

UNIVERSITY OF BELGRADE

Faculty of Political Sciences

Belgrade, October 2017

At the meeting of the Department of Journalism and Communication, held on 4 May 2017, the Master Thesis Defense Commission (hereby the Commission) for the candidate Milica Rašković was formed with the following members: prof. dr Radmila Nakarada, prof. dr Nemanja Džuverović and prof. dr Siniša Atlagić. The Council for the Second and Third Cycle of Studies has accepted the proposal made by the Department.

Having read the master thesis, the Commission is submitting the following

REPORT

Milica Rašković's thesis "British Public Diplomacy as a Means for Establishing Supremacy: Peaceful Aspect" as part of the Regional Master's Program in Peace Studies taught at the Faculty of Political Sciences, University of Belgrade, is completed under mentorship of prof. Siniša Atlagić. The thesis 69 pages long consists of Introduction, seven chapters (Basic Terms, Worldview as a tool for creating identity, Roots of the British Public Diplomacy and Britishness, Traditional British Identity, Main Elements of British Modern Identity and Public Diplomacy, Soft Power as the Clash of the Past and the Contemporary Image, Evaluation and Discussion), Conclusion and References.

In the Introduction the author briefly describes the matter she will aim to explore in the Master thesis. Furthermore, she explains to the readers why she chose precisely Britain at the turn of the century as the most suitable for the development of the topic from the title. Introduction also includes the main hypothesis and two specific hypotheses which she will attempt to prove throughout this work. Additionally, the author here underlines the scientific and social aims of her work, as well as the research methods she will use, and gives us a short overview of the following chapters.

The chapter “Basic Terms” is used for explaining the basic terminology which will be used in the work and clarifying and differentiating similar but different terms which might cause ambiguity or lack of understanding. In regards to that, the author makes the distinction between identity and image in general and their characteristics and structure. Also, since these two phenomena are explained together with the development of public diplomacy, the author draws a parallel between traditional diplomacy (G2G), traditional public diplomacy (G2P), and modern public diplomacy (P2P).

The following chapter is focused on the importance of worldview, its creation and acquisition, and more importantly, its relevance to the changes within identity and of image. The creation of worldview is described by emphasizing the importance of the legitimization of certain values at a certain time. The theoretical framework for this chapter is based to a considerable extent on the approach of Eric Louw's *The Media and Political Process*.

The fourth chapter is focused on Britain’s attempts to reform the public diplomacy framework and mechanisms in 1995 due to the identity crisis which ensued at the time. Additionally, the author here describes the events and currents leading to the need for a change. Furthermore, this chapter introduces the main public diplomacy bodies in Britain, their status in relation to the government and their individual aims. Apart from that, it also mentions some early campaigns and activities initiated with the aim to present the country as modern and peaceful in accordance with the values imposed by modern liberalism.

In the fifth chapter the author exposes the process of building British identity and image from the formation of the country till the end of the 20th century. This is accomplished through the summary of the presentations of British identity and image put forward by different authors whose work was considered influential at the time of reforming public diplomacy and its aims. In the focus are Colley’s *Britons: Forging the Nation 1707-1837*, which emphasizes the unity of the country created on the basis of protection from the hostile “Others”, Dodd’s *The Battle Over Britain*, which finds that isolationist policy and belligerent nature of the British people was exploited by Margaret Thatcher and those who still continue to live by her words, and Elwes’ pamphlet *Nations for Sale*, which underlines the importance of nation-branding and the main

characteristics of British image. The chapter also includes the article “Fuzzy Frontiers of Identity: The British Case” written by Cohen, which serves the purpose of presenting the boundaries within and without the UK, as well as their potential for generating hostilities.

The next chapter is divided into two parts, attempting to prove the two specific hypotheses mentioned in the introduction. The first part describes public diplomacy campaigns, activities and initiatives, as well as reforms, carried out for the purpose of presenting Britain as spearheading modernity, innovation and openness to diversity and the reasons behind them. The second part is focused on peace initiatives as part of public diplomacy efforts to present the country as being peaceful and at the same time as bringing stability to other regions. For both parts, the author mentions the evaluations and impressions of those involved in these activities and those outside of them. In regards to the first specific hypothesis the author shows that in spite of considerable efforts Britain continued to be seen as traditional and isolationist country. When it comes to the second part, the author illustrates that the peace initiative were not very prominent part of British public diplomacy and that those which were carried out were often unsuccessful or inconclusive, because they ran in opposition to the moves of the government.

The sixth chapter describes the concept of *soft power* based on the framework of Joseph Nye, because his perspective was quickly adopted in the recent attempts at reforming public diplomacy and its aims. The report *Persuasion and Power in the Modern World* published by the House of Lords in 2014 is exhibited as an example of how Britain saw the potential of soft power and planned the next moves with regards to refurbishing its image and making changes within its identity.

As the answer to the previous chapter, the chapter titled “Evaluation and Discussion” mentions what Britain actually did, and how its deeds were once again in striking opposition to what was proposed in the Report. The author here enlists important recent events such as Brexit and various separationist initiatives from within as a proof that the unity formed in war hardly endures peace. Since the evaluation of the public diplomacy initiatives is often based on impression, this chapter also includes several survey results with regards to the diplomatic missions’ effectiveness and successfulness.

In the concluding chapter, the author once again explains the situation in which Britain is right now and the factors which cause the instability of the country. Additionally, she concludes that the analysis presented throughout the work suggests that both specific hypotheses and the main hypothesis hold true. Finally, she gives the predictions for the future with regards to British image, identity and unity, and based on the present currents and happenings.

The Commission is convinced that the candidate Milica Rašković has shown a deep understanding of the concept of public diplomacy and other basic concepts in the field of political persuasion. Within this theoretical framework the candidate has shown knowledge in the fields of social psychology and political sociology in order to present a peaceful aspect of the process of promotion of a country in the international arena. The Commission is convinced that precisely by this combination of theoretical approaches the candidate has offered a novel approach to the future research of this topic. In addition to this, the candidate has also shown an extensive knowledge on British history. Based on this, the Commission positively assesses the thesis "British Public Diplomacy as a Means for Establishing Supremacy: Peaceful Aspect" and finds that master's candidate Milica Rašković has fulfilled all formal as well as professional and scientific requests for its defense.

In Belgrade,
29th of October 2017

The Commission:

prof. dr Radmila Nakarada

prof. dr Nemanja Duverović

prof. dr Siniša Atlagić

