora in Qatar and to what extent their views differ on social, economic, and political events from that of their domestic compatriots. Particularly on mega sporting events such as the 2022 FIFA World Cup.

Panel 2: Public Diplomacy at the Intersection of Political Economy

The Role of National Oil Companies in Arab Gulf Public Diplomacy

Natalie Koch

This paper argues for the need to see national oil companies in the Arab Gulf states not just as economic actors but also as leaders in guiding public diplomacy. Casual observers know that spectacular sustainability mega-projects are being developed across the region to “green” the Gulf Arab states’ national brands, but it is largely the national oil companies

that are responsible for developing this project. This paper examines how two national hydrocarbon companies in the Gulf, ADNOC and Saudi Aramco, are using sustainability to promote a positive image the UAE and Saudi Arabia abroad. Drawing on data from a series of event ethnography observations at the Atlantic Council Global Energy Forum, Abu Dhabi Sustainability Week, the World Future Energy Summit, and the Abu Dhabi International Petroleum Exhibition and Conference(ADIPEC) from 2019-2022, it shows how Gulf national oil companies should be seen as public diplomacy actors—actors strategically working to shape the image of the UAE and Saudi Arabia as modern and forward-looking allies to the West in the face of growing public outrage at the contemporary state of climate crises.

Beyond Rentierism: Nation Branding, Economic Diversification and Public Diplomacy in the UAE

Omar Bortolazzi

The United Arab Emirates has become increasingly prominent, playing a major role in regional developments and at the international level. The UAE steadily built its military and security capacity, and position edit self to play a dynamic role in defining its national and regional interests. Much academic attention has been focusing on UAE’s development of powerful surveillance and security capabilities. However, this paper argues that security and surveillance are one application of tactical measures; the UAE is simultaneously pursuing longer-term strategies aimed at generating discourses that align with regime necessities, while at the sometime augmenting the country’s perception internationally. Reprising from the theoretical analyses proposed by Buzan(1991) which identifies five dimensions of security, this research aims to investigate the diplomatic and ‘smart power’ initiatives under taken in recent years to support the UAE’s economic diversification plans. The United Arab Emirates has massively implemented abroad range of strategies to shift itself from an oil-reliant nation to elevate itself in to an international brand (Anholt 2007; 2010). Economic diversification, tourism, humanitarian and ‘liberal’ policies made the UAE leap from natural resource extraction

nation to post-industrial service economy. In turn, these post-rentier programs helped the leadership to maintain the stability of the governing system and the state over the need to implement further rent eristic approaches. The country's economic diversification and distributive policies have ensured that the majority of the population has benefited from the growth of the country. This has contributed to a ubiquitous level of support for the implementation of a market economy, further economic diversification and to maintain the political status quo.

Contextualizing Indian Diaspora in the Arab Gulf States' Public Diplomacy

Prasanta Kumar Pradhan

India and the Gulf Arab States share a common historical and civilizational connection. There are around nine million Indian citizens living and working in the Gulf region. They belong to different socio-economic strata and are involved in skilled, semi-skilled as well unskilled sectors. Indian diaspora forms a natural link between India and the Gulf. While India believes that the diaspora is an asset in engaging with the Gulf region, the Gulf countries have also reached out to the Indian diaspora. The host country's engagement with the diaspora has contributed to its image building and nation branding. Even after coming back to India, many expatriates carry the fond memories and support they have received during their stay in the Gulf. The Indian diaspora has also received support from the host government on several occasions. The latest example of this is the support of the authorities in the Gulf during the Covid-19 pandemic when the governments provided basic facilities such as food, shelter and medical facilities to a number of Indian nationals in distress. Against this backdrop, this paper would discuss the Gulf Arab countries' public diplomacy efforts in the context of engaging with the Indian diaspora.

