

# How Public Diplomacy Blew Fresh Air into the Field of Public Relations

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As international trade and direct foreign investments have grown rapidly since mid-20th century, new forms of business-related communication have been developed and recognized as institutions, including economic public diplomacy, commercial public diplomacy, and corporate public diplomacy. Scholars have discussed how to distinguish between these familiar concepts (e.g. Asquer, 2012; Macnamara, 2011; Ordeix-Rigo & Duarte, 2009).

The diplomacy related communication fields have roots in public relations, but each of them is unique in several ways, including logic of origin, cultural perspective, and relationship to news media. While existing research suggest that public relations is used by corporations in their effort to claim legitimacy (Vos 2011), this article suggests that economic & commercial public diplomacy help them conquer the world, and corporate public diplomacy is used in governance.

As a consequence of the development public relations practitioners have integrated diplomatic techniques into their toolkits, including tools to build and maintain long term, trusting, and general relationships with all stakeholders.

Since corporate communication now reaches the world in an instance, public relations practitioners further more have developed skills to analyze international relations and understand international cultural symbols to an extend that was not normal when public relations practices were first developed a century ago (Vos 2011). These skills also belong to the fields of diplomacy and international relations.

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