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AN ASSESSMENT ON THE PRACTICE OF ETHIOPIAN DIASPORA ENGAGEMENT IN THE
NATIONAL IMAGE BUILDING COMMUNICATION AND PUBLIC DIPLOMACY: THE CASE
OF MINISTRY OF FOREIGN AFFAIRS OF ETHIOPIA AND ETHIOPIAN DIASPORA AGENCY

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A THESIS SUBMITTED TO BE PRESENTED TO COLLEGE OF SOCIAL SCIENCES AND
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This is to certify that the thesis prepared by Jafer Abdela , entitled “An Assessment on the Practice Of Ethiopian Diaspora engagement In The National Image Building Communication and Public diplomacy : The Case of Ministry of Foreign Affairs of Ethiopia and Ethiopian Diaspora Agency ” submitted in partial fulfillment of the requirements for the Degree of Master of Arts in intercultural communication and public diplomacy complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

Signed by the Examining Committee:

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Declaration

I declare that this thesis: “An Assessment on the Practice Of Ethiopian Diaspora engagement IN The National Image Building Communication and Public diplomacy: The Case of Ministry of Foreign Affairs of Ethiopia and Ethiopian Diaspora Agency ” is my own work. And I have duly acknowledged the sources I have used in this paper.

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July, 2021

Abstract

The purpose of the study was to assess the practice of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia in the Ministry of Foreign Affairs of Ethiopia and Ethiopian Diaspora Agency. The study assessed the roles of Diaspora engagement and current practice of the Ministry and Ethiopian Diaspora Agency in promoting the country's image to the international community by engaging Ethiopian and Ethiopian born Diasporas in national image building communication and public diplomacy of Ethiopia. In the assessment, the researcher collected views of practitioners working in the Ministry of foreign affairs of spokes person and public diplomacy directorate general and Ethiopian Diaspora Agency . The researcher employed qualitative methodology to get detail views and used purposive sampling technique to select key informants in the Ministry of foreign affairs and Ethiopian Diaspora Agency . the Literature review of this research is based on Diaspora Diplomacy and New Diplomacy , Image building , Diaspora mobilization vs. Image building , public diplomacy vs. Image building and the key theoretical framework that are pertinent to the study such as , Soft power and public diplomacy , Diaspora , operationalization and combination of 'public diplomacy ' and 'Diaspora' and Empirical literature reviewed respectively. Furthermore, the Foreign Policy and National Security Strategies, Ethiopian Diaspora policy and other related documents were reviewed for supporting the study as a baseline. *The findings of the study revealed that a huge gap exists ,the Ministry and missions abroad including EDA do not fully implement Diaspora engagement, rather practice the traditional and conventional way of promoting a country. Also, there is lack of coordination between or among stakeholders in the Diaspora engagement for the national image building communication and PD. The Ministry also lacks skilled public diplomats and communication practitioners who are familiar to Diaspora diplomacy. Though the Ministry has shown limited improvement in using digital diplomacy, training diplomats, the rigid bureaucracy and unresponsive working systems have still become impediments that hinder the Ministry in using Diasporas for the national image building communication and public diplomacy.* Also, there is lack of coordination between or among stakeholders in the country in promoting the country's image. The Ministry also lacks skilled public diplomats and communication practitioners who are familiar to digital diplomacy. Though the Ministry has shown limited improvement in training diplomats, the rigid bureaucracy and unresponsive working systems have still become impediments that hinder the Ministry in using Diasporas for building the image of Ethiopia. *Based on the findings, the Ministry has to replace the traditional conservative practices of public diplomacy to build the country's image. In the contemporary world, the image of a nation is highly matters for developing countries like Ethiopia in attracting foreign direct investment, tourism, and establishing friendly relations with other sovereign countries. The study also suggests that the government has to develop a well-designed Diaspora Engagement strategy which regulates the disintegrated activities of various stakeholders like ministry of culture and tourism , planning and development commission , Ethiopian investment commission , ministry of labor and social affairs in the country and the organizational set-up of the Ministry needs adjustment and revision which will run with the new reform.*

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List of Acronyms

AAU: Addis Ababa University

AIPAC: American-Israel Public Affairs Committee

CD: Communication Directorate

CDC: Community Development Coordinator

CSIS: Center for Strategic and International studies

CUD: The Coalition for Unity and Democracy

D.: Director

DCD: Diaspora Community Development

DDD: Digital Diplomacy Directorate

DDG: Diaspora directorate general

DED: Diaspora Engagement Development

DG: Directorate General

DM: Diaspora Mobilization

DOs: Diaspora Organizations

EDA: Ethiopian Diaspora Agency

E.C: Ethiopian Calendar

EPA: Ethiopian Press Agency

EU: European Union

FANSSP: Foreign Affairs and National Security Strategies Policy

FDI: Foreign Direct Investment

FDRE: Federal Democratic Republic of Ethiopia

FGD: Focus group Discussion

G.C: Gregorian calendar

GE: General Experience

GERD: Grand Ethiopian Renaissance Dam

GOE: Government Of Ethiopia

HoA: Horn of Africa

HTA: Home Town Association

IGO: INTERGOVERNMENTAL ORGANIZATION

IMF: International Monetary Fund

I &RD: Information and Research Directorate

INSA: Information Networking Security Agency

IOM: International organization for migration

IR: International Relations

MC: Minister Counselor

MBA: Masters of Business Administration

MNC: MULTI NATIONAL COMPANY

MOFA: ministry of foreign affairs

n.d.: no date

NGO: NON GOVERNMENTAL ORGANIZATION

NSA: NON STATE ACTORS

PD: public diplomacy

PDDG: Public Diplomacy Directorate General

PSIR: political science & international relations

PVO's: Private and Voluntary organizations

RC: Research Coordinator

RE: Relevant Experience

SP& PDDG: spokes person and public diplomacy directorate general

TNCs: Trans-National Companies

USIA: United States Information Agency

Lists of Appendices Appendix I in- depth interview questions-English version

Chapter One

Introduction

1.1. Background of the Study

The concept of national image can be widely interpreted to mean many similar things by different scholars. The issue of national image is a very important one to any nation. This is because a nation's image is like the cloth worn by the nation. If the cloth worn by an individual is ugly, unkempt and tattered, the individual wearing it gets poor reception and treatment wherever he goes. He may even be treated with outright disdain by others. This also applies to nations in terms of their image. This is why nations cannot afford to be indifferent when it comes to anything that affects their national image (Okoroafor, Ejike .C & Dike, Kemakolam. C, 2010). According to Longman Dictionary of Contemporary English (1995), national is defined as "related to a whole nation, relation as opposed to other nation, someone who is a citizen of a particular country but is living in another country". Among the above definitions, the former is relevant to the definition of national image in this paper. On the other hand, image is defined by the same dictionary as "the general opinion that most people have of a person, organization, product etc". This can also be applied in a national context, and not only to person, organization and product as stated in the above quotation. In that sense bringing "national" and "image" together for a common definition is attainable. National image can then be defined as the way a nation is popularly perceived or regarded by the public. It explains the public impression about a nation and her people. It is the picture or perception attributed to a nation by both her nationals and other nations. Put simply, it is the image of a nation as seen in the eye of the citizens of that nation as well as in the eye of others i.e. the international public. National image implies a general impression about a nation or country to the public. It includes the reputation and mental picture or idea that is commonly associated with a nation or known of a nation at a point in time. Every nation in the world, at any point in time, has national image of some sort. It may be a good one, bad one, neither good nor bad or even a peculiar form of national image

unique to a nation. Whichever way, a nation's national image matters and goes a long way in affecting that nation in many ways. The way Ethiopia is perceived by other nations across the globe is of high importance to the Ethiopian government and Ethiopians because of the adverse or positive impact it portends. A number of factors may contribute to the national image of a nation at a point in time. Factors such as the general behavior of the citizens, their culture, their government's activities and participation in global affairs, sports and a number of other issues that pertain to nations, particularly in this era of globalization. This paper is particularly interested in highlighting the impact of cultural values on national image and so is concerned with exploring how the behavior and attitude of citizens of a country can influence the country's national image. This will enable us approach the questions raised in this paper as cited in Okoroafor, Ejike .C & Dike, Kemakolam. C,(2010).

With the growth of the globalization, communication among countries is spreading significantly. Thus, building national image of a country plays an important role in facilitating the international relations in diplomacy. Building a good image is helpful to respect and get respected or trust each other while maintaining relations with the international state and non-state actors.

National image building communication is made to reflect the good side story of one's own country for both domestic and foreign audience with the sense of positive engagement and active citizen in order to persuade both foreign and local stakeholders .This is conducted to promote and maintain the nation's positive side/image through the use of various means of persuasive communication. In the age of globalization, nation states are interdependent in which countries do not only rely on their own resources, but also on their national images and how a country is perceived in the eyes of the international community to achieve development in different aspects. International relations run primarily on the wheels of public diplomacy , without which, the good image of a country cannot be achieved. Hence, using Diaspora as a diplomatic tool must be calculated, purposeful, and strategic, particularly in international engagements. Subsequently, Mekuanint Bimer (2018) stated that ,the subject of Diaspora engagement cannot be overemphasized in the

field and practice of diplomacy particularly in public diplomacy.

The introduction of improved modes of communication along with the changing nature of diplomatic communication has brought forward the role of Diaspora in national image building and public diplomacy so significant. The Federal Democratic Republic of Ethiopia's (FDRE) Foreign Affairs and National Security Strategies Policy (FANSSP, November 2002), states that national image building is one of the key objectives of the policy. The policy aims at promoting the country's image basing on history, tourism potential, natural resources, the recent successes in achievement of economic growth, peace and stability, hospitality of the people and other Ethiopian values. The major basis of Ethiopia's current foreign and security strategy policy is achieving economic development and building democracy in the framework of globalization.

In developing nations like Ethiopia, the image which can be promoted through Diaspora engagement, is invaluable for realizing the country's national interest. The Ministry of Foreign Affairs is one of the institutions which take the lion's share in implementing the foreign policy and national security strategies. It is also responsible for handling the issues of national image in communicating with the sovereign nation states across the globe and international organizations.

Nation branding and image building are very important concepts in the fields of Political Science and International Relations, Public Relations and Communication. Though this fields of studies have begun getting attention in universities in Ethiopia, there are still a number of limitations in using Diaspora engagement to promote the image of the country. Diaspora engagement is initiated by the Ministry of Foreign Affairs of Ethiopia in its foreign policy document.

It is estimated that about 2.5 million Ethiopian Diasporas are residing in countries in North America, Europe, the Middle East, Australia and Africa, and some other countries. Of which, people in North America and Europe assumed to have better income and educational status.

If image of a nation is not well communicated by its Diaspora its public diplomacy will

be affected. This many can be shown by demonstrations held by opposition of Ethiopian Diaspora in front of Ethiopian embassies in most parts of Europe and America which had been a great challenge for economic and cultural diplomacy which directly attack our national image not to hold our head high before the world.

The definition of national image building that this study employed is communicating the good story of one's own national image for both domestic and foreign audiences with the determination of positive engagement and active citizenship to persuade both foreign and local stakeholders to promote and protect the national image through different means of communication. This study was particularly interested in highlighting the impact of the engagement of Diaspora in the national image building communication and public diplomacy and so is concerned with exploring how the behavior and attitude of Diaspora of the country can influence the country's national image.

There are three key reasons motivated me to the study of the practice of the Ethiopian Diaspora engagement in the national image building communication and public diplomacy. The first one is the problem that I had observed during my attachment at the ministry of foreign affairs for one month internship during 2020 summer. The second one is my interest to evaluate the practice of non-state actors engagement (especially Diaspora) in the national image building communication and public diplomacy in the light of the theory I learnt and the last one information from media about the different states of Ethiopian Diaspora Abroad and responses from MOFA, EDA and Ethiopian missions abroad and diasporas themselves. The goal of the researcher is to assess the engagement of Diaspora in national image building communication and public diplomacy activity through Ministry of Foreign Affairs of Ethiopia (MOFA) and Ethiopian Diaspora Agency (EDA).

“Public Diplomacy Directorate General of the Ministry is responsible for protecting and burnishing Ethiopia's image by providing timely and accurate information about Ethiopia to the media and foreign publics. It prepares and distributes news, communiqués and press releases to both the domestic and international media. Moreover, it monitors media outlets and their coverage about Ethiopia and provides replies whenever

necessary”, (Mekuanint Bimer, 2018). Therefore, the meaningful practice of Diaspora engagement in this department in the Ministry is highly invaluable in promoting the image of the country, the engagement of Diaspora for the national image building communication and public diplomacy of the country is still critical and it is the main focus of this study .

1.2. Statement of the Problem

Ethiopia has huge Diaspora population residing in the rest of the world, especially in North America, Europe and the Middle East. The Diaspora population can be considered as one huge untapped development potential for the country that can be used for the advancement of the country as they generate the much need foreign exchange (in the form of remittance income), transfer technology and knowledge from advanced countries, and serve as representative of Ethiopia for building its image in the rest of the world. However, very low realization of these potentials when seen both in absolute and relative to other countries terms. Hence, attempt has to make to capture these resources as other countries like India, China, Korea and Mexico have taken advantage of their Diasporas. There has been negative relationship between the Ethiopian Diaspora and the Government of Ethiopia over the past decades. The immense roles of the Ethiopian Diaspora for the country’s social, economic and political development have not been duly acknowledged, and due to the absence of appropriate regard to the Ethiopian Diaspora, the Ethiopian government did not tap the massive potentials of the Ethiopian Diaspora with effective and better engagements.

“The role of Diasporas in cultural exchange, international affairs and in economic development is now well established. What is new is the increasing proliferation of national strategies to harness them actively” (Stone & Douglas, 2018, abstract). Building a country’s image has paramount importance in promoting Ethiopian culture, attracting tourists and foreign direct investment, etc., among others. Of the various vital roles of Diaspora, Ethiopia’s image building role is the central focus of this thesis. In order for Ethiopian Diasporas to play their critical role, which has immense development benefit, the Government of Ethiopia (GOE) has to engage Diasporas effectively.

In this connection, engagements of Diaspora by concerned public bodies appear to be weak. The observed weak engagement by the different pertinent stakeholders itself have been in an isolated manner instead of working in an integrated manner thereby indicating existence of gap in their approach among the key relevant stakeholders and lack of uniformity among them in promoting the country’s image to international community. Before the March 2018 reformist government came to power, Ethiopian Diasporas have been discriminated based on their ethnic background and political affiliations thereby excluding the majority of Diaspora community from engaging in and contributing to their country’s advancement.

The Ethiopian government has acknowledged the important roles of the Diaspora to the country’s development for the last decades. However, the progress observed in engaging the Diaspora in the development process seems not good enough. This could be largely attributed to the absence of comprehensive national Diaspora policy and unfavorable political and economic environment prevailing in the country. Existence of Diaspora policy, which is drafted through participation of relevant stakeholders, is critical in order to guide the proper Diaspora engagement for country image building. In this vein, the study tries to identify the existence of any proclamation and regulations issued regarding Diaspora engagement and examine them. Besides the researcher assesses whether the various stakeholders have prepared a document showing Ethiopian image that should be promoted and communicated to the rest of the world. The relation between Diaspora and regulatory body is critical to harness the potential. In this regard, the study looks at the existence of meaningful ties between them and the

organizational, human and financial capacities of all stakeholders entrusted with communicating Ethiopia's image in the rest of the world. The ties between Ethiopian Diaspora and Ethiopian Diaspora Agency and MOFA are supposed to be very low leading to underutilization of Diaspora's potential.

In a dynamic and fast changing world, Ethiopia need to adjust cautiously to the changing circumstances without compromising its culture, value and national interest. However, reports show that there has been resistance to buying in changes, tendency of taking conservative position and inefficiency among the pertinent public bodies dealing with the issues of Diaspora. In this era, flexibility and frequent adjustment is critical for registering remarkable performance. In this light, to what extent the organizational structure of the Ministry of Foreign Affairs(MOFA), Ethiopian Diaspora Agency(EDA) and Ethiopian missionary overseas are flexible enough to deliver what this era require and are filled-up with the relevant and experienced professionals needed is another issues of concerns of the thesis.

There is big digital divide constraining the advancement of developing countries. In this digital era where almost all Diaspora population of Ethiopia live in the digitalized countries, the concerned public bodies are operating business as usual and hence it is vital to assess the extent to which the concerned Ethiopian public bodies are effectively undertaking their diplomatic activities using digital platforms using information communication technology.

The Ethiopian government has officially acknowledged the important roles of the Diaspora to the countries development over the past decades. However, the progress observed in engaging the Diaspora in the development process seems not good enough. This could be largely attributed to the absence of comprehensive national Diaspora policy and unfavorable political and economic environment prevailing in the country. Thus, the objective of this study is to identify the potential contributions of Ethiopian Diaspora in the country's national image building communication and public diplomacy and the factors hindering them from participating in the image building process. No study has conducted regarding the potential contributions of Ethiopian Diaspora in the

national image building communication and public diplomacy of the country in a broader context. Despite the fact that Ethiopian Diaspora has been engaging in the politics and development of the country since the last two decades, little or no attention has been given to the area of image building and public diplomacy. Even if the issue is sensitive, it lacks the attention of scholars and policy makers. But, this does not mean that there is no any literature concerning Diaspora and image building or diplomacy. It is important to mention few literatures on the Ethiopian Diaspora and development. For instance, Yonas Sertse Dengle (June 2013) *The role of Ethiopian Diaspora and Public diplomacy for image building of Ethiopia* tried to discuss public diplomacy efforts and Diaspora mobilization for image building of Ethiopia who recommend to further investigation and study for coming up compatible PD strategy and Diaspora mobilization approach, Tewabech Bishaw (2011), Kuschminder (2010), Kuschminder and Siegel (2010), Chacko and Price (2009) and Lyons (2009) tried to discuss the role of Ethiopian Diaspora from different aspects. In her study entitled "the Role of the Diaspora in Knowledge Exchange Network for National Growth and Social Change in Ethiopia" Tewabech Bishaw (2011) explained Diaspora's role in knowledge exchange. Her study was limited only to the role of Diaspora in knowledge exchange and didn't address the overall potential contribution of the Diaspora in the national image building communication and public diplomacy of the country. Under the title "Diaspora engagement policies in Ethiopia" Kuschminder (2010) on his part briefly discussed the attempts made by the government to formulate the Diaspora policy. The study mentions nothing about the potential contribution of the Diaspora in the national image building communication and public diplomacy of Ethiopia. Kuschminder and Siegel (2010) in their study entitled "Understanding Ethiopian Diaspora engagement policy" also stated about the institutional and policy arrangements developed in Ethiopia and their effects on the Diaspora. Nothing stated about Ethiopian Diaspora in relation to the national image building communication and public diplomacy of Ethiopia. This study largely attempts to fill this gap. Furthermore, Chacko and Price (2009) in their study entitled "the Role of the Diaspora in Development: the case of Ethiopian and Bolivian immigrants in the United States" briefly discussed the roles of the Ethiopian and Bolivian Diaspora in the USA. In their comparative study of the two countries, they did

not focus on efforts made by government to engage them to the national image building communication and public diplomacy of Ethiopia nor the challenges the Diaspora faced in participating in the image building communication and public diplomacy of Ethiopia which this study takes into consideration. Their comparison was only in terms of remittance contribution only. Terrence Lyons (2009), in his study entitled "The Ethiopian Diaspora and Homeland Conflict" discussed the role of Ethiopian Diaspora in the May 2005 elections of Ethiopia. He argued that the influence of Ethiopian Diaspora was explicitly visible in the decision of the opposition parties (mainly CUD) to participate in the elections and whether to stay or leave the parliament after the election. His study was limited to explaining the role of the Diaspora in that particular election and their participation in home land conflict in the aftermath of the election and he did not mention the overall potential contribution of the Diaspora in the country's development, especially in the image building. Generally, this study fills the existing gap in literature in the area of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia which lacks strong consideration in contemporary Ethiopian Political Economy by the country's policy makers and politicians.

Furthermore, Promotion, public relation and Lobby work is another potential contribution from the Diaspora. Citizens in overseas can act as 'ambassadors' by forming constituency of community in different occasions. For instance, they can promote culture, tourist sites, cooperate investment schemes, promotes the positive images of their country, and act on public diplomacy as lobby groups to influence other government (institutions) for national advantage(Seyoum, 2000). The opposite is true of Ethiopian Diaspora. For example, after 2005 election, they become engaged in new ways in homeland politics through fundraising, lobbying and engaging in political debates. Particularly the Diaspora moved away from support for electoral politics towards lobbying for International Financial Institutions of IMF and World Bank in order to stop financial aid and loans to Ethiopia which might affect the countries development effort. Thus, they can change the image of the country negatively by exposing/magnifying the weak side of the government on power to the developed world

which reduces the country's representation at world stage.

According to information from MOFA, the Ministry of Foreign Affairs (hereafter MOFA) and Ethiopian Diaspora Agency (EDA) have been trying to strengthen the ties between the Ethiopian Diasporas and their homeland. However, it has been facing various challenges due to variety of reasons over time. In addition, diplomatic practices are evolving, and governments need to adapt to these new ways of operating diplomatic tasks. This change in diplomacy form, dubbed as New Diplomacy. Diplomacy in the modern era is not only an elitist practice, conducted 'behind closed doors' anymore by high ranking diplomats but it involves multiple parties and is not exclusive to the public sector anymore. Nowadays, even private companies and NGOs play an important role. One party that could play an even more important role in this new diplomacy form and gives more room to non-traditional players is the Diaspora of a country.

However, it has been a challenge for the home country to mobilize its Diaspora and nurture it and use for its own goals and interests and the advancement of its country at large. Ethiopia is a country that has been facing formidable challenges from engaging and nurturing its Diasporas, mainly due to Diaspora's discomfort and lack of trust in the Ethiopian government's domestic political situation management and the consequent opposing stands of Diaspora and hence one considering threat to each other rather than working in complementary way.