Defense Public Diplomacy of the Smaller Arab Gulf States

Athol Yates

Globally, the role played by the military in public diplomacy has attracted little attention compared to economic or cultural diplomacy. This is also the case in the study of the Gulf Arab states' approach to public diplomacy despite these states' armed forces having long contributed through defense activities such as providing humanitarian and disaster relief, offering training courses and facilities for foreign military personnel, and facilitating the supply of military materiel and equipment. Even the smaller Gulf States have been doing this for decades, such as Abu Dhabi in 1969 when it offered to train Qatar's naval personnel in preparation of receiving their new patrol boats. This paper fills this gap by providing a summary of the small Arab Gulf state's defense diplomatic efforts from 1971 to 2022. It then categorizes these activities so that a narrative is built which identifies the relative importance of different activities and how their significance changed over time. These are then analyzed in the context of soft power and public diplomacy to demonstrate the impact and limitations of defense diplomacy as an element of public diplomacy. Empirically and theoretically, this paper makes an important contribution to defense diplomacy by broadening the perspective from that of large states, which are the main providers of such diplomatic efforts, to that of small Arab states.

Framing National Vision 2030: A New Narrative for Saudi State

Muhammed Yakup Inan

Saudi Arabia is often on the agenda beyond oil-related topics in recent years. Riyadh is boldly persistent on a nation-building process that targets social, economic, and political changes and reforms. The general frame of these targets is mentioned in the National Vision 2030's projects and leadership messages. Riyadh presents it as a new transformative future vision and socio-economic development model. The vision is based on three pillars by Crown Prince Mohammed bin Salman. These are Saudi Arabia as "the heart of the Arab and Islamic world, a global investment

powerhouse, and a global hub connecting three continents, Asia, Europe, and Africa”.National Vision 2030 creates a new narrative for the Saudi state toward the international community, the Islamic world, Middle East countries, and eventually Gulf states and people. This study attempts to analyze the new state narrative toward the audiences by focusing on the domestic dynamics of the Gulf and the relationship between Saudi Arabia and the Gulf states.

Panel 3: Public Diplomacy at the Intersection of Education and Youth

Oman Educational Diplomacy: Student Exchange Programs in the Omani Higher Education Institutions

Abdullah Hamed Ali Al Maani

More players come to the international sphere; hence, the tools of diplomacy, specifically public diplomacy, have changed in response to globalization and the information technology revolution. Some scholars argue that states involved in education and related programs foster a more stable, positive and affirmative international climate .Oman's unique foreign policy maintains positive and peaceful relations with all countries of the world, making it easy to build relationships at different levels, be it economic, cultural or political. However, some argue that education exchange programs are meant to establish mutual understanding and friendship between nations and not to interfere with politics. This paper provides a comprehensive overview of all Omani higher education institutions' (HEIs) student exchange programs. This paper sheds light on the current agreements of these HEIs concerning student exchange programs. This paper analyses these programs using a descriptive and qualitative method to describe their contributions to the overall foreign policy of the Sultanate of Oman. The research includes; the number of these programs in the last few years per each HEI, the number of international students coming to Oman as part of these programs per year, identifying the countries involved in these programs.

Public Diplomacy and Soft Power in Qatar's Higher Education: Practices and Trends in Qatar University

Aliou Manjang

Higher education has become one of the many institutions that play a pivotal role in enhancing public diplomacy interests of countries. Through academic exchanges and other forms of public diplomacy, higher education institutions are playing leading roles in promoting intercultural dialogue, and in building effective international relations through the practice of what is now known as soft power. In light of the surging interest in public diplomacy in the Gulf region, this paper attempts to highlight the practices and trends of public diplomacy in one the biggest and the oldest national higher education institute in Qatar. The paper specifically relies upon the literature of international education and soft power to explain how Qatar University's espousal of academic exchanges, international scholarships, and language programs are forms of public diplomacy and extension of Qatar's foreign policy strategy to increase and to enhance Qatar's soft power. The paper argues that the prominence of soft power projection in Qatar's foreign policy agenda offers an opportunity for the appropriation of the role of Qatar University as part of the country's ongoing soft power promotion efforts. This wider political process led QU to balance between responding to the local challenges and promoting public diplomacy interests of the country through academic exchanges, scholarship programs, Arabic language teaching, which have become major contributors to Qatar soft power.

