

Kosovar Public Diplomacy

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Abstract

We are being witnesses that the XXI century is characterized by the rise and rapid advancement of public diplomacy, particularly in small countries that are under development, or countries that do not have classical influence through diplomacy and military influence, therefore into the category of states in which the development of public diplomacy is needed, we have included the Republic of Kosovo.

The Republic of Kosovo as a new state, with without diplomatic experience and that has started from scratch, should necessarily develop the public diplomacy, because it is listed in the category of countries that we have specified above.

But how should the Republic of Kosovo develop a public diplomacy?

For building the basement of public diplomacy, the main tool that Kosovo should develop is communication.

Through the communication are held discussions, negotiations, becomes the announcement about the steps of development of the state, becomes lobbying, rises the positive image, and all these lead to the recognition of the new state and to the multilateral and bilateral cooperation agreements.

In order to explain the performance and the form of the use of communication in public diplomacy, which the Republic of Kosovo has begun to use and implement in practice, and which already has brought tangible results that need improvement, we think that still has remained very long road with many political, economic, diplomatic and democratic challenges until we achieve a satisfactory level.

A deeper analysis of what has been done so far, and what needs to be done in the future is required, therefore the whole problem along with the possible functional solutions is explained more specifically with theories and examples below.

Key words: diplomacy, public diplomacy, communication, image, international relations

1. Public Diplomacy vs. Image

The term “public diplomacy” first had been used on 1965 by the Dean Edmund Gullion of Fletcher School of the Law and Diplomacy in “Tufts” University¹. Murrow Centre, one of its previous brochures, described the public diplomacy as follows: “Public diplomacy has to do with the influence of public attitudes on forming and executing foreign policies. Dimensions of international relations are extended beyond traditional diplomacy, cultivation of public opinion Governments in other countries, interaction of private groups and interests in a country with those of another one, reporting of the foreign (affairs) works and its impact on the policy, communication among them, communication among diplomats and foreign correspondents, and inter-cultural communication processes”². In the public diplomacy center is the transnational (line) and flow of information and ideas³. Its task is to support democratic regimes, strengthen trade connections and to ensure people’s sympathies.

The role of diplomacy to improve the country's international image is directly a matter of public diplomacy, which makes this work with its instruments, such as public relations and media.

However, in order to improve the image, first should have an image which if it is good one in the eyes of others needs to be improved, and also if it is good with values that present positive sides the work should continue still and the engagement for maintaining it and continuous upraise at positive aspect.

So, the question of the image, role of public diplomacy and transmission of information through media are three links that exist and function together, especially when they find full support of democracy.

Public diplomacy cannot complete its work on improving the image or exercise an impact on a particular issue if fails to establish good relations with public that in the opinion accomplishes the same goals through the media⁴.

¹ Snow, N., and M. Taylor, P., “Rutledge Handbook of Public Diplomacy”, published in association with the USC Center on Public Diplomacy at the Annenberg School based at the University of Southern California, first published 2009, this edition published in the Taylor & Francis e-Library, 2008, p.19.

² Ibid.

³ Public Diplomacy Alumni Association, Formerly USIA Alumni Association, About Public Diplomacy <http://www.publicdiplomacy.org/1.htm> [15.01.2013].

⁴ Bashkurti, L. “Identiteti, Imazhi, Diplomacia”, Akademia Diplomatike Shqiptare, Tiranë, 2004, p.327-328.

Now, how can all what mentioned above be understood in practice? In fact, concrete examples we have in every corner of the world in different countries, starting from these most developed and powerful ones and up to those weakest and with less influence in the international arena. What is the significance of international arena in this context? The most importance is that to be an important country you should create an attention in the international arena, while the attention makes you famous, and at the moment you create an attention, we must be careful that how much positivity, sustainability and potential such attention presents. This is worth mostly for the smaller countries and least developed ones that, due to different historical issues, have failed to achieve at least to be called the countries to date and establish their role alongside big countries. Probably as quite good example in this aspect would be Kosovo.

Why Kosovo? Because as the youngest country in the world, Kosovo has attracted a lot of attention which unfortunately reflected in two directions: in positive and negative ones.