Ho & McConnell conducted research that bridges the fields of Diaspora Studies and Diplomacy Studies. Where these two fields meet, a distinct field of studies is formed that they call 'Diaspora diplomacy' (2017, p. 1). This thesis will draw on their research and use it as a theoretical framework in order to assess the practical aspects of Diaspora Diplomacy from the viewpoint of the home-country. This will constitute an important contribution to the field of International Relations and more specifically that of diplomacy and the loosely defined field of Diaspora Diplomacy.

The researcher took, the research topic as his agenda state minister to the following factors. 1) the mobilization of the Diaspora for national image building communication

and public diplomacy was neglected. 2) Diasporas have deep experience and the means , which they acquired during their stay in host nations but there is insufficient knowledge and application concerning PD and mobilization of the Diaspora particularly for image building Kidist Yakob,2007, pp 5-6 (as cited in yonas Sertse Dengl , 2013). 3) There is a wide disparity between theoretically recognized and the practical PD performance in Ethiopia, due to the poor Diaspora engagement by the Ministry, rather retaining the conventional/customary practices (traditional diplomacy). As the result, the country's international image in the rest of the world has not been sufficiently improving from time to time Yonas SertseDengl (2013) .

In contrary Ethiopia's image rank was not among the list of rankings As a result of this, the country's global image has been among the moving forward ,Ethiopia ranking is 63 next to Kenya in 2020 (<http://branddirectory.com>) . Given the good progress showed on Diaspora and home country relationship after march 2018 reform the paradox is the dynamic and fluctuating trends of the Ethiopian Diaspora behavior in different parts of the world which need investigation about Diaspora home country or Diaspora mobilization. And this is also the major problem that the study will intended to investigate the involvement of Diaspora in national image building communication and public diplomacy of Ethiopia. Thus, the researcher aimed at exploring more on the practice of Diaspora engagement in the national image building communication and public diplomacy. Similarly the Ethiopian Diasporas are not playing meaningful role in the image building endeavor. Therefore, a carefully and systematic study of the theory and practice of PD in Ethiopia is needed to uncover the challenges of the PD and discover possible solutions.

1.3. Objective of the Study

1.3.1. General Objective

The general objective of this study is to assess the practice of Ethiopian Diaspora engagement in the national image building communication and public diplomacy of Ethiopia to evaluate how the exercise of the Government is in the engagement of Ethiopian Diaspora in communicating the good image of the country to the international

community and in promoting the public diplomacy activities of Ethiopia at the world wide level through and from the perspective of MOFA and EDA.

1.3.2 The specific objectives are to :-

assess the exercise of Diaspora engagement in the national image building Communication of Ethiopia by the MOFA and EDA.

examine the exercise of Diaspora engagement in the public diplomacy activity of Ethiopia by the MOFA and EDA..

identify the extent of coordination between the Ethiopian Diaspora agency (EDA) and the Ministry of foreign affairs /embassies in implementing Diaspora engagement in the national image building Communication and public diplomacy of Ethiopia.

explore the way MOFA and EDA employed to use Diaspora as a tool and as an actor to enhance Diaspora engagement in the national image building communication and public diplomacy of Ethiopia.

to examine the relationships between the Ethiopian Diaspora Agency and Ethiopian Diasporas and to put forward recommendation that would help strengthen coordination between the various stakeholders working in Diaspora engagement.

1.4. Research questions

The research is aimed at answering the following questions?

1. What are the practices of Diaspora engagement in the national image building Communication of the country in particular to the case of Ethiopia?
2. What are the practices of Diaspora engagement in public diplomacy of Ethiopia ?
3. what are the structural coordination and working relations between and among the Ministry of Foreign Affairs (MOFA) , the Mission abroad and Ethiopian Diaspora agency (EDA) for implementing the practice of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia?
4. What are the ways employed by MOFA and EDA to use Diaspora engagement as

instrument and actor in national image building communication and public diplomacy of Ethiopia? What do you recommend to enhance Diaspora engagement in national image building communication and public diplomacy of Ethiopia?

5. How are the relationships between the Ethiopian Diaspora Agency and Ethiopian Diasporas ?

1.5. Significance of the Study

This study is hoped to contribute to filling the research gap witnessed in the area of national image building communication and public diplomacy of Ethiopia . It also would help the FDRE Ministry of Foreign Affairs, EDA and Ethiopia's missions abroad on how to promote the image of the country in the rest of the world. The study outcomes also provide inputs for the government and policy makers for crafting a national message that can help to brand the country, integrate stakeholders and communicate the message to the larger public. Thus this study will somehow bridge the knowledge gap both in the academic circle and among the practitioners in the country. Finally, the study can also be used as an input for future researchers who want to work on the subject matter and serve them as a reference material.

1.6. Scope of the Study

The study covers the practice of Diaspora engagement in the national image building communication in particular reference to the image of Ethiopia from the perspective of MOFA and EDA. Though the concepts of national image and public diplomacy are broad by their nature, the researcher is limited to discussing the practices of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia. It largely centers on the case of Ethiopia particularly in the Ministry of Foreign Affairs and Ethiopian Diaspora Agency than comparing it with other countries' Diaspora engagement. It focuses mainly on exploring the practice of Diaspora engagement in promoting the national image of Ethiopia by the Public Diplomacy Directorate General of the Ministry of Foreign Affairs, Ethiopian Diaspora Agency and Ethiopia's mission abroad. In the context of intercultural communication and public diplomacy the

assessment of the practice of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia is very relevant because of the fact that both national image building communication and public diplomacy activity through the engagement of Diaspora by itself is intercultural which needs interaction and communication of peoples from different cultural and national background in the host countries with international communities .

Regarding the research target subjects or participants, selected Experts at different positions in the Ministry of Foreign Affairs of Ethiopia and Ethiopian Diaspora Agency are the main resource people. Since it is difficult to manage in including all the Ministry's Directorate Generals which involve in national image building and public diplomacy activities, a focus was given only to two Directorate Generals: The Public Diplomacy & Communication Director General and the Spokesperson Office of the Ministry and Diaspora mobilization, Diaspora communication, Diaspora engagement and research coordinator of Ethiopian Diaspora Agency . The study predominantly focuses on Public Diplomacy & Communication DG and the Office of the Spokesperson and Ethiopian Diaspora Agency because they are daily dealing with communication in building the image of Ethiopia.

1.7. Limitation of the Study

Interviewees' reluctance (due to fear of personal security) to give an interview has limited the researcher's ability to gather data from a larger pool. The busy schedules of the interviewees have been another factor that discouraged some Informants from participating in the study. The limited presence of organized public diplomacy documents in the Ministry has also hindered the researcher in exploiting data from different perspectives. Initially there was fear of being voluntary for interview by experts, since the ministry was undertaking reforms. However, after explaining the objective of the study and not disclosing assurance of respondent's identity, I have managed to get sufficient number of respondents as key informants. With regards to conducting Focus Group Discussion (FGD), however, the busy schedules of the potential participants, the time constraint, the Pandemic Covid-19 situation to get meeting and other related

reasons have been another setback. The endeavor of the researcher to include some Diasporas in the middle east , Europe and North America in the key informant interview was not successful no one Diaspora is responded to the mailed interview and response rate is very low almost no . So, I will advise future research to access and include Diasporas in the future for better triangulation. I write in the recommendation part that it requires further investigation and study which involves Ethiopian Diasporas in different parts of the world for coming up with compatible solution to the problem under the study .However, deepening key informants have helped the researcher to generate sufficient information for the study. Moreover, attempt is made to get some documents from the ministry although it is not exhaustive due to secrete nature of some of the documents.

1.8. Organization of the Thesis

The study is structured into five chapters. The first chapter discusses the background of the study, statement of the problem, research objectives, research questions, significance, scope and limitation of the study and organization of the study. Chapter two reviews related literatures on Diaspora engagement in the national image building communication and public diplomacy. And also assesses definition of key concepts , theoretical framework and empirical literature on the concepts of diplomacy, New Diplomacy, Diaspora , Diaspora Diplomacy , Diaspora engagement , Diaspora policy , Diasporas impact on development , Diaspora as knowledge networks , Diaspora as a markets , Diaspora as a brain gain and Diaspora as ambassador .The third chapter presents discussions on the methodology employed to conduct this study and the reasons why the researcher opted for qualitative methodology with details of procedures on how the researcher had undertook the research. Chapter four is dedicated to discussing the findings of the study through interpretation of texts using different methods in line with the research objectives, questions and related literature discussed. And the final chapter five presents summery, conclusions and recommendations of the study.

1.9 operational definitions of terms

The following terms will be understood in this paper as defined below:

- **Diaspora engagement:** it is usually supposed that it is a state or government that needs to engage a group of people living outside the country of origin, or who are migrants or children of migrants, and who share a similarity or maintain ties to it. To engage can also mean to begin and continue an activity, to take part in or give attention to something, so in this context Diaspora engagement interpret in to distinguishing and involving the Diaspora in development activities (Frankenhaeuser and Noack, 2015).
- **Engagement:** the fact or condition of being engaged or involved with or participating in something.
- **Ethiopian Diaspora** means Ethiopians and Ethiopian origins that live outside Ethiopia.
- **Hard Power:** the ability to produce results through force or coercion. According to Nye, hard power grows out of a country's military and economic might.
- **Image building:** Image building: This is the effort put in by a company usually through effective communication to ensure a good reputation or a good name for the company . This is the effort put in by a company usually through effective communication to ensure a good reputation. It is improving the brand image or public image of something or someone by good public relations, advertising, etc. those who seek to bolster their popularity by image building and the frenetic pursuit of public relations must not neglect the solid ground on which their position depends.
- **New Diplomacy:** 'New Diplomacy' is sometimes also referred to as transformational or open diplomacy (Georgiadou, 2011, p. 48), where multinational corporations (MNCs), NGOs and even individuals partake in diplomacy. Moreover, not only the actors but also the activities, possibilities and tools of Diplomacy have pluralized. it is simply international relations in which citizens play a great role .
- **Public diplomacy:** Public diplomacy (PD) is a relatively new field of scholarship and practice. There is not one widely accepted definition of PD, but most refer to a communication process states, non-state actors, and organizations employ to influence the policies of a foreign government by influencing its citizens.
- **Soft Power:** In contrast, he defined soft power as the ability to influence others to secure the desired outcomes through attraction and persuasion rather than coercion

or payments.

- Stakeholders: This is a group or organization that can affect or be affected by the actions and decisions of the organizations and make up the company's interest group. These could include shareholders, customers, business partners, government, employees, immediate environment etc.
- **Communication** :as cited by (Theodora Magdalena MIRCEA ,2010, p:21) journal Constantin Hlihor and Elena Hlihor: define communication as "The process whereby conventional and unconventional government players, representatives of political, economic, financial or cultural organizations and institutions or members of the public sphere and media share information of mutual interest, exchange information about their pursued interests and behaviors in various contexts, in order to maintain balance, stability, peace and cooperation in all fields, but also in order to uphold a certain projected image among the international public opinion." Communication is simply the act of transferring information from one place, person or group to another. Every communication involves (at least) one sender, a message and a recipient.
- National Image Building Communication is the use of all forms of communication to build and maintain a good image of a nation or a country.

CHAPTER TWO

Review of Related Literature

Introduction

In this chapter, an attempt was made to discuss various literatures on Diaspora , national image, communication and national image building and public diplomacy in relation to the objectives of the study . Theoretical frame work and Empirical literature are framed in the way they support the topic of the study. Finally, the researcher discussed how Diaspora engagement is pertinent if implemented practically at ministerial level in the MOFA and EDA for national image building communication and public diplomacy with particular reference to Ethiopia.

2.1 literature review

The global arena is facing a systematic transformation, and thus the nature of interaction between the states is under the process of reconfiguration. Essentially, in the information age, the new communication mechanisms endow the dialogue between actors with new features, and diplomacy in that respect is tagged with numerous titles: Para diplomacy, NGO diplomacy, celebrity diplomacy, etc., which strongly limits the analytical capacity in 'explanation by naming'. Nevertheless, public diplomacy has been introduced to the system long enough to view the connection between newly born deterritorialized non-state actors, as NGOs and transnational corporations. Melissen notes that public diplomacy is 'in a sense, a metaphor for the democratization of diplomacy, with multiple actors playing a role in what was once an area restricted to a few'. Diaspora has an ability to gain such actorness, albeit it is placed in between territorialization and deterritorialization. This category represents insiders and outsiders simultaneously. Therefore, the view on the role of Diaspora in that communicational process has a different perspective. Primarily the literature on Diaspora and diplomacy presents the communities as diplomatic tools used by the states, both by homelands, as well as by host lands. Non-state actors as new players on the international arena find to be interested in the Diasporas too. For example, the EU, who views diasporic entities as effective bearers of Western recipes for success, uses the group for their own benefits. Because this type of community s eems culturally proximate, cognitively

accessible, less vested in securing the 'Western interests, and more concerned with the wellbeing of their homelands and caring for intimate kin'. Some assume Diaspora to be an actor on its own, which 'can also advocate against powerful home and host states to realize their own vision of what constitutes good governance and state-society relations.' Such realizations of Diaspora can lead to different outcomes: for example, the case of Eritrean Diaspora mobilization to affect the internal political process through cyberspace. Hence, the ability of Diaspora to influence the political process is evident. Nevertheless, this influence constitutes power. And in the frames of 'soft power' the diasporic category is in the interest of state. Indeed, in the case of Russia, since the idea of its Diaspora stretches beyond citizenship or ethnicity. The literature on compatriots' policies has focused primarily on a soft power tool. Often the analysis of Russian Diaspora is driven through the application of the civilizational paradigm of the Russian World (Russkiy Mir). The Russian World Foundation aims at promoting Russian language and culture, developing ties with Russian Diaspora abroad, and co-operating with the Russian Orthodox Church, which is a government-funded organization. There has been conducted research on Russian Diasporas in 'near abroad' since, from the state perspective, this is 'zone of influence', hence the zone for power manifestation. And in the scope of 'far abroad', the discussion usually bound to the historical relations of Russian Diaspora and separate states.

The Literature review of this research is based on two main pillars; that of Diaspora Diplomacy and New Diplomacy. Diaspora Diplomacy is seen as a tool that countries with a significant Diaspora population can use. This tool is being placed in the more general framework of modern diplomacy, called New Diplomacy. The research analyses how to use Diaspora Diplomacy within the general framework of New Diplomacy. This research builds upon the theoretical framework of the article 'Conceptualizing 'Diaspora diplomacy': Territory and populations betwixt the domestic and foreign' by Ho & McConnell (2017) . (i.e. assemblage theory, highlighting the poly lateral and multi-directional aspects of Diaspora diplomacy) . This will be done by using it as an understanding of Diasporas as a player in international relations, their position in relation to the other actors (e.g. home-country, host-country), as well as an understanding of what constitutes Diaspora Diplomacy. This article bridges the fields of

Diaspora Studies and Diplomacy Studies, with a special focus on New Diplomacy; together forming 'Diaspora Diplomacy' (2017, p. 1).

Following is this research's understanding literature of the concepts of diplomacy, Diplomacy definition ,New Diplomacy, Diaspora, Diaspora definition , why Diasporas are gradually important ,Diaspora Diplomacy ,understanding of Diaspora diplomacy , Diaspora diplomacy and polyilateralism ,Diaspora Engagement ,Diaspora Policy ,Diasporas Impact on Development such as Diasporas as Donors ,Diaspora as Investors , Diaspora as knowledge networks , Diaspora as a markets , Diaspora as a brain gain and Diaspora as Ambassadors , Image building , Diaspora mobilization vs. Image building , public diplomacy vs. Image building , The key theoretical framework that are pertinent to the study such as , Soft power and public diplomacy , Diaspora , operationalization and combination of 'public diplomacy ' and 'Diaspora' and Empirical literature were presented in this section .

2.1.1 Diplomacy

Diplomacy, as put by Gram-Skjoldager, is one of the oldest instruments of statecraft and one of the longest standing institutions of the international system (2011, p. 696). However, it is also an institution that has undergone tremendous change during the past century. It is generally accepted that the Westphalian system of 1648 that codified the role of the state within a defined, sovereign territory as the key actor in international relations shaped diplomacy into its recent form (Cooper, Heine & Thakur, 2013, p. 130). Even though diplomacy is still associated with the Peace of Westphalia and the emergence of the modern state system, Gram-Skjoldager correctly observes that in recent years it has been transformed by the spread of "multilateral international co-operation and the increasingly dense networks of economic, political, and cultural relations cutting across national boundaries (2011, p. 696). The above is an opinion that the author of this report has also expressed in previous work (Tzirakis, 2019).

The peace of Westphalia, signed in 1648 , ended the Thirty and Eighty Years wars and created the framework of modern international relations . The concepts of state sovereignty , mediation between nations , and diplomacy all find their origins in the

text of this treaty written more than three hundred and fifty years ago. Ethiopia's modern diplomatic history can be traced back to the reign of Emperor Theodoros II in the mid-nineteenth century who sought to forge strong diplomatic relations with the outside world, most notably with countries in Western Europe. However, the practice of public diplomacy has no history of more than 50 years and starting from 1999 EC. public diplomacy creates its independent department in the ministry of foreign affairs of Ethiopia. From this the researcher understood that the practice of public diplomacy for the engagement of Diaspora is at its infancy level which need reform to the country's public diplomacy practice.

2.1.2 Diplomacy Definition

Management of relations between groups, and how this is articulated through practices of communication and representation is what constitutes diplomacy (Ho & McConnell, 2017, p. 4). In mainstream IR, diplomacy is mainly portrayed as a tool of foreign policy along with propaganda and economic rewards (Holsti, 1967 in Constantinou & Sharp, 2016, p. 17). It is also associated with punishments, and the threat or use of force to crush or punish, however these aspects are of lesser importance for the topic and goal of this study. Diplomacy is an undervalued tool of foreign policy and one which, according to Morgenthau, may confer the advantages of a morally significant force multiplier, if used in a correct manner (Constantinou & Sharp, 2016, p. 17). In 'The Oxford Handbook of Modern Diplomacy' (2013) the traditional practice of diplomacy at its essence is described as: "The conduct of relationships, using peaceful means, by and among international actors, at least one of whom is usually governmental. The typical international actors are states and the bulk of diplomacy involves relations between states directly, or between states, international organizations, and other international actors" (Cooper, Heine & Thakur, 2013, p. 47).

The absence of professional diplomat except for that of some staffs and missionaries who take diplomatic training for six month within and outside the country and the conservative nature of the MOFA due to financial and human resource problem makes the country to confined to this traditional public diplomacy practice.

2.1.3 New Diplomacy

The use of Diplomacy for the academic field of international relations in general “may be regarded as a holdover from a time in the history of the modern state system when it was reasonable to claim that nearly all important international relations were undertaken by professional diplomats representing sovereign states” (Constantinou & Sharp, 2016, p. 17). However, times have changed drastically in recent years and that is by no means the case anymore. The number of actors engaging in diplomacy has pluralized. Nowadays, multinational corporations (MNCs), NGOs and even individuals partake in diplomacy. Moreover, not only the actors but also the activities, possibilities and tools of Diplomacy have pluralized. Due to this, traditional definitions of diplomacy may also be outdated. It is a fact that we are living in a changing world. The way foreign policy and diplomacy is being conducted has been changing for a while now and it seems like it will continue to do so. Diplomacy in this modern era is characterized by the plurality of actors. “The continued rise of the non-state actor in twenty-first century international politics issues a potent challenge to state primacy in the area of diplomacy. Diplomacy’s statist tradition, once the bedrock organizing institution for pursuing international politics, is ceding influence to non state actors” (Kelley, 2010, p. 286). NGOs, MNCs and other entities all want their share in what is called international diplomacy. Furthermore, technology and social media play an increasingly more important role in this heavily interconnected world, where diplomacy is being ‘taken public’. But it is not only the new actors in the diplomatic realm, the state-actors themselves have also been changing. “State centric perspectives have come under attack as forces of transformation woven in processes of globalization and regionalization, accelerated by information technology have entangled states in dense networks of interdependencies with a number of state and non-state actors” (Georgiadou, 2011, p. 64). The mysticism surrounding the field of diplomacy has been fading and their practices have become more open to the general public. The direction the state-system is taking still needs to be defined (Kelley, 2010, p. 302). According to Langhorne the reason for this is the fact that governments still have to fix the incompatibilities between the past and the future; the inter-state system and the

globalizing, interconnected environment (2010, p. 302). Nonetheless, Kelley points out that if, what he describes as the evolution of the revolution in diplomatic affairs, stays the course, the states that stand the greatest chance of political success in an information-driven environment will recognize these growth areas beyond the ministry (Kelley, 2010, p. 303).

In this pluralized diplomatic world, the new diplomat is perceived as an active force in advancing national interests rather than merely gathering and transmitting information (Georgiadou, 2011, p. 230). The new diplomat ought to incorporate the following characteristics:

1. Being comfortable with the latest technologies.
2. Being at ease with interacting with non-governmental actors and people from a variety of backgrounds.
3. To be prepared for new types of assignments outside the confines of the embassy (CSIS Report, 2007; Kummer, 2007 in Georgiadou, 2011, p. 230)". Cooper, Heine & Thakur indicate that some question the usefulness of diplomacy (2013, p. 205). The justification for this would be the fact that the leadership role of MOFAs seems to be fading. However, Cooper, Heine & Thakur highlight that if technology, instant communications, and the new players are adequately deployed, the diplomatic profession can actually be enhanced instead of diminished. The best tool to advance a country's interests remains bilateral diplomacy through ministries of foreign affairs and their embassies and consulates. "It can be deployed to promote trade and investment, to build up a country's image, to project a nation's culture, to communicate with Diaspora communities, to kick-start negotiations, and to buttress summit diplomacy" (Cooper, Heine & Thakur, 2013, p. 205). New diplomacy definition is essentially diplomacy in which citizens and technology play a greater role. "New diplomacy possesses an advantage in its agility, relies on grassroots mobilization, and highlights the relevance of policy entrepreneurs" (Kelley, 2010, p. 294). Cooper, Heine & Thakur summarized the changes in the world of diplomacy in five main points (2013, p. 49):

1. An ongoing expansion of the number and types of actors engaged in diplomacy, including the aforementioned MNCs, NGOs, as well as, regional and intergovernmental organizations (IGOs).
2. A rapid expansion to a very broad array of the different sectors of public policy and government activity, broadening the domain and scope of diplomacy.
3. Diplomacy now takes place at several levels; local, domestic-national, bilateral, regional, and global.
4. "In the apparatus and machinery of foreign relations and diplomacy".
5. "In the modes, types, and techniques of diplomacy".

