A DOMESTIC DIMENSION OF SOUTH AFRICAN PUBLIC DIPLOMACY OF UBUNTU: THE EFFECTS OF UBUNTU MAGAZINE

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DISSERTATION

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ABSTRACT

This dissertation assesses the effects of a domestic dimension of South African public diplomacy of Ubuntu by examining the impact of Ubuntu Magazine on its domestic readers. Ubuntu Magazine is a quarterly magazine and is part of public diplomacy initiatives by the Department of International Relations and Cooperation (DIRCo). This study specifically explores the effectiveness of conveying the DIRCo's public diplomacy messages through the magazine domestically.

In order to evaluate the domestic impact of the magazine, a survey method was employed in which a questionnaire was administered to a sample of email-subscribed domestic informants. The study furthermore used semi-structured interviews to solicit information from the publisher of Ubuntu Magazine.

The study argues that the magazine could be used both as information and relational communication framework of domestic public diplomacy initiative in addressing domestic audiences as opposed to being only an information framework. It also advocates that the magazine could be an effective domestic public diplomacy tool if relational and information communication frameworks are used in a complimentary manner for effective domestic public diplomacy.

Keywords:

Public Diplomacy; Ubuntu Magazine; Domestic Public Diplomacy; Effects; Information communication framework; Relational communication framework.

DECLARATION OF AUTHORITY

I **Tshepo James Mokoroane,** student 22308598, declare that this dissertation, all material presented to North West University (Mafikeng Campus) - Department of Politics, History and International Relations - is my own work and all references are specifically acknowledged. I understand that if at any time it is shown that I have significantly misrepresented material presented herein, any degree or credits awarded to me on the basis of that material may be revoked. This dissertation has not been submitted before for any degree or to any other university.

Student's signature: _____ Date: _____

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DEDICATION

Special dedication goes to my late mother **Mmamotse Maria Mokoroane**: your passing on from this world nearly brought mine to an end because you were the centre of my joy and source of hope. I acknowledge your motherly love and financial sacrifice. I therefore dedicate this scholarly work to you: I believe that you are here and watching over my academic progress since you planted the initial seed.

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CERTIFICATE OF EDITING

I, Muchativugwa Liberty Hove, confirm and certify that I have read and edited the entire dissertation ***A DOMESTIC DIMENSION OF SOUTH AFRICAN PUBLIC DIPLOMACY OF UBUNTU: THE EFFECTS OF UBUNTU MAGAZINE*** by **Tshepo Mokoroane**, student number 22308598, presented to the Faculty of Human Social Sciences, Department of Politics, History & International Relations, North West University-Mafikeng Campus, in fulfilment of requirements for the degree of Master of Social Science in International Relations. Tshepo was supervised by **Professor Lere Amusan** of North-West University.

I hold a PhD in English Language and Literature in English and am qualified to edit academic work of such nature for cohesion and coherence.

The views and research procedures detailed and expressed in the thesis remain those of the authors.

Yours sincerely

Dr M. L. Hove

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CHAPTER 1

BACKGROUND OF THE STUDY

1.1 Introduction

In contemporary public diplomacy scholarly research and debates, there is a unanimous voice that puts public diplomacy at the centre of foreign policy implementation. Public diplomacy (PD) has been dominated by powerful and developed states, namely the United States of America (US), Canada, Britain and other developed countries. Melissen (2005:8) affirms that the debate about new public diplomacy since the 11 September 2001 attacks has been dominated by US public diplomacy. According to Signitzer and Coombs (1992) public diplomacy can be seen as the way in which government, together with non-governmental groups and private individuals, influence directly or indirectly those public attitudes and opinions which bear directly on another government's foreign policy decisions.

Huijgh (2011:63) points out that Public Diplomacy remains a cipher for the domestic public and it is predominantly associated with its international aspect: directed towards foreign publics and conducted abroad. The cipher outlook of public diplomacy is grounded in the fact that diplomatic relations have been for some time exclusive to the elite and secretive in operation. Nevertheless Melissen (2005:13) notes that "in a domestic context the socialization of diplomacy is a familiar theme for foreign ministries, but it is one that deserves renewed attention as the domestic and foreign dimensions of engagement with 'the public' are more connected than ever before." The interconnectedness of the international arena from individuals, multinational corporations to multinational nongovernmental organizations has to a greater extent stimulated the appetite for domestication of foreign policies.

Chauhan (2013:221) adds that Public Diplomacy is a vital component of foreign policy. It is a general belief held by many new public diplomacy scholars that the technological advancements in information and communications has increased movement of people across borders, which has also led to the blurring of the line between domestic and foreign publics. In addition to what

Chauhan says above, public diplomacy, if implemented effectively, can project its vitality towards foreign policy by instilling patriotism in domestic publics and equally creating patriots out of foreign publics. The implementation of foreign policy through public diplomacy is an investment in building what Joseph Nye calls 'soft power.' Soft power is mainly founded or hinged on dictating or informing public opinion and culture.

Amusan (2015:65) writes that "soft power is difficult to be controlled by a government; it is an enterprise embarked on for many years by a state irrespective of the government in power; its fluidity, diffusion and cumbersome nature makes it less predictable by an individual government or state." Public diplomacy is mainly focused at building the blocks that seeks to multiply or increase soft power. The space for building soft power is mainly found in the public space. As aforementioned scholar echoed, it is a difficult task to control soft power because its flow and boom is influenced by external stakeholders such as the media, civil society and opinion makers just to name a few.

According to Soroka (2003:44) public diplomacy is based on a complex relationship between three major components: the government, the media, and public opinion. Tyler, Abbasov, Gibson and Teo (2012:5) point out that "while public diplomacy can be understood as a focus on foreign audiences, domestic public diplomacy can be defined as a series of initiatives which serve to inform and acquire the assistance of, citizens within a nation". Fitzpatrick (2012:422) notes that "studying the organization and practice of public diplomacy at home offers us a chance to understand how different countries try to adopt different organization, tools and practice of public diplomacy that fits their own needs and experiences."

In light of the foregoing development, the Department of International Relations and Cooperation (DIRCo) had adopted what they coined 'South Africa's Public Diplomacy in action.' This positive attitude towards PD is influenced by the final Draft of the White Paper on South Africa's Foreign Policy of 2011 which states that "in a world of competing interests, public diplomacy is essential to actively project South Africa's image, values and culture both domestically and abroad" (DIRCo, 2011:36). This study looks into the domestic dimension of South African public diplomacy in relation to the use of Ubuntu magazine. The White Paper also projects a vision of 'building a better world: the diplomacy of Ubuntu' which gave birth to the

concept of 'public diplomacy of Ubuntu in action.' The aforementioned phenomenon tells us that South Africa acknowledges the importance of PD as a tool to attain its foreign policy objectives.

The launch of 'public diplomacy of ubuntu in action' saw the birth of Ubuntu Magazine which is a quarterly publication by DIRCo. Ubuntu Magazine was first published in August 2012 with an aim to communicate with and educate stakeholders on South Africa's foreign policy positions, achievements, objectives and goals; give in-depth analysis and information on key departmental issues ranging from current affairs, bilateral and multilateral milestones, upcoming key events, as well as international work done by other government departments, business and parastatals. The magazine is distributed to all South African foreign missions, in all South African Airways (SAA) business lounges, to think tanks and it is available in digital form on the Department's website.

Prior to the launch of Ubuntu magazine, DIRCo used to solely publish their public diplomacy articles in the weekly digital newsletter called Diplomatic Society-Foreign Exchange. The exercise of sending articles to this newsletter limited their editorial freedom and flexibility. It is clear that the launch of Ubuntu Magazine as a platform for 'South Africa's public diplomacy of Ubuntu in action' was meant to add value to its public diplomacy because DIRCo is now a direct publisher. Tyler et al (2012:6) note that "the most common model of communicating with a domestic audience is the traditional direct or 'one-way' communication through media releases, statements, publications and other types of information provision. This form of communication is well-established among most ministries of foreign affairs."

1.2 Problem statement and substantiation

Since the launch in 2012, Ubuntu Magazine has become part of the core tools of South African Public Diplomacy of Ubuntu in action in the Department of International Relations and Cooperation. The magazine stands out as the most visible tools of South African public diplomacy in action. It was established to communicate and educate both foreign and domestic stakeholders on South Africa's foreign policy positions, achievements, objectives and goals. The White Paper on South Africa's Foreign Policy of 2011 view public diplomacy as an essential

tool "to actively project South Africa's image, values and culture both domestically and abroad" (DIRCo, 2011: 36).

Despite that the magazine is mainly classified as an informational format as opposed to relational format of communication, DIRCo launched it as both informational and relational medium. It's outlined aim of communicating with and educating stakeholders on South Africa's foreign policy matters indeed allocate to it a crucial responsibility of playing a role in maintaining relations between DIRCo and its audience. But the incoherent usage of ubuntu magazine in relation to DIRCo's relational initiatives reduces the effectiveness of South African domestic public diplomacy in its quest to communicate and educate domestic publics on South Africa's foreign policy actions. The neglect of the potential of this messaging tool can render the medium useless when it comes to enhancing the domestic dimension of South African public diplomacy.

Therefore this dissertation evaluates the informational feature from a variety of domestic public diplomacy activities that DIRCo implements to engage with domestic publics. The study strictly looks into Ubuntu Magazine as the most visible of South Africa's Public Diplomacy in action tools. The magazine also acts as one of the important consistent South African foreign policy information bearer and deliverer to both its domestic and foreign public audience. This study also uses the public diplomacy perspectives such as information and relational communication frameworks as coined by Zaharna (2009:88) as its theoretical backdrop in examining the impact of 'Ubuntu Magazine' on its domestic readers.

There were substantial reasons behind choosing to study the domestic dimension of public diplomacy practice of DIRCo for this dissertation with a special focus on the effects of Ubuntu Magazine. Firstly, due to deficiency of research scholarly work from less and developing countries such as South Africa in the field of domestic public diplomacy; secondly it is due to the value South Africa puts on its public diplomacy of Ubuntu in action initiative which gave birth to the magazine. Thirdly, for the fact that South African domestic public diplomacy remains a cipher to many domestic publics and the subject equally remains an un-researched area.

This dissertation also notes the ongoing debate amongst public diplomacy scholars on what constitute effective domestic public diplomacy practices. According to Zaharna (2005:2) there

are classic scholars who view public diplomacy as a linear process of communication often with a singular goal of persuasion or control, nothing more nothing less. On the contrary there are new PD scholars who view it as communication that should use initiatives that seek to establish relationships in conjunction with information dissemination initiatives. The US public diplomacy approach during the Cold War era relied heavily on an overdose of information dissemination which is more one-way in order to advance foreign policy goals. This view relies heavily on the design and dissemination of messages in order to further a political objective and putting the messenger at the centre at the expense of the audience.

Tyler et al (2012:5) view effective public diplomacy as a diplomatic means of communication that requires intense engagement with domestic populations about its intent and conduct. For one to concur with Tyler et al, one should view public diplomacy communication as a public or socially driven process of building relationships and fostering harmony (Zaharna, 2009:86) with domestic publics on matters of foreign policy of their country. This view is held by new public diplomacy scholars who put more emphasis on dialogue with audiences and relationship building. According to Snow (2009:10) public diplomacy is shifting from a one-way approach to a two-way interactive approach which is hinged on trust and relationship building.

Therefore, this study argues that an effective domestic public diplomacy comes as a result of finding a balanced or through complementary use of information-based initiatives and relationship building domestic public diplomacy practice. The combination of the magazine and other relationship-building activities would translate into an effective domestic public diplomacy which contributes to active citizens in the process of formulation and implementation of foreign policy of the country. This study also evaluates if the magazine is read by intended domestic audience. Therefore, it was imperative for the researcher to embark on the process to assess the effects of a domestic dimension of South African public diplomacy of Ubuntu by examining the effects of Ubuntu Magazine on its domestic readers.

1.3 Aim of the study

The aim of this study was to investigate the Ubuntu Magazine impact on its domestic audience and its role to the domestic public diplomacy work of the Department of International Relations and Cooperation.

1.4 Objectives of the study

The objectives of this study are to:

- Find out to what extent domestic audiences are informed of South African foreign policy issues by reading "Ubuntu Magazine."
- Determine why the magazine is utilized as a useful tool in domestic public diplomacy and to find out how and under what conditions it works.
- Find out whether 'Ubuntu Magazine' is used as an instrument to maintain and keep relationships alive beyond its aim of one-way communication and information provision.

1.5 Research Questions

This study has attempted to find answers to the following research questions that flows from the objectives and complimented by a hypothesis in the quest to achieve the aim of this study.

- What are the effects of Ubuntu Magazine on its domestic audience?
- In terms of having an effective domestic outreach, how does Ubuntu Magazine perform?
- What does the Department of International Relations and Cooperation intends to achieve by using a magazine?

1.6 Hypothesis

The hypothesis of this study complimented the abovementioned research questions because it insinuated that the magazine can be used as both an effective domestic public diplomacy outreach component and a relationship building tool. In short the study had a dual pronged purpose, which was to fulfil the aim of this study as stated above and to test the following hypothesis that says: public diplomacy messaging initiatives such as Ubuntu magazine could be utilized as a means to establish and keep domestic relationships alive in addition to its principal

purpose of sharing information and communication in pursuit of South Africa's foreign policy domestically.

1.7 Scope of the study

This study is confined to surveying the Ubuntu Magazine effects on its email-subscribed domestic readers. The word 'effect' in this study means a change of behaviour as a result of reading the magazine. Although this study delved into how other public diplomacy activities of DIRCo's Branch of Public Diplomacy are organised and practiced, it does not intensely focus on this issues.

1.8 Limitations to the study

The key limitations to this study were time constraints, limited resources, and closely managed access to necessary database (reluctance to share email-subscribed readers' database by DIRCo's Branch of Public Diplomacy officials due to a slight mistrust and high security consciousness led to limited access to respondents). The busy schedules of targeted email-subscribed domestic readers of the magazine became one of the limitations which were beyond the researcher's control. The other limitation pointed out by some respondents is that the questionnaire may have been a bit long and not clear on some questions. This shortcoming may have contributed to the 37% response rate experienced in this study.

All data could not be collected from the available sample but the data could be assumed as a representative of all email-subscribed domestic magazine recipients. The sample size was more adequate because it has a confidence level of 95% with a +- 3% margin of error. For this reason the data available enabled the researcher to draw inferences and conclusions from email-subscribed domestic readers of the magazine.

1.9 Research Methods and Design

This segment encapsulates a research design and methods summary as utilized during the course of the current study. The detailed description is in chapter three of this research.

1.9.1 Research Design

The researcher developed a research design which was followed to the letter in order to achieve the desired objectives as set out for this research. This study adopted both quantitative and qualitative study design where data on necessary variables were collected using a questionnaire and interview.

A database of email-subscribed domestic recipients of the Ubuntu magazine was identified whereby data was gathered from them using questionnaires. A qualitative approach was employed to collect data on why the magazine is utilized as domestic public diplomacy initiative by the publisher of the magazine (DIRCo's Branch of Public Diplomacy in this case). In-depth telephonic interviews with DIRCo's Branch of Public Diplomacy officials were chosen as both convenient and appropriate method of sourcing the required information. The study is descriptive in nature; key variables within accessible population were explored, described through descriptive statistics in order to extract usable information concerning the population. The study equally adopted a cross sectional design whereby data was extracted once from the sampled population. An elaborate discussion on the research methodology and design of this study is presented in Chapter 3.

1.9.2 Research Method

This study employed both quantitative and qualitative methods in its attempt to examine why the DIRCo chose magazine as their public diplomacy tool for public diplomacy that sought to reach its domestic public. Data was collected, processed, analysed and this is discussed in-depth as the research methodology in Chapter 3.

1.9.2.1. Sampling

The study was conducted in South Africa, in Pretoria; home of DIRCo where the database of email subscribed readers of the Ubuntu magazine was accessed. The population for this research was all domestic email-subscribed recipients of the Ubuntu Magazine. A nonprobability sampling was carried out where each suitable person from the accessible population had an equal prospect of being selected to take part in the study through purposive sampling method called total population sampling. A total of 1353 was a sample size of the total number of email

subscribed readers who positively responded to the request to participate in this survey. The sampling is discussed in detail in Chapter 3.

1.9.2.2 Data collection

The researcher developed a questionnaire specifically for this study as a method to collect data. The questionnaire was structured to extract data related to both the research objectives and questions. It also incorporated both qualitative and quantitative approaches. There were 3666 emailed self-completion questionnaires administered to all domestic email-subscribed magazine recipients in the mailing database of DIRCo. The questions generally incorporated effects, awareness and content based questions in order to draw out relevant data. It also contained items that provided information relevant to the research topic.

This study equally employed qualitative approach in the form of semi-structured interview in order to find out the needs of DIRCo's Branch of Public Diplomacy in conducting its information dissemination activities. This was done to establish why DIRCo decided to use a magazine as a means to extend its reach to its domestic audience. The questionnaire and interview questions are discussed at length in Chapter 3 and they are attached as appendix.

1.9.2.3 Data analysis

The raw data gathered from both the questionnaires and interviews were processed using descriptive statistics and content analysis methods to produce usable and comprehensible information concerning the population under study. The data generated through a questionnaire was managed through Microsoft Access and analysed using the Microsoft Office Excel 2010. Post the analysis of the data, the information which was obtained was displayed in ways that made it possible to be read and comprehended easily by the end users.

1.10 Ethical Considerations

During data collection process several elements relating to ethics were fully considered. All of the participants were treated in accordance to the ethical guidelines of the North-West University as stipulated in the Manual for Postgraduate Studies of 2010. Although there were no identifiable risks for participating in this study, a couple of considerations were kept in mind when dealing

with the people under study. A consent form was made available to the participants for interviews, except that none of the respondents demanded such. The ethical issues which were considered by the researcher are discussed extensively in Chapter 3 of this report and a consent form is attached as appendix.

1.11 Significance of the study

At the inception of the research it was envisaged that the results of the study might be put to use in a number of ways, including:

- This study uncovers the facts on the Ubuntu magazine as one of key PD information initiatives of DIRCo in its quest to engage with domestic stakeholders and publics, thus give DIRCo a feedback.
- It introduces a correlational model that combines the information and relational frameworks taking a domestic dimension to enhance public diplomacy of South Africa.
- This study closes a literature gap because there is deficiency of research scholarly work from less and developing countries such as South Africa in the field of domestic public diplomacy.
- The findings may also lead to relevant policy interventions and strategies by DIRCo with a view to position South Africa in the league of countries with effective domestic public diplomacy.
- The results from this research form the basis for other researchers who would like to further interrogate the topic using different research methods to do so in the future.
- Equally the findings of this study provide DIRCo with information or feedback concerning the effects and implications of its public diplomacy of Ubuntu on domestic publics who are consuming the contents of Ubuntu magazine.

This study managed to solicit pertinent information and facts on Ubuntu Magazine as it stands out as one of the most visible and important initiatives of South Africa's Public Diplomacy in action. The discussion, propositions and conclusions that support this are contained in Chapter 5.

1.12 Definition of key concepts in the study

This section presents definitions of key concepts used and variables investigated in this current study.

1.12.1 Public Diplomacy

Melissen (2005:6) writes that the term public diplomacy was allegedly formulated in the mid-1960s by Edmund Gullion who was an American diplomat and Dean of the Fletcher School of Law and Diplomacy and its practice became closely associated with the United States of America in the following decades. Gilboa, (2000:286) explains public diplomacy as "open diplomacy" that is carried out in full view of the media and the public as opposed to the practices of "secret diplomacy" and "closed-door diplomacy."

1.12.2 Domestic Public Diplomacy (Domestic Dimension of Public Diplomacy)

Tyler, Abbasov, Gibson and Teo (2012:5) explain that "while public diplomacy can be understood as a focus on foreign audiences, domestic public diplomacy can be defined as a series of initiatives which serve to inform, and acquire the assistance of, citizens within a nation." Huijgh (2011:63) adds that "Ministries of foreign affairs (MFAs) do develop public outreach activities similar to those abroad but directed at a domestic audience, and they collaborate with domestic citizens in carrying out public diplomacy programs (such as exchanges)." In this study domestic public diplomacy is defined as a diplomacy strategy of "engaging with one's own domestic constituency with a view to foreign policy development and external identity-building" (Melissen, 2005:13).

1.12.3 Effect/s

This study defines effect/s according to the online Oxford-dictionaries (2016) as "a change which is a result or consequence of an action or other cause" and in this study the cause it is a change of behaviour as a result of reading the Ubuntu magazine.

1.12.4 Information communication framework

Zaharna (2009:88) explains that an information framework is rooted in the view of communication as primarily a linear process of transferring information, often with the goal of

persuasion or control. The information communication framework is defined as a framework that perceives the centrality of information dissemination in communication process in public diplomacy. This framework assisted this study to analyse and classify Ubuntu Magazine as DIRCo's public diplomacy messaging initiative in assessing it effects on its domestic consumers. Messaging and information is used interchangeably in this study.

1.12.5 Relational communication framework

In this study relational framework is defined as one "that focuses on relationship-building and the construction of social structures to advance political objectives" (Zaharna, 2009:86). This framework assisted on how to analyse a broad spectrum of public diplomacy initiatives

1.12.6 Ubuntu Magazine

Ubuntu magazine in this study will refer to a quarterly publication by DIRCo which was first published in August 2012 with an aim to communicate with and educate its readers on South Africa's foreign policy related activities and positions.

1.13 Structure of the Dissertation

This dissertation is divided into five chapters and an appendix section:

Chapter One: Background of the study: Introduction, problem statement and substantiation, aim of the study, objectives of the study, and structure of the dissertation. In this chapter, this report introduces the domestic dimension of South African public diplomacy, substantiating why this study was embarked upon and equally interrogates the public diplomacy views of messaging versus relationship building.