The positive ways of reflecting were: the development of campaign "Young Europeans", CNN advertisements calling the investors for investment in Kosovo as the youngest European state, etc; whereas in negative way has affected the absence of drafting a national strategy for the development of public diplomacy as a key tool that the Republic of Kosovo should use. Also high scale corruption has stopped the development of the Republic of Kosovo in all aspects ranging from diplomacy, economy, etc. All these elements more in detail are explained in the following paper.

Although as a new country of XXI century, Kosovo and its institutions are making efforts to some extent to develop, apply and promote the diplomacy, it seems that the sufficient outcomes are missing, especially when we talk about public diplomacy as the most modern and flexible part of diplomacy in general. Therefore, the general approach of research has to do with the possibility of adapting the public diplomacy in the case of the diplomacy of Republic of Kosovo which is at the first steps, hence it has been considered as the most efficient and newest method in increasing the number of recognition, lobbying, image and overall mission of diplomacy.

Kosovo, after the war and promulgation of independence, must be focused mostly on economic and diplomatic development.

The kind of diplomacy that Kosovo needs currently is the public diplomacy. But, in order to have a successful public Diplomacy, the communication should be parallel with the reality in the field, therefore "let's do it what is said".

2. Communication in public diplomacy - Case of Kosovo

As in any other field, even in public diplomacy, an uncontestable and special importance has the communication for achieving the goals. Any inadequate communication is known that does not bring any outcome, particularly in matters of political and economic significance. Especially, in politics we have to be careful how we talk, the words we use while calling on the wider opinion or other interlocutors on important issues.

Media system, at first glance, has brought new movements and with interest in what is considered as individual and broader interest. The attention with regard to public diplomacy and participation in it, are emphasized and reemphasized as an opportunity that through sophisticated technologies to use ideas, information, actualities of various forms, such as: media, newspaper, television, internet and different digital means, are being involved more and more "Revolutionorising" of media as an instrument of public diplomacy.

The goal of communication is in the essence it that should be directly developed, clear and normally without alongside damages, such as the needs of others. If the communication follows up these steps, then this will be a main key of achieving the goals, if normally is not in conflict with other stakeholders.

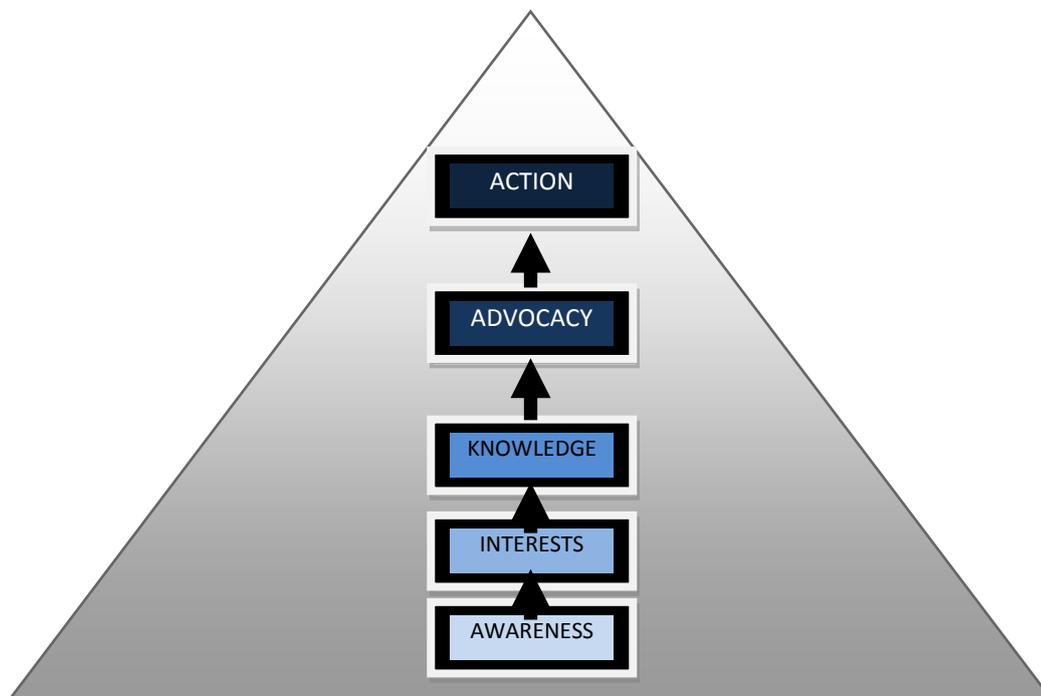
A good diplomatic communication entails in itself some precise rules:⁵

- To take a consciousness diplomatic decision instead of the aggressive one, develop a belief system that allows you to protect yourself;
- When you say NO, think about a softer respond, refuse it carefully explaining the reasons of refusing;
- Practice speaking in a diplomatic way, alone or with a friend;
- Let's listen to the others what they speak and let them understand we have heard with great interest and understood what they've said;
- Concentrate on the facts, etc.