In short the researcher sum up the above two concepts of New Diplomacy and Definition of New diplomacy as the participation of Diasporas, elite, civil society, opinion leaders, both state and non-state actors, military, research institute, organized team for public diplomacy , and so on, engage In the public diplomacy activity which is done to develop the existing positive attitude that one country has for another country or to promote one country to have positive attitude from the other country and vice versa through different means of communication .

2.1.4 Diaspora

2.1.4.1 Diaspora Definition

Diaspora is a word of Greek origin which means 'to sow over or scatter'. "For the Greeks, "diaspeirein" was originally an abrupt but natural process, the fruitful scattering away of seeds from the parent body that both dispersed and reproduced the organism. The proto-Indo-European root of the term always contains the tri consonantal root spr, which then takes various forms with the addition of vowels, as in "spore, sperm, spread, disperse," or the Armenian spurk for Diaspora. In his history of The Peloponnesian War (II:27), Thucydides applied the Greek term to the destruction of the city of Aegina, to the violent and unnatural uprooting, scattering and exile of its population across the Hellenic world" (Tölölyan, 1996, p. 10). although the word 'Diaspora' is of Greek origin, in its classical usage, the word is

considered historically specific to the forcible expulsion of Jewish people from Babylon (Jovenir, 2013, p. 3). Due to this, the word traditionally carried a tragic connotation that is associated with a sense of loss as well as a longing to return to a homeland (2013, p. 3). In its restricted usage the word Diaspora has been applied from antiquity to Jewish, then also to Greek and Armenian, social formations (Tölölyan, 1996, p. 10). These three together form the three classical Diasporas. "Up until the late sixties, on the rare occasions when western scholars thought of diasporas, they took the Jewish Diaspora to be the paradigm case and the Armenian and Greek dispersions to be the two other noteworthy examples of it" (Tölölyan, 1996, p. 9). However, in recent years this has changed. "Currently, 'Diaspora' implies a distinct identity relating to a community of origin. It is increasingly common to use to refer to migrants who have left their countries only just recently, most probably on a temporary basis, as well as to refer to settled communities" (Agunias & Newland, 2012 in Jovenir, 2013, p. 3).

Nowadays, the word Diaspora is widely used to describe any concentrated immigrant settlement that maintains ties with the country of their historical affiliation. In its most inclusive form, it is defined as "the dispersion or spread of any people from their original homeland" (Oxford Dictionaries, n.d.). For the purpose of this research, the definition provided in the article *Diasporas and International Relations Theory* by Shain & Barth (2003) will be used. In this article Diasporas are defined as: "A people with a common origin who reside, more or less on a permanent basis, outside the borders of their ethnic or religious homeland - whether that homeland is real or symbolic, independent or under foreign control. Diaspora members identify themselves, or are identified by others - inside and outside their homeland- as part of the homeland's national community, and as such are often called upon to participate, or are entangled, in homeland related affairs" (Cohen, Safran & Weil in Shain & Barth, 2003, p. 452). This definition is supplemented by the clarification by PhD, Kevin Kenny that: "Diaspora is neither a process nor a thing to be defined, but rather an idea, a conceptual framework, through which people seek to make sense of the experience of emigration. Three overlapping elements – relocation, connection, and return – constitute the idea of Diaspora. All three elements do not have to be present at once, and people do not necessarily need to

use the word 'Diaspora' to think about emigration as a diasporic experience" (Kenny, 2017). In short, according to the researcher in this study the word Diaspora imply a person who born in one country and who cross to other countries for some reason to live. And in the context of this research, Ethiopian Diaspora means Ethiopians and Ethiopian origins that live outside Ethiopia.

2.1.4.2 Diaspora Studies

Diaspora Studies is an academic field which is concerned with the study of Diasporas. Although already established in the 20th century, "continual increases in the mobility of people, assisted by ever improving transportation and telecommunications, has intensified the international interest in Diaspora studies" (Aikins, Sands & White, 2009, p. 9). Diaspora Studies as a concept is widely debated and it is difficult to come up with one specific definition. "Just as diplomacy studies have increasingly questioned what is meant by 'diplomacy', so the core concept of Diaspora has been subject to critical debate within the field of Diaspora studies" (Ho & McConnel, 2017, p. 5).

Moreover, "just as new diplomacy studies have started to recognize the multiple stakeholders and polyilateral operations of diplomacy, the rise of Diaspora strategies within critical Diaspora studies has led to research that adopts govern mentality as a theoretical perspective for understanding how Diasporas are governed and govern from a far, and the interactions between migrant-sending and migrant-receiving states as well as a range of social actors (e.g. Larner, 2007; Ragazzi, 2009; Sinatti and Horst, 2014; Boyle and Ho, 2017 in Ho & McConnell, 2017, p. 3). For instance, Mullings (2012) deploys govern mentality to assess how Diaspora strategies function as assemblages which enable states to govern from a far. She refers to such social formations as Diaspora assemblages (also see Dickinson, 2017, on the material and affective aspects of state-Diaspora relations). In assemblage theory, the state would be one of several component parts of a whole and the capacities of those component parts are the result of interaction with 'an infinite set of other components' (see Dittmer, 2014: 387). In the following section, we build on this intersection between Diaspora, govern mentality and assemblages to develop our discussion of Diaspora diplomacy.

In sum, apart from a handful of case studies, which we discuss below, there is limited literature that explicitly focuses on the connection between Diasporas and diplomacy. Where the term 'Diaspora diplomacy' has specifically been used it appears as a descriptor for a form of public diplomacy (Tomiczek, 2011), a mode of soft power (Gonzalez, 2012) and a strategy used by states to promote their external interests (Rana, 2009).¹ In each case 'Diaspora diplomacy' is applied to a single case study and few efforts are made to analyze the characteristics of Diaspora's engagement with diplomacy or its implications for state power, territory and territoriality. What is missing, and what this article develops, is a conceptual understanding of the dynamics of Diaspora diplomacy. The next section establishes how Diasporas function as diplomatic actors that can be mobilized by states and how their diplomatic tactics create assemblages comprising intergovernmental or supranational organizations, national governments, provincial or local governments, Diaspora associations and the market, inter alia.

2.1.4.3 Why Diasporas Are gradually more Important

Diasporas worldwide are growing. In 1990, 150 million people were living in a country other than the one they were born in, in 2014, that number was 240 million (Aikins, 2014). In the 'Oxford Handbook of Modern Diplomacy' migration and Diasporas is stated as one of the main challenges of national and international affairs in the new millennium (Cooper, Heine & Thakur, 2013, pp. 54-55). "The movement of people in large numbers, whether seeking fresh opportunities in new lands through migration or escaping cycles of violence, famine, persecution, natural disasters, or poverty, has been a major political problem domestically in many countries and a major diplomatic challenge internationally" (2013, p. 55). Diasporas represent both a domestic and a foreign policy element (2013, p. 55). The benefits, however, that Diasporas can offer are evident in recent years with the contribution of the Indian and Chinese Diasporas in transforming their home countries in the powerhouses that they are today as some of the strongest examples of Diaspora contributions (Aikins & White, 2011). As nicely summarized by The Economist, "Diaspora networks—of Huguenots, Scots, Jews and many others—have always been a potent economic force, but the cheapness and ease of modern travel has

made them larger and more numerous than ever before.

There are now 215 m first-generation migrants around the world: that's 3% of the world's population. If they were a nation, it would be a little larger than Brazil" (The Economist, 2011). However, the reason that Diasporas are becoming increasingly more important is not solely their eminent growth in sheer numbers. Other major changes are the opportunities that these Diasporas are given due to technological developments and the increasing freedom offered to participate in diplomatic practices. These three changes combined create opportunities for Diasporas that were unimaginable in the past. Moreover, "migrants and Diaspora communities are recognized for their invaluable role in society due to their rich cultural contributions, diverse voices, and their economic contributions to the countries they live in and come from, including philanthropy, entrepreneurship, and innovations" (IOM, n.d.). According to Shain & Barth, "Diasporas are increasingly able to promote transnational ties, to act as bridges or as mediators between their home and host societies, and to transmit the values of pluralism and democracy as well as the "entrepreneurial spirit and skills that their home countries so sorely lack" (2003, p. 450).

In a highly interconnected globalizing world, networks and knowledge become increasingly important and Diasporas can offer unique opportunities in this aspect and open up a whole new world. Gone are the times that the main contribution of Diasporas was only 'the money sent back home to support their poorer relatives'. Diasporas can offer so much more than just financial aid. It is up to home countries, however, to find out how to nurture these opportunities and ensure that they get the most out of it. "Given their importance, and their status as a permanent feature in the imperfect nation-state system, Diasporas now *receive* growing attention from decision makers around the world" (Shain & Barth, 2003, p. 450).

2.1.4.4 Diaspora Diplomacy

Diplomatic strategists must look at all of the actors that states need to work with, such as corporations, NGOs, universities and cultural associations (Slaughter 2012 in Stone & Douglas, 2018, p. 711). According to Slaughter's analysis these are all 'participants in an

ever-shifting landscape of networks' (Stone & Douglas, 2018, p. 711). Diplomacy also reserves an important role for Diasporas, as one of those actors that states need to work with. "Although often assimilated into the recipient nation's culture and society, the links these communities maintain in their country of origin can be a useful tool in strengthening bilateral ties" (Cooper, Heine & Thakur, 2013, p. 209). "One does not encounter much specialist writing on the theme of Diaspora diplomacy—even the term may appear novel to some— though the subject receives increasing attention in the media" (Rana, 2011, p. 94). Due to the limited available academic research on the topic, especially from an International Relations perspective, and the relatively new popularity of it in the form of concrete state-led Diaspora diplomacy strategies the link between Diaspora and diplomacy still needs to be fully and systematically explored (Ho & McConnell, 2017, p. 3).

However, it is expected that Diaspora Diplomacy will be increasingly important in the years to come (Rana, 2011, p. 109). "'New diplomacy' incorporates a proactive role for citizens and associational life in diplomatic activity. Non-state actors are directive. By contrast, 'public diplomacy' is usually regarded as government designed and directed, and Diaspora strategies as 'state-led', where the skills and expertise of 'expatriates' and migrants have been re-imagined into an 'untapped' resource to be leveraged by home states" (Larner, 2007 in Stone & Douglas, 2018, p. 711).

Seguin et al, (2017) elaborate that Diaspora diplomacy is highly related to the increasing involvement of the international community in the global affairs, giving space to citizen diplomacy, which mixes national and international topics of interest. In our present globalized international atmosphere, ordinary people have become increasingly important and they get easily involved in public diplomacy to promote the image of their countries of origin. The practice of Diaspora diplomacy is comparatively new, while diplomacy has customarily focused on creating relationships. It was only in late 20th century that nations required creating, and influencing relationships with Diaspora communities.

The idea of „Citizen centered diplomacy" which the Government of Ethiopia after the mid 2018 political reform introduced and gave due emphasis, and the Ethiopian Diaspora agency takes a leading initiatives for the Ethiopian Diasporas to be image

builders since they can go to the grassroots level. Citizens reach out many places and cities where the Ethiopian embassies are unavailable. Therefore, the government believes they can play a pivotal role in this regard.

The researchers argue that Ethiopians living abroad can be best image builders for Ethiopia. The Ethiopian Diaspora at large has been contributing to the country's political, economic and social development that has to be strengthened further as the Diaspora has prominent and magnificent role in overall development of Ethiopia. The Ethiopian Diaspora's roles, if managed and utilized efficiently, could be magnificent energy to the overall development of Ethiopia.

All in all, it is reasonable to argue that political space in Ethiopia has been widened from time to time since the Ethiopian People Revolutionary Democratic front" (now Prosperity Party), reform in the mid-2018. Relatively, it has become an inclusive and participatory to any citizen at home or abroad. In this regard, Ethiopian Diaspora community has also been engaged in their country's political affairs since the reform began to take place. It is important therefore that, the Diaspora community to build the Country's image, in the economic and political process flourishing in Ethiopia and continues their cooperation and collaboration in order to further support peace, stability and development in the country.

2.1.4.5 Understanding of Diaspora Diplomacy

"A collective action that is driven, directed, and sustained by the energy and charisma of a broad range of migrants who influence another country's culture, politics, and economics in a manner that is mutually beneficial for the homeland and the new home base" (Gonzales, 2012 in Constant & Zimmermann, 2016, p. 20). This research uses Ho's and McConnell's conceptualization of Diaspora Diplomacy, which follows critical scholarship that approaches diplomacy as 'humanist aspirations' that have the potential to bring about changes in 'how we live together and in relation to others' (Constantinou, 2013; Constantinou & Der Derian, 2010 in Ho & McConnell, 2017, p. 2). In addition, to further clarify the notion of Diaspora Diplomacy Ho and McConnell argued that Diaspora Diplomacy is related to transnational political practices but should not be conflated with them. They go on to explain that Diaspora Diplomacy is a particular mode of Diaspora politics that

goes beyond participation in domestic politics, and which entails communication and mediation with multiple stakeholders and audiences” (Ho & McConnell, 2017, p. 15).

All in all, Diaspora Diplomacy is conceptualized as “Diaspora assemblages composed of states, non-state and other international actors that function as constituent components of assemblages, connected through networks and flows of people, information and resources” (Ho & McConnell, 2017, p. 16). In addition, Boyle, Kitchin, and Ancien, define Diaspora strategy as “an explicit policy initiative or series of policy initiatives enacted by a state, or its peoples, aimed at managing and developing relationships with Diaspora populations” (2016, p. 83).

2.1.4.6 Diaspora Diplomacy and ‘Polylaterism’

Although this research is being undertaken from the viewpoint of the state, by no means is the state seen as the only actor in international relations or as having complete control over its Diaspora. The researcher aligns with the viewpoint of Ho & McConnel, who state that they find it useful to think of this in terms of ‘polylaterism’ (2017, p. 10). This can be explained as incorporating a third dimension to diplomacy, in addition to bilateralism and multilateralism. Ho & McConnel go on to explain that ‘Polylateral diplomacy’ involves the conduct of relations between official entities – such as a state or intergovernmental organization – and at least one unofficial non-state entity (2017, p. 10). “Diasporas lobby international organizations, the media, the private sector, NGOs and other actors to reach out to migrant-sending states, migrant-receiving states and other states deemed supportive to a ‘cause’ (Brinkenhoff, 2009; Newland, 2010).

The action of Diasporas brings the different components of diplomacy into a Diaspora assemblage where Diasporas forge relations with an array of social actors such as the state, intergovernmental or supranational organizations, civic organizations, the market, and other Diaspora actors” (Ho & McConnel, 2017, p. 10). According to Ho & McConnel due to Diasporas being an independent actor, one can differentiate between ‘diplomacy through Diaspora’ and ‘diplomacy by Diaspora’ (2017, pp. 14-15). Diasporas can conduct diplomacy independently in order to

achieve their own agendas; that is what is called 'diplomacy by Diaspora'. On the other hand, how states engage in diplomacy through Diasporas with the goal to advance their national agendas, is what is called 'diplomacy through Diaspora' (2017, p. 15). In addition, one can identify two types of 'diplomacy through Diasporas'; 'Receiving-state diplomacy through Diaspora' and 'Home-state diplomacy through Diaspora'. This research focused on the latter. Taking the above into consideration, this research had conducted considering that Diasporas are indeed not merely a tool but an actor in a 'polylateral' dimension and that states do not have complete control over their Diaspora. However, it will be pursued to analyze how the home-state can still 'control' - to its best ability - this other actor - its Diaspora - in this 'polylateral' world and use it to its advantage.

2.1.4.7 Diaspora Engagement

On the other hand, Ongayo (2014) explains the role of Diaspora to development in countries of origin, and residence is both an individual and collective responsibility whose signs vary clearly among diverse groups. It is influenced mainly by background features such as the drivers of migration, experiences during migration, the position of migrants and the degree of integration in the country of residence.

Governments employ a variety of methods to engage with their Diasporas and use different institutional forms at different governmental levels. Engaging with Diasporas is a complex process that cuts across many themes and sectors (economic, political, cultural and social), and Diaspora issues are of concern to a range of national institutional bodies, as well as to different levels of government (Frankenhaeuser and Noack, 2015:7). Heleniak (2011) explains Diaspora engagement should begin with goal setting. Governments have to think through how they want their citizens or others of origin from their country residing abroad to be able to contribute to growth in the origin country.

Diasporas engage in different areas of interest and in various ways. These range from philanthropy, development and humanitarian assistance, political debates and civil society engagement, know-how transfer, trade and tourism, remittances, investments and business creation. Consequently, the various ways of promoting these

contributions span many different policy areas (Frankenhaeuser and Noack, 2015).

The increasing interest in Diaspora engagement between countries over the last ten years shows to an emerging global development. That development is for countries to increasingly recognize and seek to improve the role of Diaspora in development. To engage means to involve, include and even affect someone. In the case of Diaspora engagement, it is usually supposed that it is a state or government that needs to engage a group of people living outside the country of origin, or who are migrants or children of migrants, and who share a similarity or maintain ties to it. To engage can also mean to begin and continue an activity, to take part in or give attention to something, so in this context Diaspora engagement interpret in to distinguishing and involving the Diaspora in development activities (Frankenhaeuser and Noack, 2015).

Many governments have expanded their diplomatic presence to places with large Diaspora populations. Some consulates help connect migrant communities through cultural events and community gatherings. A number of network organizations offer educational trips and convene business events for their members. Some organizations are headquartered in destination countries, often in metropolises where members of the Diaspora work and reside, while others are stationed in countries of origin (ibid.).

Diasporas who look for to engage and take part equally in the country of residence and the country of origin tend to take advantage of their legal status and the political opportunity in the country of residence, in order to undertake global activities. This is because Diaspora groups operate as social fields that connect together the country of residence and the country of origin (Ongayo, 2014).

Therefore, Governments employ a variety of methods to engage with their Diaspora, and use different institutional forms at different governmental levels. These policies, often referred to as „Diaspora engagement policies“, range from securing the rights and the protection of Diaspora members and strengthening a sense of national identity, to encouraging stronger links to the origin country and contributions to social and economic development. Engaging with Diasporas is a complex process which is divided across many themes and sectors (economic, political, cultural and social), and Diaspora

issues are of concern to a range of national institutional bodies, as well as to different levels of government. In this respect, analyzing the situation, identifying the right stakeholders, and supporting inter-ministerial and inter-agency coordination and cooperation are of essence to support the development of comprehensive, sustainable and future-oriented Diaspora policies (Frankenhaeuser and Noack, 2015).

The Ethiopian Diaspora, nowadays, is estimated to be 3 million citizens with a sizable population in North America , Europe , Middle east, Djibouti and Kenya . Ethiopia's efforts towards mobilizing its Diaspora can be exemplary in Africa. Ethiopia used to have a Diaspora Directorate in the Ministry of Foreign Affairs of Ethiopia. Diaspora cases were also handled in sector offices of Investment Agency and Ministry of Culture and Tourism having their own Diaspora desk. Nevertheless, the effort and outcome are paradox for the last Fifteen years. In order to fill this gap, the establishment of another agency was necessitated and the Ethiopian Diaspora Agency was established under proclamation number 432/2011 EC. This is autonomous, yet accountable to the Ministry of Foreign Affairs of Ethiopia.

2.1.4.8 Diaspora Policy

Ancien, et al (2009) argue that a Diaspora policy is a sound and systematic policy initiative or series of policy initiatives aimed at developing and managing relationships with a Diaspora. These policy initiatives are diverse in nature. Given the different reasons for migration, the scale, history, geography, and nature of individual Diaspora, why homelands wish to engage with their Diaspora, it is no surprise that how different nations have formulated Diaspora policy varies very significantly.

The absence of a well-formulated and applicable Diaspora policy is a barrier to Diaspora engagement. A policy framework is essential to link national development needs with Diaspora resources and to guide respective activities more systematically. A clear national policy that is developed and widely communicated, will serve as basis for implementing a governments Diaspora related activities. All relevant stakeholders including Diaspora communities, concerned local establishment, international development partners, and government policy makers are to be involved when drafting a national Diaspora policy (Agunias and Newland 2012).

On the other hand, Gamlen (2008) explains a method in Diaspora policies: “Diaspora building and Diaspora integration”. It is a process of credit and recognition by sending countries of the Diaspora that has been put in place, which goes along with cultivating the Diaspora’s identity. Thus, in order to build their Diaspora, countries of origin celebrate national holidays abroad, honor Diasporas with awards, and provide national language and history education. In order to recognize the Diaspora, they commission studies, expand their consular network, maintain a Diaspora program.

While many governments in Sub-Saharan Africa acknowledge the importance of Diaspora engagement in development, many still lack the capacity to design effective policies and implement them on a meaningful scale. The lack of a well-formulated and applicable Diaspora policy is a barrier to Diaspora engagement. A policy framework is essential to link national development needs with Diaspora resources and to guide respective activities more systematically. A clear national policy that is developed and widely communicated, will serve as basis for implementing a government’s Diaspora-related activities. All relevant stakeholders including Diaspora communities, local institutions concerned, international development partners, and government policy makers are to be involved when drafting a national Diaspora policy (Utouh and Mutalemwa, 2015).

Scholars and international societies have lately emphasized how states develop policies to engage their Diaspora in the state of origin, guiding new Diaspora membership practices and facilitating the international political involvement of Diasporas. The idea of Diaspora policies, thus, includes but is not limited to dual nationality, remittance facilitation or external voting policies, which are policies that have been used before as indicators of states' interest and engagement with Diasporas (Pedroza and Pau, 2017).

Awareness creation can be improved by ensuring that Diaspora policies, both in developing and developed countries, act with each other to harness the great resources that skilled Diaspora represent for international development (Seguin, et al 2006). As far as the Diaspora policies of home countries are concerned, Tigau, et al (2016) argue that China for example, appears to be far ahead since it started to engage with its Diaspora as early as 1978 and has introduced various activities to engage and attract to

return its Diaspora. It has also managed to accumulate tangible benefits in terms of the entry of the latest in science, technology, knowledge and information. Chinese students are encouraged to study abroad and then to return in order to build China as an advanced modern nation. China's success in being able to attract investment from its Diaspora has also been outstanding.