Chapter Two: Literature review and theoretical framework - the report in this chapter therefore commences by examination of literature on general discussions on public diplomacy, mainly looking at the evolution of public diplomacy. This chapter presents the crux of this study, where it discusses the two views of communication namely Information and Relational Public Diplomacy Frameworks as coined by Zaharna, to categorise and analyse a broad spectrum of public diplomacy initiatives such as Ubuntu Magazine. It also highlights how effectiveness of

public diplomacy can be achieved through the complementary usage of informational and relational approaches.

Chapter Three: Research methodology - this chapter outlines data collection plan, methods, tools, procedures, its processing and its analysis.

Chapter Four: Presentation of data - Description of summary of findings.

Chapter Five: Discussion, propositions and conclusion; and there will be an

Appendix Section that include copies of issues of Ubuntu magazine since the first to the 10th issue, consent form, the interview questions and the self-completion questionnaire.

CHAPTER 2

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This chapter contains the result of the literature review on general evolutionary discussions of the concept of public diplomacy, the theoretical discussion around two foremost public diplomacy communication frameworks in order to categorize and analyze the effects of Ubuntu magazine as DIRCo's public diplomacy initiative and lastly the domestic dimension of public diplomacy. This chapter is concisely apportioned into three sections; the first one outlines a brief evolutionary overview of the concept public diplomacy. The second section extrapolates on the two key adopted public diplomacy communication frameworks as coined by Zaharna (2009:86). The two PD theoretical frameworks are 'information' and 'relational'. This section also argues that the combination of these two major approaches to public diplomacy practice result into an effective public diplomacy as opposed to choosing one over the other.

The third section of this literature review extensively discusses the domestic dimension of public diplomacy practice. The literature reviewed in this section is in accordance with the research topic, research problem and study objectives. It should be noted that the following discussion on what constitutes public diplomacy, its evolution and its practice is incorporated only to assist the study to place in context the position of the magazine in an array of domestic public diplomacy initiatives of the Department of International Relations and Cooperation.

2.2. Public diplomacy defined, its evolution and why it is practiced

The evolution of diplomatic relations has a long history which date back to the early years of human relations pre colonial era. The diplomatic relations are no different to human relations as they are both anchored on communication, be it verbally or through other means depending on the era. The concept of diplomatic communication can be traced as far back as two millennia as

it was practiced by the 'great Kings' of the near East in their quest to prevent or deal with territorial conflicts and existing hostilities within and around their territories. These monarchic system of this era depended heavily on merchant caravans and messengers to deliver messages as a means to trade, initiate and maintain friendly relations (Magambo, 2011:7).

These merchants caravans and messengers epitomises the relational and information communication frameworks of public diplomacy of the early years of human relations. Berridge (2005:2) goes further to dedicate the early development of "modern diplomatic communication to the Greek city state system of the 4th and 5th centuries BC and the formation of consulates, when diplomatic immunity became a more entrenched norm and resident missions began to emerge, through employing a local citizen known as a proxenos." The diplomatic communication practice as projected above was centred on building relations with the goal to coil potential and to resolve already existing conflicts.

A transition of diplomatic communication as practiced in the early years was triggered mainly by conflicts or wars which were prevalent during this era. Straumann (2008:183) highlight that the peace treaties of Westphalia, concluded in 1648, gave birth to the modern concept of sovereign statehood that led to the establishment of missions in foreign states as means to enhance state-to-state relations. Morgenthau (1948:421) writes that "the organized instruments of diplomacy were two: the foreign offices in the capitals of the respective countries, and the diplomatic representatives sent by the foreign offices to the capitals of foreign countries". Traditionally the practice of diplomacy was conducted in the classic era, which emphasised state-to-state as conducted solely by sent representatives.

It cannot be disputed that a huge shift in diplomatic relations was also recorded with the advent of the signing of the Vienna Convention on Diplomatic relations. This Convention ushered in the legislative side of diplomatic relations amongst through their diplomats. Denza (2008) outlines that "In April 1961, The Vienna Convention on Diplomatic relations was signed, and this forms the present day basis for an internationally agreed standard of interstate communication. McClanahan (1989:3) points out that the Vienna Congress of 1961 became a turning point in formalising traditional diplomacy of state-to-state in the international system. The ratification of

the Vienna Convention on Diplomatic Relations saw the traditional diplomacy codified into a set of practices and protocols in order to regulate state-to-state diplomacy.

Historically the diplomatic relations or communication has been practiced through representatives of states. Payne, Sevin and Bruya (2011:6) write that "traditional diplomacy is used to define the relations between nation states and international organizations." Wang (2006:93) adds that the "diplomatic communication, historically based on "government-to-government" and "diplomat-to-diplomat" inter-actions." The act of diplomatic communication as reflected above was founded to be a behind the scenes activity or acted upon mainly in private spaces and secrecy being the dominant approach. Melissen (2005:3) affirms that at some point in the history of diplomacy, sovereign states were the sole actors of international relations through the conduct of state-to-state relations which mainly focused on diplomats and designated state envoys.

It was until the post World War 2 (WWII) when the diplomatic communication took a different turn, which saw nations-states prioritising the importance of public opinion in their international relation activities. Dizard, (2004:37) confirm that when WWII drew to a close, Office of War Information lost its purpose and relevance due to the increasing influence of commercial media outlets and shrinking US budget towards it and it eventually seized to exist or was abolished by President Truman on the 31st of August 1945. The end of World War II also saw the emergence of Cold War. Schneider (2005:151) point out that public diplomacy practiced during the Cold War era mainly used radio broadcasting e.g. Radio Free Europe (RFE) and the use of cultural diplomacy as a major tool to reach out to public within communist countries.

Tuch (1990:21) highlight that during the Cold War period and beyond USIA had a core mandate of using various means of communication techniques to disseminate evidence to soviet foreign publics that US objectives and policies are in tandem with and will advance their aspirations for freedom, peace and progress. Malone (1988) adds that the USIA's overarching mission was that of informing the world about United States of America and to feather counter Soviet propaganda. Bogart (1995) also affirms that the mission and function of USIA has been inextricably linked to the Cold War geopolitical crusade by the US against the Soviet bloc.

A congress report by Nakamura and Weed (2009) affirms what many scholars of public diplomacy observed, that US public diplomacy was a dominant force during the Cold War, whereby USIA led US public diplomacy efforts until it was dissolved in 1991. It is without a doubt that the US public diplomacy of democracy and liberties won the ideological contest that contributed to the collapse of the Soviet bloc. Wang (2006:25) affirms that the collapse of the Soviet Union which meant the end of the Cold War, led to USIA losing its focus and relevance. The criticism towards USIA grew exponentially due to it neglecting cultural and educational diplomacy initiatives and as a result of US government's obsession of defeating the Soviet Union's propaganda.

The changes in Cold War balance of power dynamics saw the fall of the Eastern Bloc and emergence of the United States of America as a superpower meant a seismic shift in relation to the US foreign policy approach and in diplomatic communication in general. Yang, Klyueva and Taylor (2012:1) point out that "The role of public diplomacy in international relations changed significantly at the end of the Cold War. After the dissolution of the Soviet Union, the United States and Russia cut their public diplomacy budgets significantly". Post Cold War era saw the souring of the value of public opinion and this equally saw the rise of the concept public diplomacy as a means to influence this public opinion.

Many scholars concur that the study and practice of Public Diplomacy has been heavily influenced by the American international relations culture. Melissen (2005:6) writes that "in the mid-1960s the term public diplomacy was allegedly coined by a former American diplomat and Dean of the Fletcher School of Law and Diplomacy, Edmund Gullion, and in the following decades its practice became most closely associated with the United States of America. Chahine (2010) also supports the narrative that "the term 'public diplomacy' only entered the lexicon of political and international affairs in the Cold War environment of the mid-1960s." And due to lack of African literature on public diplomacy, this study draws a lot of literature from American scholarly literature on public diplomacy.

According to Cull (2008:31) public diplomacy "was first applied in 1965 as a process by which international actors seek to accomplish the goals of their foreign policy by engaging with foreign publics and has gained international currency only since the end of the cold war". The definition

of public diplomacy since its coining has been contested. There are a number of definitions already existing in scholarly realm. Tuch, (1990:3) defines public diplomacy "as a government's process of communicating with foreign publics in an attempt to bring about understanding for its nation's ideas and ideals, its institutions and culture, as well as its national goals and current policies". This definition by Tuch puts government as a driver of public diplomacy and on the other hand Gilboa (2000:286) explains public diplomacy as this type of "open diplomacy" that is carried out in full view of the media and the public as opposed to the practices of "secret diplomacy" and "closed-door diplomacy.

According to Melissen (2005:5) public diplomacy "is about relationships between the general public in foreign societies and more specific non-official groups, organizations and individuals". Chahine (2010:7) also writes that "at a very concrete level the practice of public diplomacy, particularly in our information technology-driven and media-saturated times is evidently and fundamentally different from, say, the communicative efforts between warring Greek city-states in the 5th century B.C." The coining of Public Diplomacy has brought the role of publics to the fore and elevated the importance of public opinion. During Cold War and post-Cold War eras, public diplomacy was used in a form of Cultural Diplomacy.

Kim (2011:1) defines Cultural Diplomacy (CD) as an act of forming international bridges and interactions, identifying networks and power domains within cultures and transcending national and cultural boundaries". On the contrary Amusan (2015:60) writes that "From African radical students of communication, Cultural Diplomacy is perceived as the homogenization or what is referred to as Americanisation of cultures developed during the Cold War international system when it was tagged as cultural imperialism". But for quite some time now there has been an existing confusion regarding the relationship between CD and PD. Some scholars chose to separate the two but others understood the PD as an umbrella of CD.

Without deviating from the main discussion this study would like to bring forth what Ki (cited by Kim, 2011:3) in their explanation of Culture in Public Diplomacy;

> "Culture in Public Diplomacy is an international actor's attempt to promote the national culture, to give impacts on public opinions of counterparts and to build integrity and credibility through cultural exchanges. It is one of the different ways of

> practicing public diplomacy such as media diplomacy, cyber diplomacy, aid diplomacy, cultural diplomacy, sport diplomacy and so forth. Hence, culture in public diplomacy implies that cultural diplomacy can be practiced as a means of public diplomacy through the multicultural events, the art exhibition, and through various international festivals."

As a point of departure this dissertation adopts Kim's explanation of the relationship between Cultural diplomacy and Public diplomacy, which unambiguously puts CD as a subset of the approaches to implement Public Diplomacy. Kim further explains that "the relationship between culture and public diplomacy is found in the concept of power" (Kim, 2011:3). The power pointed out by Kim relates to what Joseph Nye coined as 'Soft Power'. According to Nye (1990) defines power as "the ability to achieve one's purposes or goals" and "the ability to get others to do what they otherwise would not do" without using military or coercion but persuasion or influence. This means that public diplomacy uses cultural diplomacy, aid diplomacy, sport diplomacy etc to achieve 'soft power'.

The evolution of Public diplomacy and its practice has been to a greater extent shaped by a various historical international occurrences. Chauhan (2013:221) argues that it was not until after the terror attacks of 2001 that public diplomacy became a vital component of the foreign policy of the United States. Taylor (2009) also believes that the 9/11 phenomenon had a huge influence towards the growing need for the use of public diplomacy in the agenda of subsequent US administrations. McCullough, McGinnis and Perszyk (2011:65) also adds that "in response to the 2001 terrorist attacks on the United States, the U.S. government expanded its radio broadcasting operations in the Middle East, with the goal of informing foreign audiences about the United States and thereby improving relations between the regions."

These scholars concur that the advent of 9 September 2001 terror attacks on Pentagon and the World Trade Centre propelled US public diplomacy back on its vital status. They also affirm that 9/11 occurrences illuminated the imperativeness of public opinion of foreign publics especially in the Middle East to the US, which meant the elevation of public diplomacy back to the agenda of US governments. Despite the anger that was generated by the 9/11 terrorist attacks, public diplomacy scholars and analysts continued to believe that the times of using pure military or conflict to win over people or entrench your view has expired. Douglas and Neal (2013:2) also

confirm that "the events of 9/11 inspired many discussions about redefined the goal of public diplomacy and the primary impetus was the need to turn Muslim populations away from supporting extremist organizations that use violence" to avoid the repeat of 9/11.

The introduction of new non-state actors in the international relation arena raised the importance of states conveying their objectives to other actors directly and more frequently. Taylor (2010) cautioned that if nation-states fail to proactively express their actions and views directly and to engage with various non-state actors they risk being explained by others. Public diplomacy offers the nation-state the opportunity to directly engage with any none-state actor. Martin and Nakayama (2003) add that public diplomacy involves elements such as image, symbols, communication and interpretation of meanings as the means to project the country's foreign policy. The need for governments to express their views directly to the general public also propelled the need to have a fully-fledged effective public diplomacy programmes.

Fisher and Brockerhoff (2008) point out that the contemporary world we live in is characterized by several key actors both local and international except states, which make persuasion and influence key instruments to winning friendship of foreign publics and their understanding. Hocking (2005:29) argue that the appearance of International-Non-governmental actors have led to the establishment of new structures of 'networks' that are in competition with conventionally established 'hierarchies' that are more state-centred. Chahine (2010:55) also believes that "the expanding role of non-state actors on the international scene has important implications for the practice of public diplomacy."

The advent of various technological advancements has injected life into the evolution of public diplomacy practice. Information Communication Technology (ICT) boosted the role and importance of publics in the diplomatic affairs tremendously. Ndimbwa and Emanuel (2013:11) point out that the developments in the information and communication technology space i.e. internet, advancements in satellite TV, radio and social media has led to addition of new non-state actors and improvement of public diplomacy in the international relations arena. The proliferation or easy access to technological gadgets and knowledge has made diplomacy truly open.

Magambo (2011:61) also concurs that

> "The increased use of ICTS such as telephones, radios, televisions and the internet has facilitated the projection of Public Diplomacy, bypassing the ineffective controls that may have been put in place by the governments of target countries. Social networking tools are increasingly used in Public Diplomacy to engage the public on foreign policy issues and also to provide information about foreign policy."

Payne, Sevin, and Bruya (2011) write that "where in the past diplomatic efforts were confined to the domain of governmental officials with advanced degrees and/or governmental experience, the emerging scope of diplomatic activity, augmented by new communication tools and technologies, is less autocratic, more democratic, and provides myriad opportunities for the involvement of the individual citizen". Indeed the introduction and proliferation of information communication technology in the diplomatic realm has greatly enhanced the need and prominence of public diplomacy.

According to Rasmussen (2009:2) "public diplomacy is the next frontier in the practice and study of diplomacy" Seib, (2011:6) concurs that the "need for greater attention to public diplomacy is partly a function of globalized communication, which has sharpened the points at which policy and public meet". The evidence in public diplomacy scholarship highlight that is a need for the small and less developed states to invest in their public diplomacy because it is the next frontier in the practice and study of diplomacy. This study support what is above mentioned by Rasmussen that indeed public diplomacy will in the near future gain in influence on diplomatic relations in both practice and research.

After a comprehensive review of literature, it can be concluded that public diplomacy comprehensively includes all actors domestic and foreign, governmental and non-governmental, open or public activities and instruments used to influence attitudes positively. Public diplomacy brings together both states and non-states actors into the international arena. An insinuation can also be made that public diplomacy concerns itself with influencing and creation of positive perceptions and attitudes towards its active users. According to this study, public diplomacy ought to be understood as an overarching concept of diplomatic communication that covers a range of both informational and relational activities that differ from country to country and across eras.

This general discussion on what is public diplomacy focused on the evolutionary snippets of diplomatic communication since the two millennia era, when it was 'rudimentary', it also covers the related historical events in the international relation space which impacted on the evolution of public diplomacy, then the emergence of the word Public Diplomacy in the 1960's as coined by Edmund Gullion and to the information communication technology revolution. This dissertation view public diplomacy as a diplomatic activity that encompasses government-sponsored open or public cultural, educational and informational programs, citizen exchanges and broadcasts as a means to promote the foreign policy goals and interests of a country through understanding, information, and influencing both foreign and domestic publics.

2.3. THEORETICAL FRAMEWORK

2.3.1. Information and Relational approaches to public diplomacy

This study employ the 'two underlying perspectives of communication' as coined by Zaharna (2009:86) when she embarked on a study to answer this key question "how does one sort through the mushrooming works on public diplomacy that range from propaganda to nation-building to cultural programs?". This study draw on the two views of communication to categorise and analyze a broad spectrum of public diplomacy initiatives with specific reference to Ubuntu Magazine. Zaharna (2009:86) coined the two perspectives as 'Information and Relational Public Diplomacy Frameworks' and explains the information framework as an approach that focuses on the design and dissemination of messages to advance political objectives. But on the contrary "relational framework focuses on relationship-building and the construction of social structures to advance political objectives."

Yang, Klyueva and Taylor (2012:1) highlight that "the evidence suggests that the combination of image building and relationship management provides a comprehensive theoretical framework to understand public diplomacy communication efforts." This study adopted the two public diplomacy communication frameworks in order to be able assess the effectiveness and possible usage of the magazine as both informational and relational initiative. Zaharna (2009:87) believes that the two frameworks makes possible for researchers to practically investigate "public diplomacy initiatives by contextualizing them within views of communication as one way

process or viewing communication as relationship building process." This dissertation deemed it proper to use these public diplomacy communication theoretical frameworks to contextualise on the effects of the on its domestic readers.

2.3.1.1 Information communication framework

The information communication framework or theory can be simply defined or explained as believe in the centrality of information dissemination in communication process in public diplomacy. Zaharna (2009:88) explains that "the information framework is rooted in the view of communication as primarily a linear process of transferring information, often with the goal of persuasion or control". This framework projects the notion that views communication as a one-way process of disseminating information with an intention to create an effect and to persuade the receiver. It puts the creator of the message and message at the centre excluding the response from the receiver. In simpler terms, information communication framework puts more emphasis on sharing information only.

Melissen (2011:9) project that has been criticisms levelled against other government practices that perceived Public Diplomacy as mere information work characterized by one-way communication to foreign publics. Tyler et al (2012:6) adds that the one-way model of communication can be limited in both scope and outreach. The one-directional feature of information initiatives undermines the importance and powerful impact of the feedback from the receiver of the message. The features of information based initiatives are comprehensively outlined by the analysis by Zaharna.

According to Zaharna (2009:88) information initiatives have five dominant features. The first feature is about the messaging strategies, which deals with coining the message and how it dissemination; the second feature is about control by the political sponsor; A third feature is limited interaction between the political sponsor and the public which identify public as target audience only; the fourth feature is about the use of various communication channels to disseminate content through print media e.g. magazine etc and broadcast mass media, e.g. radio or television etc; and the fifth and last feature is target orientated or designed to attain specific objectives such as image enhancement or policy advocacy.

These abovementioned features project a view that Informational framework is sender dominated, ignores demographic differences on the part of targeted audience and puts more emphasis on messaging. McQail (2005) explains that information communication that is mainly one-way communication puts the sender of information in a controlling position. A unidirectional and message-centred approach of information communication framework initiatives makes it vulnerable to criticisms from scholars of new public diplomacy. The single usage of this approach to public diplomacy has been heavily scorned by scholars of new public diplomacy for its stereotypical and one-directed outlook which ignores the views of receiver and dominated by the message sender.

2.3.1.2 Relational communication Framework

Contrary to information framework of public diplomacy as abovementioned is the relational framework. Zaharna (2009:91) explains relational communication framework of public diplomacy as dialogue-based and founded on commonalities between the sender and intended audience in its quest to build relationships. It mainly thrives on shared interests and understandings between both individuals and groupings to initiate and maintain relations. Malone (1988:26) point out that a major shift in the US public diplomacy from "telling the American story", to emphasis on "dialogue" with foreign publics came during the Carter administration due to increased calls for a shift. The shift emphasises on forging of relationships with the world as a means to gain influence or soft power over foreign publics and governments.

Melissen (2005:21) says that "in the new public diplomacy, the accent is increasingly on engaging with foreign audiences rather than selling messages, on mutuality and the establishment of stable relationships instead of mere policy-driven campaigns, on the 'long haul' rather than short-term needs, and on winning 'hearts and minds' and building trust". This new public diplomacy author point out key characteristics of relational framework of public diplomacy such as 'engaging', 'mutuality', 'establishment of stable relationships', 'long haul' rather than short-term needs', 'winning hearts and minds' and 'building trust'. These characteristics are at the core of relational communication framework.

This framework clearly advocates for a humanistic engagement between the communicator and the intended receiver and equally rooted in a two-way dialogue based communication. Wang (2006:94) highlights that the work of an effective public diplomacy is both to promote the values and policies of a nation and to obtain consensus or make foreign publics understand these values and policies. In order for a state to be able to fine-tune its public diplomacy communication approach accordingly, it is imperative for a state to know the desires and interests of both domestic and foreign publics. Therefore, for a state or government to understand the needs of foreign publics a human contact or engagement should occur. Melissen (2005:21) add that "public diplomacy is first of all about promoting and maintaining smooth international relationships."

But in order to achieve what Melissen has noted, Wang (2006:27) point out that the "two-way asymmetrical and two-way symmetrical models of public relations" as represented by Grunig and Hunt (1984) should be appreciated. According to Fitzpatrick (cited by Chahine, 2010:52) also advocates for the adoption of a 'relational model' for public diplomacy aiming for an ideal 'two-way symmetric' exchange inspired by Grunig and Hunt's public relations theory. The two models explain the role of the audience and sender as that of a dialogue partnership as opposed to one-way flow of information and this summarily explains the focus of relational framework. Tuch (1990:21) concurs with the latter notion that public diplomacy's best practice is when it values dialogue or when it is a two-way centred process of communication which informs, generate understanding, initiate and maintain relationships through persuasion as opposed to gaining superiority or achieving victory.