This is related to the details of diplomatic communication, but when we have to do with higher state instances, in fact with greater intentions for important decisions dealing with international relations, diplomatic communication comprises some phases which are better explained as ranked in pyramid shape according to the way of function and action starting from the first steps to the final act.

⁵ Bashkurti, L. "Identiteti, Imazhi, Diplomacia", Akademia Diplomatike Shqiptare, Tiranë, 2004, p.327-328.

Figure 1: "Pyramid Communication" in Public Diplomacy



Source: Brix et.al. (2004)⁶

NOTE: From appearance of the pyramid we see listed one after the other phases of communication in public diplomacy. In this case, the public is very progressive in terms of the base of the pyramid as it is the beginning or any initiative that can initiate a project with another country or a group of people to another, or anyone else who will follow this communication pyramidal of communications in public diplomacy.

Cost of the communication with the members of this public is progressively more expensive for senior members of the pyramid. Lower cost per member is on the base (basically, at the bottom of the pyramid) while the highest is on the ceiling.

In general, each layer rises over that which is below and each layer supports that which are above. E.g. the one that is first must be **aware** of developing **the interests** in order to create **knowledge**, aiming to become **advocate**⁷ to initiate the **action**⁸.

⁶ Brix, E., Kyrle, J., McClellan, M., Prosl, Ch., and Sucharipa E., (2004), "Public diplomacy", Wien, Diplomatische Akademie Wien, p.26.

⁷ Advocate (in this context has the lobbying meaning e.g. lobbying place)

⁸ Brix, E., Kyrle, J., McClellan, M., Prosl, Ch., and Sucharipa E., (2004), "Public diplomacy", Wien, Diplomatische Akademie Wien, p.26.

After a broader clarification of each item of pyramid, at the end of each, we have some concrete examples related to the Republic of Kosovo.

2.1 Awareness

According to the pyramid, this is the lower, last, phase, but in fact in its application is the first one. At this phase starts mass notification regarding the advocate country⁹ and with the activities in targeted country through new events, foreign supporting countries, military actions, public events, radio and television, etc. This type of communication is supported by traditional media relations.

Public diplomacy instruments in this phase are; radio stations, relations with media, cultural massive events, etc. E.g. television transmission of a concert sponsored by the advocate country, or initiation of a project sponsored by said country (for employment of personnel of target country). Greatest interest is to achieve greater benefit of target country audience, but there where the advocate country would have an opportunity to be promoted.

Here it endeavors to reach the attention of the opinion or target country audience, (with the purpose of) but to leave positive impression no way of negative one. In order to prove the first phase of pyramid communication in public diplomacy from the perspective of the youngest country in Europe, we have some quite specific cases.

Example I: Great impact on the image of Republic of Kosovo was also of ICJ advisory opinion.

On July 2010, the ICJ stated that the independence promulgation of Republic of Kosovo has not violated the international law¹⁰. The advisory opinion urged all international media, diplomatic and academic circles as well. International media, such as: BBC, CNN, Euronews, Al-Jazeera, Xinhua News, The Economist, and New York Times, covered the event.

Consequently, a new wave of recognitions for Kosovo's Independence was expected by many officials of different Governments, but this did not happen, so that the Government of Republic of Kosovo intended to use the ICJ opinion in the future in order to urge the efforts of public diplomacy¹¹.

Example II: With regard to the image of Kosovo, normally we should mention the campaign called "Young Europeans". Before having the campaign raised by Saatchi&Saatchi Company, were conducted various surveys to study

⁹ Ibid.p. 26

¹⁰ Accordance with international law of the unilateral declaration of independence in respect of Kosovo (Request for Advisory Opinion), (2010), <http://www.icj-cij.org/docket/index.php?docket/index.php?p1=3&p2=4&slu=&case=141&code=kos&p3=0> [20.02.2013]

¹¹ Wählisch, M., and Xharra, B., (2010), "Public diplomacy of Kosovo status quo, challenges and options", Friedrich-Ebert-Foundation, Prishtina Office, Kosovo, p. 23.

the image of Kosovo outside the country itself. There were two important outcomes: on one side Kosovo was very little known as a country, on the other hand it had negative connotations (e.g. the war, poor people, corrupted people, etc)¹².