The initial idea for the formulation of Diaspora policy is the Federal Democratic Republic of Ethiopia foreign affairs and national security policy and strategy document. In this policy document stated that Ethiopians in the Diaspora could play a significant role in carrying out research and investing at home. In addition, they could be successful in lobbying for Ethiopia and try to influence their country of residence to help with our country. Aware of the key roles played by Ethiopian residing abroad, the government should take initiatives in creating the most conducive environment for them to play constructive role (FDRE Diaspora Policy, 2013).

In the past decade and a half, Diasporas' contributions to social and economic development in their countries of origin have gained great attention by international and bilateral development agencies worldwide (Warnecke 2010). In many cases of authoritarianism and conflict, lack of freedom in the homeland limits space for political discussions and Diaspora debates fill the space and supply many of the ideas and models for action adopted by the homeland opposition. Diaspora networks, therefore, can serve as caretakers for political debates and shape which political ideas are considered legitimate in the homeland (Lyons, 2009).

The political establishment in Ethiopia towards the Diaspora plays a major role in determining the policy, institutional and legislative direction of Diaspora engagement, and their ability to return home and participate in local development processes. Diasporas in general develop social networks both to retain identity and to promote community self-help programs for finding jobs, housing, and managing immigration issues in their host-lands. They often form religious communities, schools to maintain homeland languages and cultural practices among children, and other social clubs to celebrate religious holidays or to mark other symbolically important dates. These social networks often are used to mobilize the Diaspora in support of a party engaged in

homeland conflict. Annual events such as the Ethiopian soccer tournament in North America bring thousands together not only to participate and socialize, but also to discuss politics of their country of origin (Warnecke, 2010). In this context these research is intended to investigate how the MOFA and EDA is working to harness such potentials of Diaspora to engage and nurture them in the national image building communication and public diplomacy activity of Ethiopia from the perspective of the Government.

2.1.4.9 Diaspora's Impact on Development

It is clear that members of Diaspora communities have multiple roles and may have wide influence in both their homelands as well as in the receiving states. Brinkerhoff (2012) argues that there are various ways in which individual members of Diasporas or Diaspora organizations (DOs) may make different contributions that can contribute to their homelands' socio-economic and political development (Brinkerhoff, 2012). Specifically she lists: remittances, philanthropy, skills transfers, business investments, and advocacy. Similarly, yet without focusing specifically on development aspects. Others mention that Diasporas are increasingly being recognized as: senders of remittances, as investors, philanthropists, and innovators. But they are also being recognized as first movers in important sectors such as tourism and within development of human capital, emphasizing the power and potential Diasporas possess (Agunias & Newland, 2012).

Boyle & Kitchin (2014) propose an analytical framework on how Diasporas can impact development in their homeland from abroad. According to them, the effects of migration on development can be understood as six different categories of impact. In short, Diasporas can serve as 1) donors, 2) investors, 3) knowledge networks, 4) brain gain, 5) markets, and as 6) ambassadors.

2.1.4.9.1 Diaspora as Donors

As donors, Diaspora members can contribute to the welfare of their home lands through remittances and philanthropy. According to the Hudson Institute (2010) philanthropy is 'the private and voluntary donation of resources for charitable and public good'. Furthermore, the institute lists philanthropic types of contributions by

importance: private and voluntary organizations (PVO's), religious organizations, corporations, foundations, volunteer citizens, and finally university and college alumni associations (Hudson Institute, 2010). Johnson (2007) has identified two types of Diaspora philanthropy; Diaspora associations and Diaspora foundations. An example of a Diaspora association would be a hometown association (HTA). Such organizations are run by and for Diaspora groupings which provide philanthropic support to their members. This can both be done in a direct or an indirect manner. In comparison Diaspora foundations exists to facilitate charitable giving to a specific country which will often be the homeland (Johnson, 2007). Brinkerhoff notes that Diaspora philanthropy organizations can act as 'important intermediaries between formal development actors and Diasporas and local communities' by identifying needs and priorities of communities and by communicating those to donor organizations (Brinkerhoff, 2012, p.77).

A highly recognized contribution from Diasporas to homelands is the financial remittances (Brinkerhoff, 2012) which are 'private or person-to-person transfers from migrant workers to recipients in the worker's country of origin' (Boyle & Kitchin, 2014, p.23). Sending states may attempt to increase the flow of financial remittances by 1) lowering transactions costs and increasing their security; 2) extending transfer services to unbanked communities; 3) encouraging collective remittances by providing migrant organizations with technical and organizational support, matching funds, marketing skills, and other business services; 4) stabilizing exchange rates; 5) encouraging more productive uses of remittances, and 6) improve the functioning of the market of the remittance services (Boyle & Kitchin, 2014, p.24). Specifically, examples of such attempts are seen in Mexico. Further on the author will investigate said attempts carried out in the case country and analyze if and how they enable and facilitate development.

2.1.4.9.2 Diaspora as investors

When Diasporas invest in capital markets and direct foreign investments to their homelands they can be acknowledged as investors. By holding deposit accounts, securing remittance flows, providing transnational goals, buying Diaspora bonds and

supporting Diaspora mutual funds members of a Diaspora can fuel capital markets in their homelands (Terrazas, 2010). The institutions affected within this category are banking institutions, pension funds, insurance companies, and government treasuries (Boyle & Kitchin, 2014). Brinkerhoff (2012) argues that Diaspora investment in the homeland may be central to impoverished developing countries as 'their relatively weak institutions, political risks, or lower incomes may discourage the typical, non-Diaspora foreign investor' (Riddle, Brinkerhoff, and Nielsen (2008) in Brinkerhoff, 2012). Since they have knowledge and relationship opportunities that others lack, Diasporas are more likely to invest in their homelands, even though others might consider the homelands to be high-risk economies (Brinkerhoff, 2012).

2.1.4.9.3 Diaspora as knowledge Networks

Diaspora communities can contribute to development in their homeland as knowledge networks when they enhance the knowledge base of indigenous actors. An example is when they offer support to public, private, and community organizations in their homeland by assisting these actors to obtain accelerated global command and control capabilities (Boyle & Kitchin, 2014). Put more simply, members of Diaspora communities can contribute with the transfer of knowledge and expertise to their homelands (Brinkerhoff, 2012). Similarly, Nyberg-Sørensen (2004) maintains that developing countries can benefit from the transfers of skills, cultural and civic awareness/ experiences by Diaspora members.

2.1.4.9.4 Diasporas as markets

As consumers, Diaspora members can serve as markets for sending countries. Diasporas may consume domestic goods and nostalgia products in the receiving states as well as returning to their homelands as tourists. Visits from members of Diasporas to homelands constitute a significant section of the lucrative tourism market (Boyle & Kitchin, 2014). Diaspora tourism may include medical tourism, business-related tourism, heritage tourism, exposure tours, education tourism VIP tours, and peak experience tours (Agunias & Newland, 2012). Diaspora tourists are furthermore likely to have a high level of demand for labor intensive or artisanal products which can affect positively on local businesses and communities (Boyle &

Kitchin, 2014).

2.1.4.9.5 Diaspora as Brain Gain

In the 1970s, when migration was primarily considered negatively, the concept of Brain drain arose. Brain drain involves highly educated and skilled people migrating (IOM, 2013). With the shift in the migration development field the attention was turned to the positive effects of Brain Gain in the 1990s and later brain circulation in the 2000s (Piper, 2008). By creating programs some countries keep engaging with their Diasporas by encouraging brain incubation or circulation. Members of the Diaspora may participate in permanent or less permanent movements and thereby promote brain gain (Boyle & Kitchin, 2014).

2.1.4.9.6 Diaspora as ambassadors

By taking advantage of their knowledge, contacts, linguistic skills, and cultural understanding members of Diaspora acting as advocates, activists, agitators, and ambassadors, can 'promote peace and security in their homelands and enhance the strategic, diplomatic, and foreign policy objectives of their countries of origin' (Boyle & Kitchin, 2014, p. 27). In the same context, members of Diaspora communities can advocate political causes and thereby either be advocates for the homeland politics or speak for regime change. Diaspora members may benefit from and contribute to the democratization process and thus create a more enabling environment for development (Brinkerhoff, 2012).

Many scholars agree that members of Diasporas can contribute to development in their homelands (Agunias & Newland, 2012; Boyle & Kitchin, 2014; Newland, 2010). Boyle & Kitchin disregard the fact that there may also be negative consequences of Diaspora contributions and influence on home country development. In contrast Brinkerhoff includes more aspects. She categorizes different conditions to which Diasporas in general may interact with their homeland: as 'conflict entrepreneurs', 'competing interests', or 'contributors to stability and development'. Brinkerhoff's categorization emphasizes that assistance from Diasporas to their homeland may not necessarily have a positive influence on the homeland but can correspondingly cause conflicts (Brinkerhoff, 2011). Further on in this study it was examined how

the Ethiopian Diaspora engagement for the national image building communication and public diplomacy is practiced in the case of the MOFA of Ethiopia and EDA .

2.1.5 Image building

Initially the term “image” has a handful definitions and it all depends with the researcher’s point of view. Notably, most studies avoid precise definitions and not explicitly express this term to facilitate the concept depending with nature of the situation (Echtner and Ritchie, 1991). William adds that the term image has been defined in various connotations to suit the description of a given purpose. Generally, image would refer to artificial construction of an object or scene. However, the term image is widely inclined as a reputation of a place or product. According to Jenkins a destination image is the expression of all objective knowledge, impressions, prejudice, imaginations, and emotional thoughts and individual or group that might have of a particular place. According to Nagashima image is “The picture, the reputation, the stereotype that businessmen and consumers at the products of a specific country. This image is created by such variables as representative products, national characteristics, economic and political background, history, and tradition”, (William, 2005).

However for the purpose of this study the definition by Kotler et al (1993), seem perfect which says image is a sum of belief and impressions that people have of place. Images represent a simplification of a large number of associations and pieces of information connected with the place. Naturally image develops from experience, orientation or knowledge and endorsements of stereotypical experience on an event. Further, image conceived by an individual can be positive or negative depending with the experience of information that an individual has received (Kotler and Barich, 199: 251)

There are different dispute about the image building essence. Some scholars argue such as Girald that the idea of re- branding the country would be widely unaccepted because the popular feeling is that a nation is something that has nature and substance other than of a corporation. A corporation can be re-branded, not a state. One can take a product, a washing powder for instance, and change the name which is actually done very regularly. Regularly re- branding is normal, particularly in the life of consumer

products, but this actually can't be the case for countries. A country carries specific dignity unlike a marketed product, (Girald, 1999).

On the other hand most nations' image has transformed sporadically through years, in respect of political, cultural, sociological and economics. History shows that most countries have rebranded their images through time and space for set of reasons. To mention few, Ghana was previously named as the "Gold Coast", Rhodesia was re-branded to Zimbabwe, All above mentioned countries endeavored to transform their images in order to alienate from past allegiances in respect of political, economical and colonial past. Moreover, re-branding and managing the existing brand image is paramount to cope with the changing market structures, (Philip, 1993). Whether for an individual, a corporate or a country; branding image is imperative in marketing strategy. Notably, country image cue is an area of Country image and its relation with tourism, investment and influence that has not received much attention in respect of developing countries including Ethiopia, (Marshalls, 2007).

Image and reputation have always been important in world politics. But in the world of intense competition for foreign investment, tourism, and political influence, it is even more important for a state to stand out, to have a core idea with a distinctive appeal,(*Li,2005*). Though there might be confluences of factors for the poor performance of the Ethiopian tourism, influx of foreign direct investment and technology transfer sectors such as structural problems, legal and administrative bottlenecks, and stumbling blocks at macro level the ace of the problem, however, is the negative image of the country, which has always been associated with some accidental historical events such as poverty and civil war. Both the government as well as the private sector has not undertaken adequate promotional activities to build its good image and reverse the situation globally, (EPA, 2013).

A national branding made foreigners create some kind of psychological and emotional attachment with a given nation. No doubt, the global competition is really getting tough. Against this backdrop, it is high time to re-evaluate image building. In branding a state it is important to distill its identity without losing sight of its complexity, (Marshalls, 2007). This is a problem for all states, a country whose core idea is diversity, attracting foreign direct investment, technology transfer and influx of tourism above all influence in

African political and international relations arena that does not want to be viewed as a hapless and poverty stricken Ethiopia. The task for both is also complicated and even constrained by a legacy of images; and rebranding is more difficult than branding.

But in the world of intense competition for foreign investment, tourism, and political influence, it is even more important for a state to stand out, to have a core idea with a distinctive appeal. This appeal is based on more than a clever slogan; it involves building relationships based on shared values. 'For both place branding and public diplomacy,' Marshall explains, 'a key element is to build personal and institutional relationships and dialogue with foreign audiences by focusing on values, setting them apart from classical diplomacy, which primarily deals with issues' Marshalls(2007), Building relationships is a prominent theme in the statements of Ethiopia's public diplomacy officials. Place branding is also about identity and what values constitute a state's identity. The image problem for Ethiopia today is in gaining the attention, status, and recognition as center of investments and tourism destination.

2.1.6 Diaspora mobilization vs. Image building

According to Merriam-Webster's Online Dictionary Diaspora is the movement, migration, or scattering of a people away from an established or ancestral homeland people settled far from their ancestral homelands or the place where these people live. According to Encarta encyclopedia a dispersed person or group of people from their original homeland to a new area is called Diaspora. Diaspora is a displacement caused by the movement of people, from one place, region, or country to another, particularly with the intention of making permanent settlement in a new location,(Encarta, 2013). According to the FDRE Diaspora policy definition Ethiopian Diaspora means Ethiopians and Ethiopian origins that live outside Ethiopia.

Ethiopian Diaspora would have supportive role in making positive image of their home land and their ancestral origin, in the case of Ethiopian origins. They benefited from education, knowledge and wider experience within the countries they lived in, (Asefa, 2007).

There is no cohesive data about the number and distribution of Ethiopian Diaspora. About 2.5 million Diaspora groups are living throughout the world according to the director general of the Diaspora mobilization directorate at the Ministry of Foreign

Affairs of F.D.R.E, (interview: Mulugeta, Tesfaya, 2013). About a million of them live in North America, (interview: Tesfaya, 2013). According to the Ethiopian Embassy in Washington an estimated 500, 000 (50%) of them are believed to have settled in USA. Almost half of the Ethiopians in USA are living in Washington D.C. Besides, Los Angeles, Dallas, Atlanta and Seattle are recognized as centers of Ethiopian settlements, (Yussuf, 2007:124).

Ethiopian Diasporas are in a good position to influence what people think of home countries and help the national image. Ethiopian Diasporas have plenty free and independent media, numerous civic and traditional societies in their own respective nations' of settlement. About eighty Ethiopian Diaspora associations are in North America alone. They have better financial capacity, influence, mobilization skill, institutional strength and proficiency. About 82 civic organizations, 300 websites, over 100 blogs, 7 Audio Video tubs and online radio websites are running by Ethiopian Diaspora living in the US,(Zelalem, 2012). Images are earned rather than manufactured by creative ad agencies. The key to this is engaging and involving as many people as possible so that the home country gets more positive exposure and develops a reputation built on trust. Trust is not deserved but earned. It can take years to develop and be gone in a second. When people interact they get to know and understand each other. This can lead to interacting for mutual benefit. This revolves around attributes like integrity, decency and honesty. People and places thus develop a good name (FDRE, 2013).

The dispiriting politics that failed to improve and tolerate opposite views, extreme poverty and the desire to enjoy better standard of living in other parts of the world and so many other causes made Ethiopians to immigration. Many Ethiopians run away from the country because of the factionalism that ravaged the country during the 1974 revolution and after math. The political conflict among several groupings has caused carnages, persecutions and runaways. The various policies like the 1985 "villagization" program, the wide spread of poverty and unemployment, and relocation of drought-prone regions have contributed to the outpouring. The long civil war and "libration struggles" aggravated the large number of out flux. This large number of Diaspora can assist the democratization process, (Seble, Ezega.com 2013). However this conflict

driven migration has its own repercussion for image building process, (*Yusuf*2007).

The government on its side vigorously regarded the Ethiopian Diaspora as stake holders in the development endeavor but not as actors in the image building effort of their home land country. FDRE Diaspora policy in Article 5.8 mention broadening Diaspora participation in image building yet is so too general and without meaningful incentives and detailed implementation ways(FDRE, 2013). The central theme of Ethiopian Diaspora policy aims at enticing the Diaspora by giving them the necessary privileges at home and exposing the radical ones among them, as unrepresentative and minuscule. It is with this new policy in mind that it plans to upgrade the Directorate of Expatriates to a ministry of Diaspora at home Ethiopian Diaspora is proving to be a formidable opponent to the government in power according to *Yussuf Yassin*.

The government is always more interested in their remittances, investment, homeland tourism, but hardly recognized the expatriates as agents of image building that has a vested interest in the affairs of Ethiopia,(Asefa, 2007). Some Ethiopian Diaspora are rowing to be more vocal, assertive, aggressive and confrontational, thus attempt to hurt the ruling Party “where it hurts most” by trying to stop the flow of the foreign aid in general and the direct budgetary support in particular let alone to engage in the image building of the nation with the cooperation of the incumbent or any institution or organization.

Changing widely held images has been especially challenging. There are some challenges against mobilization of Ethiopian Diaspora for image building since Ethiopian Diaspora are disunited and conflict driven that are more concerned to bring the end of the regime in power. The task of image building and attaining reputation has always been second important in Diaspora politics and objective. Yet it is potentially capable mass which is highly educated organized and motivated to make a difference that have its own perspective. It is required to bring a united agenda and platform and a strategy to maneuver for common good, building the image of Ethiopia.

2.1.7 PD vs. Image building

There is no single definition for Public Diplomacy, and may be easier described than

clear as definitions have changed and continue to change over time. In international relations, public diplomacy or people's diplomacy refers to government-sponsored programs intended to inform or influence public opinion in other countries, (Lord, 2007). According to Paul A. Smith Public diplomacy is a form of international political advocacy directed openly by civilians to a broad spectrum of audiences, but usually in support of negotiations through diplomatic channels. It is aimed at civilians and is confined in the main to forms of advocacy available to host governments. It seeks to elicit popular support for solutions of mutual benefit that avoids threats, compulsion, or intimidation. It is not a form of political warfare, although it may be used in combination with political warfare, (Smith 1989).

At its hub, public diplomacy is communication with the public's of foreign countries, as opposed to traditional diplomacy which consists of communication between governments. Beyond that very general definition, views about public diplomacy vary. Some see public diplomacy as an idealistic means to promote mutual understanding. Others see public diplomacy as a harder-edged policy tool. Other practitioners see broadcasting as a public diplomacy instrument. Fundamentally, public diplomacy has a purpose to influence the perceptions and attitudes of people abroad, and to influence the policies of foreign governments. Public diplomacy refers to government-sponsored programs intended to inform or influence public opinion in other countries.

Melissen underlines that "both small and large countries, ranging in size from the United States to Belgium or even Liechtenstein, and with either democratic or authoritarian regimes, such as China and Singapore, and including the most affluent, such as Norway, and those that can be counted among the world's poorest nations, for example Ethiopia, have in recent years displayed a great interest in public diplomacy" (Melissen, 2005).

Public diplomacy is a form of international political advocacy directed openly by civilians while standard diplomacy or traditional diplomacy or formal diplomacy might be described as the ways in which government leaders communicate with each other at the highest levels, the elite diplomacy we are all familiar with. It is aimed at civilians and is confined in the main to forms of advocacy available to host governments. It seeks to elicit popular support for solutions of mutual benefit that avoids threats, compulsion, or

intimidation. It is not a form of political warfare, although it may be used in combination with political warfare. Furthermore PD differs from traditional diplomacy since it deals not only with governments but primarily with non-governmental individuals and organizations. PD activities often present many differing views as represented by private individuals and organizations in addition to official Government views, (USIA, 1997)

Public diplomacy seeks through the exchange of people and ideas to build lasting relationships and receptivity to a nation's culture, values, and policies. It seeks also to influence attitudes and mobilize publics in ways that support policies and interests. Its time horizons are decades and news cycles. In an age of global media, the Internet revolution, and powerful non state actors – an age in which almost everything governments do and say is understood through the mediating filters of news frames, culture, memory, and language – no major strategy, policy, or diplomatic initiative can succeed without public support. Scholarships, youth exchanges, embassy press briefings, official websites in language versions, and televised interviews with ambassadors and religious leaders, artists, influential individuals and military commanders are examples of public diplomacy all that can be practice with the capacity of Ethiopia for image building compatible to the situation on grown.

PD is practiced through a variety of instruments and methods ranging from personal contact and media interviews to the Internet and educational exchanges. Its chief instruments are publications, motion pictures, cultural exchanges, radio and television as Carnes Lord described it. Public diplomacy is effectively communicates with citizens in other societies communicating with publics around the globe, (wiki/Public diplomacy, 2013). Public diplomacy is widely in use for building image, attracting foreign direct investment, winning the heart and minds of foreign citizens in favor of one nation, (Murrow 2002). Kidst in her thesis describe, same nations like that of the United States government works to improve their reputation abroad and build positive image among societies that have negative out look to Americans, particularly in the Middle East and among those in the Islamic world using public diplomacy instruments.

Public diplomacy recently is priority form of conducting diplomacy in Ethiopia. Thus, According to information from MOFA and EDA said, activities are underway to set up a national board that would lead the task of promoting the positive image of the nation. The board would be headed by senior government officials, pertinent public institutions, media establishments, civic associations, political parties, public figures, investors and the business community as well as educational and research institutes , (EPA, 2013).

