

Moving from Monologue to Dialogue to Collaboration: The Three Layers of Public Diplomacy

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logue. This article argues that both monologue and dialogue are essential public diplomacy tools and that collaboration is a third layer of public diplomacy that should also be examined. Collaboration, defined in this article as initiatives that feature cross-national participation in a joint venture or project with a clearly defined goal, may in certain instances be a more effective public diplomacy technique than either monologue or dialogue. By examining related social science research, this article seeks to start a systematic examination of the circumstances in which each of these three layers of public diplomacy—monologue, dialogue, and collaboration—is most appropriate.

Keywords: public diplomacy; monologue; dialogue; collaboration; social capital

Over the past decade, numerous scholars and practitioners have spoken about the need to move from a monologue- to a dialogue-based public diplomacy (e.g., Riordan 2004; Council on Foreign Relations 2002). In 1997, the United States Information Agency (USIA)

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