The campaign consists of several parts where the best known is the slogan and logo "Young Europeans", and then we have an advertisement and series of pictures. Visual presentation of the logo is a goal for keeping the next generation of national logos to that, which has a modern style of a playful use of the nature.

The negative part stands on the fact that the advertisement "Young Europeans" has been transmitted by the countries that have recognised Republic of Kosovo, and there where they have not any effect, but such advertisement should have been transmitted by 5 EU countries that have not recognized, as well as in Arab league countries, including some countries of Latin America, because the advertisement has been transmitted to increase the image and recognitions, as well.

Another negative side and probably the core of this campaign have not been expelled, and that is a measure of how much the campaign had positive effect. The advertisement was accomplished, ended and nothing else, it had a measurement of effect either. Then, what is the importance of this advertisement, where its achievements were unnoticed; taking into account the high amount of money that was dedicated to this company.

Perhaps, measurement of the effect could have been easier. E.g. Ministry of Foreign Affairs and Ministry of Diaspora, in coordination with the Embassies and consulates that Republic of Kosovo has in several countries, could have prepared a questionnaire having some attractive questions, which could bring outcomes in measuring the effects of the campaign "Young Europeans". Normally if there were a call for the Diaspora, which lives in many European countries, whose willingness for help had never lacked, then logistics power would not be missing and we would have had tangible outcomes. This failed to happen, so the outcomes are missing.

Example III: Under the Ministry of Trade and Industry of Republic of Kosovo, Kosovo Agency for Investment Promotion was the key carrier of the emission of a video spot in which the Kosovo promotion was made in CNN calling foreign investors to come to Kosovo for investments¹³.

¹² Wählisch, M., and Xharra, B., (2010), "Public diplomacy of Kosovo status quo, challenges and options", Friedrich-Ebert-Foundation, Prishtina Office, Kosovo, p. 12.

¹³ The Ministry of Trade and Industry of Republic of Kosovo, (2012), "Nis Promovimi i Kosovës në CNN", <http://www.mti-ks.org/sq/MTI-ne-media/Nis-promovimi-i-Kosoves-ne-CNN-1901> [15.02.2013].

Example IV: Now information about Kosovo will not be missing, because those interested can find printed “Kosova guide”. By this action, now the interested will find more information about Kosovo, especially about our traditions, geography, etc. Then the streets may lead every visitor to the Kosovo custom borders that connect our country with other countries. But what is important is that the book is quite significant guide for presentation of Kosovo tourism. It provides accurate data for each region and its cities, monuments and environments that a tourist who decides to see Kosovo needs to visit them¹⁴.

2.2 Interest

This is the next step of a special importance. After the awareness of advocate country to urge the interest toward the target country, continues the attempt to awake greater interest of audience or public opinion of other country in order to transmit a positive message drawing their attention (e.g. it would not be so much interesting to draw an attention of the public for military and policy plan of America in combating the terrorism as much as would be interesting culture promotion of ancient Greece).

If successful, then the public opinion in the target country encourages following up more actively news and information about the advocate country. These news and information may be for e.g. cultural events (concerts and exhibitions, study of language, libraries and cultural events and other information- basic programs which draw public opinion to be interested about advocate country, enabling the beginning of operation of the phase of “**recognition**”. Also it is very important a wider information possession of the target country language.

Example I: Kosovo Cinematography Centre becomes a member of pan-European organisation European Film Promotion (EFP). The EFP was established 14 years ago, and is a unique institution of film promotion, with good programs for actors (Shooting Stars), film producers (Producers on the Move) and directors (Ten European Directors) held during the year. Also, by this adherence, Kosovo through EFP will promote Kosovar films as European ones in Asian and American markets¹⁵.

Example II: In the context of commitments on a greater affirmation of the state of Kosovo and creating new friendships and with other people of Europe and the World, long ago, in the capital of Poland, in Warsaw was established the cultural association Poland-Kosovo. The last activity of this association was

¹⁴ The Ministry of Foreign Affairs of Republic of Kosovo, “Botohet “Guida për Kosovën” ”, <http://www.mfa-ks.net/?page=1,115,839&offset=54> [13.01.2013].