In light of the foregoing development, The Ministry of Foreign Affairs of the Federal Democratic Republic of Ethiopia had adopted public diplomacy as an important tool for the attainment of its foreign policy objectives. The Ministry carries out public diplomacy through its Embassies' in different parts of the world. Some Embassies carry out more public diplomacy activities than others depending on policy priorities, the level of relationship it has with the country and the availability and role of multiple actors in the host country. The Ethiopian Embassies carry out more public diplomacy to attain foreign policy objectives of the Federal Democratic Republic of Ethiopia. It engages in media relations, press briefings, press releases and media interviews, and sends out newsletters on a regular basis to reach out to selected British publics. It also organizes different events to be attended by politicians, media personalities, and intellectuals and tries to build networks and relations for long term engagements.

As Nebiat notes if we want to be successful, we must adapt our public diplomacy efforts for each country, and that requires us to work actively in each country embassies implement public diplomacy there has to be an effort to coordinate different approaches to serve their particular purpose, (Nebiat, 2011:54) .Furthermore Nebiat a graduate of University of Leeds, in his master's thesis argue that public diplomacy practice of developing countries like Ethiopia and the study of public diplomacy at embassy level has been given minimal attention. A high degree of improvisation is needed to conduct an effective public diplomacy at post level according to Nebiat. Some of the challenges raised in Ethiopia's PD performances are similar as those with rich experience in public diplomacy practice. On the other hand unique challenges and approaches to solutions are also evident. Further the success of messaging being dependent upon the relations built with public diplomacy audience thus compatible PD strategy and large scale practice of PD is require for a successful PD performance

based on strategic research and wider investigation for peculiar PD strategy for Ethiopia PD practice, (Nebiat, 2011).

When we come to the role of PD for image building it is generally agreed that PD is the best diplomatic instrument for this purpose. Therefore a carefully and systematic study of the theory and practice of PD and best way of utilization of Ethiopian Diaspora are needed to uncover the challenges of the image building. It is timely to discover judicious and possible solutions for crucial PD and Diaspora dilemma of the country.

2. 2 Theoretical Framework

The purpose of this section is to describe the theoretical frames used to examine the present phenomena. Given the thesis aim, the critical presentation of Nye's theory on 'soft power' is presented with the introduction of its tool 'public diplomacy', which is outlined with the application of different approaches to the international system. To open up the role of Diaspora in modern foreign affairs, first, the development of the term in the academic circles is present in order to understand the criteria of such groupness. Since this paper deals with the Ethiopian Diaspora, the nature of different Diasporic types is present more particular. The concluding remarks frame the diffusion of both concepts and outline the operationalization in accordance with the research aim, which highlights the milestones of 'soft power' theory generally and 'public diplomacy' in specific; and contributes to a deeper understanding of Diaspora involvement into the foreign affairs in the national image building communication and public diplomacy of Ethiopia.

2.2. 1 Soft power and Public diplomacy

The concept of 'soft power' was introduced by Joseph Nye, which is based on the idea that in international relations, different forms of power coexist. The general definition of power Nye describes as: 'the ability to alter other's behavior to produce preferred outcomes'. He places this new type of power in opposition to the 'carrots and sticks'

type - the 'hard power', which involves threats and commands and focuses on the military and economic capacity of the state. While 'soft power' operates through attraction, it constitutes "the ability to affect others through the co-optive means of framing the agenda, persuading, and eliciting positive attraction in order to obtain preferred outcomes". So it sets on the attraction of ideas and the ability to set agenda in a way that will shape the preferences of others. Therefore, soft power functions on the level of thoughts and not visible in the manifestation of immediate action.

In order to shape that attractive attitude in the eyes of the target, social interaction must take place, where the construction process is situated. Noteworthy for some ontological inconsistency, Nye views American culture with its democracy, human rights, and the 'American dream' not as a constructed product of such idea-formation process, but rather universal and ultimate. For that reason, his conceptualization received criticisms for ethnocentrism. Even though Nye admits that 'soft power depends more than hard power upon the existence of willing interpreters and receivers', he understands the popularity of American culture abroad, as an indicator of soft power, but yet declines to see the force of its distribution, which is creating the attractiveness of it. And in that respect, attractiveness combines the interplay with legitimacy, as Nye states it: 'When countries make their power legitimate in the eyes of others, they encounter less resistance to their wishes.' So, the other states give their consent to the leadership position to the state, which has attractive values and ideas.

The concept of 'getting others to want the outcomes that you want' is based on three pillars: culture, politics, and foreign policies. Where culture is presented as 'the set of values and practices that create meaning for a society'. Governmental policies at home, (showing the image); behavior in the international institutions (showing the capabilities to work with others) and foreign policies (strongly affects 'soft power'), where the policies that are 'based on a narrow approach to national interests can undermine soft power'. The idea of 'soft power' gained significant interest from scholars and politicians worldwide. There were introduced numbers of concepts in the last decades that are often mistaken with the notion of Nye's concept, such as nation-branding, normative power, and public diplomacy. The latter stances for the active tool of 'soft power'

projection. First, the notion of 'public diplomacy' was introduced in 1965 by Gullion, who describes the US activities with the term 'public diplomacy', which 'deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; and the process of intercultural communications.' So, the interaction between one state with the public of the other was admitted to be essential in the promotion of the state's foreign interests. Nevertheless, that conceptualization lacks the elements of attractiveness; therefore, that influence formation existed in the propagandistic realms. Noteworthy, this non-traditional diplomacy launched the new ways of US 'soft power' expression globally, which in turn highlights the cultural hegemony established in the current system. After the Cold War, the absence of competing ideologies, left the international space with the even higher struggle in the 'war of position' since the frontline in that war became open for multiple actors to interfere. The crucial cause of that struggle is the radically different views on the relations between the actors within the system.

In concern of 'public diplomacy' that different approaches were identified by Yun and Toch, who placed different aims of state's activities in that field, depending on their ideal type as realists or liberalists of the system. So, if 'public diplomacy' refers to the communication process of government with the foreign public, the realists' approach to it would be occupied with national security. So, the 'objective is to influence the behavior of foreign government by influencing the attitudes of its citizens' Therefore the activities in that field are 'less grand-strategic and more operational' Hence, the overall aim of a realist approach to public diplomacy is tied closely to the hard power goals, while liberal public diplomacy aims to create 'attraction for a country's culture (values), ideals (political, economic, social systems), and policies to build an enabling environment for national interests.' The understanding of national security of liberals differs enormously from that of realists, and thereby liberal public diplomacy admits the focus on 'transnational, economic, social and ecological issues emanating from the growth of globalism'. Taking into account globalization and rapid development within the communication technology and digitalization overall, the concept of 'new public

diplomacy' by Nicholas J. Cull finds its existence. Due to the growing role of the discourses in the digital space, primarily political, diplomacy becomes more open for the public, and the role of the society to influence the international foreign policies grows simultaneously. Analyzing this tendency, Cull identifies the new mechanisms of public diplomacy and draws the impact of technological progress on the forms of it. Even though he argues that the aim of public diplomacy remains the same, 'the management of the international environment', the mechanisms and the tools of its activities has shifted. The clarifications made by Cull are viewing public diplomacy as 'the mechanism to deploy soft power, but it is not the same thing as soft power, any more than the army and hard power are the same thing.' He underpins the inconsistency in the definition of 'soft power' by J. Nye to be attractive in the entering the foreign space for the promotion of its own interests, 'too much public focus on soft power can actually diminish an actor's soft power'. Which later, Nye admits in his analysis of Chinese and Russian soft power that 'the best propaganda is no propaganda'. Cull emphasizes cooperation than contestation in the field of public diplomacy and defines the main forms of the 'new public diplomacy': advocacy, cultural diplomacy, exchange diplomacy, international broadcasting, and listening. The main element in the new view on public diplomacy is the role of civil society. Hence the government has not a direct ability to control the process of power expression since the targeted group of that practice is independent and not bonded to the governmental decisions. The effect that this example setting mode produces depends on the interpretation of the message the government sends to the group. Thus, the key idea of the 'soft power' concept is to form such groups abroad, who are loyal to the government of the state and can influence the foreign political outcome in the interest of that state. Diaspora in that respect is already existing group, which is sharing cultural norms and values of the state, so the interpretative practices would resonate correctly with the aim of that state. Hence, the formation of attractiveness loses its importance and makes it possible for 'soft power' to operate with pure geopolitical means.

2.2.2 Diaspora

Nowadays, Diaspora is understood as a group of individuals, which lives outside the

country of origin and shares cultural norms and values. Broadly the term is now adopted by researchers from social science and humanities to represent the experience of displacement. However, the scope of the term is too broad, which makes it applicable to the numbers of groups abroad and, at the same time, blind to the specific diasporic communities. Even in the very first issue *Diaspora: A Journal of Transnational Studies* in 1991 the editor, Khachig Tölölyan, underlines the milestones of such a broad definition of 'the exemplary communities of the transnational moment', which is semantically connected to words like 'immigrant, expatriate, refugee, guest worker, exile community, ethnic community... the vocabulary of transnationalism'. Through the establishment of that scientific journal, the term was introduced to the scientific community as a tool of analysis. However, without sharply defined criteria, the analytical capacity of the term is very limited or even not sufficient at all. For that reason, the scholars aimed to find the requirements for Diaspora in the historical model of Jewish experience. Based on that connotation with the Jewish dispersion, as the paradigmatic case of diasporic studies, the term has long been associated with enforced exile, uprooting, homelessness, perpetual longing for a return to the homeland. Drawing upon these lines, William Saffran identifies criteria for classic models of Diaspora in order to place 'that segment of a people living outside the homeland' in the frames of Diaspora. The main accent in his conceptualization lies in the relation of 'expatriate minority communities' to a homeland and that ties in line with 'homeland – host land – Diaspora' maintains the myth of origin and serves as stabilization of group identity. Even though Saffran admits that there is no 'genuine' Diaspora as a Jewish model and not all of the requirements must be met, his conceptualization receives lots of criticism for being too Jewish-oriented. Ruling on that, Clifford argues that with the establishment of the Jewish state, so desirable return did not happen from the side of Diaspora, hence the myth of origin functions only in order to support that belonging to Diaspora itself. Therefore that central element of myth on homeland supports the idea of the original solid place, which was challenged by Cohen, who underlines 'a strong ethnic consciousness sustained over a long time and based on a sense of distinctiveness' in the host land; in some cases, diasporic groups will have to 'create' an 'imagined homeland' that only resembles the original history in the 'remotest way'. Other criteria

for classic and for modern Diaspora have been put forward; however, none of them have been generally accepted, and the term is yet struggling from the broad definition. In conjunction with the growing effect of globalization and rise of transnational migration, especially in the form of labor distribution, which causes the formation of different social structures, shifted the field's paradigm since 'any and every nameable population category that is in some way dispersed in space' may be named 'Diaspora'. Such approach causes a crisis in diasporic studies, that Tölölyan, as the initiator of Diaspora-talk, urged the scientific community for 'stringency of definition' since after six years of focus on Jewish model the term was placed at the stake of disappearance and put it 'in danger of becoming a promiscuously capacious category'. The fresh approach resonated with the issue of identity in the groupness of Diaspora, and it worth notice that the very nature of identity always depends on ontological and epistemological stances.

In the light of the constructivist approach to Diaspora, the central element than would not be eliminated as a homeland but precisely identity, nature of which derives from the imagined home of the nation. Anderson states that 'regardless of the actual inequality and exploitation that may prevail in each, the nation is always conceived as a deep, horizontal comradeship', which in the end constructs that belonging to a homeland and cultivates strong sacral myth of origin. So the self-consciousness of Diaspora is created, supported, and projected by Diaspora itself. Therefore, the process of cultural codification for internal and external communication is maintained by the comradeship of Diaspora. In that respect, Diaspora is not treated as a solid entity or 'real group', but rather as practices or dynamics in a particular social context, reflecting the post-modern understanding of globalization and transnational movements.

This approach is picked up by Roger Brubaker, who views a nation as an 'institutionalized form', produced by political, cultural, and discursive practices. In this line, homeland represents then 'a political, not an ethnographic category'. A state becomes an external national homeland when cultural or political elites construe certain residents and citizens of other states co-nationals, as fellow members of a single transborder nation, and 'when they assert that this shared nationhood makes the state

responsible, in some sense, not only for its own citizens but also for ethnic co-nationals who live in other states and possess other citizenship.’ These processes of institutionalization in favor of the state’s interest to Diaspora is well reflected in the possible use of the Diaspora category in the struggle over soft power and place it as a geopolitical means. Which in turn, can possibly cause the scenario, when ‘homeland nationalisms are strategically adopted by the homeland state as a means of advancing others... ethnic co-nationals abroad may be precipitously abandoned when, for example, geopolitical goals require this.’ So, according to Brubaker, in the analysis of Diaspora, one may treat it not as a static groupness, an entity, an ethno cultural fact, but rather ‘Diasporic stances, practices, projects, claims, and idioms’. Talking about the Russian Diaspora Brubaker in line with other typology of Diaspora develops the notion of “accidental Diasporas”, characterized not by the movement of people across borders, but borders across people, often caused by dramatic and traumatic reconfiguration of political space. He puts the collapse of the Soviet Union in line with the German reunification. The ‘accidental Diaspora’ is placed in contrast to the labor migrant Diaspora, even though there are obviously today many other types, its crucial to see the clear lines of distinction between these two:

Table 1. Differences between labor migrant and accidental Diasporas.

Labor migrant Diaspora	Accidental Diaspora
The movement of people across borders	The movement of borders across people
Gradual countless trajectory of migration	Sudden, dramatic reconfiguration of political space
The voluntary actions of those who comprise Diaspora	Diasporas come into being without the participation and often against the will of their members.
Tend to be territorially dispersed, and to lack deep roots in their host countries,	Tend to be more concentrated and territorially rooted
Typically remain for some time citizens of their home countries	Are citizens of the countries in which they live

On the grounds of that typology, Brubaker notices that the Russian state expresses

'extreme homeland nationalism' towards its Diaspora in 'near abroad', where it is aimed at imaginary kin who are citizens of other states. Russia asserts its right and obligation 'to monitor the condition, promote the welfare, support the activities and institutions, and protect the interests of "their" ethno national kin in other states'. He underscores that such rhetoric finds its place in public and official discourses in Russian policy vis-à-vis "compatriots". However, the Russian Diaspora in the scope further than 'near abroad' would fall into the frames of labor migrant Diaspora since the belonging to such category was not caused by the movement of borders, but yet by the members of Diaspora. Albeit there is a strong separation between 'near and far abroad' in the Russian official discourses, in the frames of Diasporic community such division got blurred to a certain extent, particularly in the scope of EU. First, the 'compatriot Diaspora' as co-nationals of 'accidental Diasporas' has its belonging to 'near abroad', nevertheless in several cases, they simultaneously have the status of EU citizens, which then makes them fall into the scope of 'far abroad'. Apart from that, the naturalization of Diaspora members abroad places them under the scope of a foreign public, while the belonging to Diaspora category remains. Next part of the paper sets the term within the mean of public diplomacy and operationalization of it for the research aim.

2.2.3 Operationalization and combination of 'public diplomacy' and 'Diaspora'

The apparent fluidity of both terms reflects the transformation of the international system, as it has been stated, under the pressure of globalization and tensions it causes. The consequences are the looseness of state-centric features of power and the emergence of new influential non-state actors in the arena. The network structures and interdependence between the actors raise the issue of the very identity of the system. For that reason, the struggle over power is higher due to higher competition. Since 'soft power' is not generated by a direct effect of communication, the projected discourses must be favorably received by the targeted group to set 'attractive' ideas, norms, and values, in order to process further agenda. Thus, Diaspora has the best grounds to

receive the message in that 'attractive' way due to imagined connection to the homeland, forehand shared norms, and recognized values. For that reason, Diaspora is viewed as institutionalized form of external co-national groupness. The use of it as a source of power is problematic, and the 'independence' of its actorness is at the stake of the Diaspora itself. Nevertheless, Diaspora can operate in the interests of the homeland, lobbying for the assistance of the state. There are multiple ways of possible Diaspora's influence on international relations by direct or indirect pressure on the host state to change the state's position on a particular issue in the desired direction of a homeland.

Most importantly, Diaspora members involved in that process of influence must be loyal to the homeland's political line and though aiming to support its foreign policy goals. By being a tool of 'public diplomacy', Diaspora receives the message in which vector that influence must proceed through discursive practices. The place of the Diaspora in that diplomatic frame gives an ability to a state to operate in several dimensions, in which diasporic organizations function:

- as the channels of state image projection to a foreign public generally (as the carriers of information, values, and cultures though powerful agents of intercultural communication)
- as the leverages of influence directly to the host state's elite.

In the case of Diaspora's loyalty to the homeland is absent, and the foreign policy goals of it are not supported, that influence would process in the opposite direction from the homeland's interest. Therefore, the control over Diasporic communities and institutionalization of it is in concern of national security. For Ethiopia in that respect, as realist states, Foreign and national security strategy policy is the driving force of soft power expression through 'public diplomacy'. Moreover, if Yun and Toch speculate that public diplomacy is going through the transformation; and in future 'social globalism will become domesticated towards foreign publics as part of government's public affairs', the researcher argue that Ethiopia , domesticates its public diplomacy towards " the foreign public" through Diaspora and uses its foreign policies as the primary tool to

channel the state's messages abroad to ensure national security and international relations by implementing Ethiopian foreign Policy through the engagement of Diaspora in the national image building communication and public diplomacy activity of Ethiopia . In this way, Ethiopia 'finds public diplomacy to be as a tool of image building, as tool of foreign and national security strategy policy implementation and as a tool of Diaspora engagement in international relations to protect and defend the national interests of Ethiopia.

2.3 Empirical literature review

Even though several studies have not been conducted in the area of the engagement of Diaspora for the national image building communication and public diplomacy specifically, I have found different studies which are directly relevant to show the research gap on the issue at hand (one study in the national context and one international). Accordingly, a study which is conducted in the context of the ministry of foreign affairs of Ethiopia by Yonas Sertse Dengel, June ,2013 emphasized on the role of Ethiopian Diaspora and public diplomacy in image building of Ethiopia , and he recommended the future study on Diaspora mobilization as he said "It is high time to rebranding Ethiopia's image globally and re-evaluates most application of importantly the ace of public diplomacy efforts and Diaspora mobilization for image building of Ethiopia that requires further investigation and study for coming up compatible PD strategy and Diaspora mobilization approach. " This paper make use of qualitative methodology a technique which helps to understand a social or human problem based on building a complex, holistic picture, formed with words, reports and detailed views of informants, conducted in a natural setting. The method of data collections was analysis of documents and materials. In addition the researcher explored secondary sources such as books, newspapers, magazines, internet sources and journals. And one foreign research done by Dimitrios T Zirakis 10, June 2019, emphasized on Diaspora as diplomatic tool in the era of new diplomacy, A Comparative Case Study of Greece and Ireland . Lessons learned from Ireland , Offer new theoretical viewpoint conceptualize Diaspora diplomacy for further investigation. The study aims to gain a better understanding of how the Diaspora of a country can be used as a diplomatic tool in the

world of 'New Diplomacy'. The theoretical framework builds upon the notions of New Diplomacy, Diaspora Studies and the existing pre-understanding of Diaspora Diplomacy which the researcher included in the literature review . The study pursues a qualitative research approach by means of a Comparative Case Study conducted with the method of Most-Similar Case Comparison. The Two cases analyzed are those of Greece and Ireland, in which the former is identified as the Case facing challenges in relation to modern-day Diaspora diplomacy, while the latter is Identified as a successful case. The researcher uses both primary and secondary data. The Secondary data was collected by means of the empirical research method of Participant Observation.

CHAPTER THREE

Research Methodology

This chapter describes research design, sample size, sampling techniques, data collection methods, source of data, data collection procedure, method of data analysis, and ethical consideration.

3.1. Research Design

This study used descriptive case study research design to find out on how the engagement of Diaspora for national image building communication and public diplomacy practiced among the subjects of my study in the ministry of foreign affairs of Ethiopia and Ethiopian Diaspora Agency .The researcher employs a qualitative methodology. Qualitative research refers to the meanings, concepts, definitions, characteristics, metaphors and description of things (Berg, 2007:3). Kothari (2004:3), on his part, says a qualitative research is concerned with a qualitative phenomenon, i.e., phenomenon relating to or involving quality or kind. Similarly, Dawson (2009:14) discusses that qualitative research explores attitudes, behavior and experiences. Certain research problems call for a qualitative approach (Creswell, 1998:120). Problems which cannot be easily counted and quantified are suited to qualitative study. Indeed, the engagement of Diaspora in image building communication and diplomacy may not be suited to be counted and measured by quantities.

Mugenda (1999) explained that descriptive research design is a process of collecting data in order to test and answer questions concerning the current status of the subjects in the study. The researcher would set out deliberately to describe profile of persons, events, situations or occurrences. The research design helps the researcher to answer the research questions effectively and also serve as a guide to choose the appropriate data required for the study. Therefore, the researcher employed a qualitative descriptive case study research design to identify and describe the engagement of Diaspora in the national image building communication and public diplomacy.

3.2. Sources of Data

3.2.1. Primary Sources of Data

Although Diaspora Engagement is conducted by different stake holders, the ministry of foreign affairs (MOFA) and Ethiopian Diaspora Agency (EDA) are selected for the study. The ministry of foreign affairs is the leading ministry regarding diplomacy. EDA is the leading Agency regarding Diaspora .Primary data had been collected from thirteen key participants through interview. Eight participants from ministry of foreign affairs (MOFA) and five participants from Ethiopian Diaspora Agency (EDA) investigated to get sample data about the engagement of Diaspora for the national image building communication and public diplomacy. The endeavor of the researcher to include some diasporas in the middle east , Europe and North America in the key informant interview was not successful no one Diaspora is responded to the mailed interview and response rate is zero almost no and the researcher confined from the perspectives of MOFA and EDA . Moreover, And other data would be generated from different sources such as, published and unpublished journals, reports and recorded documents which archived and collected by Ministry of foreign affairs of Ethiopia. Even though, I had speculated the number of participants, the main principle to determine the participants' size would be based on data saturation point. . The data gathered from the participants will supplement the data gathered from written documents, policy guidelines, training manuals, brochures, magazines and websites assessed.