Public Diplomacy between the Arab Gulf States and Asia: Case Study of the Ship for World Youth Program

Kazuto Matsuda

When the existing literature touches upon the Arab Gulf states' ties with its East Asian peer, Japan, the analytical focus is often confined to their hydrocarbon trade, thereby leaving their relations in public diplomacy largely unexplored. However, the limited body of literature on this subject of inquiry does not mean that the Arab Gulf states do not engage in public

diplomacy with Japan or vice versa. Moreover, the existing scholarship on public diplomacy often suggests that the influence wielded by public diplomacy is rather unidirectional than bidirectional. In this light, this study aims to investigate public diplomacy's bi-directional influence between the Arab Gulf states and Japan. It does so by conducting a case study of the Ship for World Youth program, a government-led international youth exchange platform between the Arab Gulf states (particularly Bahrain, UAE and Oman) and Japan. The study's contribution is not limited to offering a mere empirical case of Gulf-Japan public diplomacy relations. By elucidating the bidirectional influence of public diplomacy, it also aims to contribute to building a theoretical framework that can be a guide for conducting a scientific study of public diplomacy between the two sides.

Panel 4: Public Diplomacy in Qatar's Foreign Policy

Conceptualizing Qatar's Development Assistance as a Public Diplomacy Strategy

Mathew Merrington

This paper investigates Qatar's use of development assistance towards poorer countries as a public diplomacy strategy to project itself as a promoter of peace and security in the Arab world and globally. It examines the use of Qatar's financial support for the besieged citizens of Gaza to reinforce its image in the Arab world as a steadfast supporter of the Palestinian cause, and how Qatar has used the provision of COVID related support to almost 100 countries as a strategy of soft power to win the hearts and minds of the international community. I argue that as a wealthy small state, Qatar has drawn on the strategies of humanitarian public diplomacy to improve its image among regional and global audiences. The paper draws on interviews with diplomats involved in development assistance to the Palestinians, and Qatari state media announcements to reflect on the successes and limitations of this strategy, particularly in the context of inter-state relations in the Arab world. This paper will reveal that both the Palestinian and COVID related public

diplomacy initiatives have been effective in shoring up Qatar's image, enhancing its soft power, and representing Qatar as a responsible state actor with amoral compass.

Qatar Public Diplomacy: The Case Study of Humanitarian Aid and Education

Farah Al Qawasmi

For over a decade, Qatar has prioritized its humanitarian aid on an international ground, with education at the core of its global initiatives. In 2009, HE Sheikha Moza bint Nasser, the consort of the former Emir of Qatar, Sheikha Hamad Bin Khalifa Al Thani, announced her commitment to overcoming global illiteracy by establishing an organization called "Fakhoora" that builds schools, sponsors children and trains teachers in Gaza. Moreover, the institute expanded to multiple organizations such as "Education Above All," "Right to Education," and "Protect Education in Insecurity and Conflict [PEIC]" that expanded to several zones of conflict and numerous impoverished areas. Educational humanitarian aid and other forms of humanitarian aid has allowed Qatar to be one of the main partners of the United Nations Human Rights Committee (UNHCR) with an increasing budget allocated on an annual basis for foreign aid. Humanitarian Diplomacy falls under Public Diplomacy, and the small state of Qatar is leading in its post-conflict interventions and humanitarian aid projects. This paper will look at Qatar's foreign aid initiatives to better understand Qatar's approach to conflict, conflict resolution and the application of diplomatic soft power tools.

Qatar public diplomacy: The challenge of transformation from active player to trusted partner

Mirdef Alqashouti

Public diplomacy, also called people's diplomacy, is the various government-sponsored efforts aimed at communicating directly with foreign audiences. There are two basic types of public diplomacy.

Nation branding, or cultural outreach, through which the government attempts to improve its image without seeking support for any immediate political goal. Since the outbreak of Arab Spring, the regional and international political and media circles have been interested in what has become known as the "Qatari Era" or "Qatari role" or "role of the Al-Jazeera network"... This is what made many researchers, propose this approach to determine this role within international diplomatic models, and ask a number of questions, most notably: Has Qatar succeeded in the practical application of forming a "national feature" for its political entity? (Al-Tamimi. 2012)This paper aims to reassess the findings and reflect on the developments that occurred during the period from 2017 to 2022, with a focus on the international positions that were included Within the public diplomacy of Qatar at the regional and international levels in terms of policies and procedures to enhance its public diplomacy, especially the establishment of the Government Liaison Office.