Zaharna (2009:91) explains relational framework as a concept that believes in a much less controlled setting, long-term relationship building thorough collaboration, exchanges, twinning and development projects. There is general consensus by abovementioned public diplomacy scholars that relational framework necessitate that Public Diplomacy should embody two-way dialogue, attempt to establish long-term relationships, open space for feedback, seek to find commonalities or mutual interests, coordinate rather than control and should focus on continuity and sustainability. This approach will go a long way in addressing the insecurities, mistrust and many other problems that engulfs the international relations arena.

2.3.1.3 Effective Public Diplomacy

Payne, Sevin and Bruya, (2011:7) highlight that "today's citizen wants to be heard and wants to take active part in the communication process. Most public diplomacy projects are intended to create two-way communication bridges between societies and to foster meaningful dialogue". Therefore it would be in the interest of the new public diplomacy to acknowledge the need to create necessary balance between the information and relational communication frameworks when executing contemporary public diplomacy. The appreciation of either one of the two frameworks at expense of the other may narrow the potential of any public diplomacy initiative.

The combination of both the Informational and relational approaches can enhance the effectiveness of public diplomacy at implementation level be it at the head office i.e. domestic dimension publics or embassy level i.e. foreign dimension publics. A report by Bollier (2003) projects how non-state actors are challenging the pre-existing monopoly of governments on public diplomacy institutions and activities due to what he termed as the Rise of Netpolitik. One gets more knowledge into how public diplomacy operates by dividing its activities into messaging and relationship building initiatives. But dividing the two frameworks should not lead to missing the complementarities' strengths of these two frameworks in order to practice effective public diplomacy.

An effective public diplomacy is fundamental to a successful foreign policy of a country because in an era of contesting views or public opinions, public diplomacy can play a significant role in combating misinformation, enabling a country to better understand the world, equally providing accurate information about itself and helping people around the globe to understand its nation, values and policies. Zaharna (2009:97) argue that "to be effective, more needs to be understood about the underlying communication assumptions that sponsors and publics bring to the public diplomacy equation". This study believes that the two parties that are the sponsors and domestic publics need each other in order to achieve a smooth effective public diplomacy both abroad and domestically.

Tuch (1990:43) highlight an example of the United States of America as one of those countries that combines both press which is information framework and cultural/educational programs

which form part of relational framework, driven by a believe that the two should complement each other for an effective public diplomacy practice. The magic words here are complementary and interrelation. The educational or cultural programs require a two-way communication between the sponsor and the intended target audience. Payne et al (2011:7) affirm that "two-way communication not only seeks to transfer messages from the sender to the audience but also sustains the necessary communication methods to listen and monitor the audience's reaction or non-reaction." In simple terms a partnership between two-way and one-way does lead to effective public diplomacy.

Henrikson (2005:81) illuminated the word 'partnership' as key word and concept, if developed further could provide a way-forward to an even more effective public diplomacy. It is a non-hierarchical idea, a respectful one, and one that invites others' participation. Melissen (2005:13) point out that "the new public diplomacy moves away from – to put it crudely – peddling information to foreigners and keeping the foreign press at bay, towards engaging" with audiences. But an effective public diplomacy should maintain both the information and relational frameworks depending on existing situations. It is imperative for international relations practitioners to know how to choose a relevant PD programme from a broad spectrum of public diplomacy initiatives specific to their need.

This study profoundly uncovers practical facts as extracted from the case study of domestic dimension of public diplomacy initiatives of the Department of International Relations and Cooperation's Branch of Public Diplomacy by exploring the effectiveness of their messaging through Ubuntu Magazine distribution and how it's paired to they conduct their domestic relational public diplomacy through outreach programmes.

2.4. The domestic dimension of Public Diplomacy

This study acknowledges the existence of dimensions in the public diplomacy approach that are available to various stakeholders in the international relations sphere i.e. domestic and foreign dimensions of public diplomacy. This study also offered us an opportunity to uncover new knowledge and understanding of the practice of public diplomacy at home. Fitzpatrick (2012:422) adds that studying how domestic public diplomacy is organized and practiced present

to us an opportunity to understand how various countries organise their public diplomacy as guided by their unique experience, needs, tools at their disposal and environment. The public diplomacy at home is mainly practiced by the Ministries of Foreign Affairs with an intention to engage with received diplomats and its citizens on issues of foreign policy.

The concept of the Ministry of Foreign Affairs is a milestone in the evolution of diplomatic relations. It is imperative to point out what Magambo (2011:8) has highlighted:

> "The Ministry of Foreign Affairs (MFA) was created three Centuries after the formation of the resident Diplomatic Missions. Prior to the 17th Century, responsibility of diplomacy in the States of Europe is said to have been routinely allocated between different Secretaries of State, who were also responsible for other domestic matters. The MFA was created in Paris by Cardinal Richelieu in 1626 who believed in the importance of resident Ambassadors in the capitals of European States and the need to have consistency in both the formulation and execution of foreign policy".

According to the above-mentioned history as pointed out by Magambo, the resident Diplomatic Missions i.e. embassies diplomacy is three Centuries older than the domestic dimension of diplomacy. This information justify why most of the available public diplomacy scholarly literature published focus mainly on public diplomacy practice at embassy level i.e. foreign dimension and on general public diplomacy concerns. This fact has influenced the researcher to find it imperative to embark on a study of what goes on with public diplomacy at home or what other scholars call domestic dimension of public diplomacy to close an existing knowledge gap in the research space within broader public diplomacy scholarly literature.

Berridge (2005:6) point out that the formation of the MFA was influenced by the need for centralized organization of diplomatic relations and "required not only continuous organization at home but also one bureaucracy, rather than several in competition." Berridge further highlight that "in addition to the foreign minister, who was the temporary political head of the ministry, the typical MFA had, by this time, also acquired a permanent senior official to oversee its administration". The establishment of the Ministry of Foreign Affairs came to being as a means to respond to the fast growing international networks, to centralize the administration of foreign embassies and to link foreign with the domestic aspects of foreign affairs.

An investigation into the domestic dimension of public diplomacy practices by Ministries of Foreign Affairs open a door of knowledge and understanding regarding the involvement of citizens in the implementation and formulation of foreign policy. Huijgh (2011:66) writes that "the era has passed where public diplomacy could turn its back on its domestic publics and solely look towards the international has ended". Cull (2009:13) adds that due to the fact that "new technologies have blurred the formerly rigid lines between the domestic and international news spheres".

Magambo (2011:6) in the study that looks at the evolution and trends in Diplomatic Communication with reference to Uganda, writes that "it clearly emerges that several MFAs are increasingly using ICTs to enhance communication and several arguments favour use of ICTs as opposed to the traditional methods of diplomatic communication. Copeland (2009:12) also argues that ICTS produce efficiency in MFAs because of the ability: "to pool e-diplomatic resources, DFAIT can capture scale of economies and benefit from the move from bricks to clicks". They both argue that since MFAs have embraced the use of ICT the efficiencies and convenience it offers to diplomatic communication are beyond measure and have opened a diplomatic space to none-state actors.

Fombrun and van Riel (2007) point out that public affairs as an approach was initially used by corporate entities as a subfield of corporate communication, it is frequently interchangeably used to mean the domestic equivalent of public diplomacy. Public diplomacy's domestic dimension must be understood within what Jan Melissen (2005:13) referred to as one of the most salient transformational developments in diplomatic practice: its "societization". Fitzpatrick (2012:432) allude that "another consequence of neglecting the domestic dimensions of public diplomacy is that U.S. diplomatic practices may be outpaced by other nations that have more readily adapted to the demands of a new time".

In further highlighting the issue of domestication of public diplomacy, Huijgh (2011:70) adds that "domestic audiences can be a public and a partner in public diplomacy at the same time" and he equally point out that public diplomacy's domestic dimension must also be understood within the ongoing democratization of foreign policy. More particularly, public diplomacy's domestic dimension has to be read as an intrinsic part of ongoing direct and internal democratization of

foreign policy. Fitzpatrick (2012:422) in his article called for "a more strategic and comprehensive view of the diplomatic environment in which both foreign and domestic citizens is recognized as potential publics that can influence a nation's ability to advance global interests".

Tyler, et al (2012:6) point out that there are three domestic public diplomacy conceptual models for engaging with domestic audiences drawn from both developing and developed countries such as "the USA, Canada, Japan, South Korea, China, India, Norway, Finland" just to name a few.

> "The most common model of communicating with a domestic audience is the traditional direct or 'one-way' communication through media releases, statements, publications and other types of information provision; the second model is the process of 'two-way' dialogue. This model has been tested in several countries around the world as a means to foster grassroots level support when promoting the nation's international goals or interests. The last mode of communication is 'partnership' involving expert involvement. This can be considered as a partnership model, where officials engage with specialised and highly qualified individuals outside of government. These individuals can assist in delivering public diplomacy in their specialised areas, including information technology, academic research, finance and others."

According to Melissen (2005:13) engaging with one's own domestic constituency with a view to foreign policy development and external identity-building has become part of the public diplomacy strategy of countries as diverse as Canada, Chile and Indonesia. In a domestic context the socialisation of diplomacy is a familiar theme for foreign ministries, but it is one that deserves renewed attention as the domestic and foreign dimensions of engagement with 'the public' are more connected than ever before". In his executive summary Gregory (2014:5) said that "public diplomacy as a term and concept for a subset of diplomatic practice has diminishing value due to the following radical changes in diplomacy's environment are: power diffusion and unclear boundaries between foreign and domestic; many more actors, people, and issues; digital technologies, new media, and networked actors; and whole of government diplomacy".

Ministries of foreign affairs face clarion calls from public diplomacy practitioners to put in resources in order to build domestic support and to be able to effectively coordinate diplomacy at grassroots level (Berridge, 2005). The African National Congress (ANC) in its recent National General Council battled with responding to a question that said "What mechanisms can we use to

'domesticate Agenda 2063' for all South Africans; and how do we popularise it so that South Africans take ownership of Agenda 2063?" (ANC, 2015:183). This question speaks to the blurring of lines between foreign and domestic publics and it also adds to the clarion call that encourages the Ministries of Foreign Affairs to build domestic support for international relations agreements for implementation.

The blurred line between foreign and domestic in public diplomacy acknowledges the role of domestic publics in the formulation and implementation of foreign policy. One may summarily conclude that the abovementioned public diplomacy scholars projected a common argument that puts public diplomacy's domestic dimension on a pedestal. Tyler et al (2012) concur that fundamental changes in the international sphere led to a more open, cooperative and technologically-based approach to the way state affairs is conducted which led to the concept of domestic public diplomacy gaining value as means of nurturing public relations at home for greater image projection overseas. Therefore Berridge (2005:5) adds that the "Ministries of foreign affairs face calls to invest resources into building domestic support and coordinating grassroots level diplomacy."

2.5. Conclusion

This chapter has robustly discussed the evolution of the concept of public diplomacy from different public diplomacy scholars i.e. the old and new public diplomacy orientated scholarship. It is also anchored on the theoretical discussion around two major complementary communication frameworks academically used for categorizing and analyzing a broad spectrum of public diplomacy initiatives i.e. information and relational communication frameworks as coined by Zaharna 2009. This chapter equally discussed a case study of a domestic dimension of public diplomacy practice at Ministry of Foreign Affairs echelon that uses information and relationship building approaches in a complimentary manner to achieve effective domestic public diplomacy.

This study intents and believes that it will contribute its fair share of new knowledge and occupy the literature niche in domestic public diplomacy literature based on African and developing countries. The study also hope that it will modestly contribute to an academic discussion that

seeks to argue that the Ministry of Foreign Affairs should begin to reprioritize and reinvest more resources in the practice of domestic public diplomacy. Lastly, it argues that MFAs should adopt relevant approaches complimentarily as it fits their environment in order to be efficient implementing agents of domestic public diplomacy due their close proximity with domestic stakeholders and citizens.

CHAPTER 3

RESEARCH METHODOLOGY AND DESIGN

3.1. Introduction

This section discusses the design and methodology of this study. The chapter dwells on the adopted plan, procedures employed during data collection from the respondents, its processing and its analysis. This study drew its design and methodological foundations from both quantitative and qualitative research paradigms. This study is contextualised within information versus relational frameworks of public diplomacy. In addition to investigating the effects of Ubuntu magazine, it explored the relationship between information and relationship building. It equally examined why the Department of International Relations and Cooperation chose a magazine as one of its instruments of public diplomacy to reach its audience. In order to address the research questions, this study employed both qualitative and quantitative research methods.

Creswell (2003:22) supports the use of the two methods in this study in his definition of mixed methods research, as the research paradigm that encourages the combined use of qualitative and quantitative research elements to answer complex questions. The use of the two research methods helped the researcher to have stable and dependable findings about what the researcher observed. Fouché and Delport (2002: 81) point out that "most authors agree that in real life, human sciences research uses both quantitative and qualitative methodology - sometimes consciously, sometimes unconsciously." The two methods were used in complimentary manner so as to respond to identified questions of this research and to also test the formulated hypothesis.

3.2. Research Design

According to Bowling (2002:143) a research design is the overall plan that the study followed. Bless, Higson-Smith and Kagee (2006:71) note that a research design relates directly to the

testing of hypotheses and specification of the most adequate operations to be performed in order to test a specific hypothesis under given conditions. The design for the current research has adopted both qualitative and quantitative in outlook. Babbie (1990) points out that survey includes cross-sectional study using questionnaires or structured interviews for data collection, with the intent of generalizing from a sample of a population. Therefore this study was a survey and cross-sectional in approach because it used both the self-administered questionnaires to solicit data from the domestic email-subscribed readers of Ubuntu magazine and telephonic semi-structured interviews to here from the publisher`s side. The study was also an exploratory and descriptive study.

3.2.1. Quantitative research

According to Neuman (2006:41) quantitative research is a procedure whereby data about various variables are collected in the form of numbers and then analysed by statistical calculation to identify meaningful trends and information. Then Bryman (2001:509) defines a variable as "an attribute in which cases or values vary". And then Bernard (2002:28) on the other hand defines a variable as anything that can take on more than one value or score; such a variable can be words or numbers. Therefore the main variables for this study are the effects of Ubuntu magazine on its domestic readers and these effects were uncovered through a quantitative method i.e. self-completion questionnaire which was also designed to extract relevant raw data to reply to the outlined research questions.

3.2.1.1 Advantages of Quantitative research

The advantages of quantitative research are well captured by Maree and Pietersen (2012:145) in their definition of quantitative research as "a process that systematic and objective in its ways of using numerical data from only a selected subgroup of a universe (or population) to generalise the findings to the universe that is being studied". Their definition highlights key elements which are objectivity, numerical data and generalisability. The quantitative research element of this study managed to enhance objectivity of the researcher and results. It is also said that numbers don't lie and its data can be generalised in order to find reliable conclusion. The properly

analysed numbers assisted the researcher to generalise and to reach a reliable conclusion. It has also enhanced the degree of both internal and external validity of this study.

3.2.2. Qualitative research

According to Creswell (2003:12) qualitative research method is the best approach to use to test a theory or explanation, and if a concept or phenomenon needs to be understood because little or no research has been done on it, then it merits a qualitative approach. Therefore, the researcher had a responsibility to test hypotheses through the qualitative method of collection of data. This study had both a hypotheses and guiding research questions. In this study the little is known about the experiences of public diplomacy officials of DIRCo's branch of public diplomacy. In order to uncover the needs of DIRCo's Branch of Public Diplomacy in conducting their domestic messaging activities a qualitative approach was employed. The semi-structured telephonic interviews were used by the researcher to extract information from experienced 2 senior officials and staff of the Branch Public Diplomacy of DIRCo who are conducting daily public diplomacy activities.

3.2.2.1 Advantages of Qualitative research

According to Brink and Wood (1998:246), qualitative research has the following advantages: It assisted this study to understanding human emotions of the senior officials of the Branch Public Diplomacy; qualitative research also was more effective method in investigating emotional responses than quantitative research; its abstract thinking processes were used to develop research findings from which meaning and theoretical implications emerged; and Above all the research design is flexible and unique and it was used throughout this research process.

3.2.3 Descriptive study

According to Polit and Hungler (2004:716) a descriptive research is a study that has an objective of portraying the accurate characteristics of situation, person or groups under study. Aday and Cornelius (2006:36) defines descriptive study designs as "those that focus on characteristics that exist in a given group." Neuman (2006:35) also adds that in descriptive research the aim is to give an account of a situation by using words, numbers or both so as to provide answers to

queries relating to the topic under study. This research has employed a descriptive approach to explain the findings and results in order to be user friendly to the end user.

According to Sim and Wright (2002:71) descriptive study designs collect data using a number of methods such as questionnaires, interviews, diaries and observation. Mouton and Marais (1996:43) adds that the descriptive approach in a qualitative research enhances the capacity to gather accurate data needed as well as painting an understandable depiction of the phenomenon under study. This study adopted the descriptive approach as it was appropriate in the process collecting accurate data and feather empowered the researcher to be able to authentically describe the experiences of domestic email-subscribed Ubuntu magazine readers and senior officials of DIRCo's Branch of Public Diplomacy at head office.

The researcher in this study used a descriptive study methods of data collection, by using emailed self-completion questionnaires to domestic email-subscribed readers of the Ubuntu magazine and also employed semi-structured interviews to hear from the publisher's side of the magazine i.e. DIRCo's Branch of Public Diplomacy.

3.2.4 Exploratory study

According to Creswell (1994:145) the researcher enters the research field with curiosity from the point of not knowing and to provide new data regarding the phenomena in the context. In simpler terms the word exploratory emanate from the word explore which is influenced by curiosity to know more. Burns and Grove (2003:313) explain exploratory research as a research that is conducted with an aim to gain or discover new insights, ideas and to increase knowledge of an observable fact. For the mere fact that exploratory research approach's aim is to gain insight or increase knowledge therefore it has influenced this study.

The researcher have adopted an exploratory approach to this study with the intention of educe new insights and facts on the effects of Ubuntu magazine on its domestic email-subscribed readers and the experiences of senior Officials of DIRCo's Branch of Public Diplomacy in conducting daily public diplomacy messaging activities.

3.2.5 Cross sectional study

Neuman (2006:36) describes cross sectional research as one where the aim is to gather information on many study elements at one moment in time. This study has been a cross-sectional survey because it has gathered information on a population at a single point in time i.e. at DIRCO's database of email subscribed Ubuntu magazine readers. Bryman (2001:502) points out that a cross sectional study design involves collection of data on many elements in the research population at a single point in time and the end result is quantifiable data on more than one variable. This study adopted a cross sectional study approach in order to collect data only once to uncover usable and relevant information within a short duration of time.

A cross sectional study approach presented a plethora of advantages when it made the quest to investigate the effects of the Ubuntu magazine on its domestic email-subscribed readers possible. The cross sectional study also allowed the population to be contacted once at the time and point of data collection which led to the costs for this study becoming inexpensive.

3.2.6 Survey

This study has also adopted a survey method in order to collect data. Daniel (2005:1) defines surveys as tools used in the collection of data on topics of interest from a population through asking individual questions to generate information from that group or groups. On the other hand Neuman (2006:43) describes surveys as a process where data is collected using written questionnaires or interviews from a large number of respondents. Therefore this research collected data from respondents that is, the domestic email-subscribed recipients or readers of Ubuntu magazine using emailed self-completion questionnaire. The data was collected about the effects of the magazine on domestic readers. The unit of analysis was an individual from whom data was collected and there was no intervention done to the respondent before the data is collected.

Bowling (2002:195) presents interesting advantages of a survey and is primarily the reasons why it was adopted for this study. Since the study aims to discover the effects of Ubuntu Magazine on its domestic readers and to find out how it contribute to the broader domestic public diplomacy work of DIRCo. The survey approach presented the following advantages to the researcher: A survey was the data collection tool of preference. The other advantage of the

survey is that an individual is a convenient unit that is used in data collection; however groups or institutions can also be units or data sources. This research was about the individual as the unit of analysis and respondents were acting in their individual capacity. The survey was adopted for this research as all respondents could complete the questionnaires independently (i.e. self-completion questionnaire).

3.3 Methodology

Bowling (2002:143) defines methodology in research as "the practices and techniques used to collect process and analyse data." According to Bryman (2001:29) a research methodology is defined as a "technique for collecting data." In summary one may define methodology in research as practices and techniques that are used to select samples, collect data and analyse it. This section will succinctly present the ways in which samples of the study participants was selected, how data collection was done and finally the techniques used to analyse the data. In order to address the research questions outlined, this research used both quantitative and qualitative methods.

3.3.1. Study Area

The Ubuntu Magazine was adopted as a focus area or focal point for this study as it stands out as key messaging initiative of DIRCo and its **effects** on its domestic email sub-scribed readers. The complimentary area of study for this research is also extended to how domestic public diplomacy is organized and practiced by DIRCo's Branch of Public Diplomacy. The physical or geographical study area of this study was mainly based in Pretoria, South Africa due to its status of being a diplomatic city, meaning it host the majority of foreign embassies and the Head Office of South African Foreign policy implementation i.e. the Department of International Relations and Cooperation. The study was focused on the domestic dimension of South African public diplomacy and Pretoria also hosted the database of email subscribed readers of the Ubuntu magazine.

3.3.2. Sampling

In order to answer the outlined research questions as well as meet the objectives of this study, data on the effects of Ubuntu Magazine on its domestic readers was collected from all domestic email-subscribed individuals comprising the population in the email subscriptions database of the Public Diplomacy branch of the Department of International Relations and Cooperation. For sampling to be successfully conducted, the population and target population and sample size required was defined, identified and selected. The sample size and population size are clearly laid out in the following subsections.

3.3.2.1. Population

DIRCo publishes a quarterly magazine entitled 'Ubuntu Magazine' with an aim to educate and communicate with stakeholders and publics on South Africa's foreign policy issues. The magazine is distributed to various domestic email subscribed readers through a hardcopy. It is also distributed through South African consulates abroad, at SAA business lounges, Government Communication and Information Systems (GCIS) and also accessible through to the public in general through DIRCo's website. The target audience are mainly various government departments, parliamentarians, business community, media, academia, think-tanks, and individuals. The magazine had 128 pages, it had 3 666 domestically based email subscribers during the time of this research and plus minus 13 666 hard-copies of it are quarterly distributed to both domestic and foreign subscribers combined. According to Daniel (2005:5) a population is any collection of entities that a researcher has interest in at any moment in time.