3.2.2. Secondary Sources of Data

Secondary source have been collected from the ministry published and unpublished documents have in other organizations, and from other past study. Written documents, policy guidelines, training manuals, brochures, and websites are assessed .Regarding the use of secondary sources, the researcher conducted an analysis of documents such as the Ethiopian Diaspora policy , the FDRE constitution, the Foreign Affairs and National Security Policy and Strategies , public diplomacy and communication manuals and strategies, articles, reports and commentaries. As Prior (2004) mentioned, documents are put forward for consideration in schemes of social research and are

approached in terms of what they contain and the focus is primarily on the language embodied in the documents as a medium of thought or expression. The researcher used such secondary sources/ documents because the Ministry also used written medium to promote the image of the country. Among the Ministry's print media outlets, Diaspora informer magazine (Nehase , 2010 EC) , Together for renaissance magazine (Nehase 2008 E.C) , It's Our Dam magazine(August ,2020 GC) , Mapping of Ethiopian Diasporas Residing in the united states of America magazine (November ,2018 GC) , A Week in the Horn" online weekly publication, reports, articles and commentaries are some of them which were referred to support the main tool of data collection.

Generally, the primary and secondary data were collected at different times and presented in statement form of qualitative data presentation. Such data are also integrated and analyzed in a way that can answer the crafted research questions and meet the stated objectives of the study.

3.3. Data collection Methods

The appropriate methodology to conduct case study is qualitative and so this study used qualitative data collection techniques namely unstructured in-depth interview which is described qualitatively with key participants and document analysis to assess the practice of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia from the perspectives of MOFA and EDA . The researcher used 2010-2013 E.C of documents the office is using , The Federal Democratic Republic of Ethiopia's (FDRE) Foreign Affairs and National Security Strategies Policy (FANSSP) and Ethiopian Diaspora policy .Written documents, policy guidelines, training manuals, brochures, Magazines and websites are assessed. the researcher believes that it's enough to gain relevant information for this study. Qualitative data had been collected using in-depth interview and document analysis. The proposed data collection methods are discussed below respectively.

3.3.1. In-depth Interview

The purpose of the interview is to collect information from potential respondents on diaspora engagement in the national image building communication and public

diplomacy of Ethiopia and the nature of the the interview is unstructured open-ended with the content of research objectives and research questions in the style of face to face interview with key informant which is recorded, transcribed and thematically analyzed. In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of participants to explore their perspectives on a particular idea, program, or situation. In-depth interviews was used to get deep understanding of the engagement of Diaspora for the national image building communication and public diplomacy of the country from the perspectives of Ministry of foreign affairs of Ethiopia(MOFA) and Ethiopian Diaspora Agency (EDA) employees that are working in different position such as minister counselor , director, senior officer , third diplomat secretary and coordinators . In this case, the interview was scheduled based on the interest of the research participant as it would be convenient to them in terms of time and places. Moreover, unstructured interview guide have prepared to get detail information regarding the issue at hand.

3.3.2. Document Analysis

Document analysis is one of the data collections in qualitative study research. Therefore, this study have employed document analysis as a main secondary data gathering tool to get data from documents and reports of the Ministry of foreign affairs and Ethiopian Diaspora Agency . Collecting any documented material that seems relevant for the research is advisable A researcher can collect documents in many different ways, such as asking individuals for documents (e.g., at an interview when specific documents or reports are being mentioned), emailing the organizations under study with requests for documentation, or attending workshops or seminars where written documentation is distributed. So, The researcher selected key informants purposively who are working in the relevant directorate of MOFA and EDA and each respondents were asked on the availability and presence of policy and non policy document to substantiate the interview finding as a checklist of interview guiding such as The Federal Democratic Republic of Ethiopia's (FDRE) Foreign Affairs and National Security Strategies Policy (FANSSP) and Ethiopian Diaspora policy , Written documents, policy guidelines, training manuals, brochures, Magazines and websites are assessed . The document analysis process provides a systematic procedure for identifying,

analyzing, and deriving useful information from existing documents and thematic analysis framework is used similar to how interview transcripts are analyzed and presented in light of the research objective and research questions. To explore the engagement of Diaspora for the national image building communication and public diplomacy, the researcher have interviewed the participants there and review documents to confirm their responses with the documented reports and triangulation.

3.4. Sample Size and Sampling Technique

3.4.1. Sample Size

Thirteen key participants were interviewed. Eight from MOFA and , Five participants from EDA Finally, relevant documents from 2010-2013 E.C. were analyzed . The focus of the study is not to generalize, but to gain an in-depth understanding of the phenomenon. Accordingly, the size of the participant were Determined based on the principle of data saturation points in line with Creswell (2014) argument that stated, "*Qualitative researchers do not need to depend on a particular numerical basis for generation of generalizations.*"

3.4.2. Sampling Technique

The researcher used purposive sampling technique for in-depth interview. Thus, purposive sampling has enabled the researcher to select key participants based on their profession, position, and relevance to the study would be inclusion criteria. The researcher conducted in depth interview with key informant from MOFA and EDA. The researcher employed availability sampling for document analysis. The selection criteria for the publications of the Ministry documents from 2010-2013 EC was taken.

3.5. Data Collection Procedure

The researcher assured Data validity by employing multiple data collection techniques. Accordingly, concerned key participants such as, respondents of EDA and MOFA had been the sources of the data to be triangulated. Eight participants from MOFA and Five respondents from EDA had been interviewed in-depth. Publications documents of the organization will be carefully reviewed to collect data for document analysis, and also the data will be triangulated. The researcher prepared interview questionnaire in English because the respondents were able to respond to the English version of the interview questionnaire. The researcher did the data collection from March 15/2021 to April 15/2021 GC.

3.6. Method of Data Analysis

The researcher employed Qualitative method of data analysis in this study. Qualitative data that collected will be analyzed manually, and thematic analysis technique is used. Then, the researcher categorized similar concepts to search for patterns and themes to put the finding in aggregate fashion. Since the objectives of this study is to assess the practice of the engagement of Diaspora for the national image building communication and public diplomacy. This study used qualitative research approach. It uses words rather than quantification in the collection and analysis of data. Robson (2002) believes that qualitative data analysis program offers the researcher fast and easy access to information and speed up the research process and to understand and explain respondents meaning (Morrow & Smith, 2000).

3.7. Ethical considerations

Consent of the MOFA and EDA were sought through a written letter before collecting data for this study. Personal details of the respondents were not included in the interview to assure anonymity. They were also assured of confidentiality that this study was strictly for academic purpose. A copy of the findings of this study will be given to the Media and Communication department Jimma Universty (JU)after approval. The participants would taken part in this study with informed consent of themselves. The collected data were also be analyzed honestly without changed as well.

Chapter Four

Results and Discussion

4.1. Introduction

The main purpose of this part is to assess the practice of Diaspora engagement for the national image building communication and public diplomacy of Ethiopia the case of the Ministry of Foreign Affairs (MOFA) and Ethiopian Diaspora Agency (EDA). This chapter presents the results and discussion of the study. In this connection, in analyzing the responses the researcher used codes instead of the Informants' " names so as to keep them anonymous. These codes are a combination of letters and numbers. For instance, I 1 and I 2 are meant to represent Informant 1 and 2 respectively. The letter I" stands for the word Informant" and the numbers simply represent the interviewee as per their order in the list . Thus, the data obtained through an in-depth interview will be analyzed and presented in light of the research objective and research questions.

4.1.1 Characteristics of Informants from the Ministry of Foreign Affairs(MOFA) :

Table 1 a : Characteristics of Informants from the Ministry of Foreign Affairs

Identification	Age	Sex	education	Work Experience in	organization	director ate	position
I 1	40	M	BA in business management	16(GE) 6 (RE)	M O F A	S P & P D D	counselor 1
I 2	38	M	MA in PSIR	12(GE) 12 (RE)	M O F A	DDD UNDER SP&PDD	Director
I 3	51	F	M B A	23 Yrs(GE) 5 Yrs(RE)	M O F A	S P & P D D	minister counselor 1
I 4	29	M	MA in international law and diplomacy	8 Yrs(GE) 3 yrs(RE)	M O F A	S P & P D D	third secretary for diplomat
I 5	38	M	MA in international politics	13 Yrs(GE) 12 Yrs(RE)	M O F A	S P & P D D	senior expert
I 6	38	M	M s c In environmental science	14(GE) 12(RE)	M O F A	S P & P D D In digital diplomacy	ministry counselor 2
I 7	27	F	Bsc in computer science	2 and 8 month (GE) 5 month (RE)	M O F A	S P & P D D	third secretary

I	8	3 9	M	MA in journalism	12 years (GE) 1 years and 6 month (RE)	M O F A	S P & P D D	Foreign director	media relation
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As the Table 1 a above shows from eight informants drawn from the Ministry of Foreign Affairs six are male and two are female. With respect to their educational background, six respondents have Masters Degree and two have first degree. Interns of Age structure of the Informants, it ranges from 27 to 51. With regard to the position they held in the ministry two are director (I 2 & I 8), minister counselor I 1 & I 3, minister counselor II I 6, third secretary for diplomat I 4 & I 7 and senior expert I 5. Looking at educational background, one safely say that, except Informant coded I 4, there is no professional diplomat who specialized in the field of diplomacy. When we look at the office responsibility, the combination of informants include: two directors, two minister counselors, two secretary of diplomat. The profession were not considered as it was seen from the specialization mentioned in above few lines. This is because there were no professional diplomat except I4 who specialized in MA in international law and public diplomacy as it is indicated in the educational background section of the informants characteristics from MOFA shown in table 1 a below.

According to a third secretary for diplomat (I4), the Ministry of Foreign Affairs lack efficient diplomats who have the skills and knowledge of public diplomacy and national image building. He also adds that the diplomats in Ethiopia's missions in different countries lack communication skills which help them to build the image of the country. Many of the informants also mentioned the other major factor for the absence of professional Expert for promotion of Ethiopia's image both in the Ministry and the missions abroad. This factor is the disregarding of career diplomats and the political appointment of non-diplomatic staff as ambassador or head of a mission. For I 1 politically appointed ambassadors lack the basic knowledge and skills of diplomacy, rather they are appointed for political fidelity. This has become a challenge for the

Ministry and missions to promote the image of the country to the international audience especially before the new Government reform of march 2018 .

4.1.2 Characteristics of Informants from Ethiopian Diaspora Agency(EDA):

Table 1 b: Characteristics of informants from Ethiopian Diaspora Agency

identificatio n	Age	Sex	Educational background	W o r k Experie nce in yrs	organizatio n	d i r e c t o r a t e	p o s i t i o n
I 9 4 1	41	M	MA in Linguistics	16(GE) 2 (RE)	E D A	Diaspora community development (DCD)	community development coordinator (CDC)
I 1 0	37	M	Msc in public health specialist	13(GE) 2 (RE)	E D A	Information and research directorates (I & RD)	Research coordinator
I11	43	M	MA in African Studies	15Yrs(GE) 2yrs(RE)	E D A	Diaspora Mobilization(DM)	Minister counselor (MC)
I 1	4	M_	MA in	23(GE	E D A	Communication	D i r e c t o

2	4		journalism)		director	r
				13(RE)			
I 1 3	4 5	M	MA in policy studies	25(GE)	E D A	Diaspora engagement development (DED)	D i r e c t o r
				12(RE)			

As the Table 1 b above shows, five male informants (I9-I13) are participated in the study from Ethiopian Diaspora Agency whose age ranges from 37 to 45 . With regards to their educational background, all the five respondents were holders of Masters Degree. With regard to their position, two are coordinator I 9 & I 10, minister counselor I 11 and Directors (I 12 & I 13) . As it is shown in table 1 b above there is no a single professional diplomat who studied diplomacy in my sample which could indicate that there are staffs with such educational background in the Ethiopian Diaspora Agency .

4.2 practices of Diaspora engagement in the national image building Communication of the country:

The practice of Diaspora engagement in the national image building communication is critical to benefit from the positive role that Diasporas could play to promote the image of the country to the rest of the world through different means. According to information from the MOFA and EDA, currently there are about 3 million Ethiopians who live in different parts of the world. Though these Diasporas were influenced by a number of push and pull factors to live out of Ethiopia, they can play a positive and constructive role in building the image of the country at their country of residences. The Ministry of Foreign Affairs is the major actor in dealing with Ethiopian nationals (including the Diasporas) abroad. All informants in the Ministry of Foreign Affaires(MOFA) and Ethiopian Diaspora Agency (EDA) were asked on the presence of the practice of Diaspora Engagement in the national image building communication . Most of informants (Ten Informants) said that ,Diaspora engagement has significantly improved these days since the new reform , Before three years , the existed practice

was only confute no other mechanisms but these days diasporas are playing a great role in communicating the good image of the country by using all forms of communication to build and maintain the image of the country with genuine positive engagement without hiding the problem .

According to one of the informant , diasporas are participating in supporting GERD , Gebeta le Hager , Sheger project , defending misinformation and disinformation and even supporting the stand of the Ethiopian government by being with Eritrean diasporas living USA to support the federal government's law enforcement measure taken in the Tigray region individually and in collaboration.

Few informants I6, I7, I11 (23%) from the sample respondents however said that ; Diaspora engagement in the national image building communication is at its infancy level not fully or properly utilized yet compared with the experience of other countries like China , India and Korea .

According to I 1 holds that :

“the word Diaspora is a person who born in one country and who cross to other countries for some reason to live . diasporas have a great potential to influence foreign publics because they can affect their country either negatively or positively, because foreign publics access our Diaspora for the last confirmation of the situation in our country by different means to proof what they hear from different news and social media. Diasporas are not consistence in supporting and blaming they are influenced by what is going on in domestic situation and fluctuating. Common interests affect their support. Due to technology distance is not a barrier at present time to Diaspora to influence their country both positively and negatively .the last three years have many opportunities to our Diaspora for engagement, the Diasporas by themselves fill comfort more than ever. Before three years the desired communication had been one way communication but these three years there are a great change. Today Diasporas have multiple forum , their own media and they are not focused on them selves only they communicate about their country by translating and using different language of the world. Our first generation Diasporas who born abroad go

beyond communication today they translate to the language they don't know to communicate about the GERD issue to the rest of the world and Diasporas are defending misinformation, For example 7.2 billion twitter message of digital woyane is blocked by our Diaspora” .

According to I 2 and I 3 said:

“We have significant number of Diaspora abroad who love their country that are educated and financially capable. They are participant in development project of the country by using different language and knowledge (skill) . They are playing a great role to minimize the influence of other country's on our country. For example they contribute financial support for GERD and also they defend the blame over the GERD without any fear in different platforms with different language and skill . Diasporas are also participating to promote our national interest when embassies are summon them and Ethiopian Diaspora engaged voluntarily by themselves informally to communicate and build the image of Ethiopia . Diasporas who work on media and different institutions in the world contribute through digital diplomacy. The Ethiopian Diaspora policy also indicate the initiative of Diaspora engagement in the national image building communication and public diplomacy. There is one department in spokes person and public diplomacy directorate which work to build national image”.

According to I 4 and I 5 said:

“One thing undeniable is that significant peoples of Ethiopian living abroad have capital, good educational background they can also play a great role in technology transfer and investment. In the present time they are defending the national interest of our country in love and care after. Especially the present reform after new government assumes power underscore a great massive progress in Diaspora engagement in the national image building communication and public diplomacy. For

example the engagement of Diaspora in the GERD issue and in the operation of law enforcement in the Tigray region . And also they said, Diaspora can play the role as an Ambassador they can win friend to the Ethiopia , they can sell the product of Ethiopia, they can assist through finance , they can invest to business that is allowed to them especially diasporas in Europe and US have financial capacity to solve shortage of capital” .

According to I 6 said,

“Diaspora can engage actively in image building communication activity . it depends on domestic political issue , the information they get , depending on their competency , motivation of Diaspora Image building starts from individual person , company , Diaspora can act on communicating good image of the country and domestic politics directly affect Diaspora engagement in image building and public diplomacy. If Ethiopians abroad have a company abroad or working in company abroad if they show a good character in their work they build the image of Ethiopia. They can influence foreign public by preparing event, by collaborating with embassies and also personally by using different digital diplomacy platforms. Diasporas are playing a great role at the present time by giving information to the foreign public especially in north America in different football club and cultural festivals and by making advocacy for their country to counter attack misinformation” .

However, informant (17) in the Public Diplomacy DG stated the freshness of the practice Diaspora engagement in the national image building communication in the Ministry as the following:

“The idea of Diaspora engagement is a very new concept which has not broken the shelves in the 21st century especially to developing countries like Ethiopia. So, appealing message is highly important for approaching Ethiopians living abroad which would helps to involve the diasporas in image building communication activities. Ethiopians who reside in

different parts of the world can be the ambassadors of their country if properly communicated and engaged . The negative stereotype among diasporas could be solved if they are provided with information that is genuine, reliable and consistent about what is going on in the country. Besides, the government of Ethiopia has a lot of homework at the domestic front in fixing political problems and conflicts to motivate Diaspora engagement in the national image building communication” .

Seguin et al, (2017) elaborate that Diaspora diplomacy is highly related to the increasing involvement of the international community in the global affairs, giving space to citizen diplomacy, which mixes national and international topics of interest. In our present globalized international atmosphere, ordinary people have become increasingly important and they get easily involved in public diplomacy to promote the image of their countries of origin. The practice of Diaspora diplomacy is comparatively new, while diplomacy has customarily focused on creating relationships. It was only in late 20th century that nations required creating, and influencing relationships with Diaspora communities.

According to I 8 said, The practice of Diaspora engagement is in a good position now they are participating in supporting gebeta le Hager, defending misinformation and disinformation even by being with Eritrean to support the law enforcement in the Tigray region , supporting the stand of the government , supporting shager project etc. to defend other country’s not to design policy that destruct the image of Ethiopia depending on disinformation and misinformation .

According to I 9 said , at the present time Diasporas are defending other country’s not to design policy that destruct the image of Ethiopia depending on disinformation and misinformation . the diasporas are actively engaged in the national image building communication and public diplomacy activities . we can mention the case of the Grand Ethiopian Renaissance Dam and the public diplomacy engagement and also he said before 2 years Diaspora public diplomacy team is organized by the ministry and then by giving them further consideration the ministry established EDA to engage Diaspora as an Ambassador in the national image building communication and public diplomacy activity of the country.

According to I 10 said, Diasporas at the present time are participating in various country development work and running good initiative in promoting their country . They are promoting our country to foreign publics to tour and invest. When we compare to others countries our Diaspora engagement in the national image building communication and public diplomacy is at its infant level. There is a gap of understanding from the Diaspora that they consider the country and the government as one entity .

According to I 11 said, Diaspora engagement in the national image building communication is very important when we see the experience of other countries like China , India and Korea. Therefore it is good if we work on it properly to exploit Diaspora in the national image building communication activities .

According to Informants I 12 and I 13 said, Unlike other times, the Ethiopian Diaspora is working diligently to serve the interest of Ethiopia. This is manifested by the different rallies held across the world and the different advocacy works the Diaspora have been doing using media outlets. This is a result of the work undertaken by EDA along with Ethiopian mission around the world to mobilize the Diaspora for national interests.

The idea of "Citizen centered diplomacy" which the Government of Ethiopia after the mid 2018 political reform introduced and gave due emphasis, and the Ethiopian Diaspora agency takes a leading initiative for the Ethiopian diasporas to be image builders since they can go to the grassroots level. Citizens reach out many places and cities where the Ethiopian embassies are unavailable. Therefore, the government believes they can play a pivotal role in this regard.

The researchers argue that Ethiopians living abroad can be best image builders for Ethiopia. The Ethiopian Diaspora at large has been contributing to the country's political, economic and social development that has to be strengthened further as the Diaspora has prominent and magnificent role in overall development of Ethiopia. The Ethiopian Diaspora's roles, if managed and utilized efficiently, could be magnificent energy to the overall development of Ethiopia.

All in all, it is reasonable to argue that political space in Ethiopia has been widened from time to time since the Ethiopian People Revolutionary Democratic front" (now Prosperity

Party), reform in the mid-2018. Relatively, it has become an inclusive and participatory to any citizen at home or abroad. In this regard, Ethiopian Diaspora community has also been engaged in their country's political affairs since the reform began to take place. It is important therefore that, the Diaspora community to build the Country's image, in the economic and political process flourishing in Ethiopia and continues their cooperation and collaboration in order to further support peace, stability and development in the country.

4.3 practices of Diaspora engagement in the public diplomacy activities of Ethiopia:

As discussed in the literature chapter two subheading Diaspora diplomacy, In Diaspora and diplomacy, the focus has been on how sending states join their Diaspora to lobby for the national interest, facilitate bilateral mediation, or as a resource for information gathering by intelligence agencies. Diasporas are also seen as a means to cultural and public diplomacy, such as by promoting relations and understanding that goes beyond the formal initiatives of the state (Ho and McConnell, 2017). So, every one of informants from MOFA and EDA were asked on the status of the practice of Diaspora engagement in the public diplomacy. All informants asserted that; the Ethiopian Diasporas as they are spread across the world, their PD activities are wide ranging. Whenever something that affects Ethiopia's interest surfaces, they hold rallies; they campaign using social media outlets; they hold face to face discussion by the elected officials in the countries they reside. Most of these activities are spearheaded by different associations established by the Diasporas, they also engaged to win the hearts and minds of foreign publics where they live through different means.

According to I 1 said:

“ the last three years shows genuine engagement regardless of the attitude of the Diaspora . Now, Diaspora feel comfort regardless of their political out look . policy is made to engage Diaspora for political

engagement but is not implemented well. But the present situation is very appreciated. Diasporas are disseminating core message by using different communication channel through the present technology by priming agenda. The knowledge and the efforts of Diaspora reverse the tragedy done by Digital Weyane . These days Diasporas are showing progress in understanding the huge work of Public diplomacy which differentiate national interest from party” .

According to one of the informants I 9 :

“Diasporas are defending other countries not to design policy that destruct the image of Ethiopia depending on disinformation and misinformation. the diasporas are actively engaged in the public diplomacy activities . In this vein we can mention the case of the Grand Ethiopian Renaissance Dam and the public diplomacy engagement. He said that before 2 year Diaspora public diplomacy team is organized by the ministry and then by giving further consideration the ministry established the agency which engage Diaspora as an Ambassador in the public diplomacy of the country . Diaspora is Ethiopia’s critical economic and political resource. After the establishment of the Ethiopian Diaspora Agency (EDA) which is specialized in working on Diaspora engagement in the National Image building communication & Public Diplomacy (PD) activity .This orchestrations are also done with the Ministry of Foreign Affairs (MOFA) and our mission abroad” .