Nation branding through sports diplomacy: The Case of Qatar Airways' Sponsorship of FC Barcelona

Bulent Aras and Meltem Ozel

National brands owned by a country contribute to the country's international image, recognition and reputation through sport diplomacy linked to nation branding. Sponsorship is defined as a process in which the sponsor and the sponsored brand are associated in the minds of the fans and that includes raising awareness. Qatar Airways entered into three years partnership with FC Barcelona, and then an agreement was reached to renew the partnership for one year. With this four-year sponsorship deal, FC Barcelona has grown and become more recognizable, and Qatar Airways has contributed to Qatar's national branding. In this study, based on the creating and reflecting public opinion role of mass media, how the sponsorship agreement between Qatar Airways and FC Barcelona took place in the Spanish press is analyzed using the content analysis method. In the 16 news we analyzed within the scope of the research published between 2013-2017, in which years the sponsorship agreement was

ongoing, an unbiased point of view towards Qatar Airways was dominant, while the news about Qatar was predominantly negative.

Panel 5: Public Diplomacy and Regional Affairs I

Positive and Negative Public Diplomacy: New Concepts to Understand Public Diplomacy in the Arab Gulf States

Mohammad Salman

What is the best way to understand the concept and practice of public diplomacy in the Gulf? This paper suggests a particular approach, based on a conceptualization that distinguishes between two principal forms: positive and negative forms of public diplomacy. The paper finds that despite the distinction between positive and negative public diplomacy, the experience of the Arab Gulf states suggests that the two are present in most communications. While positive public diplomacy is always explicit about the state, negative public diplomacy may also be present; sometimes this will be similarly explicit, but at other times it may be implicit. To illustrate the different forms of public diplomacy and the variation that exists, the paper examines the response and reaction to the following cases: one, Israeli normalization via the Abraham Accords by the UAE (which signed them) and Qatar (which rejected them); and two, the intra-Gulf dispute between Saudi Arabia, the UAE and Qatar and their outreach towards the American public in the initial stages in 2017 and in the run-up to its resolution in 2020-21. Given the importance of public diplomacy in international relations, this study not only contributes to the development of theoretical and methodological approaches to this concept but also provides systematic indications of the Arab Gulf states' dynamics in the foreseeable future.

Cultural/Public Diplomacy as a Mechanism for Détente in Foreign Policy: A case study of Iran-Arab World Relations

Mohammad Hassan Khani

While establishing and pursuing relationship with other nations must be main mission and a matter of huge concern for states across the globe, yet due to a variety of reasons this norm is replaced by the exception of disconnection and divorce. Then the big question will be how to return to normalcy and to reconnect and reestablish the relations. This article is an attempt to explore the possibility of using cultural/public diplomacy for doing this job. It is the main argument of this article that cultural diplomacy due to its nature has the capacity to serve as a mechanism to fill the gap, and to pave the way for a better understanding and hopefully a better relationship. The article also argues that at a time when formal/classic diplomacy and high politics are not working properly between Iran and some Arab countries, cultural diplomacy and low politics seem to be a viable alternative. At difficult times like this, cultural diplomacy can reveal the common values and common interest existing between apart nations upon which a gradual mutual trust can be built. The paper takes the relations between Iran and some of its Arab neighbors as a case study to investigate the chances of this mechanism for improving the relations between the two sides. The paper finally will look at the challenges facing this initiative and making a number of suggestions.

Türkiye's Public Diplomacy towards the Gulf Countries

Saban Kardas and Emir Yazici

Türkiye has been heavily investing in public diplomacy as part of its foreign policy roles in recent decades. In line with such roles as regional power, rising power, bridge country, and protector of the oppressed, it has increased diplomatic engagement in the region, which was accompanied by its public diplomacy efforts in the Gulf countries. Türkiye has formed multiple public diplomacy institutions, which have been used to extend its influence a broad, by promoting Turkish culture and generating sympathy for the country. Such institutions ranged from Yunus Emre Institutes, which organize events to introduce Turkish culture to the

people in host countries to the Presidency for Turks Abroad and Related Communities, which help, maintain intercommunal ties and administer a wide-ranging scholarship program. Türkiye particularly takes advantage of the shared religious identity and historical ties with the local communities in its public diplomacy efforts in the region. After an outline of the key public diplomacy goals and tools in Turkish foreign policy, this article will study how Türkiye exercises its public diplomacy capacity in the Gulf countries. We conclude with an assessment as to what extent the Turkish public diplomacy served Türkiye's interests and regional cooperation.