Therefore the subjects for this study were selected from the population. Bowling (2002:176) on the other hand define a population in a research as a collection of people or objects that are eligible to be included in that study. Neuman (2006:224) also explains a research population as the entire group that has relevant characteristics to be studied by a researcher. Therefore the population of this study was comprised of all 3,666 domestic email subscribed recipients of Ubuntu magazine. The population of this study also included DIRCo's branch of public diplomacy officials who are the publisher of Ubuntu magazine. The population in this research comprised of the target population and an accessible population.

3.3.2.1.1. Target population

According to Sim and Wright (2002:111-112) define a target population as the elements or units that have the characteristics the researcher wants to study. The target population allows the researcher to make generalisations from the results made to that population. Aday and Cornelius (2006:126) adds that a target population is the group from which information is sought and to which research results would be generalised. In the current study, the target population included all email-subscribed domestic readers or recipients of Ubuntu magazine found in DIRCo's magazine distribution data base.

3.3.2.1.2. Accessible population

Sim and Wright (2002:111-112) defined accessible population as part of the group of units or elements with characteristics that the researcher can access in order to draw a sample. In simpler term an accessible population is a part of the population in a defined or accessible location and can be immediately available to be studied. The accessible population in this study were all domestic email-subscribed recipients or readers of Ubuntu magazine in the DIRCo's database who responded to a self-completion questionnaire and those relevant public diplomacy officials from DIRCo's branch of public diplomacy as publisher of the Ubuntu magazine who were available to respond to interview questions.

3.3.2.2. Sampling

According to Neuman (2006:219), sampling can be defined as a method of getting a reduced collection of elements from a larger group so that studies can be made on that smaller group. Bowling (2002:174) explains sampling as a process that requires listing all the eligible persons in the population as the sampling frame from which the smaller group would be selected. Sampling permit that findings from the smaller group can then be generalised to the larger group. For a representative sample to be selected successfully, a process of purposive sampling was carried out. In short, a process of sampling allows a selection of a smaller group from a population where actual data collection can be undertaken.

3.3.2.2.1. Sample size and selection method

3.3.2.2.1.1. Sample selection method

This study used a purposive sampling method called total population sampling to select a sample. Etikan, Musa, and Alkassim (2015:3) define total population sampling as "a technique where the entire population that meet the criteria are included in the research being conducted and it is more commonly used where the number of cases being investigated is relatively small" According to Babbie (1990) purposive sampling has to do with selecting a sample on the basis of the researcher's own knowledge of the population, its elements, and the nature of his/her research aims. A total population sampling method of purposive sampling was employed to all email-subscribed domestic recipients of Ubuntu magazine database in order to select the sampling frame to be included. The researcher in this included all email subscribed domestic quarterly recipients of the magazine in the sample for survey.

Etikan et al (2015:2) "The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses." The researcher in this study also used purposive sampling technique in selecting relevant interviewees from the side of the publisher. This sample selection method assisted this study to identify relevant 2 senior Officials who are highly experienced and responsible for practicing and organizing public diplomacy at DIRCo's Branch Public Diplomacy. Then telephonic interviews were conducted with relevant public diplomacy officials.

3.3.2.2.1.2. Sample size

Kumar (2005:165) defines a sample size as the number of units or elements from whom data will be collected. Bowling (2002:167-170) also adds that the sample size is the number of people who are included in the sample through a process of sampling. Based on what Kumar said, the sample size of this study emerged from both 3 666 email-subscribed recipients and senior officials of DIRCo's Branch of Public Diplomacy who will respond positively to the emailed questionnaires and interview request.

3.3.2.3.1. Advantages of sampling

Cochran (1977:2) posits that using correct sampling methods allows researchers the ability to reduce research costs, conduct research more efficiently (speed), have greater flexibility, and provides for greater accuracy. In addition, considering time, resources and man power, it is a

cheaper option. The data could also be checked more thoroughly for any mistakes than if the whole population had been involved. Etikan et al (2015:1) adds to Cochran when they highlight that "perhaps, the most common reason for using nonprobability sampling is that it is cheaper than probability sampling and can often be implemented more quickly." The efficiency and cost effectiveness elements of purposive sampling are the main reasons which attracted the researcher into using it as a method to select a sample for this study.

3.4. Data Collection Methods

Daniel (2005:2) points out that data are obtained when a measurement or a count of a variable or concept is performed. Hox and Boeije (2005) point out that to collect data, social scientists make use of different data collection strategies. In this study, the researcher used both qualitative and quantitative data collection methods. Since well this study is a survey, it has used self-administered emailed questionnaires and on the qualitative approach it used semi-structured telephonic interviews to collect primary data.

3.4.1. Data Collection instruments

3.4.1.1. Interview

According to Kvale (1996), with qualitative research interviews you try to understand something from the subjects' point of view and to uncover the meaning of their experiences. In order to discover what DIRCo needs to conduct its messaging or information dissemination activities, this study used a qualitative approach. The semi-structured telephonic interviews approach was adopted to find out from the side of the publisher of the magazine, with an intention to find out why and with what intention the publisher chose a magazine as a medium to extend its reach to its audience. This research used a semi-structured telephonic interview approach due to its ability to be flexible in reordering questions, using classifications and it allowed interviewees to explore beyond the posed questions (Berg, 2007:105).

The semi-structured telephonic interviews were used by the researcher to extract information from two experienced senior officials and staff of the Branch Public Diplomacy of DIRCo who are conducting daily public diplomacy activities who responded to interview questions as

requested. The language used in the semi-structured interview questions were in unchallenging English so that respondents could understand and questioning was also conducted properly in order to reduce the scale of biasness during the response to questions.

3.4.1.1.1 Advantages of the interview

According to Woods (2011) in-depth interviews uncovers more meticulous information as compared to other methods of data collection. The following are the advantages which were presented by the semi-structured interview questions during this study: Structured interviews permitted for precise duplication of the interview with others. It also made it possible to generalise from data collected from a subset of the total population. Standardisation of the questions increased data reliability. It also created a much more relaxed environment in which data was collected without making respondents uncomfortable to a conversation.

3.4.1.2. Questionnaire

A self designed questionnaire was used for data collection during the current study. According to Polit and Hungler (1997:466) a questionnaire is defined as "a method of gathering information from respondents about attitudes, knowledge, beliefs and feelings". The researcher in this study designed a questionnaire to obtain relevant data in order to respond to the research questions and it also incorporated both qualitative and quantitative approaches. There were 3666 emailed self-completion questionnaires administered to all domestic email-subscribed magazine recipients found in the mailing database of DIRCo. The survey included the entire population to participate or have an equal probability of filling out a questionnaire. Fricker and Schonlau (2002) write that in an e-mail survey, a questionnaire is sent to a respondent via e-mail, possibly as an attachment.

The researcher sent out self-completion e-mail questionnaire on May 05, 2015 to all the 3666 domestic email-subscribed recipients of the magazine. The format of a questionnaire was in a Microsoft Word document and sent as an attachment in an email. The email was constructed as an invitation, which requested all recipients to open an attachment, then complete the survey and then return by replying to the email. The researcher sent 4 email reminders to those who did not respond on the preferred prescribed dates. The last email reminder produced 154 responses

within a period of a month which made the email administering of questionnaires one of the most effective delivery methods in research.

The researcher of this study chose the email as a method of delivering a questionnaire due to its efficiency, convenience and low cost effect to this survey. The questionnaire was largely composed of effects, content and awareness based questions. The questionnaire contained of items that could provide data relevant to the topic of this study. The items in the questionnaire included the questions about the demographic characteristics of recipients, do recipients of the magazine read it, to what extent do they read it, is reading the magazine valuable to readers, the interest of readers on issues as well do readers take action as a result of the content of the magazine. Lastly, the language used in the questionnaire was not a difficult nor in a complicated English so that respondents could understand.

3.4.1.2.1 Advantages of the questionnaire

The questionnaire presented a number of advantages to both the researcher and participants in this study. The following are the advantages of the self-completion questionnaire which led to its adoption as one the data collection tools of this study: it has drastically lowered the costs of this study as compared to other methods. It has assisted this study to reach a wider coverage in terms of study population. A sample size of 1353 respondents was covered in a relatively short time of ten months. The questionnaire assisted the researcher to avoid the possibility of biasness. Descriptive statistical measures were used to process the data and this generated useful information that could add scientific knowledge and value to the field of international relations, and towards domestic public diplomacy to be specific.

3.4.2 Problems experienced with data collection

Notwithstanding all the advantages of the interview and questionnaire, the researcher did experience some problems during data collection including: Targeted interviewees i.e. the officials of the DIRCo's Public Diplomacy Branch who is the publisher of Ubuntu magazine were not easily accessible which led to a prolonged delay in the process of data collection. Some of the emails of the email-subscribed domestic recipients of the magazine were no longer in use. Other email addresses from the database were incorrect. Some of the respondents did not answer

comprehensively and so possibly not all the information was gathered. Not all questions were understood in the same way by all the respondents. In some instances close ended questions were not understood by the respondents and these were left unanswered.

3.5. Data Analysis Methods

The process of analysing raw data from self-completion questionnaire was done using statistical methods to generate useful estimates about the population under study. According to Burns and Grove (2003:479) "data analysis is a mechanism for reducing and organising data to produce findings that require interpretation by the researcher." Creswell (2003:22) point out that the analysis of data of mixed methods consists of statistically analyzing scores collected on instruments, checklists, or public documents to answer research questions or to test hypotheses. Content analysis was used by the researcher to analyse data from interviews to answer the following research questions that are related to an effective outreach: how does Ubuntu Magazine performs and what does DIRCo achieve by using a magazine?

Colorado State University in its website defines content analysis as a research tool that is used to establish the presence of certain words or concepts within texts or sets of texts (CSU, 2004). The use of content analysis is important when analyzing responses to open ended interview questions and questionnaires. In this study the combination of statistical and content analysis methods was used. Statistical analysis of scores was collected from questionnaires to answer this research question i.e. what are the effects of Ubuntu Magazine on its domestic audience? The questionnaire embodied what Greasley (2007) explained as a mixture of descriptive statistics and graphs and some nonparametric inferential statistics. Microsoft Office Excel is used to analyse data from questionnaires for this study.

The researcher adopted content analysis method as a means to analyse data extracted from the interview questions and from other official documents of DIRCo that are relevant to the topic of this study. Hsieh and Shannon (2005:1278) define qualitative content analysis as "a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns". The purpose of analysing

data is to obtain usable and useful information, irrespective of whether the data is qualitative or quantitative.

3.5.1 The qualitative data analysis process

The researcher in this study followed the basic process of content analysis, viz by reading the responses to interview questions, then identify topics and topics were converted to primary categories. Several categories were conglomerated then saturation was achieved meaning that no new data emerged and the categories had sufficient data. Last but not least the researcher chose to categorise the acquired data into sub-categories. The researcher used some of the relevant Tesch's proposed eight steps of data analysis as outlined by De Vos (2002) during the process of content analysis of data from the interviews. In a nutshell the process of capturing data from the interview questions and its analyses was carried out accordingly as depicted in 3.5.1.1 to 3.5.1.3.

3.5.1.1 Description

Transcriptions from the interview were read very carefully by the researcher in order to extract meanings from the interviewees' responses. According to Burns and Grove (2003:378) the descriptive stage is a more critical initial phase of qualitative studies whereby the researcher acquaint himself or herself with the data. The researcher of this study used describing strategy which is one of the four special strategies in descriptive phenomenology which are intuiting; bracketing; analysing; and describing. Describing is seen as a final step in content analysis process and its aim is to describe and communicate critical and distinct elements of what the searcher has discovered in both writing and verbally (Brink and Wood, 1998:23).

The researcher used describing strategy alone because the target interviewee or the publisher of the magazine decided to respond to the interview questions in writing as a collective as opposed to individual officials responding to their questions. The researcher in this study did not have a reason to transcribe due to the fact that the target interviewees i.e. senior officials of DIRCo's Branch of Public Diplomacy opted to respond to the research questions in writing. The researcher then crafted a system of categories and then used it to analyse the data gathered. The data was retrieved successfully and it was coded in order to be identified in a form categories.

3.5.1.2 Analysis

The process of determining "the presence of certain concepts within texts" (CSU, 2004) i.e. analysis of content, was carried out successfully by the researcher. Burns and Grove (2003:379) define "data analysis as a mechanism for reducing and organising data to produce findings that require interpretation by the researcher" and they feather opine that the act of analysis of data goes beyond description because it also involves the transformation and the extension of data. The researcher identified important features of data and the description of how they are related among them. Then the patterns and themes from data were identified. The researcher used the exercise of coding to transform, develop and re-conceptualise data as a means to provide possibilities for further varied analyses. The relevant insights from notes of the interview responses were recorded on memos, coded with tittles and dates to conclude the analysis process.

3.5.1.3 Interpretation

The interpretation of analysed data in this study paid more attention on whether the findings from the interview were useful to respond to the research questions that were geared towards extracting information from the publisher of the magazine i.e. how does the magazine perform in terms of effective domestic public diplomacy outreach and what is their intention in using it. Burns and Grove (2003) explain that once the data has been analysed the provisional propositions should be codified and then grouped according to categories. It was reasonably easy to interpret the data from the publisher or interviews because responses were responded to in a codified manner by DIRCo's Branch of Public Diplomacy senior officials. Post the assortment and categorization exercise of data by the researcher the sorted categories were used to make provisional and final propositions. Lastly the data was successfully analysed and succinctly presented to be used for discussion as outlined in chapter 5.

3.5.2 The quantitative data analysis process

The following steps were followed during statistical analysis of scores collected from questionnaires.

3.5.2.1 Cross checking the data

The data from the email self-administered questionnaire after completion by the respondents were not cross-checked due to email mode of response used by the respondents in this study. Therefore any mistakes, inconsistencies and incomplete sections were not corrected before which means they were submitted as raw as they were to the researcher through an email. This also led to some of the problems experienced with data collection as reflected in section 3.4.2.

3.5.2.2 Coding the data

The researcher in this study used coding as a means to untangle the bulk of raw data from emailed self-completed questionnaires as they came in slowly. Bowling (2002:336) explain coding as a post-research data collection process that involves organising data into categories that are then assigned numbers (codes) so that analysis will be carried out. The researcher used coding to translate data from the respondents into a form that can be captured and processed using a computer.

3.5.2.2.1 Developing the coding for the responses

The researcher developed numerical codes and assigned them for all questions that have structured or closed ended questions in the questionnaire i.e. for every possible response only one numerical code was developed. Open ended questions and responses to these open ended questions were analysed for similarities and key words in order to come up with common groups. Categories of responses were then created based on their similarities and this was constituted into a coding sheet for the open ended questions.

3.5.2.2.2 Assigning numerical values to the responses

The researcher designed a code book and it was used to assign numerical values to all responses provided to the items by the respondents. The code book made the capturing of data very easy because every variable of the questionnaire was allocated a table.

3.5.2.2.3 Creation of a spread sheet

The file was created as a spread sheet with columns and rows forming cells in which the applicable data were entered. A data entry file was created using Microsoft Office Excel.

3.5.2.2.4 Entering of data

The researcher entered the collected data electronically directly from the emailed questionnaires. The numerically coded data was entered into cells on the spread sheet and each questionnaire had a different identity number based on when (date) it was received plus the chronological sequence number. Each receipted questionnaire was recorded in the received folders for easy identification later. The researcher used Microsoft Access for database management.

3.5.2.2.5 Cleaning and editing the data

The researcher in this embarked on a very critical research exercise of cleaning and editing of data. Aday and Cornelius (2006:354) explain the data cleaning and editing as the process that involves organising, sorting and filtering or viewing of data. The importance of this exercise is to assist in sweeping possible errors and this process was carried out before data analysis was done.

3.5.2.2.5.1 Justification of data cleaning

The key reason for data cleaning is that data cleaning assist the researcher to avoid generation of false results which may lead to the researcher reaching false conclusions. It also assisted the researcher to clean unintended errors before the data analysis. According to Aday and Cornelius (2006:348-9), data cleaning using data analysis program takes on two forms namely; range and consistency checks. In this research range checking was the only data cleaning option done; the spread sheet was checked for outliers by establishing frequencies of numerical codes for each variable and looking at values that were outside the range obtained from the rest of the data. Altman (1999:126) defines outlier values as variables which are not in range with the rest of the data. In the current research outlier values were discovered in the spreadsheet and these were mainly due to typing errors during data entry. The values were then crosschecked against the original questionnaires and corrected.

3.5.3.1 Analysing the data

The researcher used the Microsoft Office Excel 2010 to analyse data. Actual analysis of data concentrated on descriptive and relational statistics. Armitage, Berry and Matthews (2002:8) point out that the reason for data analysis is to summarise data so as to present statistical

information in the form of a report. Altman (1999:19) add that the other reason analysing data is because in any given group of individuals there is a natural variability between the subjects and most times the cause of the variability is due to random factors. According to Fletcher and Fletcher (2005:21), variations can occur due to biological, economic, literacy and social differences in individuals over time and according to location, called internal factors.

3.5.3.1.2 Statistical methods used to analyse the data

The collected data was partly at the nominal, ordinal, numerical and categorical levels of measurement. These statistics involve the use of relatively easy mathematical procedures. These statistics are percentages because the researcher wanted to know the proportion of respondents who answered in a certain way. Specifically, the non parametric techniques involved in the current research, required descriptive analysis (statistics) in which the variables of interest were organised, summarized and described.

3.5.4 Presentation of results

It is important that after the analysis of the data, the information obtained is displayed in ways that make it possible to be easily read and comprehended by the end users. According to Aday & Cornelius (2006:369) the Frequency Distribution diagrams summarised the distribution of different variables or values in a variable and their corresponding number of observations [frequencies]. In this study the information was summarised and displayed using a Frequency Distribution diagram called Clustered column cylinder charts.

- Clustered column cylinders in 3D charts: are visual representations of numeric values and frequency diagrams that can compare values across categories and they displays the data by using a 3-D perspective only (Walkenbach, 2003:29). The researcher used clustered column charts to categorise the ranges of values from a questionnaire using specific scale arrangements e.g. a Liker scale with entries, such as strongly agree, agree, neutral, disagree, and strongly disagree as reflected in chapter 4.

Post the process of data analysis, the results and findings obtained from the interviews and from the questionnaires were concisely compared and contrasted in order to determine if the findings

have responded to research questions and to equally test the hypotheses of this dissertation. The estimates from the process of data analysis were then converted into useful information. The information which was obtained was displayed in ways that made it possible to be read and comprehended easily by the end users as reflected in chapter 4.

3.6. Ethical Considerations

All of the participants were treated in accordance to the ethical guidelines of the North West University as stipulated in the Manual for Postgraduate Studies of 2010. Although there were no identifiable risks for participating in this study, a couple of considerations were kept in mind when dealing with the people under study. The researcher during the course of this study took the following ethical issues into consideration:

- A consent form was made known or available to the participants on interviews, except that none of the respondents demanded such and they were informed about the purpose of the study and for them to know what will be done with the results that are obtained from this research.
- The researcher in this study carefully considered the elements of sensitivity, secrecy or trust issues around diplomatic sphere and prior consent by participants was confirmed before the process of data collection would ensue.
- All data obtained were treated as confidential and email addresses or names of the respondents were not used on the questionnaires, reports or any document arising out of this study. No one had an access to the whole set of data except the researcher and the person who assisted the researcher with the process statistical analysis of data. The set of data were kept safely all the time and away from any access by the general public.
- This study gave strict adherence to making clear to participants that participation is voluntary, with no consequences if subjects chose not to participate or to withdraw from the study.
- The study's objectives were made clear to respondents, except that no one of the respondents demanded such.
- The research was conducted in a way that ensured a high quality of results and keeping the integrity of the both the researcher and the institutions involved

- The autonomy of the researcher was also observed as he was not subjected to undue influence or manipulation while conducting this study.
- The researcher did not alter or falsify any answers provided by the respondents. He also did not plagiarise any ideas, or words from other people's works as declared on the declaration note of this study.
- The researcher had no conflict of interest in the current research; it was conducted for academic achievement only; no reward, physical or financial as received

3.7. Conclusion

This chapter provided a light on the research methodology employed by this study in order to evaluate the domestic effects of magazine. It has also outlined how the research design for this study was employed. It explored how a survey method was employed in which both a qualitative and quantitative questionnaire was administered to a sample of email-subscribed informants. It also succinctly presented the ways in which samples of the study participants were selected, how data was collected and finally the techniques used to analyse the data. Equally the attention was afforded to the two research methods which assisted the researcher to have stable and dependable findings about what the researcher have observed.

The chapter concurred with what Fouché and Delport (2002) when they said that "most authors agree that in real life, human sciences research uses both quantitative and qualitative methodology - sometimes consciously, sometimes unconsciously." In summary chapter 3 outlined methodology or techniques that were used to select a sample, collect data, to analyse it and ethical measures considered in the process of conducting this study. In the next chapter data or findings are presented and summarily described.

CHAPTER 4

PRESENTION AND DESCRIPTION OF THE SUMMARY OF FINDINGS

4.1. Introduction

This chapter presents the findings from the emailed self-administered semi-structured questionnaires. A sum total of 3666 questionnaires were emailed to Ubuntu Magazine readers. All 3666 domestic email subscribed quarterly recipients or readers of the magazine received the questionnaire via an e-mail from the researcher with the assistance of officials from the DIRCo's Branch public diplomacy. At a point of cutoff of data collection a 36.9% i.e. 1353 of the total number of email subscribed readers positively responded to the request to participate in this survey. Meaning a total number of 2313 which is 63.29% of the total email-subscribed readers did not respond to the invitation to participate in this study.