Beyond this, the researcher assessed related documents in order to crosscheck the validity of the data and prepare sound analysis. Among the strategies set in the foreign affairs and national security strategies policy document, Ethiopians in the Diaspora could also play an important role in carrying out research, transferring technology and investing at home. In addition they could win friends for Ethiopia and try to influence their country of residence to cooperate with our country. They could act as a bridge between Ethiopian companies and firms in their land of residence, thereby promoting investment and trade ties while seeking markets for Ethiopian products. Cognizant of

the key roles played by Ethiopians residing abroad, especially in the economic sector, the government should take the initiative in creating the most conducive environment for them to play a constructive role so as to assist our international endeavors through diplomacy is the one that is given due attention in the Ministry. Based on this finding, the MOFA and EDA, therefore, needs to strategically recognize the target audience, identify appropriate channels, craft message and collect feedback in light of the Diaspora engagement for the public diplomacy activity. Despite the challenges, Ethiopian Government, Diasporas, and other stakeholders have some opportunities that would help them further reinforce the Diasporas diplomacy and engagement for the development of Ethiopia. The coming of New government reform have taken so far have contributed positively to Diaspora engagement in diplomacy of Ethiopia. Among many other opportunities; changes in engaging the Ethiopian Diaspora, changes in attitude towards the Ethiopian Diaspora, establishment of the Ethiopian Diaspora agency, and enhancement of the role of embassies and consulates for effective engagement of the Ethiopian Diaspora, and the welcoming atmosphere for Ethiopian diasporas that would encourage them to enhance their political, economic, and image building communication and public diplomacy affairs of their country.

4.4 methods employed in using Diaspora engagement as an instrument :

All informants from MOFA and EDA were asked whether the MOFA, EDA and Ethiopia's missions abroad are using Diasporas as an instrument to promote the national image building communication and public diplomacy. Three informants, i.e. I1, I2 & I3 said that ; the work of public diplomacy is promoting and selling the image of Ethiopia through different means such as : cultural show , publishing image building articles in different language , banners , audiovisual which build the good image of Ethiopia including cultural bands which consist of different ethnic groups . Respondents added that If the diplomat or ambassador do their job appropriately they will engage the Diaspora as an instrument to defend the national interest to win the hearts and minds of foreign publics .

I 1 ,stated the engagement of Diaspora as an instrument in the national image building communication and public diplomacy as the following :

“The previous Diaspora engagement is based on events by MOFA and events by Diaspora and events by Ethiopian missionaries. Different Embassies and Missions abroad use virtual way to use Diaspora as an instrument of national image building communication and public diplomacy. Previously diasporas are engaged by themselves in their work area , by showing video or flash that portrait our culture to their customers at their home and participating cultural festival by our embassies. But now due to the advancement of technology the engagement is more than face to face especially during the covid-19 time Diasporas are organized by our missions in different country’s based on their profession and interest for the common national interest not for one party to defend the influence on Ethiopia. . Those who have leaving permission or nationality of their host country made to contribute to their country in one way by using the present technology regardless of their political stand for their national interest. Ethiopian cultural restaurant owner used as one venue. for example among different campaign the raising Ethiopia campaign is a campaign which promote the Ethiopian tourist attraction site , Ethiopian investment potential . In addition this informant also said , Ethiopian Diaspora engagement must do for his country by using different means by contacting with different stake holders through virtual plat form and making organized rally by their own initiative if the issue is about investment with the ministry of investment and plan commission, if it is about Diaspora engagement with Ethiopian Diaspora Agency and if it is about tourism with the ministry of culture and tourism and so on . Ethiopian Diaspora defend foreign publics not to despoil our image and not to put un necessary influence on the country virtually and face to face by meeting together like making rally”.

As three of my Informants I 1, I 2 and I 3 said ,the work of public diplomacy is promoting and selling the image of Ethiopia through different means such as : cultural show , image building articles in different language , banners , audiovisual which build the good image of Ethiopia including cultural bands which consist different ethnic

groups. If the diplomat or ambassador is not appropriate or not convenient they will engage the Diaspora as an instrument to defend the national interest to win the hearts and minds of foreign publics to address the work of national image building communication and public diplomacy activity of the country on behalf of the MOFA , EDA and Ethiopia's missions abroad .

As majority of informants I 4, I 5, I 6, I 7, I 8, I 9 & I 10 said that , In order to engage the Diasporas as an instrument , the agency uses 38 Ethiopian missions. In those missions, there are diasporas diplomats who do the engagement along with mission heads. The engagement is most of the time held via different Diaspora association representing the Diasporas. Once or twice a year a delegation from the agency also moves around to talk to the Diasporas in person. All these engagements are made to mobilize the Diaspora towards national interests. As a result of the mobilization activities performed, the diasporas engages in image building and PD activities.

As one of the informant (I 8) said, Diasporas are supporting to fill the gap of the country's diplomatic problem at the present time by themselves voluntarily and with minimum support from our mission abroad. They are working in transforming technology , in promoting the policy of the government to foreign publics to win the hearts and minds both by their personal initiative and with the support of the embassies . and they also fill the gap where the government or the mission cannot reach. Diasporas are doing well right now at this time. There are massive campaign to defend misinformation and also to counter attack Egypt and Sudan in the present situation dismantling the information comparing the manufactured evidence. The government officials and the prime minister by itself engaging Diaspora at this critical time as instrument in development, public diplomacy and in the national image building communication.

According to three of my Informants , namely, I 11 ; I 12 & I 13 , In the past 27 years there was an attempt to use Ethiopians and Ethiopians by birth as an instrument for the national image building communication and public diplomacy (PD) ; however ; mainly due to lack of sufficient support by the Diasporas for the then existed regime before reform it was not effective .

4.5. The level of working relations (structural relation) between the MOFA and the EDA

The informants from MOFA and EDA were asked on the existence and level of working relationship practice between the Ministry and Ethiopian Diaspora agency (EDA). All informants stated that , Ethiopian Diaspora Agency (EDA) is directly accountable to the Ministry of Foreign Affairs (MOFA) and the working relations are vertical . Diaspora officer has a sit in Ethiopian embassy and is accountable to the ambassador for every work he was assigned in each country. Diaspora agency had been one of the departments of the ministry before the new reform introduced. But now, after reform it is established in March 2019, as an agent under MOFA. The agency is working hard and winning trust among stakeholders. The EDA mainly aims at facilitating and coordinating the participation of Ethiopian diasporas in the country's overall social , economic ,cultural and political activities , (source document analysis , It is our Dam Magazine ,p :32, Abyssinia Business Net work ,August 2020 or www.abyssiniabusinessnetwork.com). There is a Diaspora section or department in each foreign mission under the umbrella of the Ambassador or Diplomat. EDA is working with MOFA and investment commission to engage Diaspora on their investment interest. After the March 2018 reform the Ministry is using Diasporas engagement extensively in the national image building communication and public diplomacy activity.

Informant I 1 stated the relationship between EDA and MOFA as the following:

“Ethiopian Diaspora Agency (EDA) is directly accountable to the Ministry of foreign affairs (MOFA) and working relations are vertical. Diaspora officer in each country missions work with Ambassador. For example if it is desired to engage Diaspora economically Diaspora work with the economic diplomacy wing of the MOFA. There is vertical relationship they are not working parallel. The work of Diaspora agency is organized by Ambassador and also the Ambassador is accountable to the MOFA. One Diaspora officer is sit in Ethiopian embassy and accountable to the ambassador for every work working with ambassador in each country. As necessary human resource deployed by the MOFA. Here Diaspora agency

is accountable institution but they are accountable department in embassy or in our mission” .

As Informant I 2 and I 3 said, the MOFA and the EDA has legal relationship starting from its establishment or commencement. EDA is accountable to the ministry of foreign affairs. Every work is done by MOFA there is a Diaspora section or department in each mission abroad under the umbrella of the Ambassador or Diplomat . Image building and public diplomacy activities are worked together with collaboration.

As informants I 4, I 5 and I 6 said, Diaspora agency had been one of the department of the ministry before a change comes. After the new reform government assumes the power EDA is separated and established as an agency by giving them the role. The difference is the change the transformation the government is working on by giving attention to the Diaspora. Now, these days after it is established as an agent under MOFA the agency is working hard and creating trust. Diasporas contribute to the development of the country through remittance, investment etc. EDA is working with MOFA and investment commission to engage Diaspora on their interest of investment. Head office works both domestic and foreign issues and the agency is accountable for the MOFA. And also manpower is assigned in the Diaspora agency and in our mission abroad to handle the issues of Diaspora by the ministry and Diaspora agency jointly, after a change the ministry is using extensively Diasporas engagement in the national image building communication and public diplomacy activity.

As Informant I 7 and I 8 said, both the MOFA and EDA are an organized single entity EDA is accountable to MOFA and are working together as one entity. The Diaspora agency was specialized to be concerned only with Diaspora issue. it dispatched due to the work is very vast which require many resources and budget but still under the umbrella of the ministry . Since the work is very vast and require large resource the agency has dispatched itself to efficiently work with the Diaspora. These informants also asserted as an example that , Ambassador Birtukan Ayano MOFA state minister and Selamawit Dawit of EDA state minister are visiting and mobilizing our Diaspora together abroad in America, Europe , Canada and UK , Scandinavian countries , middle east , etc. to collect fund to the GERD .

With regard to the relationship between MOFA and EDA respondent I 9 from EDA stated the following:

“Both the MOFA and EDA are an organized single entity. The Ethiopian Diaspora Agency is directly accountable to the MOFA and executes all Diaspora activities under the umbrella of the Ministry (council of minister Regulation No. 432/2018). Ethiopian Diaspora agency given full accountability and responsibility by the MOFA to handle the issue of diasporas both domestically and abroad. The relationship is so good; and the Agency has already taken this work. At the beginning it was found in the ministry as a department (Diaspora department) and later on , due to the present government reform , the government wants to increase the support of the diasporas , and was raised to level of an agency”.

In this regard as informant I 10 said, EDA is accountable to MOFA. The main task or objective is to implement Diaspora policy on behalf of Diaspora. For example different Documents are prepared for Diaspora public diplomacy, Diaspora and Diaspora related articles etc., for the engagement of Diaspora in public Diplomacy and image building. EDA is established to engage Diaspora in a holistic way and to act on behalf of them on their interest which is allowed to them, right now Diaspora public diplomacy has one year age in EDA. It has been in the wing of public diplomacy of the ministry before.

As Informant I 11 said , the relationship is so good ; and the Agency is already received this work , you know at the beginning it was found in the ministry as a department (Diaspora department) and later on , due to the present government reform , the government wanted to increase the support of the Diasporas , it was founded and raised to an agency .

Informant I 12 and I 13 stated , the relationships between the Ministry and Ethiopian Diaspora agency (EDA) for implementing the practice of Diaspora engagement in the national image building communication and public diplomacy as the following :

As our Agency is located in Ethiopia, it needs long hands to reach the Diaspora. Therefore, we use Ethiopian mission abroad through MOFA to access the Diaspora and

engage them. In 38 missions across the world, we have Diaspora diplomats that are assigned by MOFA to our missions abroad to carry out these activities. At the beginning of every fiscal year, we send plans to the missions and sign them with the mission heads/ambassador. Among the many activities to be performed by the missions include PD and image building.

The responses of all the informants from MOFA and EDA with regard to working relations of MOFA & EDA are summarized in the following four points:

1. The MOFA and the EDA has legal relationship starting from its establishment or commencement, EDA is accountable to the Ministry of Foreign Affairs (council of minister Regulation No. 432/2018) .
2. working relations are vertical Diaspora officer has asit in Ethiopian embassy and accountable to the ambassador for every work with ambassador in each country
3. The activities are worked in collaboration of both MOFA and EDA
4. Reports and plans are evaluated jointly with collaboration of both MOFA and EDA

4.6. The Practice of using Public diplomacy strategies :

The informants from MOFA and EDA were asked on using public diplomacy strategies to engage Diasporas in the national image building communication and public diplomacy activities. According to three informants (I 1 ,I 2 &I 3) , the ministry is implementing conservative strategy due to financial problem and other resource shortages . Despite the good progress made in social media and digital diplomacy there is drawback of having a well designed scheme such as : in twitter campaigns, ICT and in coordinating platform for Diaspora engagement . in addition they said that ; as strategy there are ten cultural centers that are started to be build in selected countries that host Ethiopia's mission abroad , sending diplomats to different embassies abroad and engaging diasporas wearing our cultural clothes , to sell our clothes , to open our cultural clothes shop , to exhibit our cuisine , to open restaurant , to promote our coffee ceremony, etc In order to strengthen the work of Diaspora engagement in the national image building communication and public diplomacy .

As Informant I 1 said, with regard to using Public diplomacy strategy for the national image building communication and public diplomacy the strategy is conservative due to financial budget problem and resource shortage . The missions work to implement the plan of MOFA and Ethiopia follow conservative approach strategy to implement public diplomacy and image building communication due to lack of budget and pertinent professional human resource. For example using international media to promote the country is very costly and no potential. we use our foreign mission as outlet at all disposal for panel, event , created foreign stage to minimize the cost.

However I 2 said , The strategies used to engage Diaspora in public diplomacy and in the national image building communication in social media and digital diplomacy is in a good progress despite the drawback of well designed coordination such as : in twitter campaigns, ICT, and in coordinating platform for Diaspora engagement .

I 3 said , as a strategy for example about ten Ethiopian cultural centers are started to be build in selected country's that host our mission abroad to image building diplomacy .

Two of the informants (I 4 & I 5) said that ; After new reform of government Administration , MOFA is utilizing different tactics and strategies to reverse misinformation and disinformation campaign . Before the new reform Diasporas are largely government opponent but now they are cooperative with the head office and the mission abroad. As they said, for example, dozens of rally's in US , Europe and UK organized by Diaspora community and collecting money for the GERD, by preparing different cultural events and concerts in the resident countries .

Significant number of Informants (I 6, I 7 , I 8 I 9 I 10 , I 11 & I 13) said that, projects are executed through our mission abroad under the umbrella of the ministry by engaging Diaspora. The strategy is involving Diasporas in the preparation phase of project by the ministry through our mission. Any issue which wanted to be advocated will be planned first and then shared to the diasporas and after having in depth discussion and meeting , the agreed up on cases are communicated to the Ethiopian diasporas and foreign publics through this strategy. And also they said that; specific public diplomacy strategy is not designed. But, it is in the wing of public diplomacy of

MOFA. Every work is done in collaboration with mission. There are Diaspora diplomat in each mission abroad and also by using virtual means Diaspora public diplomacy is conducted in national image building by prominent individuals, think tanks, opinion leader etc. The above seven informants asserts that , In about 38 missions abroad there are Diaspora diplomat as a public diplomacy strategy by which Diaspora diplomacy is practiced in different event personally and also through ICT by giving the necessary and updated information for Diaspora to engage through their association .

The engagement of Diaspora in the national image building communication and public diplomacy activity is improved due to the advancement of the present information communication technology . According to (19) , foreign media relation director of MOFA said, Through their association and personally the door is open now to invite and prepare platforms to participate Diasporas and also the application of digital diplomacy has widened the opportunity for diasporas to participate in the activities of national image building communication and public diplomacy by getting latest and updated information from the social media of the MOFA ,for example , the horn in the week and press releases. As a public diplomacy strategy the Ministry is using different languages by using different communication channel . The strategy used now is not only gathering our Diaspora to make rallies and make their voice to be heard abroad. The Ministry, the Missions and the Diaspora Agency are using digital diplomacy strategy by collaboratively through social media which is inclusive in making all our Diasporas to participate in the national image building communication and public diplomacy activity.

As one of the informants (I 12) stated the practice of public diplomacy strategy by MOFA and EDA in engaging Ethiopian Diasporas in the national image building communication and public diplomacy as the following:

“it is clearly stated in the Ethiopian Diaspora policy that , image building is one of the activities that the country needs . As a result, he said, we mobilize the diasporas so as to achieve this objective,. Our strategy largely relies on using Diasporas associations and their members, using the associations via our missions abroad; we present agendas that the diasporas have to focus in order to achieve a positive image of the country.

Often the case talking points are prepared and sent for discussion. Besides, the Diasporas are encouraged to engage in the public diplomacy activities in the countries they live. As he said, the initial idea for the formulation of Diaspora policy is the Federal Democratic Republic of Ethiopia foreign affairs and national security policy and strategy document. In this policy document stated that Ethiopians in the Diaspora could play a significant role in carrying out research and investing at home. In addition, they could be successful in lobbying for Ethiopia and try to influence their country of residence to help with our country. Aware of the key roles played by Ethiopian residing abroad, the government should take initiatives in creating the most conducive environment for them to play constructive role (FDRE Diaspora Policy, 2013)".

Beyond this, the researcher assessed related documents in order to crosscheck the validity of the data and come up with a sound conclusion. Among the strategies set in the Diaspora policy document, Establishing Permanent Information Exchange Forum with diasporas is one of the key strategies of the policy ,(Ethiopian Diaspora Policy ,2013 E.C. :17-18). So, the implementation of the strategy after reform and together with the establishment of Ethiopian Diaspora Agency stimulate diasporas to play the role of Advocacy , Mediation and representation strategies as an Ambassador of Ethiopia.

4.7. Analysis of the role and coordination efforts between MOFA &EDA :

The sampled informants from MOFA and EDA were asked on the role and existences of coordinated efforts between MOFA and EDA in the engagement of Ethiopian diasporas for the national image building communication and public diplomacy:

According to all informants, Both MOFA and EDA are working in high coordination .The Ministry give a role to Diaspora agency and Diaspora agency implement the directive of the ministry in the engagement of Diaspora in the national image building communication and public diplomacy. The two government offices are working together as a diplomatic institution in cooperation , for example , MOFA state minister

and EDA together had visited diasporas in America, Europe , Canada and UK , Scandinavian countries , middle east etc., in order to mobilize diasporas to support Ethiopia. The Ministry has issued directives and instructs the Agency for its best achievement and the Agency therefore, often accomplish its plan with success. Besides, there is good coordination between the Ministry, the Agency, the missions and the Diasporas. This can be seen on Grand Ethiopian Renaissance Dam (GERD), current affairs, Ethio-sudan border dispute. Informants also added that, this time is also high time where big tasks are handled by MOFA and EDA jointly. The present collaboration witnessed among the Ministry, our Mission abroad, Ethiopian Diaspora Agency and Diaspora communities across the world are never seen before. Furthermore, there is a good cooperation and coordination between the Ministry and EDA that, they have many joint meetings on different agendas they share plan , and all activities are managed in a well organized way almost with full collaboration.

4.8. The methods employed by the MOFA and EDA to use the Ethiopian Diaspora as an actor :

The informants from MOFA and EDA were asked on the way Diasporas are used as an actor in the national image building communication and public diplomacy. Three of the informants (I 1, I 2 & I 3) said that , regardless of the influence MOFA and EDA utilize diasporas as an actor in two ways . Firstly, the first and the old one is done through culture , history , coffee ceremony, cousin , tourism promotion , defending our national interest , Participating in cultural and religious ceremony, participating in common national anniversary which promote Bilateral engagement by language , education, platform and discussion and the embassy uses Diaspora talent and skill as resources for different events prepared for cultural promotion , music festivals etc.. The second way is through, the use of digital diplomacy cyber base of the present technology.

Substantial number of respondents said that , the two organizations are working in a collaborative way so as to achieve the image building and public diplomacy objective of the country by using diasporas as an actor through their initiative and little promotion effort .As they said , diasporas are believed to be the face of Ethiopia in countries where they live . So presently MOFA and EDA are working on the diasporas:-

by handling all diasporas regardless of their difference , by working on national consensus building, by mobilizing them towards executing planned activities, involving individual Diasporas and Diaspora associations and think tanks etc. . Ethiopian Diaspora must do for his country by using different means with different stake holders by their own initiative. if the issue is about investment with the ministry of investment and Ethiopian plan commission, if it is about Diaspora engagement with Diaspora agency and if it is about tourism with the ministry of culture and tourism . Ethiopian Diaspora defend foreign publics not to despoil our image and not to put un necessary influence on the country virtually and face to face by meeting together for rally .

4.9. The scale of relationships between the Ethiopian Diaspora Agency and Diasporas :

The informants from MOFA and EDA were asked on the level of relationships that exist between Ethiopian Diaspora Agency (EDA) and the Ethiopian Diasporas. Almost all informants from MOFA and EDA said that, these days there is significant and positive relation between the agency and Diasporas. This strengthened relationship was due to the Establishment of the agency which brought trust about the government of Ethiopia in Diasporas mind.

In this connection, a director working in the EDA said that,

“The Ethiopian Diaspora Agency is established to serve the Diasporas. It has two objectives: implementing the Ethiopian Diaspora Policy and protecting the rights and interests of the diasporas in collaboration with pertinent bodies .It is also mandated to facilitate anything related with the diasporas :knowledge and skill transfer, remittance inflow, trade, investment and philanthropy. This shows that the relationship is direct and important. As the Agency is located in Ethiopia, it needs long hands to reach the Diasporas. Therefore, they use Ethiopian missions abroad to access the Diasporas and engage them. In 38 missions across the world, they have Diasporas diplomats that are assigned to carry out these activities. At the beginning of every fiscal year, they send plans to the missions, discuss and endorse them with the mission

heads/ambassadors. Among the many activities to be performed by the missions include PD and image building” .

In relation to the research objective , from this the researcher understood that EDA is working good and there is a good progress in relationship between the Agency and the Ethiopian Diaspora , which should be supported by preparing common guideline among stake holders working on Diaspora engagement such as : Ministry of Culture and Tourism , Ethiopian investment Commission(EIC), planning and Development commission , Ministry of Labor and social affairs , etc. to evaluate and monitor the engagement of Diaspora for the national image building communication and public diplomacy.