Russian Public Diplomacy in Gulf: Challenges and Perspectives

Leonid Issaev

Public diplomacy plays an increasingly important role in world politics and international relations. At the beginning of the 21st century, political science has undergone major changes, which is inextricably linked with the global transformation of the world order. This is primarily due to three factors: the erosion of the Westphalian system, the collapse of the bipolar world, and a significant change in the political systems of states. Public diplomacy begins to play an extremely important role in periods of crisis and conflict. In the case of Russia, this has become especially relevant since the 2010s. Moreover, in the context of the global and long-term conflict between Russia and the West, public diplomacy in relation to neutral, i.e. "third parties" acquires a special role. As such, the Gulf region, which adheres to a policy of non-alignment, can now be considered. In this regard, it is important to examine the specifics of Russian public diplomacy in relation to the Gulf. As part of the proposed article, an attempt to comprehensively study Russian public diplomacy in the Gulf in recent decades will be made. Its main characteristics, channels and mechanisms of interaction, as well as its strengths and weaknesses will be identified.

American Public Diplomacy in Oman

Cuneyt Yenigun and Nadia Ali Nasser Al- Amri

The modern apparatuses of public diplomacy are deepening and dilating in the new millennium. At present, the range of phenomena that could be used as new instruments of public diplomacy has grown. The number of these public diplomacy tools has been reshaped by the author's and in accordance with this rhetorical standpoint, a unanimous physical and virtual survey was conducted in Oman to figure out the echelon of American Public Diplomacy countrywide. People's proclivities towards American kitchen, culture, music, conferences, magazines, TV shows, social media, using English in daily life, the desire of sending their children to an American school, and the desire of being a neighbor to an American family and some other detailed questions were asked to more than 400 respondents in several cities of Oman. It was encountered that the majority of Omani youth (63%-age of 18-34) follow an American person or American activities on social media, read American books, follow, and listen to American conferences. An overwhelming majority (82%) watch American movies and serials daily bases, and go and eat in American fast-food chains (around 62%), such as McDonald's, Subway, etc. The paper concludes with futuristic public diplomacy policy options for Oman.

Panel 6: Public Diplomacy at the Intersection of Religion and Culture

From Cultural to Public Diplomacy? Culture in French Diplomacy in the UAE

William Gueraiche

This paper is an invitation to explore the content of French cultural diplomacy with the UAE as a case-study. The French ministry of the Foreign Affairs has never used 'Public diplomacy' to characterize its external actions abroad, preferring 'Cultural diplomacy' and lately 'Diplomacy of Influence' instead. Comparing French 'exceptionalism' with the other diplomatic actions (US and Chinese) over time reveals a different conception of culture—or cultures. Cultural diplomacy postulated that some domains such as Education, Language (French) and Fine Arts

could be separated from international politics. Since the beginning of the 19th century, the cultural departments of French embassies around the world have projected the idea of a culture manufactured in France. These cultural actions were well-defined, with a network of cultural institutes (Alliance Française) and French schools offering the same syllabias in France. Cultural attaché she added these structures and identified possible cultural exchanges (exhibitions, partnerships, etc.). The UAE was no exception. When Laurent Fabius was French Minister of Foreign Affairs (2012-2016), he gave a new orientation to this policy. Relying in the pillars of Economic diplomacy and Policy of influence, external cultural actions were to be used to promote French interests. In this regard, the meaning of French cultural diplomacy changed. More pragmatic, the cultural networks are now intended to support French business interests abroad.