The entire membership of the accessible population was afforded an equal chance to participate in this survey through filling an electronic mailed questionnaire as required by total population sampling method of purposive sampling. The aim was to study the effects of Ubuntu magazine, to explore the relationship between messaging and relationship building.

4.2. Questionnaire Findings for Ubuntu Magazine

4.2.1 General Characteristics of Respondents

The structure of the questionnaire was designed to extract information on demographic characteristics of respondents and it used questions on nationality (to confirm the domestic characteristic of a respondent), gender, age-group and profession. A solid total number of 1353 readers responded to the question on nationality and 90.09% (1224) indicated that they were domestic publics and 9.53% (129) indicated that they were foreign publics. When it comes to gender, 71.94% (973) indicated that they were male and 28.09% (380) indicated that they were female respondents. The distribution of respondents according to age-group indicate that 39.53%

(534) were in the 50 and above age group, 34.13% (461) were in the 41 to 49 age group, 6.80% (92) were in the 26 to 30 age-group, 1.70% (23) were in the 20 to 25 age-group and 17.95% (243) were in the above 31 to 40 age-group.

4.2.1. a. Nationality

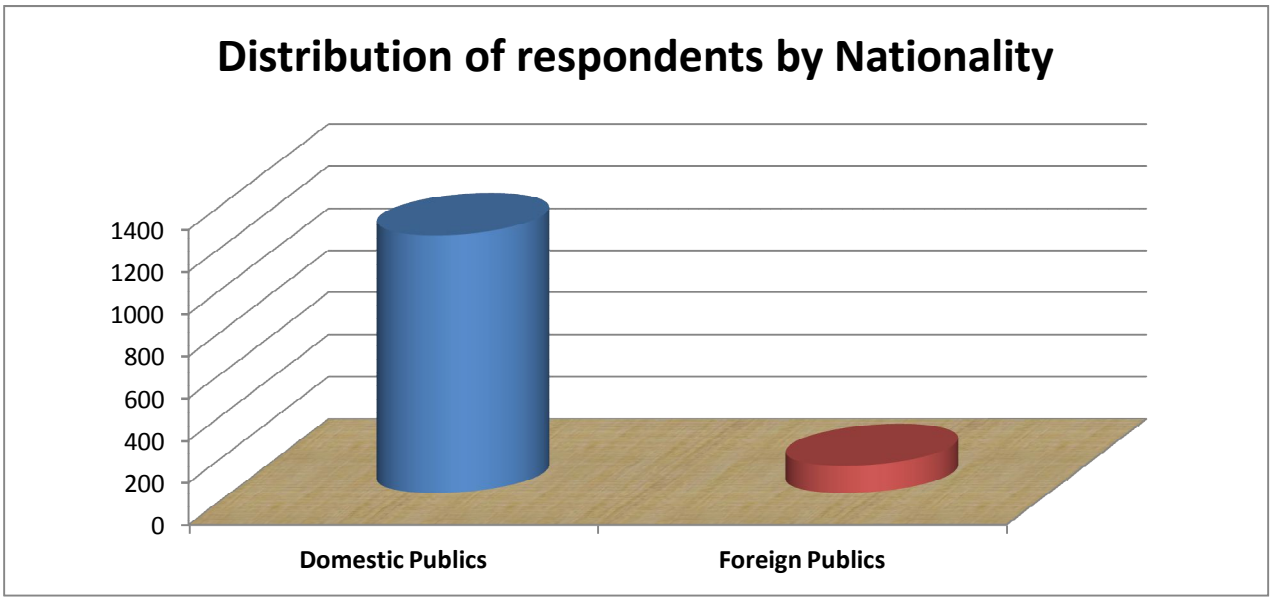


Chart 1: respondents by nationality

A total of 1353 respondents answered the nationality question; Chart: 1 indicate that 90.09% (1224) indicated that they were domestic publics and 9.53% (129) indicated that they were foreign publics. The numbers shows that a significant number of the respondents are domestic or South Africans, which is a good signal in relation to the potential domestic public diplomacy of DIRCo in their quest to domesticate South African Foreign Policy.

4.2.1. b. Age Group

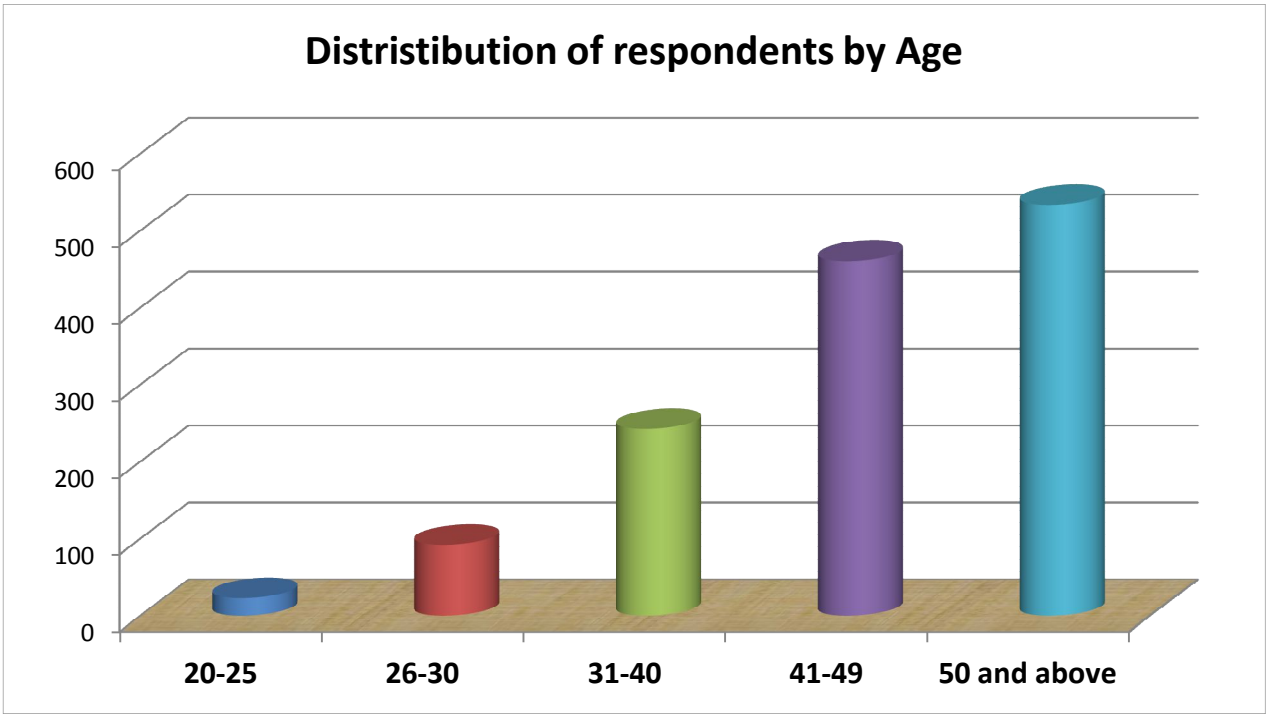


Chart 2: respondents according to age group

The age question was asked and answered by a total of 1353 respondents; Chart: 2 indicates that 39.53% (534) were in the 50 and above age group, 34.13% (461) were in the 41 to 49 age group, 6.80% (92) were in the 26 to 30 age-group, 1.70% (23) were in the 20 to 25 age-group and 17.95% (243) were in the age bracket of 31 to 40. The findings signals that a sizable majority of responded readers of the Ubuntu Magazine are beyond 40 years of age but concerning indication is the youth in the ages between 20 and 30 years of age who are not loyal readers of the magazine.

4.2.1. c. Gender

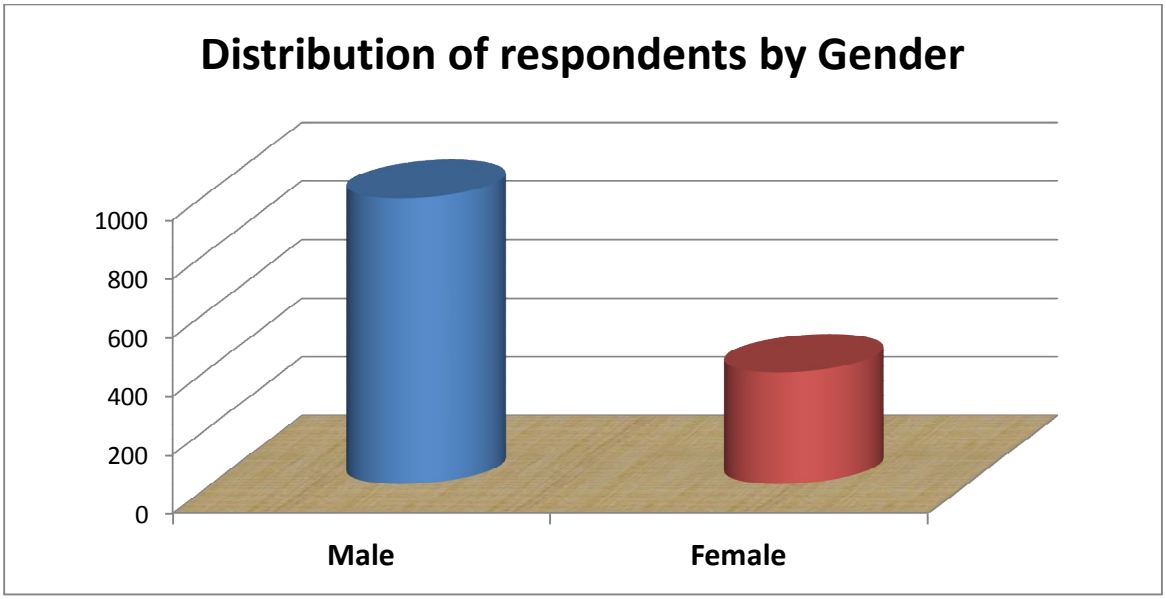


Chart 3: respondents according to gender

The question on gender was answered by a total of 1353 respondents; Chart 3 indicates that 71.94% (973) indicated that they were male and 28.09% (380) indicated that they were female. The findings reveal that there's still a wider gap between the male and females in the diplomatic space.

4.2.1. d. Profession

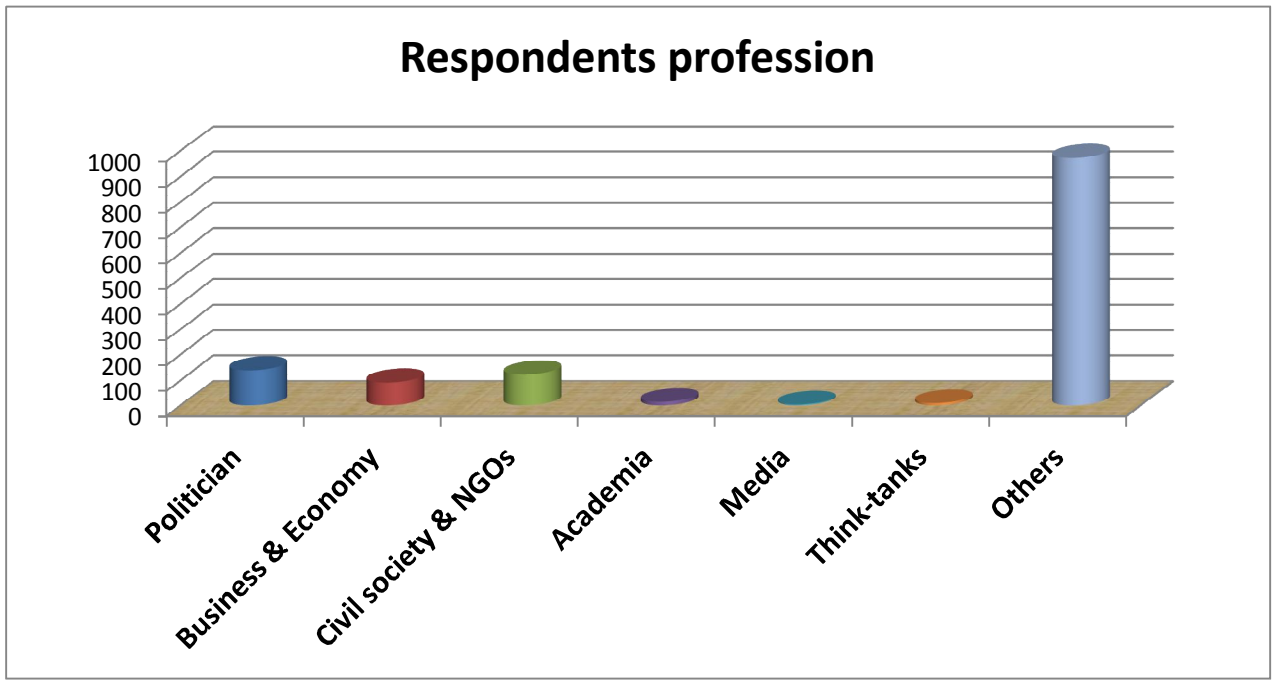
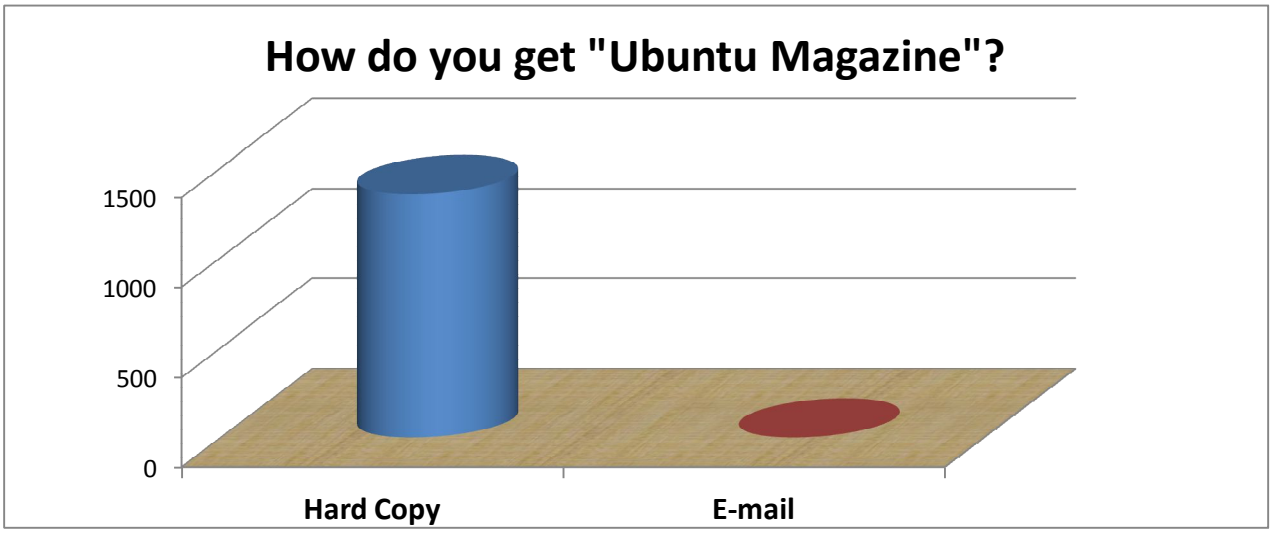


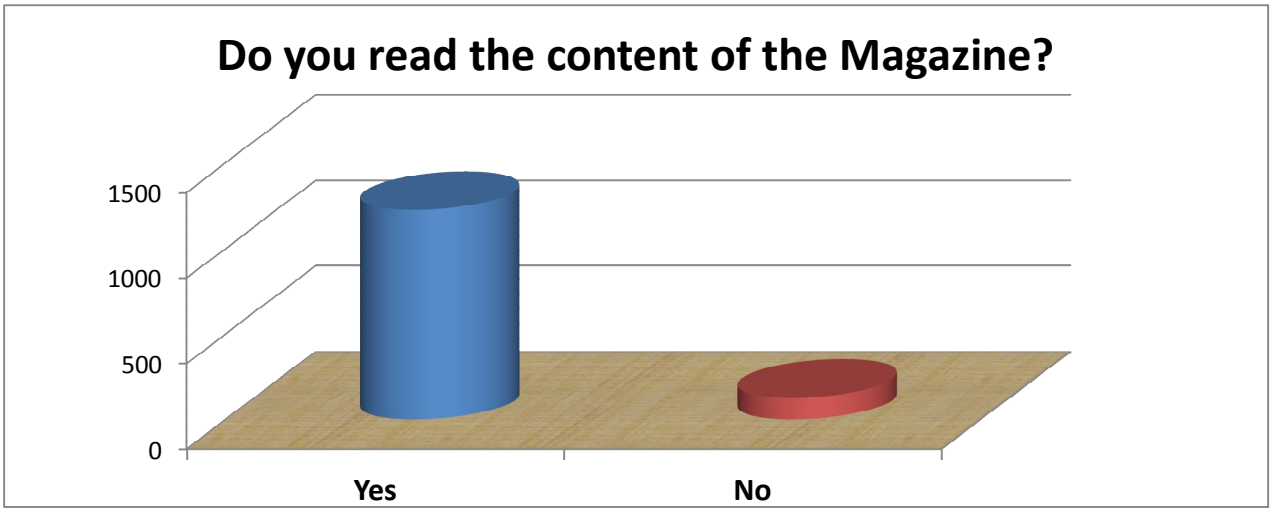
Chart 4: respondents according to profession

The question on profession was asked and answered by a total of 1353 respondents; Chart: 4 indicate that 10.28 % (139) were politicians, 6.80 % (92) were in business and economy, 9.09 % (123) were in civil society and NGOs, 1.03 % (14) were in academia, 0.30 % (4) were in media, 0.67 % (9) were in think-tanks, and 71.94 % (972) were in 'others'.



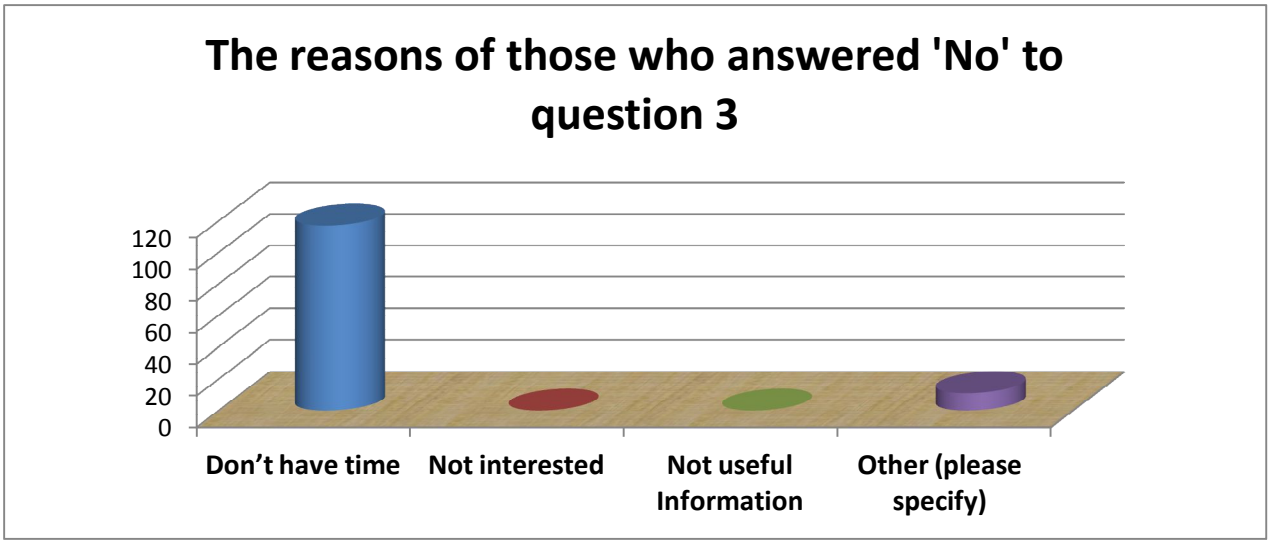
4.2.2.1 Chart 5: Answer to Question 02

A question on how do recipients get the Ubuntu Magazine was answered by a, total of 1353 respondents and chart 5 reveal that 100 % said they get it as a hardcopy and none of the respondents said they received the magazine via e-mail.



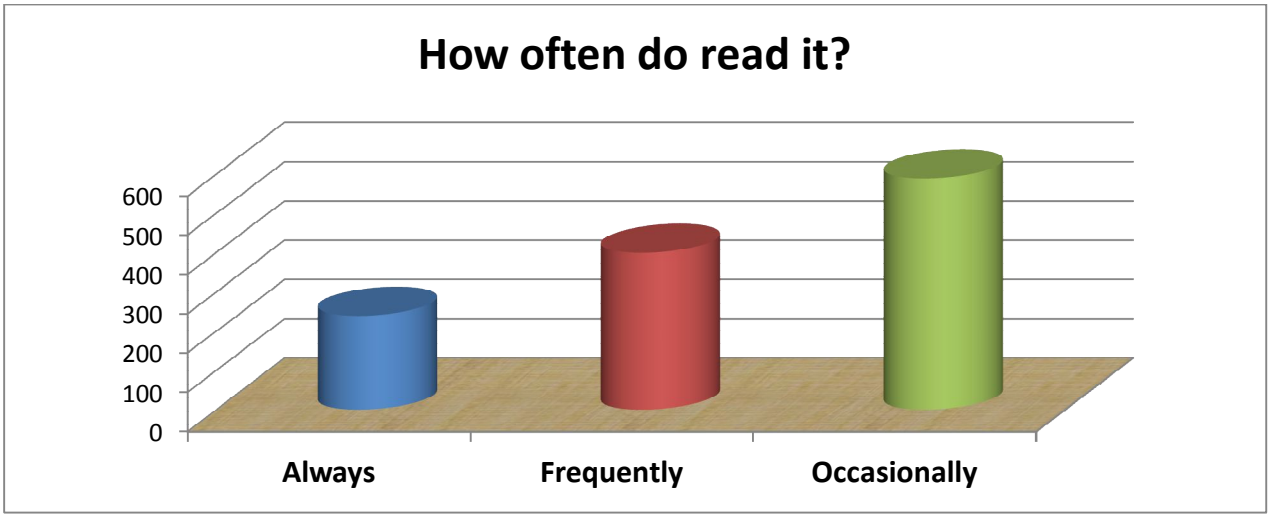
4.2.2.2 Chart 6: Answer to Question 03

A question about the reading of the content of the magazine was asked and answered by a total of 1353 respondents. Chart number 6 in response to question 3 indicates that 90.91 % (1225) of respondents answered that they read the magazine which reflect a majority. A minority of 9.46 % (198) respondents doesn't read the magazine. The reasons for not being able to read are as reflected in the following Chart No.7 i.e. not having time, not interested, not useful information and other none specified reasons as indicated below.