¹⁵ The Ministry of Foreign Affairs of Republic of Kosovo, (2012), “Kosova anëtarësohet në “European Film Promotions” ”, <http://www.mfa-ks.net/?page=1,115,1288&offset=6> [25.01.2013].

the table of cultural dialogue Poland-Kosovo, which was organized under interaction with students of Balcanology and Albanology studying in Tourin city in Poland. From this cooperation was noticed that Polish people had great interest about Kosovo and this cooperation is growing further and further¹⁶.

Example III: Even when a certain state has not recognized Kosovo independence and the cooperation between two Governments is almost zero point, it does not mean that the art and culture between these two countries not to be developed. This fact confirms that Kosovo pianist Lule Elezi presented herself through a recital concert held in China.

Lule Elezi has shown that was presented even in a country such is China which has not recognized Kosovo's independence yet, as representative of the International Association of Piano "Chopin" in Viena, and as pianist of Republic of Kosovo¹⁷.

2.3 Recognition

Recognition and acquaintances is another very important phase. During this phase, there is a need for greater knowledge where the targeted public opinion, actively requires more acknowledgments with regard to the advocate country, such as; e.g. its culture, history, economy, politics, etc, through their spokespersons, lectures, interviews, libraries, lessons and seminars, academic programs (e.g. American Studies "in universities, cooperations at university level, and visits of lecturers), cultural events, etc. Components of that public opinion may be e.g. students, professors, intellectuals, journalists, etc.

All what has been achieved in this phase, does not mean to achieve only for the generation in which we are living and working. It would be very good that all this work to impressive and forwarded to the other generations. In order that this work is productive, it should be functional if you follow some priorities in where we should focus our objectives:

- To establish people to people contacts between advocate country and the target country;
- To enable participants understanding the things they do not know and are interested to know which have little knowledge, such as space of advocacy country development as in the opportunities of minority education or religious minority treatment;

¹⁶ The Ministry of Foreign Affairs of Republic of Kosovo, "Formohet Shoqata Kulturore Poloni-Kosovë", <http://www.mfa-ks.net/?page=1,115,1128&offset=15> [02.02.2013].

¹⁷ The Ministry of Foreign Affairs of Republic of Kosovo, "Lule Elezi performoi në Kinë", <http://www.mfa-ks.net/?page=1,115,1243&offset=9> [03.01.2013].

- To establish an overall knowledge for the advocate country for the participants who have no knowledge for the people and development of society of it;
- To strengthen contacts between participants and Embassy for a longer period. Also the program exchange would be very productive for the other phase of pyramid – Advocacy.

Example I: Even though, a distant country as it is Japan, cultural cooperation as a part of public diplomacy is getting developed within maximum limits. This is due to the fact that 30 new students from Japan are participating in the photo exposition, "Kosovo + Japan: Photo Dialogue 9300km"¹⁸. This exhibition is conceived as a photo competition in order to enable the exchanges and mutual recognition between two people which are around 9300 km far from each other. Initially the exhibition is opened in Tokyo and exposed photos from 30 Kosovar students studying in Japan who tend to represent everyday life, youth, future landscapes from different cities of Kosovo as well as other aspects of daily life. Meanwhile, the exhibition of Japanese students' photos is opened in Prishtinë.

Except the exhibition, is foreseen a development of various workshops in which will be dealt artistic and cultural issues as part of exchanges between two people and countries¹⁹.

2.4 Advocacy

This phase involves the status to support the position of advocacy country by editors, writers of the opinion, policy leaders, think-tank analysts, etc, based on the conclusions that such advocacy towards the target country (two step flow).

Various public opinion participants may have the opportunity to attend programs of academic and professional exchange, study in the advocate country, speak the local advocacy country language, etc.

- ✓ *First*, at this phase we should be careful in the image we create in the target country, it can be supported a lot by political leaders to undertaking actions which support the advocacy country objectives. E.g. the votes in various international organisations which would be on the interest of the target country to consider as support and collaboration, mostly as a token of friendship for everything what target country has done for advocate country.
- ✓ *Secondly*, analysts and various diplomatic campaigns would need to find joint scopes with target country that the analysts and legislators of the

¹⁸ The Ministry of Foreign Affairs of Republic of Kosovo, (2011), "Hapet ekspozita foto dialog: jetërat 9300 km larg", <http://www.mfa-ks.net/?page=1,115,1015&offset=30> [18.01.2013].