Cultural Diplomacy: A Potent Soft Power Tool for Qatar

Lakshmi Venugopal Menon

Cultural diplomacy is a form of public diplomacy. The state of Qatar is in a unique position to develop cultural diplomacy into an effective public diplomacy tool in its soft power arsenal. Qatar has emerged as a heavyweight mediator with an outsized global presence. With its unique position, of having a working relationship with the Taliban, and housing a massive US base, Qatar played a pivotal role in the Afghan crisis. Together, astute diplomacy and Al-Jazeera positioned Doha as a key global mediator, making some call it the “Norway of the East”. Qatar could use cultural preservation for negotiation. Traditionally groups like Taliban are known for the destruction, looting and trafficking of cultural heritage materials. Recently, this has changed. These groups are publicly presenting themselves as protectors of cultural heritage; an attempt to generate income and gain legitimization. Qatar, along with world organizations like the UNESCO, could exploit this behavioral change of

Taliban through cultural diplomacy. Qatar would also be able to identify, address, and tackle the related issues of money laundering, and terror funding. The profits made from antiquities trafficking finance ongoing

conflicts, thus prolonging the conflict and creating damaging links between the Gulf States and terror financing. Cultural diplomacy could thus become a double-edged sword – for the preservation of cultural heritage and combatting of terror financing.

The Ambivalent Nature of Religious Soft Power as a Public Diplomacy Tool

Ahmet Erdi Ozturk

This study aims to scrutinize the ambivalent nature of religious soft power as a public diplomacy tool. Of course, the concepts of soft power and public diplomacy have structures that undergoes changes and transformations in themselves, just like religion, and therefore they are uncertain. This study will first discuss the concept of religious soft power as a public diplomacy tool via scrutinizing different country case examples such as United States of America, Turkey, Saudi Arabia, Bosnia Herzegovina, Morocco and Italy. At this point this study mainly argues that the phenomenon known as religious soft power as a public diplomacy tool does not and cannot remain soft to the extent necessary, or is intended to be presented when states enter the purview of the issue, because state configuration employs economic and others auctions in the name of power through instruments that utilize religion. This situation suggests that states cannot use religion as a unidimensional public diplomacy tool. Second, religion or the extremist instrumentalization of religion as a means of oppression at the hands of a political regime can prompt changes in the state identity. These changes can spread rapidly and alter the behavior formation of states duet other consideration for foreign policy. This is arguably influential on topics such as the leader, state system, institutional capacity, and are as of influence. Finally, we see once again that the changing identities of states do not relate merely to domestic policy.

Public Diplomacy through Culture and Sports: Qatar's Preparations for FIFA 2022 World Cup

Maha Alshebani

Working in the cultural sector of Qatar allows insight into how the FIFA 2022 World Cup tournament will specifically impact the country's cultural image on a global level. This research focuses on Qatar's tournament preparations to analyze the public diplomacy tactics of a small state to build a voice for itself on an international level, from winning the FIFA 2022 World Cup bid back in 2010 to the early months of 2022 prior to the tournament. This research will primarily focus on the strategies by Qatar to brand itself to be associated to foreign publics with the concept of luxury, specifically through its national airline and international investments. This research will then be analyzing the nation's sports diplomacy methods, including becoming a serial sporting events host and using sporting events to mediate political unrest. The research dives deeper into the cultural sector, analyzing Qatar's blooming art scene, the utilization of culture into the FIFA stadiums designs, and the contribution of museums in diplomatic strategies, specifically analysing the Years of Culture project to study an intercultural initiative that promotes cross-cultural understanding.

Panel 7: Public Diplomacy and Regional Affairs II

Saudi Perspective on Public Diplomacy Regionally or Internationally

Majed Abdulaziz Al-Turki

The paper briefly defines public diplomacy in general as a government-sponsored activity to communicate directly with foreign audiences and addresses the evolution of concepts and definitions of public diplomacy in different practitioners and their targets. Then it deals with the issue of public diplomacy in Saudi diplomatic practice, and looks at it from two angles: firstly, the spontaneous practice of "non-institutional" public diplomacy and, secondly, the governmental institutional organization of Saudi public diplomacy practices, through the establishment of the "Ministry of Foreign Affairs Agency for Public Diplomacy". It notes that Saudi Arabia did not aim to influence external societies, for two main reasons: Firstly, it is preoccupied with national development programs, and the secondly, it focuses on external popular interaction as the pioneer

of the Arab and Islamic worlds. Nonetheless, these two reasons do not negate the existence of Saudi initiatives in the field of "public diplomacy" and were occurring almost spontaneously, or in response to the needs and prior requests of Islamic countries. The researcher concludes that public diplomacy should not be seen as a disgraceful behavior by other countries, provided that the considered ethical standards are adhered to, and it is a commendable practice if it comes in line with official diplomatic behavior.