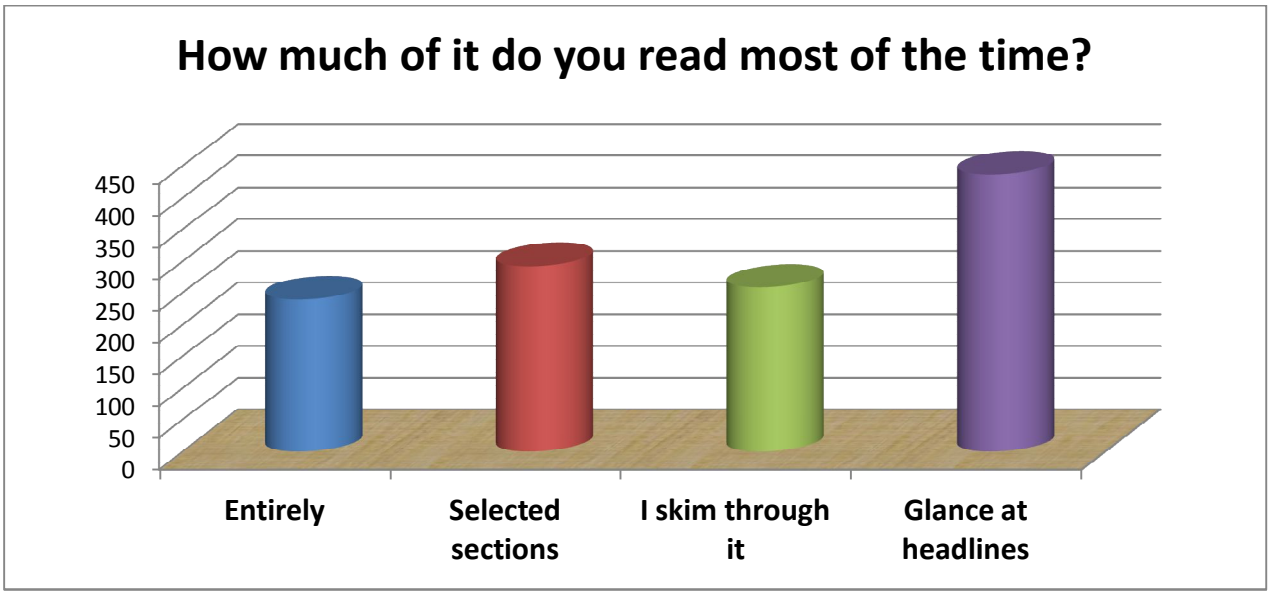
4.2.2.3 Chart 7 in a percentage stats form: a follow-up answer to Question 03a

REASON	PERCENTAGE (%)
Don't have time	117 (91.46%)
Not interested	0 (0%)
Not useful Information	0 (0%)
Other (please specify)	11 (8.59%)
Total	**128**



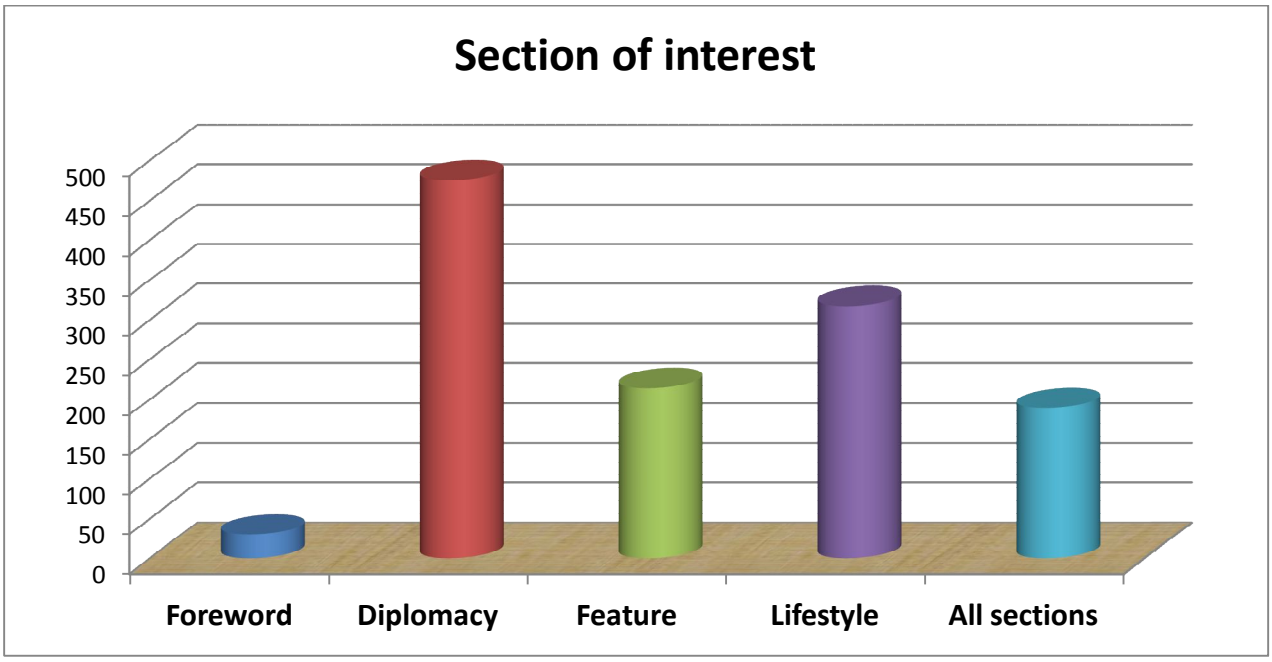
4.2.2.4 Chart 8: Answer to Question 03b

Of the total of 1225 respondents who answered a question on 'how often do they read the magazine'. Chart: 8 indicate that 19.49 % (239) claimed that they 'always' read the magazine. A total of 32.47 % (398) indicated that they read the magazine 'frequently' and 48.08 % (588) indicated that they 'occasionally' read the magazine. The combination of those who indicated that they always and frequently read the magazine shows that 52 % of respondents do read the magazine regularly.



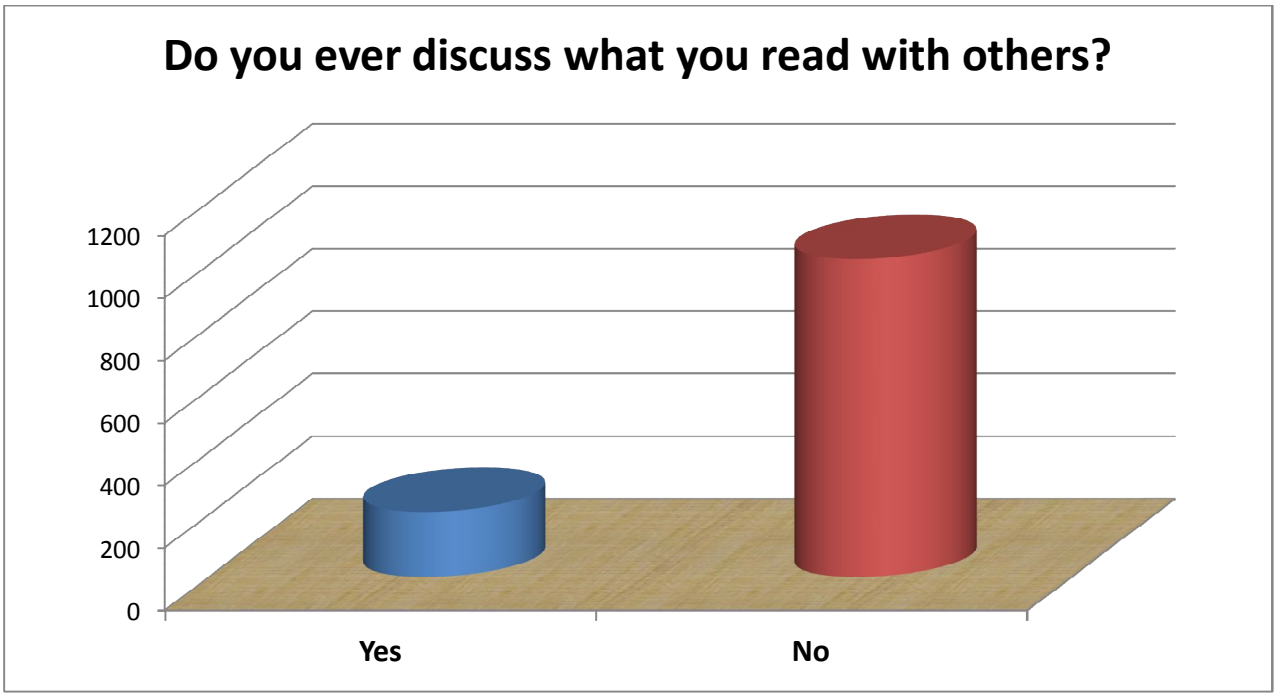
4.2.2.5 Chart 9: Answer to Question 04

A sum of 1225 respondents answered the question on 'how much do the respondents read the magazine most of the time'. Chart 9 reveals that 19.49 % (239) read the entirety of the magazine and a further 23.81 % (292) of respondents read 'selected sections', 21.05 % (258) of respondents only 'skim through it' and a chunk of 35.59 % (436) 'glance at headlines'.



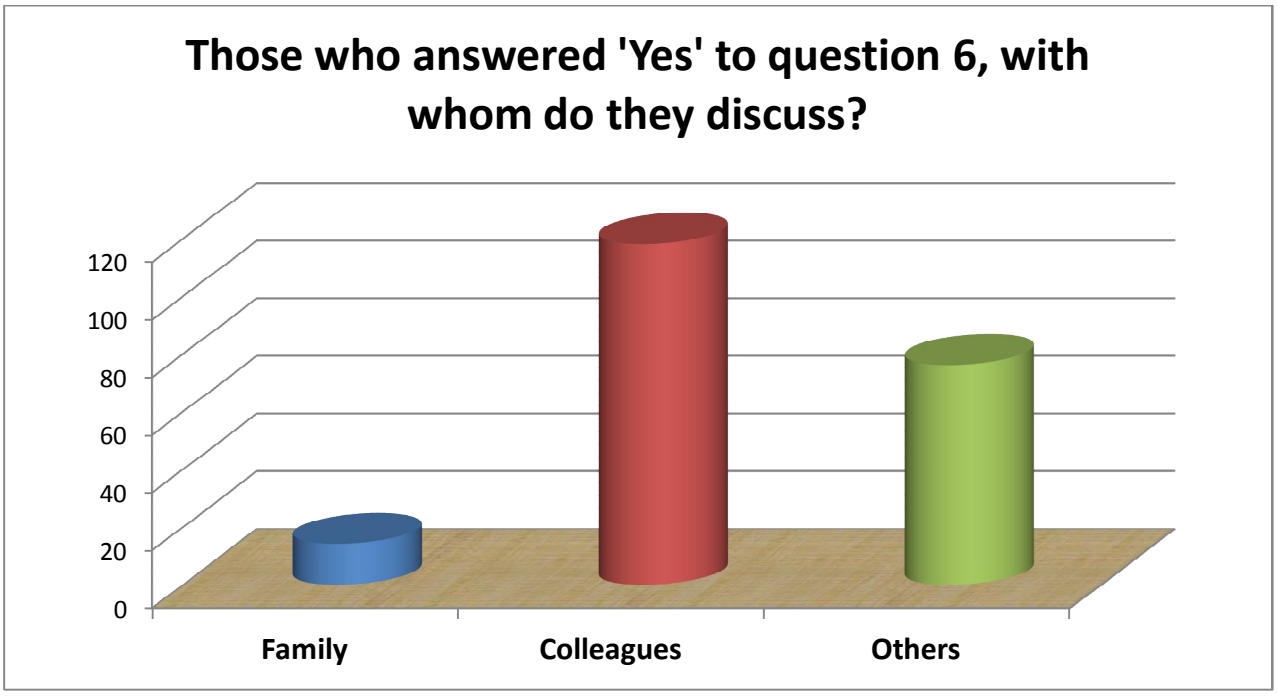
4.2.2.6 Chart 10: Answer to Question 05

A total of 1225 respondents answered a question regarding the choice sections of the magazine: the question. Chart: 10 indicate that 2.45 % (30) of respondents favored section on 'foreword'; 38.76 % (475) were interested in a section on 'diplomacy' while 17.48 % (214) enjoyed 'feature' section. A 25.91 % (317) were interested in 'lifestyle' section. And 15.43 % (189) of respondents to question 5 indicated that they read 'all sections' of the magazine.



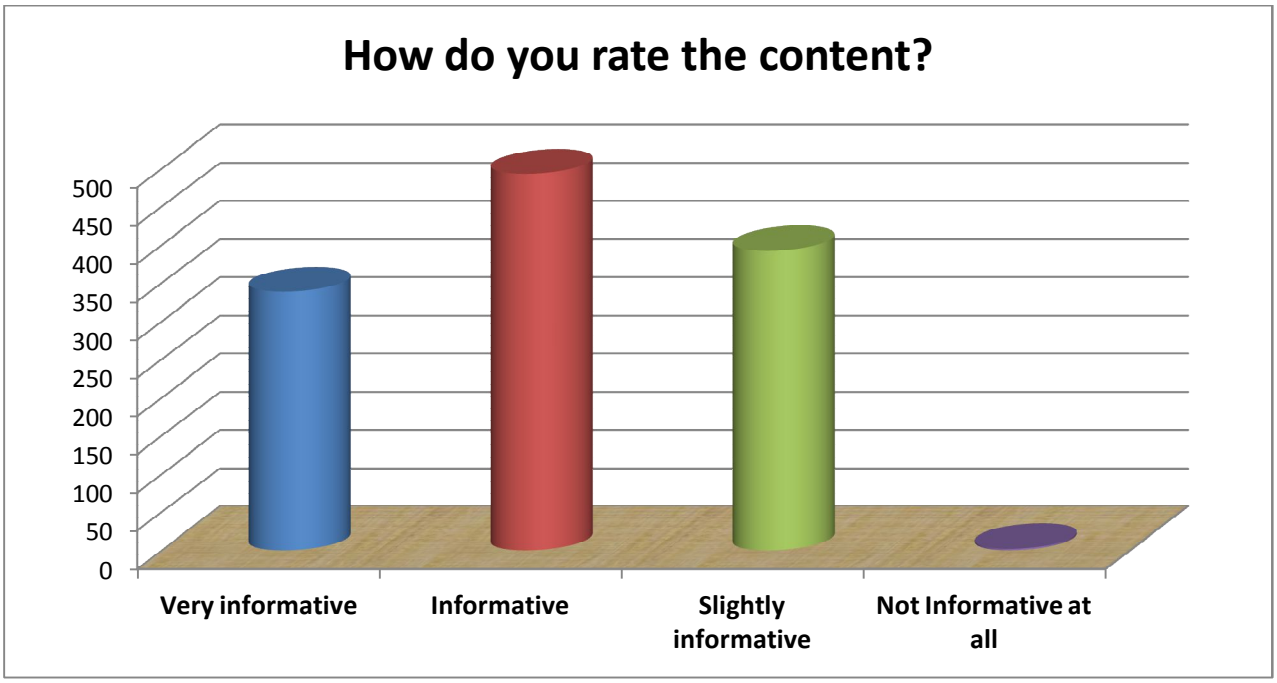
4.2.2.7 Chart 11: Answer to Question 06

A total of 1225 respondents were asked if they ever discuss what they read with others. Chart: 11 indicate that 16.98 % (208) of respondents ticked 'Yes' that they discussed what they read with others and a huge 83.33 % (1017) replied 'No' they don't discuss what they read with others. The high number of 86.21 % of respondents symbolizes the low levels of discussions emanating from the content of the magazine and it should be an indictment to the Public diplomacy branch of DIRCo. The intension of a public diplomacy information initiative should generate discussions and inform the publics.



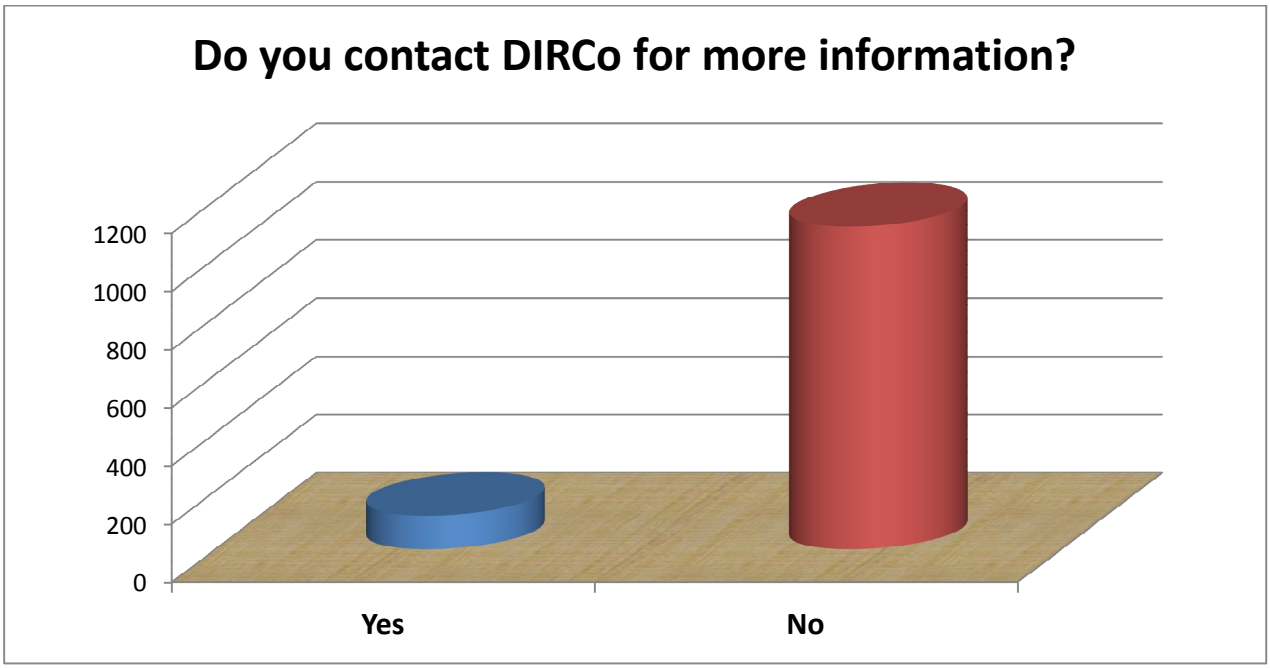
4.2.2.8 Chart 12: A follow-up answer to Question 06a

A sum of 208 13.64% respondents answered a follow up question with whom do they discuss what they've read. Chart: 12 reveal that 6.73 % (14) discuss the content with family members, 56.82 % (118) said they discuss content with their colleagues and 36.50 % (76) discussed it with others. The fact that only 13.64 % of respondents answered 'yes' in relation to them discussing the content of the magazine, it indicate the low level of debate or discussions on issues of South African foreign policy matters.



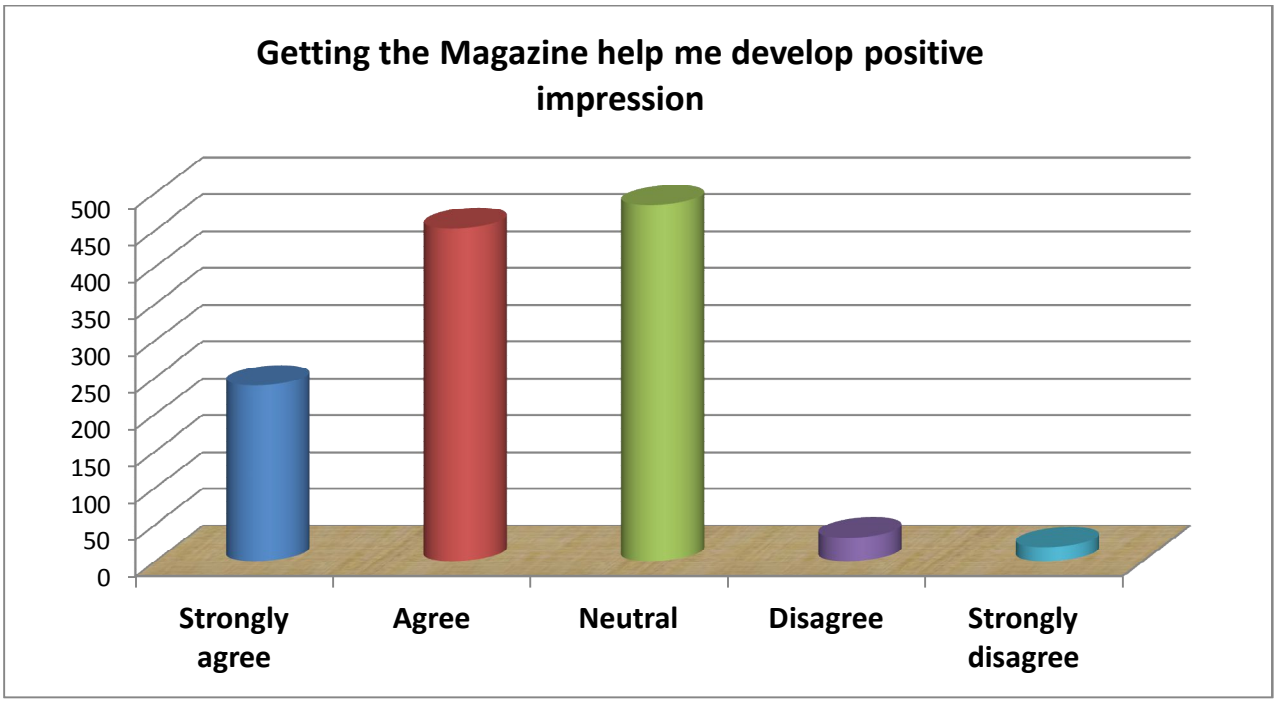
4.2.2.9 Chart 13: Answer to Question 07

A total of 1225 respondents rated the content of the magazine. Chart 13 indicate that 27.62 % (338) rate the content of the magazine as 'very informative', 40.32 % (493) rated the content as 'informative', while 31.95 % (392) claimed that it was 'slightly informative' and only 0.16 % (2) indicated that the magazine is 'not informative at all'.



