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**Theory and History of Public Diplomacy:
European Experience**

The term “public diplomacy” was coined in 1965 by an American scholar and diplomat, dean of the Fletcher School of Law and Diplomacy at Tufts University, Edmund Gullion. While scholars generally argue that what Gullion named “public diplomacy” existed long before 1960s, even in the mid-19th century we might come across usages of this term in the US press, to emphasize civility, widespread usage of the term was due to the two World Wars when it was seen as an alternative to propaganda (that had very negative connotations), and the outset of the Cold War, when public diplomacy becomes an important tool in East-West relations. The Visegrad countries: Czech Republic, Slovakia, Poland and Hungary, are relative newcomers in the domain of public diplomacy. These countries have only recently begun to formulate their public diplomacy strategies and try to apply them in their relations with the outside world. Compared to other countries of the European Union, like France that established its

Alliance Francaise already in 1883, Great Britain with its British Council, or Germany with DAAD and Goethe Institute, these countries in the aftermath of the Cold War were more concerned with joining the EU and NATO, rather than creating a favorable image of themselves and to project it to the outside world. There is one more important factor, namely, that these countries during the Cold War were on the receiving end of Western public diplomacy, when they were the recipients of the broadcasting and educational initiatives like Radio Liberty/Radio Free Europe, BBC, and cultural and educational exchange programs run by the Western countries, thus, had no experience how to formulate and run public diplomacy initiatives.