¹⁹ Ibid.

target country be convinced, when the analysts and legislators are convinced, it is on their interest as well undertaking joint actions, such as; signing of international treaties for different commercial agreements, tariffs policies, peace missions, etc. In this context, the role of public diplomacy is very vital to create a positive image.

- ✓ *Third*, legislators may take decisions that may have little or no overall cost for the target country in terms of creating a political capital with advocate country. Such decisions may not require the support of the people or public, because they are simply without any great importance for the general population and do not directly affect the daily life issues or target groups. Thus, public diplomacy may have little or no influencing role in order to take part in such role.
- ✓ *Lastly*, in the target country, it can be taken decisions which are clearly mutual ones in response to the target country. The general public needs to be convinced that there will be a proper and fair agreement for the target country. In this case, legislators are the ones who need to respond and explain to their country that it has been correct decision.

Example I: German Academic Exchange Service (DAAD), is in Prishtinë since 1999, represented by a lecturer who teaches German language at the Department of German language in University of Prishtina and offers advices for studies and scholarships²⁰.

Here the interested people may find information about the studies in Germany and opportunities for support. With financial support from the Stability Pact, DAAD office in Prishtinë every year, during the semester offers German language courses for students and young scientists.

Scientific exchange between Germany and Kosovo has been intensified in recent years. Within the Stability Pact DAAD has supported over 600 graduated students and scientists. Within the Stability Pact of Eastern Europe, DAAD is currently supporting ten scientific cooperations in which the University of Prishtinë takes place.

So, there are cooperations of the social work in the field of medicine, in professional field of forestry, engineering sciences, electrotechnique engineering and security policy and the peace.²¹ Here we see that a deep cooperation between Kosovo and Germany is being developed very successfully in all academic and scientific areas. Academic and scientific

²⁰ German Embassy in Republic of Kosovo, "Shkëmbimi në sferën akademike", http://www.pristina.diplo.de/Vertretung/pristina/sq/06/02-Bildung-neu/03_Stud-u-Ak-Austausch/Seite_DAAD.html [28.01.2013].

²¹ Ibid.

exchange between these two countries is helping not only education, but also the development cooperation between among the leaders of these countries.

Example II: Kosovo diplomacy leaders should, except lobbying in the countries that have not recognized the independence, lobby in the regional and international main organization with the only purpose of membership of Republic of Kosovo in those organizations. They should first get the support of friendly countries be supported for its membership in these organizations, and then to lobby directly to these lobbying organizations and gain necessary needs for recognition.

Implying that we would expect our homework to meet the requirements for admission to various organizations, diplomatic leaders should start to lobbying for admission in the US-Adriatic Charter²², although it has already started by being presented by the deputy Minister Petrit Selimi in the Committee meeting of the member countries held in Zagreb on Dec 2012, where this meeting was dedicated to Euro-Atlantic integrating process of Eastern Europe, and with a special emphasize to the role of public diplomacy in the process of NATO membership. Selimi has presented the process of the end of full capacities of KSF to start the next phase of its development. The Partnership Commission of the Chart, during the sessions, has adopted a declaration in which for the first time the doors are opened for full membership of Kosovo in this very important initiative of defense and foreign policy and where the Kosovo participation is welcomed in the capacity of an observer in this Committee session.²³

Here we saw the important role of public diplomacy which plays not only in political and diplomatic aspect but even in a military, and if the Republic of Kosovo will follow the way of development of public diplomacy would be much easier also the membership in NATO.

2.5 Action

This is the last or final phase of communication that may be a result of a good progress during the earlier phases. In this phase it is worth the traditional government - to - government diplomacy. Here, the public diplomacy is unlikely either as propaganda or any other relationship; in this case it simply conducts the country towards the target goal, where by its means it helps

²² US- Adriatic Charter was signed in May of 2003 from the Ministries of Foreign Affairs of Albania, Macedonia, Croatia and from the State Secretary of USA of that time - Colin Powell. Bosnia and Herzegovina and Montenegro joined the initiative in 2008. <http://www.mfa-ks.net/?page=14,1541&offset=52> [05.01.2013].