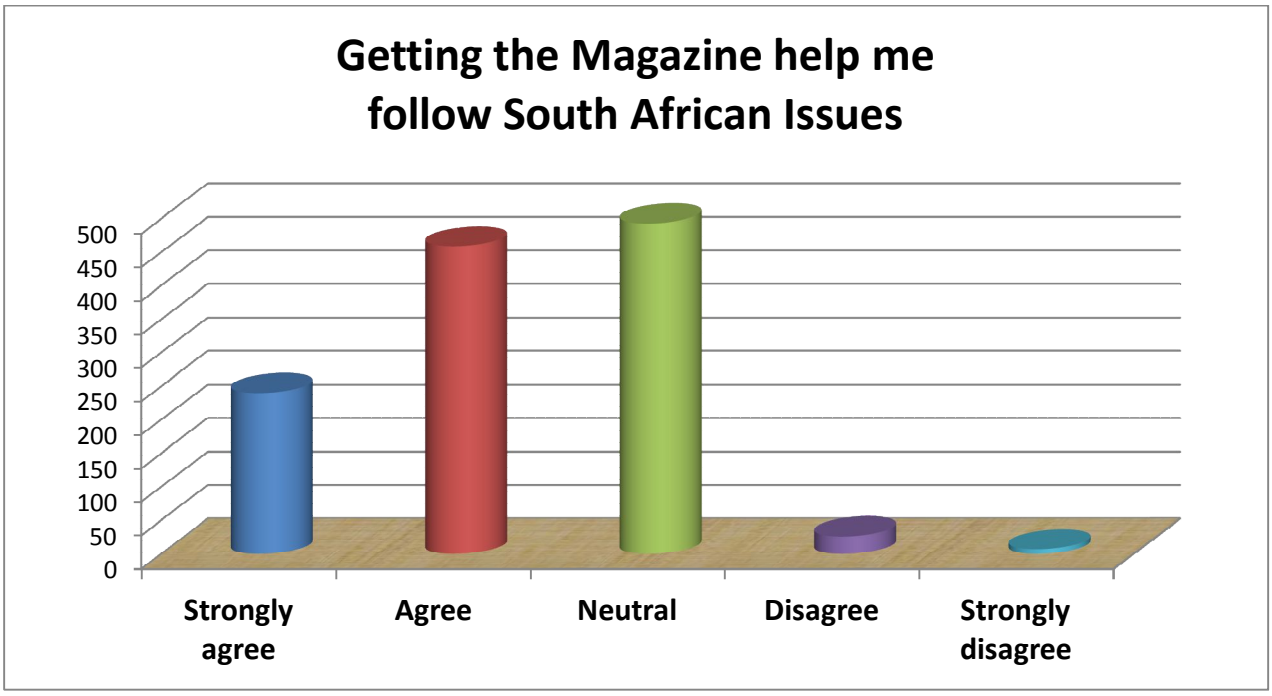
4.2.2.10 Chart 14: Answer to Question 08

An aggregate of 1225 respondents indicated if they have contacted DIRCo (the publisher) to acquire additional information. The above chart 14 depicts that 9.39 % (115) indicated that 'Yes' they have contacted the DIRCo for additional information and a staggering 90.91 % (1110) of respondents indicated 'No' they have not yet contacted DIRCo for more information. The 9.39 % finding of those who responded that they have not yet contacted DIRCo for more information shows a sign of an existing lack of a need to make a follow-up or connection between the publisher and its domestic readers.



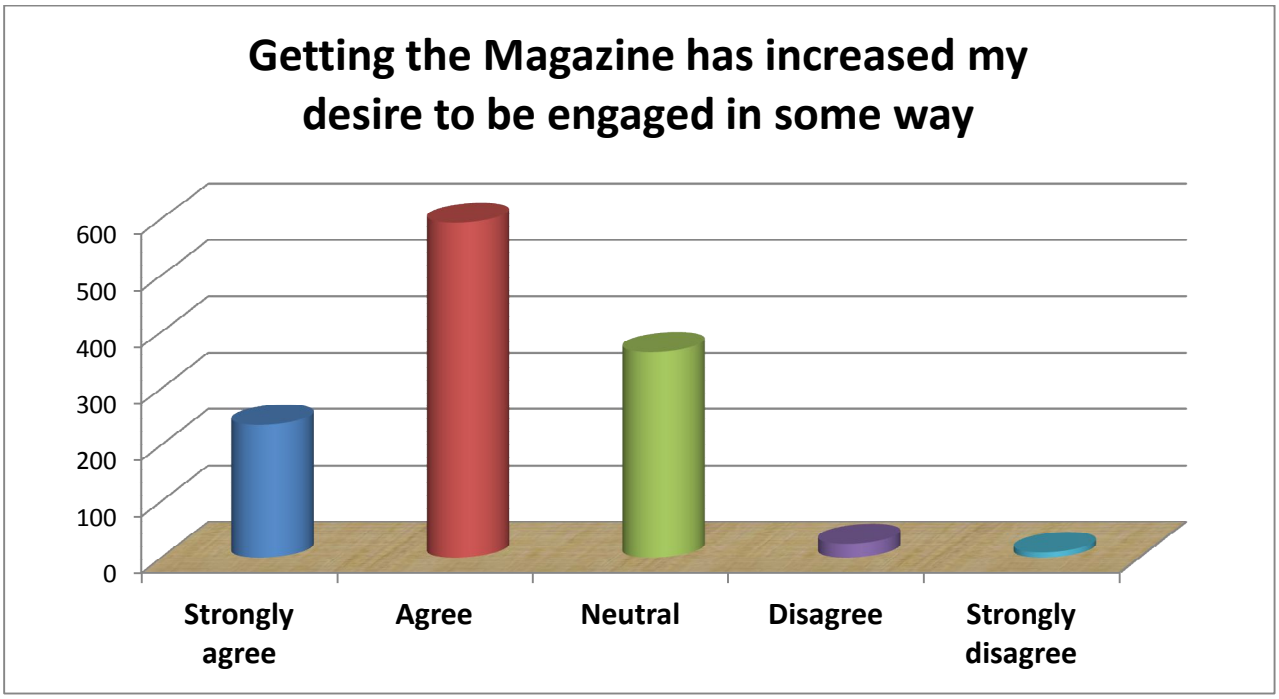
4.2.2.11 Chart 15 a: Answer to Question 9a

A statement 'getting the magazine helped them develop a positive impression on South Africa' was responded to by a sum of 1225 respondents. Chart 15a as reflected above indicate that 19.49 % (239) strongly agreed, 36.90 % (452) 'agreed', 39.37 % (483) were 'neutral', 2.61 % (32) disagreed and 1.55 % (19) strongly disagreed that the magazine helped them develop positive impression on South Africa. The findings generally indicates that there is a slight balance in terms of image building role of the magazine and this is a positive signal for domestic public diplomacy of DIRCo.



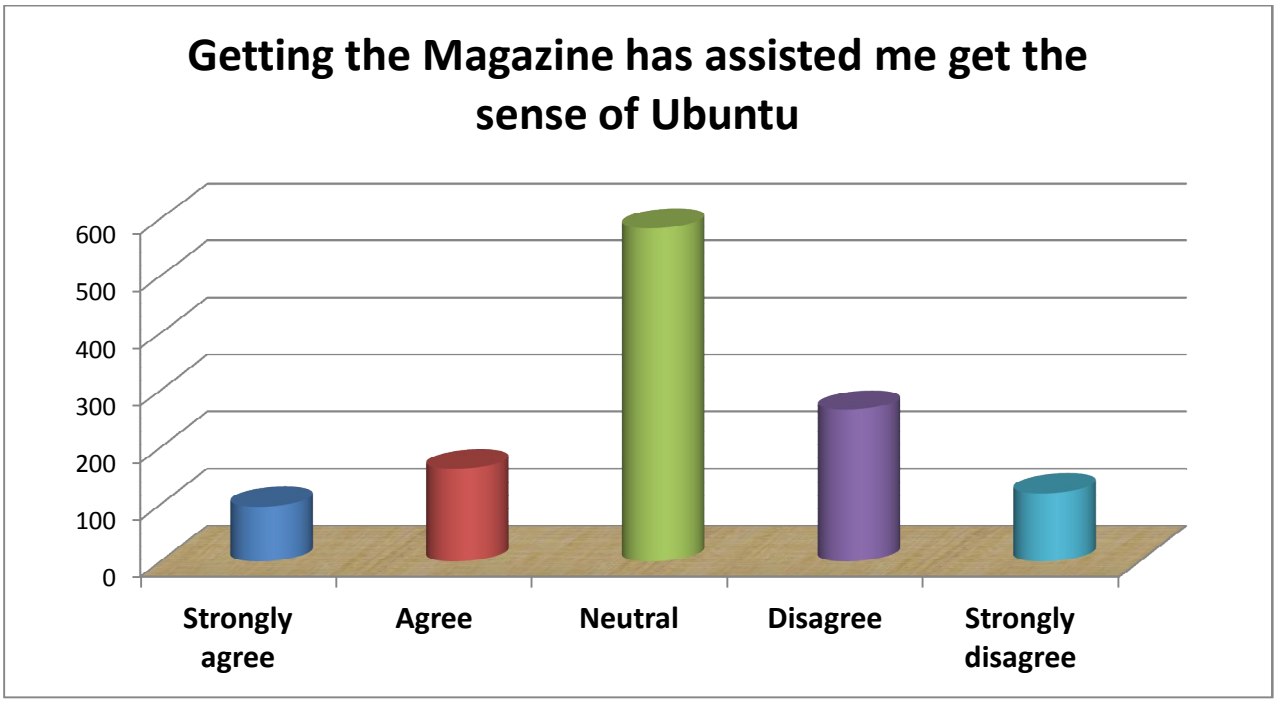
4.2.2.12 Chart 15b: Answer to Question 9b

A total of 1225 respondents reacted to a statement that said 'getting the magazine helps me to follow issues on South Africa'. Chart: 15b indicate that 19.61 % (240) 'strongly agreed', 37.45 % (459) 'agreed', 40.32 % (493) were 'neutral', 2.12 % (26) 'disagreed' and 0.79 % (7) 'strongly disagreed'. The findings show us that the magazine could do more if it was open to more potential domestic readers who will then increase the followers of South African foreign policy issues.



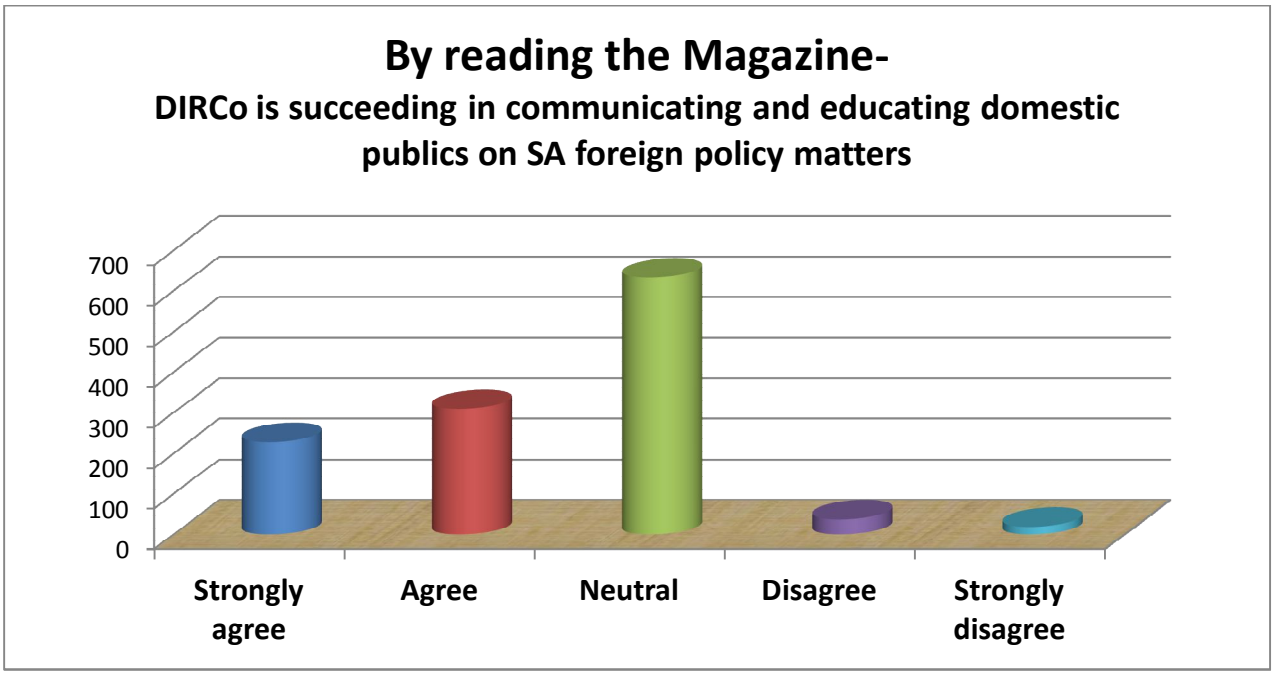
4.2.2.13 Chart 15c: Answer to Question 9c

A sum of 1225 respondents reacted to a statement that said "getting the magazine has increased my desire to be engaged in some way". Chart: 15c indicate that 19.19 % (235) of the respondents 'strongly agreed', 48.31 % (593) agreed, 29.50 % (364) were 'neutral', 1.96 % (24), 'disagreed' and 0.73 % (9) 'strongly disagreed' to the statement. The fact that the findings reflect a strong desire from the side of readers to be engaged by the publisher bots well for the publisher and the magazine in terms its credibility and sustainability.



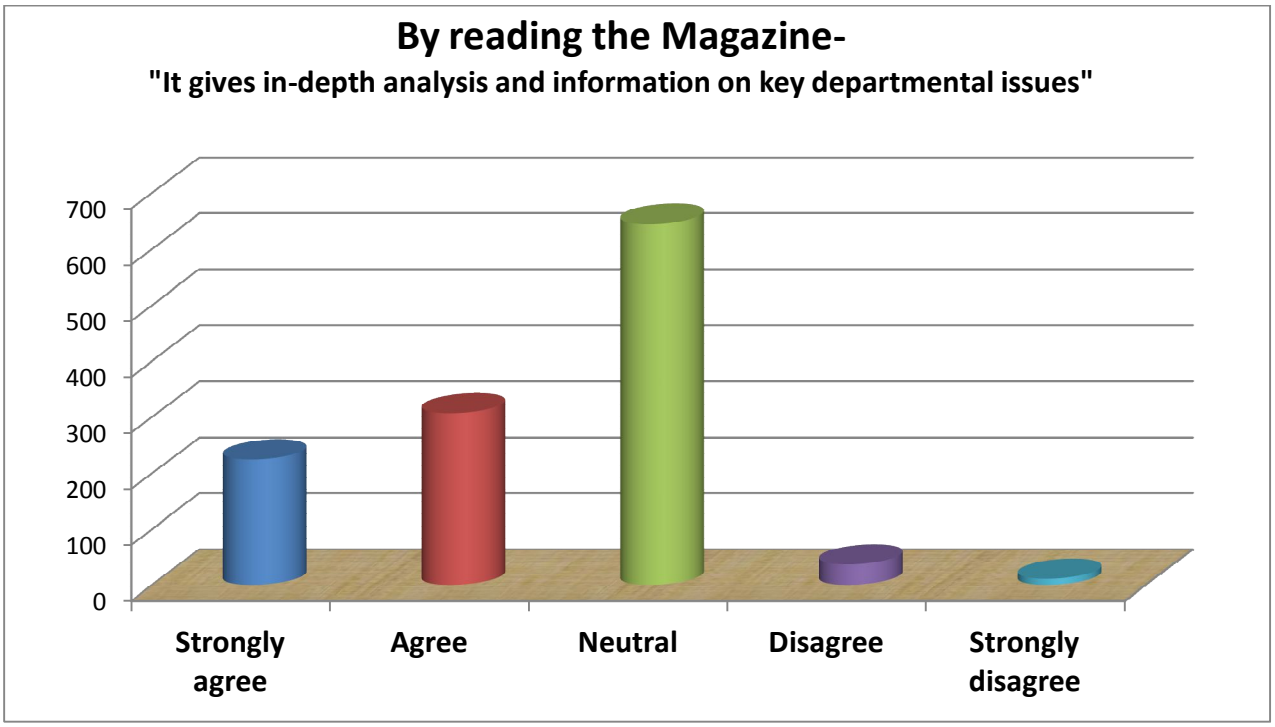
4.2.2.14 Chart 15d: Answer to Question 9d

A sum of 1225 respondents gave their views towards the statement that "getting the magazine has assisted me get the sense of Ubuntu in some way". Chart 15d indicates that 7.84 % (96) 'strongly agreed', 13.23 % (162) agreed, 47.62 % (583) were 'neutral', 21.65 % (265), 'disagreed' and 9.72% (119) 'strongly disagreed' to the statement.



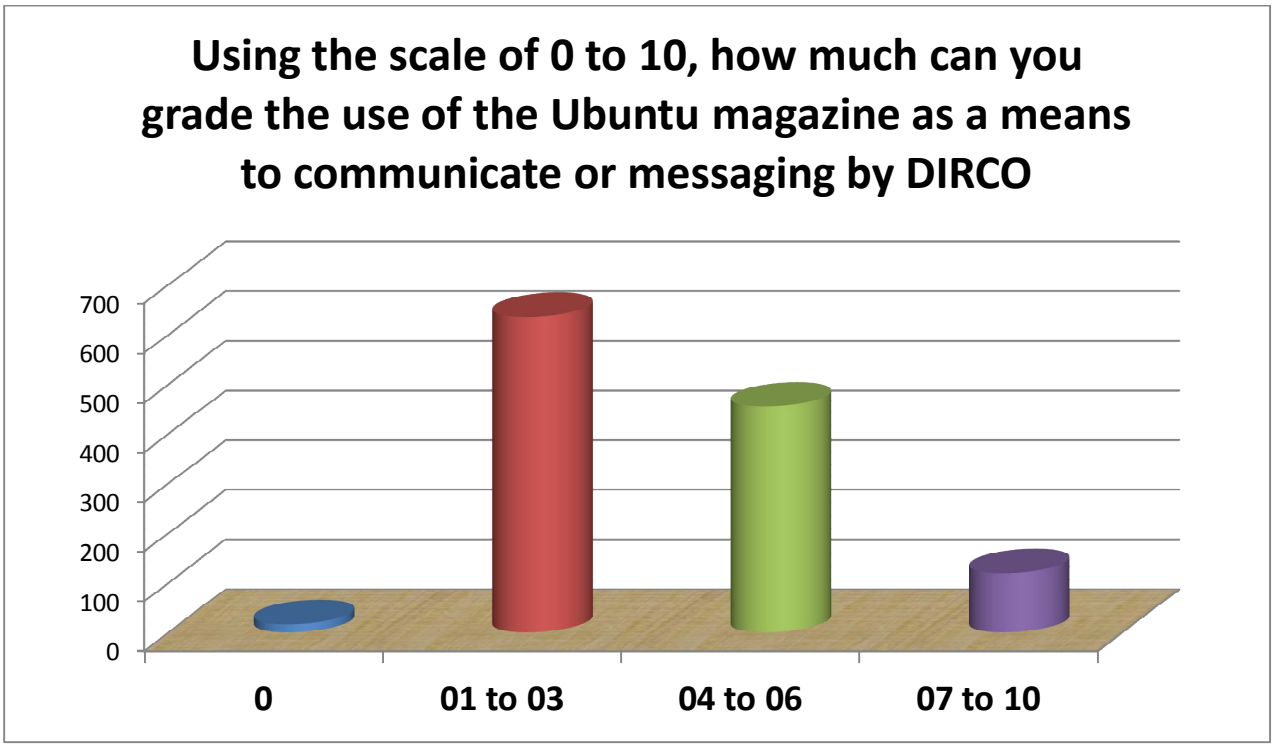
4.2.2.15 Chart 16a: Answer to Question 10a

The response from 1225 recipients to the statement that "getting the magazine:- DIRCo is succeeding in communicating and educating domestic publics on SA foreign policy matters". Chart: 16a indicate that 18.52 % (227) 'strongly agreed', 25.25 % (309) agreed, 52.63 % (633) were 'neutral', 3.02 % (37), 'disagreed' and 1.55% (19) 'strongly disagreed' to the statement.



4.2.2.16 Chart 16b: Answer to Question 10b

A sum of 1225 respondents did project their view on the statement that says "getting the magazine gives in-depth analysis and information on key departmental issues". Chart 16b project that 18.38 % (225) 'strongly agreed', 25.06 % (307) 'agreed', 52.63 % (645) were 'neutral', 3.02 % (37) 'disagreed' and 0.90% (11) 'strongly disagreed' with the statement.