Normalizing the Normalization? Emirati and Bahraini Public Diplomacy amid the Abraham Accords (2020-2021)

Jean-Loup Samaan

This paper investigates the efforts led by both the UAE and the Kingdom of Bahrain to justify to both their neighbouring countries and local populations their normalization agreements with Israel – commonly known as the Abraham Accords. Against that backdrop, how did both Gulf governments tailor their diplomatic messages to very different audiences, be it Bahraini or Emirati citizens, Arab expatriate communities, or government officials from partner nations? To answer that question, I first look at the four-week period between the first public announcement on the UAE-Israel agreement, and the signing of the Abraham Accords on September 15, 2020. Then, I also research the public diplomacy efforts of the UAE and Bahrain during the Gaza War between 6 and 21 May 2021. Both sequences enable us to see not only how Abu Dhabi and Manama conveyed the idea of an agreement profitable for their countries and the Arab world, but also how they were forced to adapt that message when confronted with a major war between Israelis and Palestinians. Eventually, the paper draws broader lessons from the case study on the evolving practices of public diplomacy in the Arabian Gulf.

Rebranding and Reinventing the Nation: Regional Cooperation, Abraham Accords and the Gulf

Senem B. Cevik

The historic normalization of relations between Israel, United Arab Emirates (U.A.E) and the Kingdom of Bahrain, not only changed the political dynamics of the Middle East but also ushered a new era of regional cooperation. The widely acclaimed Abraham Accords encourages grassroots level peacebuilding efforts between the public of signatory countries. Concurrently, the accords helped foster a new image for the two Gulf countries reinventing their nation brands as tolerant, peaceful and multi-cultural. In other words, normalization of political relations serves as a vehicle to rebrand signatory nations where it is utilized to advance their national interests and soft power. This paper follows Kaneva's definition of nation branding in order to examine the efforts of Bahrain and the United Arab Emirates in reshaping their global image. It seeks to understand the role of Abraham Accords in establishing Bahrain and the U.A.E as tolerant nations, situating them within the Western alliance and by that extension differentiating their brand from other Muslim states in the Middle East. The paper scrutinizes public diplomacy strategies of Abraham Accords that aim to foster the image of tolerance, regional peace and multi-culturalism.

Electoral Gender Quotas as Public Diplomacy Strategies: The Arab Gulf in Regional Perspective

Lindsay J. Benstead

In 2019, elections were held for twenty of the forty seats in the UAE's Federal National Council. Among these forty seats, twenty were reserved for women. Following the 'quota-legacy' countries in the region, including Tunisia, Morocco, and Jordan, the UAE, Saudi Arabia, and other countries in the Gulf increasingly see the benefits of leveraging women's rights as a nation branding strategy. Existing research on gender and public diplomacy focuses on efforts by developed, western countries in Scandinavia to incorporate their country's successes in promoting

gender equality into their public diplomacy efforts. Yet, while women's empowerment is seen as a means by which autocrats can improve their international reputation, the literature on public diplomacy has not yet made this connection. Being seen as a country that prioritizes women's

empowerment is a key form of public diplomacy that impacts not only state-state relations but also global public opinion. The Gulf countries are uniquely posed to incorporate women's empowerment into their national branding strategies, but they have some disadvantages as well. In this paper, I conceptualize gender mainstreaming as a nation branding strategy and encourage women's rights groups to leverage these incentives to demand changes that empower women and ensure equal rights.

GCC States' Humanitarian Assistance to African Countries

By Giorgio Cafiero

This paper analyzes the Arab Gulf states' use of humanitarian assistance to African countries as a means of bolstering soft-power clout throughout the wider Islamic world and/or Global South. This research will examine the main vehicles that the Gulf Cooperation Council (GCC) member-states have used for providing African countries with humanitarian aid, comparing and contrasting the nature of these entities from one Arab Gulf country to another. This paper will shed important light on the importance of Africa to GCC states and analyze the extent to which humanitarian assistance has enabled these Arab Gulf monarchies to strengthen their soft-power influence on the continent.



Participants Bios:



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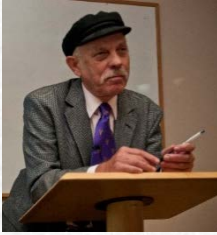
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