In addition to key informants, the researcher reviewed related documents in order to crosscheck the validity of the data and come up with sound conclusion and recommendation. The general objective set in the Ethiopian Diaspora policy Document is Building a strong relationship between Diaspora and their country of origin and encouraging and facilitating conducive environment for participation of Diaspora on ongoing peace and democratization process to benefit their county and to benefit from their engagement and to preserve their rights and interests abroad.

Since the mid-2018 Ethiopia’s reform, according to I 12, the Ethiopian Diaspora Agency is working tremendously regarding attitudes and perceptions towards the Diaspora. The relation between the Ethiopian Diasporas and Ethiopian embassies have been significantly changed; communities social events were done in the embassies compound, trade fairs conducted repeatedly, and other social events were undertaken significantly where the diasporas previously had been staging several protests before the reform. The Ethiopian diplomats, who had been restricted in the premises of the embassies compound, have now gained confidence due to the reform in Ethiopia. Significant increase in Diaspora volunteerism to provide various services has also been witnessed after the reform.

The researchers argue that there is a growing recognition that the Diaspora makes meaningful contributions to development efforts in Ethiopia. The Ethiopian Diaspora

policy declaration and the establishment of Ethiopian Diaspora Agency under the umbrella of MOFA to effectively engage with its Diaspora was the crucial step in its effort of the country's Diaspora engagement for the national image building communication and public diplomacy effort. The Ethiopian Government has recently shifted from labeling Diasporas in a negative light to celebrating Diasporas day as national champions. Furthermore, it can be said that after new reform Government has engaged the Diaspora with new energy, enthusiasm, and attitude, for the overall growth and development of country.

4.10. The Challenges of Diaspora engagement in the national image building communication and public diplomacy activity of Ethiopia:

The informants from MOFA and EDA were asked about the challenges of Diaspora engagement in the national image building communication and public diplomacy. According to one of the informant (I 1) , the problem of having common understanding about different issues of the country and the problem of working together for national interest were the major challenge , which intern was due to the previous regimes narration focused on dividing Diasporas.

The other informant (I 2) asserted that , The major challenges are financial and trained human resource problems, conflicts , un updated perception of Ethiopia , lack of professional and pertinent expert and equipped personnel. For example, the payment for promoting Ethiopia using international broadcasting corporation such as: CNN, Aljazeera, BBC , etc. are too costly , the other problem is working in isolation , that the MOFA works independently for all ministry office without consulting concerned stake holders such as :the Ministry of Culture and Tourism , Planning and Development commission , Ethiopian Investment Commission (EIC), and so on.

Five informants (I 3 , I 4 , I 5 , I 6 & I 7) said that , few Diasporas who have their own political agenda are busy propagating the negative image of the country so as to make up the minds of other countries who have good image for Ethiopia. They also of the opinion that there are few Diasporas that the Egyptians use as an instrument to destabilize Ethiopia from building the dam. They further added that , ethnic division in

the Diaspora , the switching of the Diasporas stances due to events in the country and existence of special interest groups were the major challenges constraining the feeling of oneness among citizens.

According to I 8 said, lack of competent and professional Diaspora diplomat, Geopolitical problem , domestic and international dynamism in relation to other countries interest which divert Diasporas. Diasporas have different political ideology. Sometimes Diasporas misunderstand the reality on the ground and they can be easily swelled by misinformation. so they are subject to fluctuation in opinions .

I 9 said, creating national consensus is one challenge National/Domestic political dynamics affects Diaspora engagement

According to I 10 the challenges are: The interests of Diaspora by itself, stand of Diasporas on their country. Due to , the erroneous perception of few Diasporas between the ruling party Government and the Country.

I 11 said, Ethiopians as I have recognized that very much loved their country and wanted to see their country economic development; and when the government work for their success; they have supported and when they assuming that it is in the opposite way they revolt against it.

As I 12, said I think currently the basic challenge is shortage of big events to showcase Ethiopian culture to others due to Corona restrictions.

I 13 said, political interests and absence of uniform perception of Diasporas from the government side based on different parameters and selective approach which make Diasporas demoralize to participate in image building before reform. Thus, he asserts that the government of new reform has working on Diasporas to engage in the national image building communication and public diplomacy activity of Ethiopia.

The seven Informants above (I 8 – I 13) 54% of the informants responses are summarized as conflict of interest between Diaspora on the financial related issues of go fund me , misunderstanding of the real situation of their home country, since Diasporas don't know the reality on the ground , they can easily be flooded by

misinformation . So, they reveal fluctuation in opinions. Obviously, National/Domestic political dynamics affects Diaspora engagement. The seven informants I mention above highlighted the following challenges in the engagement of Diaspora for the national image building communication and public diplomacy activities of Ethiopia :-

- Host countries policies
- Global situations (eg. COVID-19)
- The individual interests of Diaspora by it self
- political interest and the view of Diasporas about their country
- From the government side there is no uniform perception of diasporas based on different parameters (i.e. classification of Diaspora) .
- lack of competent and professional Diaspora diplomats and diplomats
- Discriminatory approach which make Diasporas discourage to participate in image building
- Geo political, domestic and international dynamism in relation to other countries interest which divert Diasporas.
- polarizing Diasporas due to political differences and
- Currently the basic challenge is lack of convening big events which display Ethiopian culture to others, which is due to Corona restrictions.

The researcher also argues that the above all challenges are the justification for the problem statement and the assessment of Diaspora engagement in the national image building communication and public diplomacy of Ethiopia in the case of the Ministry of Foreign Affairs of Ethiopia (MOFA). A country which works on building its image through its Diasporas can curve the attention of the international community towards its values, resources and people. Global states, giant companies (MNCs), organized tour agencies and other potential entities have the opportunity to enter and operate a business in a country with a good image.

4.11 the ways the challenges of Diaspora engagement are approached :

The informants from MOFA and EDA were asked on how the challenges hampering Diaspora engagement in the national image building communication and public diplomacy be approached .Three informants (I 1, I 2 & I 3) from MOFA said that , the challenges are approached through controlling domestic issues by considering the national interest , by giving information that is related to peace , security and justice to the public and also by working with stake holders such as : ministry of culture and tourism , ministry of peace , investment commission , plan commission and so on .

Five informants (I 4 ,I 5, I 6, I 7 & I 8) from MOFA said that , challenges are approached through inviting those that have passion of non partisan to help or support their country Ethiopia and move step by step to those who are not collaborative.

Five informants (I 9, I 10, I 11 ,I 12 & I 13) from EDA said that , the challenges are addressed by repeatedly engaging with Diasporas .

4.12 Respondents recommendation to enhance Diaspora engagement:

The informants from MOFA and EDA were asked to recommend on how to enhance Diaspora engagement for the national image building communication and public diplomacy . Four of the informants (I 1 , I 2 , I 3 , & I 4) recommended that , Creating narration which centers on National interest , creating common national interest in the country , solving domestic issues and domestic conflicts should be reconciled . Regardless of whatever happens keeping positive engagement of Diaspora is a must. Giving training for our human resource by learning from the practice of other successful countries like Egypt, China and India. Since the work of public diplomacy requires a great effort the ministry should address financial and human resource problems. creating the sense of belongingness among the Diasporas to their country, design a comprehensive policy which foster the diasporas engagement in investment and in different development initiative, Establishing a mechanism of monitoring and evaluation system of Diasporas engagement, maintaining good relation with the Diasporas and their residence country.

The other Six informants (I 5 , I 6 , I 7 , I 8 , I 9 & I 10) said that , developing organized Diaspora structure , Providing regularly updated information to Diasporas through face to face , media , ICT, Digital communication , preparing inclusive policy to participate all Diaspora regardless of their political stance ,status or level . for example poor or rich , educated or un educated consulting them in different issues to show them that they have value to add to their country , designing inclusive strategy and policy based on other country's practice, adopting the practice of other countries by taking into account our objective reality , culture ,behavior of our Diaspora and designing the strategy depending on them , etc.

The remaining three informants from EDA (I 11, I 12 & I 13) said that , in order to enhance the engagement of diasporas for the national image building communication and public diplomacy activities different systems and strategies need to be devised and implemented effectively . Besides, internal conflicts and poverty that tarnish Ethiopian image need to be dealt with and the government must work hard towards achieving the growth and stability of the country .this implies ,in this world so closely interconnected through globalization, civil society has started to play a more important role in relations between countries. Diasporas, Religious organizations, professional associations and NGOs have been building links with fraternal organizations all over the world and are striving to spread the benefits of globalization around. In this way, they contribute to development and the building of peace and democracy. They are becoming new forms of inter-country interchange. The government should take note of this growing phenomenon and encourage and even help coordinate Ethiopian civil society so that one's interests and security are respected. It is when we strengthen our networking, when we seek the widest participation, and when we play a key coordinating role that we can build our capacity to deliver what is needed to protect our interests and security at domestic and worldwide level.

Chapter Five

Summary, Conclusion and Recommendation

5.1. Summary

The purpose of this study is to assess the practice of Diaspora engagement for the national image building communication and public diplomacy the case of the Ministry of Foreign Affairs of Ethiopia. The study shows that Diaspora engagement is decisive for communicating the image of a nation. Countries like China, India and Korea use this approach in their foreign policies to brand and build their global images in that Diaspora engagement in image building communication and public diplomacy helps for attracting foreign investment, increasing tourism attraction and strengthening the relations between countries. In the Ministry of Foreign Affairs of Ethiopia, the concept of Diaspora engagement for the national image building communication and public diplomacy activity is fresh for example The Ethiopian Diaspora Engagement is simply conceptualized as : Travel , Remittances, Donations , Business investment and volunteerism (Source mapping of Ethiopian Diasporas Residing in The United States of America Magazine ,IOM Development Fund ,November 2018, Addis Ababa , Ethiopia) .

keep away from putting it in to practice i.e. , the diasporas engagement for the national image building communication and public diplomacy of Ethiopia Through the Ministry (public diplomacy in particular) is at the forefront of implementing the foreign policy, it has used routine and traditional approaches to build the image of the country for longer years. But now these days the use of Diaspora engagement in the Ministry helps to curve the dominant past stories of the country, cope up with global dynamism, and provide balanced responses to different kinds of media reports on the country.

The Spokes Person and the Public Diplomacy Directorate Genera (SP & PDDG) , the responsible department of the Ministry in national image building of the country, makes international news analysis and disseminates it to the global public in the Ministry's website. It also produces a weekly publication called "A Week in the Horn", that reports major weekly events which happened in Ethiopia,

the region and across the globe. In addition to the online publication, the dissemination of such information to both local and foreign audience is also through digital diplomacy tools such as Face Book, Twitter and different Digital social media. The researcher found out that the analysis and dissemination of local and international news is the major role of The Spokes Person and the Public Diplomacy Directorate General (SP &PDDG), rather than deploying Diaspora engagement in the national image building communication and public diplomacy that can brand and build the image of Ethiopia.

The study also assessed this department is busy with routine activities which have less or no relation with diasporas engagement for the national image building communication and public diplomacy. Disseminating message, identifying target audience and selecting appropriate media are very important in the national image building communication. Yet, the Ministry has poor practice of Diaspora engagement in the national image building communication until the new reform which results in the establishment of Ethiopian Diaspora Agency (EDA) in March , 2019 with the objective of Diaspora engagement and the protection of the rights and securities in the presence of stagnant image of the country for longer periods. The study also found out the presence of disintegrated way of promoting the country to the international community among the responsible stakeholders of MOFA such as Ministry of Labor and Social affairs, Ethiopian Investment Commission, Planning and development Commission, Civil Aviation and Commercial Banks etc.. Generally, the limited use of social media outlets, domestic volatility, absence of independent website monitoring, lack of message crafting, poor internet connection, rigid bureaucracy and lack of skilled manpower and other resources in the MOFA, EDA and Ethiopia's Mission abroad are identified as challenges that hinder the Engagement of Diaspora for the national image building communication and public diplomacy activities of the country.

5.2. Conclusion

The study particularly aims at assessing the practice of Diaspora engagement for the national image building communication and public diplomacy in the case of the Ministry of Foreign Affairs of Ethiopia. At the Ministry, the spokes person and public diplomacy directorate general (SP & PDDG) is highly tasked with the building of the image of a nation. According to this study finding, Diaspora engagement for the national image building communication and public diplomacy activity is one of the key pillars for the overall development of a country. A country which works on building its image through its Diasporas can curve the attention of the international community towards its values, resources and people. Global states, giant companies (MNCs), organized tour agencies and other potential entities have the opportunity to enter and operate a business in a country with a good image.

This study generally reveals the importance of Diaspora engagement for the national image building communication and public diplomacy of a developing country like Ethiopia. Diaspora engagement is vital currently for image building, public diplomacy, trade, investment and tourism promotion. However, the way the Ministry of Foreign Affairs of Ethiopia , Ethiopian Diaspora Agency (EDA) and the missions abroad communicate with the rest of the world including the domestic constituency highly matter for the country's image. It is found out that the role of Diaspora engagement is superior in promoting the national image and public diplomacy of Ethiopia. The Ministry of Foreign Affairs, Ethiopian Diaspora Agency and Ethiopia's diplomatic missions in foreign countries are big stakeholders who implement the foreign policy goals and strategies. Though Diaspora engagement plays a significant role in national image building, the MOFA, the EDA and overseas missions have not been strategically promoting the country's image to the international public/ audience to the desired level, rather they deploy conventional, customary and conservative practices due to budget problem, pertinent experts or qualified professional diplomat and other resources.

The use of Ethiopian Diaspora engagement in the national image building communication and public diplomacy by the Ministry of Foreign Affairs, Ethiopian Diaspora Agency and the diplomatic missions abroad is crucial for curving the country's unfavorable image into a favorable story, managing the foreign relations of the country in the global dynamism, and providing a balanced response to international media organizations which release biased reports on the country. In doing so, the country's good image brings foreign direct investment, boosts tourism and increases the credibility of the country in foreign relations with other countries.

In Ethiopia, there are different governmental and private stakeholders which promote the image of the country independently. However, the ways and communication approaches for promotion being implemented among the stakeholders are quite different and work independently rather than coupling. For example, the Office of the Prime Minister, the Ministry of Foreign Affairs, the Ethiopian Diaspora Agency, the Ministry of Tourism and Culture, the Government Communication Affairs Office, the Ethiopian Investment Commission, ministry of labor and social affairs, Ethiopian Emigration, planning and development commission, National Bank, Commercial banks, Ethiopian Airlines and other stakeholders follow independent work in promoting the country's image. As a result, the study findings reveal that a gap exists among the stakeholders in deploying Diaspora engagement for the national image building communication and public diplomacy activity that helps to craft a national messages in collaboration for promoting the image of Ethiopia.

The Ministry of Foreign Affairs is the major factor in dealing with Ethiopian nationals (including the Diasporas) abroad. In the Ministry of Foreign Affairs, the Public Diplomacy Directorate General is the active player in building the image of the country by organizing and coordinating the other Directorate Generals, Ethiopian Diaspora Agency and Ethiopia's missions abroad. However, the researcher found that there is lack of understanding on the use of Diaspora engagement in the national image building communication and public diplomacy in the Ministry. Though the Ministry has shown little improvement in building the capacity of the practitioners on public diplomacy and national image building areas, it lacks skilled and charismatic diplomats and ambassadors who can confidently promote the image of their country. The researcher

confirmed this from thirteen Informants of MOFA and EDA only one of the informants (14) was specialized in the field of public diplomacy from MOFA sample drawn Informants . In relation to this, the research revealed that the head of overseas missions (ambassadors) are not far-going in promoting the country's image. The major reason for this is the presence of political appointment of non-diplomatic staff as an ambassador/ head of a mission than a career-based appointment. The study shows that most of the politically appointed ambassadors and diplomats do not have the basic knowledge of diplomacy and international relations, rather they are appointed as the head of a mission for political loyalty. Thus, the height of using Diaspora engagement for the national image building communication and public diplomacy activity might probably occur if the Ministry deploys diplomatic personnel than the appointment of politically affiliated people. This is because the diplomatic corps is nearer to the changing global dynamism and knows where, when and how to communicate with the relevant state and non-state actors such as states, diasporas , the international public, international organizations , inter governmental organization , trans national organization , regional organization and bigger global corporations.

The domestic instability of the country has become the major factor which affects the promotional activities of the Ministry of Foreign Affairs and the missions abroad. The existed corruption and maladministration before new reform in the country resulted in the discontent of the citizens of the country. As a result of the dissatisfaction, the majority of the Diasporas abroad use social media to darken the image of the country in different platforms. With regard to this, until the new reform the Ministry and missions have not developed an enabling environment in addressing the interest of the Diasporas, rather than labeling them as a destructive force for the country's development and the incumbent government.

The research find that Diaspora engagement has significantly improved these days since the new reform ,before three years , the practice is only confute no other mechanisms but now days diasporas are playing a great role in communicating the good image of the country by using all forms of communication to build and maintain the image of the country with genuine positive engagement without hiding the problem by acting as an Ambassadors .

The practice of Diaspora engagement for the national image building communication and public diplomacy is at its infancy level, but showing progress at the present time by getting attention by the Ministry of Foreign Affairs, EDA and Ethiopia's Missions abroad. As one of the public diplomacy strategies, digital diplomacy helps to widen the reachability of the Ministry, EDA and Ethiopia's Missions in providing current information and influencing the attitudes of the international public through Diaspora Engagement. However, the Ministry, EDA and Missions lack professional, technocrat, competent and committed diplomats who are skilled in using the digital diplomacy for building the image of the country which became a challenge on the country's current public diplomacy endeavor.

5.3. Recommendation

As thoroughly discussed in the analysis part of the research, Diaspora engagement plays a vital role for the national image building communication and public diplomacy. The good image of a country is helpful in attracting foreign direct investment, boosting tourism and creating the political credibility in international relations. However, the integrated communication among the concerned stakeholders needs uniformity in promoting the country's image to the international community. Otherwise, there needs to be a central body which regulates the Diaspora engagement in the national image building. Communication and public diplomacy activities of the disintegrated stakeholders. The MOFA, The EDA, The Ethiopia's mission, The PM Office, The higher institution, The Investment commission, The plan commission, The ministry of culture and tourism, The Government Communication Affairs Office and other stakeholders should sit together over a table to conceptualize and discuss thoroughly on the engagement of Diaspora in the national image building communication and public diplomacy of Ethiopia on what the image of the country is, how this image can be communicated and other regulatory and monitoring activities. This helps to avoid discrepancies and independent work in what and how to communicate the image of a

nation among the stakeholders of the country.

In order to perform successful Diaspora Engagement for the national image building communication and public diplomacy the Researcher suggested the following possible solution:

- The Ministry, The EDA , The Missions abroad and other stakeholders should collaborate to work on Diaspora engagement for the national image building communication and public diplomacy
- The ministry should design appropriate and dynamic Diaspora diplomacy strategy which takes into account : our economic needs , East African Geopolitics , sources of our development assistances , foreign investors , the interests of our partner country etc.
- The ministry should embark on digital diplomacy by effectively utilizing information communication technology to exploit Diasporas fully as an actor and instrument in the national image building communication and public diplomacy activity.
- The ministry should design a project to raise fund which participate Diasporas to build our cultural centre in our host countries.
- The ministry should promote all Ethiopian diasporas engagement for the national image building communication and public diplomacy without partition and dichotomy due to their level of education , income ,political interest , their host countries policies etc..
- The institution has to break the rigid bureaucracy and go along with the changing globe by establishing an efficient system that drives for the promotion of the image of the nation.
- There should be monitoring and evaluation system by the ministry between EDA and Ethiopian Diasporas.
- Apart from this, the human resource allocation in the Ministry's Public Diplomacy Director General, Ethiopian Diaspora Agency and the Missions abroad needs to

consider the interest, knowledge and skills of diplomats.

- The assignment of human resource in different Director Generals of MOFA, EDA, and Ethiopia's Mission abroad should be the right person at the right place or position with transparency and accountability.
- The assessment requires further investigation and study by adding the diasporas as key informant and applying focus group discussion for coming up with compatible finding and recommendation of public diplomacy strategy for Diaspora engagement in the national image building communication and public diplomacy of Ethiopia .
- I will advise future research to access and include Diasporas in the future for better triangulation, it requires further investigation and study which involves Ethiopian Diasporas in different parts of the world for coming up with compatible solution to the problem under the study to assess the practice of Diaspora Engagement in the national image building communication and public diplomacy of Ethiopia.
- Finally, the organizational set-up of the ministry needs adjustment and revision which will run with the new reform. The need for the public diplomacy of Diaspora engagement should be given big attention in the Ministry since it can play an important role for the promotion of the country's image and public diplomacy activity internationally.

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Appendix I

In-depth interview questions for key informants

1. How do you assess the practices of Diaspora engagement in national image building Communication and public diplomacy of the country?
2. What are the ways employed by MOFA and EDA to use Diaspora engagement as an instrument to promote the national image building communication and public diplomacy in the Ministry?
3. What are the practices of Diaspora engagement in public diplomacy of the country ?
4. What are the working relationships (structural relations) between the Ministry and Ethiopian Diaspora agency (EDA) and Ethiopia's mission abroad for implementing the practice of Diaspora engagement in the national image building communication and public diplomacy?
5. To what extent the MOFA, EDA, including the Ethiopia's missions abroad, use effective Public diplomacy strategies for the national image building communication and public diplomacy ? What looks like the ongoing practices in using Diaspora?
6. How do you see the role and coordinated efforts of the ministry of foreign affairs and Ethiopian Diaspora agency offices in the engagement of Diaspora for the national image building communication and public diplomacy?
7. How does the Ministry of Foreign Affairs, Ethiopia's mission abroad and Ethiopian Diaspora Agency use the Ethiopian Diaspora who lives in different parts of the world as an actor in the promotion of the national image building Communication and public diplomacy?
8. What are the challenges that the MOFA, EDA and the missions are facing regarding the use of Diaspora engagement for the national image building communication and public diplomacy of Ethiopia? How these challenges are approached and solved?
9. What are the relationships between the Ethiopian Diaspora Agency and Ethiopian Diasporas?
10. What do you recommend to enhance Diaspora engagement in the national image building communication and public diplomacy?