²³ The Ministry of Foreign Affairs of Republic of Kosovo, (2012), "Zëvendësministri Selimi po merr pjesë në takim e Kartës SHBA-Adriatik", <http://www.mfa-ks.net/?page=14,1541&offset=52> [05.01.2013].

opening the ways in a broader and narrow sense, unlike traditional diplomacy which supports more the short objectives. On the other side, the public diplomacy in this phase as the final one, assists in obtaining the space of the opinion of target country be recognized in the advocate country of a broader country, based on the democratic country in modern times.

More specified, in this phase, are important the votes of beneficiary countries in international organisations, signing of trade and treaties agreements, adoption of laws, engagement in military allies, etc., that support the position of advocate country.

Example I: Kosovo leaders participation in the UN meetings and the face-to-facing with the leaders UN state members, recognition about Kosovo, independence promulgation, positive trends of the positive recognition aspect, also of economic, political, diplomatic aspect, etc. An invitation for visit to the youngest Republic in Europe to see closely its reconstruction and development after the war and so far, and to sign mutual bilateral agreements in political, cultural, education and especially in the economic sphere which is as a pillar of the country.

At the same time, while the lobbying in the various organisations in favour of recognition of Republic of Kosovo takes place, what should be challenged and proved is that what Serbia says for Kosovo, because except the lobbying in favour of recognition of independence we should also face the fact that Serbian, on the other hand, lobbies against recognition of Republic of Kosovo, and thus our leaders and especially the developers and holders of Kosovo diplomacy should document it to the countries that hesitate to recognize, that Serbia is wrong and all what it says is not true and not really happened, because the reality is that what has happened on February 17th 2008.

Example II: Membership that Kosovo has achieved in IMF, World Bank, EBRD, as the most important economic organisation is very important due to the fact that currently we are recognized as a state by these organisations and normally this helps the country and our economy. On the other side the political leaders should follow the path of membership in these organisations and so to act even with membership of other organisation, although not in all organisations is the same path of membership. Thus, in addition to the benefits we gain from membership in international organisations, this memberships we can use to convince the countries which have not recognized the independence we deserve and this is confirmed by the participation of Republic of Kosovo itself at the same level with member states that have not recognized us and which are participants of those organisations.

3. Conclusions

One of the main goals of this study was the idea that public diplomacy can find appropriate terrain, and Kosovo in the first steps of its diplomacy should focus more on public diplomacy.

This paper focus was dealing with public diplomacy, in its classic sense, is thought to be individual in a state format, but it seems that the time has come for the region to think of a regional public diplomacy, in the political, diplomatic plan academic plan and the organizational plan. We have already a very positive model and guide: the European Union, to which we all belong. This topic I think that in the future should be treated even more through the very fact of the importance of public diplomacy in global development trends.

During the research, we have resulted in findings that there is an increase in the interest rate in the relevant countries in this field to enhance its diplomatic capacities seeing how much interest objectives can be achieved using this model of public diplomacy.

In the end we have tried to draw conclusions that emerge from reviews of the paper which tend to be guiding recommendations for public diplomacy mission, with particular emphasis on Kosovo and its interest in public diplomacy.

Desiring to conclude with final deliberations, the paper has resulted in several conclusions and recommendations:

1. Public diplomacy is the mechanism that opens the world cultures and promotes co-operation between them.
2. Public diplomacy should be used by all states, mostly by those who have no influential political force and military intervention force.
3. Public diplomacy is a necessity of modern times, and as such has to be more empowered.
4. We should still have theoretical knowledge and share practices that promote the focus on public diplomacy.
5. Countries need to consolidate public diplomacy sector by prioritizing opportunities offered by this model of diplomacy.
6. Kosovo as a new state, as soon as possible to increase its capacity of the Ministry of Foreign Affairs and to use public diplomacy as a very efficient tool for the achievement of political goals.
7. Kosovo has opened embassies in several countries, they should organize conferences, trade fairs for the recognition of our culture and tradition, then organize concerts, organize music, fashion, film weeks, etc., All these will help lobbying, the image and recognition of the new state.
8. Public diplomacy should be a priority of any government in order to achieve the objectives in all walks of life that public diplomacy provides.

9. In the end with a special emphasis on recommending that communication should be the basis for the development of public diplomacy, necessarily cooperating with other construction items of public diplomacy.

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