4.2.2.17 Chart 17: Answer to Question 11

A sum of 1225 respondents rated the magazine "Using the scale of 1 to 10, how much can the reader rate the usage of Ubuntu Magazine as a means to communicate or as a means of messaging by DIRCO". Chart 17 indicate that 1.31 % (16) rated it 'zero', 51.81 % (635), rated it'1-3', 37.17 % (455) rated it (4-6) and 9.72% (119) rated it '07-10'. The fact that the majority of 51.81 % of readers ranked the magazine neutrally as an effective tool of messaging by DIRCo indicate that it can be used more effectively as opposed to the status quo.

4.3. Conclusion

The afore-presented findings show us a clear statistical picture on the effects of Ubuntu magazine on domestic email-subscribed readers. The main objective of the findings as succinctly structured above through statistics and graphs is to find out to what extent domestic audiences are informed of South African foreign policy issues by reading Ubuntu Magazine. The trajectory of the findings indicate that DIRCo through Ubuntu magazine is on the promising path to an

effective domestic public diplomacy but the findings will be discussed in great length together with results from interviews and other related literature in chapter 5.

CHAPTER 5

DISCUSSION, IMPLICATIONS AND CONCLUSION

5.1. Introduction

This chapter discusses the results and analysis of the survey which was carried out through the questionnaire and interviews with the intention to respond to the research question of what the effects of Ubuntu Magazine are on domestic publics. This section extrapolates and assesses various magazine effects and the discussion is substantiated using the interview findings, questionnaire findings and relevant secondary literature sources. The crux of the discussion is to scrutinize the relevance of the magazine in the practice of domestic public diplomacy of DIRCo in relation to information and relational framework. Chiefly, the data collected reflect crucial insights which led the researcher to answer the research questions.

5.2 Why the Magazine is used?

The use of a magazine as tool of public diplomacy has been adopted by a lot of countries since the advent of the term public diplomacy. According to Tyler et al (2012:6) "almost all ministries of foreign affairs have implemented a one-way model of domestic public diplomacy. The two primary means to implement this model is through the use of publications, such as newspapers and magazines." As pointed out by these public diplomacy scholars, the magazine is one of those informational initiatives that have been widely used by numerous ministries of foreign relations in their quest to send messages to the publics.

Public diplomacy is one of soft power's key instruments, and this was recognized in diplomatic practice long before the contemporary debate on public diplomacy (Melissen, 2005:5). Public diplomacy itself uses other instruments to project itself and to achieve its intentions. Generally public diplomacy concerns itself with the influence that social standpoints have on the formulation and implementation of foreign policy and it covers aspects of international relations

that fall outside traditional secret diplomacy such as influencing public opinion both domestic and abroad through informational and relational communication. According to Gonesh and Melissen (2005:03) "in practice public diplomacy, one must aim at information-based decision-making, providing domestic and foreign audiences with information, helping them to form opinions and eventually take decisions."

The researcher in this study took a decision to use the two views of communication framework as complementary i.e. information and relational frameworks to assess the effects of one of the Department of International Relations and Cooperation's main public diplomacy initiatives. Zaharna (2009:88) points out that "information initiatives use a variety of communication channels to disseminate the information, such as print (brochures, fact sheets, magazines)". It is without a doubt that magazine and other written information material have been used as means to disseminate information for some time now and they are as old as the roman times. The Ubuntu magazine was launched in August 2012 as a means to occupy the magazine industry by DIRCo and since then to date it has ten issues of this quarterly medium published.

According to DIRCo in its website writes that;

> "the Department of International Relations and Cooperation introduced its quarterly magazine Ubuntu – South Africa's Public Diplomacy in action in August 2012 to communicate with and educate stakeholders on South Africa's foreign policy positions, achievements, objectives and goals give in-depth analysis and information on key departmental issues ranging from current affairs, bilateral and multilateral milestones, upcoming key events, as well as international work done by other government departments, business and parastatals" (DIRCo, 2012).

The quarterly issues of the magazine are published and distributed out by the DIRCo's Branch Public Diplomacy. According to the DIRCo's spokesperson, who is also the head of the branch of public diplomacy and an Editor-in-Chief of the Ubuntu Magazine, Clayson Monyela, remarked during the launch media briefing of both Ubuntu Radio and magazine that;

> "the magazine is distributed to business, labour, research institutions, South African missions abroad, foreign missions based in South Africa, government departments, Parliament, parastatals and Chapter 9 institutions. From September 2013, it is also available in the business lounges of South African Airways and digitally on www.dirco.gov.za " (DIRCo, 2013).

DIRCo recognizes Ubuntu Magazine as South Africa's Public Diplomacy in action and as one of its vital channels for disseminating information that is not covered by the South African and foreign mainstream media to its audience. The Deputy Director General of Branch of Public Diplomacy of DIRCo, in his presentation to the Parliament of the Republic of South Africa's Select Committee on International Relations, projected that the

> "Ubuntu Magazine spreads South Africa's foreign policy message every quarter. Its footprint extends across the globe through South Africa's missions abroad, foreign missions in the country, libraries, think-tanks, research institutions, domestic, international and VIP lounges at all of South Africa's major airports" (Parliamentary Monitoring Group, 2015).

According to DIRCo, these platforms give Ubuntu magazine readers the rare opportunity to access the information that is not usually accommodated by the mainstream media. This study used questionnaires to solicit the views of the domestic readers of Ubuntu magazine. According to the responses of the magazine readers to the statement that wanted to find out if 'getting the magazine helped readers follow issues on South Africa', the findings indicate that 19.61 % of the readers 'strongly agreed' that the magazine assisted them to follow issues on South Africa. On the other hand, 37.45 % just agreed to the statement, when 40.32 % were neutral and almost 3% of respondents disagreed.

The aforementioned data strengthens the relevance and significance of the magazine as an archive of international relations information to its readers and its significance to the DIRCo as a key tool to educate and disseminate South Africa's foreign policy messages to domestic publics. The fact that 57% of respondents agree that the magazine helps them to follow South African foreign policy issues it increases or confirm the credibility and it also secures the future of the magazine amongst other media used by DIRCo.

This study has adopted what Assegid (2011: 37) coined as considerations that should be taken into account when evaluating written media such as newsletters and magazines. He writes that "a number of considerations should be taken into account in order to evaluate the success of this medium" (magazine). These considerations are namely, "the credibility" of the magazine which is related with readership; secondly is the kind of "target audience" it is aimed at and last but not least "the context" in which the medium is used. These critical considerations are extensively

discussed in this study in order to evaluate the success of Ubuntu Magazine in the domestic context. It also assists this research in its quest to answer its key question on what are the effects of Ubuntu Magazine on its domestic audience. The notions of credibility, the target audience and the context in which the magazine is and can be used are impeccably discussed in 5.2.1 to 5.2.3 in order to discuss why the magazine is used in public diplomacy.

5.2.1. Credibility

It is undoubted that credibility of any medium is sacrosanct to its prime goal of reaching its target audience and in fostering sustainable relationships. The concept of credibility in today's highly competitive information environment has become a contentious matter for political entities driven information initiatives because it is the main determinant of persuasive value (Zaharna, 2009:89). The aforementioned scholar concurs with the ideology that for any information medium to be more influential, effective and persuasive it must protect and increase the credibility status of its content. In short, the increase in credibility of content, the more powerful and persuasive the medium will become.

Given that the readership of the magazine is inextricably linked to its credibility, according to the findings of this survey, it has shown that 'Ubuntu magazine' has considerably good support amongst domestic email-subscribed readers who responded to this study. The outcomes of this research as reflected in chapter 4 indicate that the quarterly magazine is read by 90.91 % of the respondents whereby they answered that they read the content of the magazine. A minority of 9.46 % respondents do not read the magazine.

According to Joseph Nye (cited by Zaharna, 2009:89) future communication battles will be "a contest of credibility." Then Cull (2008) adds that any sign of a lack in credibility is bound to lead to fading away of persuasive ability over key target audience and the risk of degenerating towards being perceived as propaganda will be imminent. Various official documents or communiqués of DIRCo on the Ubuntu magazine highlight that the core purpose of the magazine is to disseminate SA foreign policy issues i.e. goals, achievements and policy stunts to the public and to educate them on the aforementioned foreign policy issues. But without credibility, it is

near impossible to either influence or educate publics or stakeholders on anything because an absence of credibility leads to the message getting defined as propaganda.

The presentation of DIRCO by Deputy Director General (herein referred to as DDG) of Branch Public Diplomacy to the parliamentary select committee project that South Africa's public diplomacy use "direct and indirect communication, using various media platforms, including face-to-face communication and new (social) media in a way that is all-inclusive, transparent and consistent" (DIRCo, 2015). The words such as "all-inclusive, transparent and consistent" project the acknowledgment by the DIRCo's branch of public diplomacy to enhance credibility of their information as communicated to the publics through their various media platforms including Ubuntu magazine.

Through the Ubuntu Magazine medium, DIRCo communicate the crux of its foreign policy messages to the public with an intention to educate them. These messages are categorized into four sections within the magazine i.e. 'foreword'; 'diplomacy'; 'feature'; and 'lifestyle'. The 'foreword' of the Ubuntu magazine captures the letter from the Minister which summarizes key foreign policy stunts made by South Africa and the publisher's or editor note as a follow up on what the Minister has outlined. 'Diplomacy' section is a part whereby South Africa's foreign policy implementation is unbundled and projected immaculately to the reader. When it comes to the 'feature' section, the reader is told about investing in South Africa, South African tourism and the consistent feature 'Flying the SA fag'. Lastly is the 'lifestyle' section which captures the beauty of South African cultural and heritage diplomacy.

In light of the fore-mentioned magazine outline, it is imperative to uncover if the domestic readers of the Ubuntu magazine does notice its messages as presented by DIRCo's Branch of Public Diplomacy. According to questionnaire findings, 2.45 % of respondents favored 'foreword' section, 38.76 % were interested in 'diplomacy' section while 17.48 % enjoyed 'feature' section. A 25.91 % were interested in 'lifestyle' section. The other interesting finding is that 15.43 % of readers indicated that they take interest in 'all sections' of the magazine. According to the findings from the interview, the questionnaire and the relevant official DIRCo documents coincide in corroborating that the intended DIRCo's message is reasonably and

factually well followed by its audience. The findings equally indicate that the other readers of the magazine prefer various sections as compared to others.

5.2.2. The Readers

The target audience for this study was all domestic email-subscribed readers of the magazine and after analysis of data from the emailed-questionnaires, findings from this survey suggest that all respondents are getting the magazine in hard copy format. The researcher asked the domestic recipients of the magazine the following question in order to find out "How do they get the Ubuntu Magazine." A resounding 100 % of respondents indicated that they get it as a hardcopy and none of the respondents said they received the magazine via e-mail.

According to the Deputy Director General of the Branch Public Diplomacy and Spokesperson for DIRCo,

> "the magazine is distributed to business people, labour sector, think tank research institutions, South African missions abroad (foreign publics), foreign diplomats based in South Africa, government employees within departments, Parliamentarians, parastatals officials, Chapter 9 institutions officials and it is also available in the business lounges of South African Airways for both foreign and domestic air-travelers" (DIRCo, 2013)

The Administration and Distribution Officer at DIRCo's Public diplomacy branch pointed out that "the distribution to email-subscribed domestic readers is delivered in hardcopy." Looking at the distribution routes of the magazine as reflected above, the targeted domestic audiences of the magazine are business people, trade unionists, think-tanks, researchers, foreign diplomats, government officials, parliamentarians/MPs, parastatals officials, the politicians but it short on covering national academia and scholars.

The publisher of Ubuntu magazine (DIRCo) has decided to adopt the mainly used formula of selecting the potential loyal readers of the magazine amongst those perceived to be 'stakeholders' or contributors to the South African foreign policy goals and objectives e.g. think-tanks, academia, business, members of parliament etc. The other notable thing in relation to choosing the potential readers is the small publisher's note printed on the credit page of the magazine to potential subscribers that reminds them to "send an e-mail with the words

SUBSCRIBE UBUNTU in the subject line, your organisation, e-mail address and delivery address in the body to *ZuluT2@dirco.gov.za"* (DIRCo: 2012).

The tradition in the public diplomacy practitioners' space is that they all believe that it is of a value to choose the elites as targets of their messaging activities because of their contribution to their foreign policy enrichment. But according to Kelly (2009:73) "information communications technologies have helped endow private citizens more diplomat-like powers, thus narrowing the gap between members of the public and diplomats". The advent of information technology have in a way minimized the power of diplomats to have a monopoly over who can have access to their messages and it has broadened the scope of audience. The Director of Publishing and New Media (Content Development) said they identify "relevant stakeholders and role players in related fields and higher LSM members of the public".

According to the response of the Publishing and New Media Officer in the branch public diplomacy at DIRCo responding to the question on 'how the domestic audience is selected', opined that the database of the readers of the magazine were compiled using the existing stakeholders' contacts database from the Government Communication and Information Services. Others were solicited at the launch of the magazine and domestic recipients were invited through the website, then following their positive response, they were approved and then listed as subscribers of the quarterly Ubuntu magazine. The rest of domestic subscribers are those that responded to an invitation as printed in every issue of the magazine.

> "Ubuntu Magazine has increased its reach through securing spaces in the business lounges (domestic and international) of South African Airways across the country as compared to the previous year during which it was only available at OR Tambo and Cape Town international airports" said the Director of Publishing and New Media.

This approach is an attempt by DIRCO to expand the reach of the magazine both domestically and internationally and this statement responded to the interview question on how the Branch Public Diplomacy identifies its audience. Mr. Clayson Monyela spokesperson and current Deputy Director General of Branch Public Diplomacy at DIRCo when he briefed the media at the launch of Ubuntu Radio and Ubuntu Magazine added that the magazine is widely distributed to both foreign and domestic audiences such as travelers at SAA business lounges, parliamentarians, business people, think tanks just to name a few and is equally available on

DIRCo's website at www.dirco.gov.za, will also have a link on Ubuntu Radio's website at www.ubunturadio.com, and he feather added that since its first edition, the magazine has been positively received by its readership (DIRCo, 2013).

The remarks by head of Branch Public Diplomacy at the DIRCo during the official launch of the magazine seem to project a bigger vision for the magazine in the domestic context. Even though a total number of 3666 magazines are sent out quarterly to email-subscribed domestic readers, DIRCo does not have a clear formula on who is a domestic stakeholder that can add value to their broader objective because there are those who are active in the space of international relations scholarship that feels that DIRCo is not reaching out to them. This study believes that for DIRCo to extend its maximum reach to the academia it should target all institutions of higher learning both in South Africa and abroad as subscribers of the magazine.

The other point worth noting is that the manner in which DIRCo chooses the domestic readers of the magazine is rather broad only in writing but narrow in implementation which may reduce the potential readership of the magazine in its intended main objective to communicate with and educate stakeholders on South Africa's international relations policy positions, achievements, objectives and goals. Tyler et al (2012:4) add that "organising domestic outreach has been a major challenge for many Ministries of Foreign Affairs (MFA), as it requires an increase in human resources, funds and the use of information and communication technology".

After this survey the Department of International Relations and Cooperation might be required to evaluate its data base or extend the scope of its target audience to all universities (lecturers and students in the international relations space), all municipalities (establishment of public diplomacy desks in all municipalities), all secondary schools and public libraries just to name a few in order to domesticate South African foreign policy. Then considering a reasonably adequate number of respondents at cut-off date of data collection which saw 36.9% (1353) of the total number of 3666 email subscribed readers positively responding to the request to participate in this survey, meaning a total number of 2313 (which is 63.29% of the total email-subscribed readers) did not respond to the invitation to participate in this study.

This 37% response rate may have been due to various reasons; the reason may be lack of engagement of readers by DIRCo. Payne, Sevin and Bruya (2011:7) points out that "through active engagement of the audience, the meanings of the messages are received, negotiated, accepted, rejected, modified, and recalibrated in an ongoing process." Therefore without engagement process or platform, domestic readers won't have a sense of ownership. The other reason could be that most of the targeted audience doesn't value the magazine enough to can feel the responsibility to communicate back or give feedback to the publisher. And lastly but not least, the fact that this study was a first of its kind in the three years lifespan of Ubuntu magazine, may have found readers in the state of laziness and very busy with their daily hectic schedules.

5.2.3. The Importance of Context

The 'context' in which the medium is used is very significant in the process of understanding whether the medium meets its intended objective. Assegid (2011:37) points out that "context plays an important role in the effectiveness of public diplomacy and the objective conditions in which the public diplomacy practicing country finds itself plays an important role in the choice of public diplomacy tools they employ." Indeed context informs the approach and public diplomacy activities which should take cognizance of the context in which they would be effective. Huijgh (2011:64) highlights that investing in the domestic dimension of public diplomacy is a logical and necessary step in the chronological process and further development of public diplomacy conducted abroad.

The Deputy Director General of the Branch Public Diplomacy at DIRCo in the article published by GovComms departmental newsletter highlighted that Ubuntu magazine

> "is DIRCO's first externally focused magazine that guides readers in understanding the country's foreign policy. The magazine targets embassies (currently 127), stakeholders, government officials, business, labour, civil society, think-tanks, academia, students and practitioners of international relations" (GCIS, 2012:12).

DIRCo, after their observation of the contextual advantage of using the magazine and the need to directly communicate to external audiences, chose it as their first external means to communicate, educate and extend its reach to external stakeholders. The above listed targeted

audiences of Ubuntu magazine largely resemble commonly used criteria of choosing target audiences of public diplomacy messages but it lacks when it comes domestic character of the audience.

It is quite clear from the findings of this survey as projected in chapter four that the 3 year old Ubuntu magazine is still to crack the domestic market. The findings indicate that the majority of respondents fall outside the outlined professions because a significant number of them indicated that they belong to 'other' as their profession. According to Chart 4 on the question of profession 71.94 % were in 'others', therefore it is difficult to conclude if the target audience as projected by DIRCo (the magazine targets foreign embassies, stakeholders, government officials, business, labour, civil society, think-tanks, academia, students and practitioners of international relations) is adequately reached or not by the magazine. The answers from the interview questions as responded to by some senior officials of the branch of public diplomacy revealed that there is low interaction between the readers of the magazine and them.

In relation to the question of whether readers do contact DIRCo for more information on what they have read in the magazine, the findings indicate that 9.39 % respondent with a 'Yes' and the rest of 90.91 % replied with a resounding 'No'. The findings from this question reveal a very important element about the role of the magazine in terms of relationship-building element of DIRCo's domestic public diplomacy. The 9.39 % of respondents who claim that they have contacted DIRCo for further information has created an impression that the magazine is structured in a way that does not encourage engagement between the Branch Public Diplomacy of DIRCo and its domestic audience.

It also appears that there is some level of profession spread according to the questionnaire results: it indicates that 10.28 % were politicians, 6.80 % were in business and economy, 9.09 % were in civil society and NGOs, 1.03 % were in academia, 0.30 % were in media, 0.67 % were think-tanks. The response rate from targeted audience by DIRCo is rather disappointing and it paints a bleak picture in terms of the magazine becoming an effective domestic public diplomacy tool for DIRCo in the near future. Regardless of the limitations experienced in this study the findings demonstrate that the magazine does not filter to ordinary grassroots potential domestic readers of the magazine.

The 1.7% response by academia and think-tanks has multiple indications from it. It is not a good sign for the magazine's quest of informing domestic public opinion in relation to think-tanks. The low percentage from academia may also mean that the magazine has not penetrated the domestic academia space and this may lead to unengaged domestic academia in relation to the latest South African foreign policy issues. It may also be signal that number of people who are active in the space of academia and think-tanks are normally low in our society, which may justify the 1.7% response. The civil society and NGOs are the third highest respondents followed by business and economy. The results of the questionnaire data suggests that the audience of the magazine in DIRCo's email-subscribers database could be termed as domestic public. Chart 1 indicates that 90.09% indicated they were domestic publics and 9.53% indicated that they were foreign publics.

Huijgh (2011: 63) points out that

> "public diplomacy's domestic dimension must also be understood within the ongoing democratization of foreign policy. More particularly, public diplomacy's domestic dimension has to be read as an intrinsic part of ongoing direct and internal democratization of foreign policy".

The Department of International Relations and Cooperation has a fair number of public diplomacy programmes that are geared towards domestic audience and this is a positive sign of what Huijgh termed 'democratization of foreign policy' space. The distribution of the Ubuntu magazine adds to the democratization of foreign policy and this action augurs well for the future and full domestication of South African foreign policy. Despite magazine has for sometime been classified as an informational format as opposed to relational format but there's a substantial percentage number of domestic respondents from the findings who indicated that they have contacted DIRCo due to them reading the magazine.

It is imperative for every media platform to create a way of feedback or consistent contact with its consumer. McQuail (2005) argues that the relationship between the receiver and source of information enhances or disadvantages the effectiveness of the message. In short, the aforementioned author argues that if the relationship between the targeted audience and creator of the message is not good or lacks trust, the effect of the message may be limited or it will not be effective at all. At the same time, a connection can be established that those domestic

respondents may in future establish relations with DIRCo if the relationship between the magazine and its domestic readers is fully nurtured. But for now, the findings indicate that there is a very poor contact made between the readers of Ubuntu magazine and DIRCo.

The findings on the statement that 'getting the magazine helps me to follow issues on South Africa' also indicate mixed views. They indicate that 19.61 % of respondents 'strongly agreed' to the statement, 37.45 % 'agreed', 40.32 % were 'neutral', 2.12 % 'disagreed' and 0.79 % 'strongly disagreed'. The fact that 57.06 % of respondents agree that Ubuntu magazine assists them to follow South African foreign policy issues bodes well for the credibility and sustainability of this medium and the future of the public diplomacy of DIRCo. The 40.32 % of the neutral respondents may be a worrying factor because the unknown can also cast doubt over the credibility of the magazine in its current form and its quarterly issues.

Looking at the findings, there is a slight corroboration that those who follow South African foreign policy issues are also willing to do it by reading the magazine. The interest of followers in a magazine or any medium is influenced by what McQuail (2005) sees as the establishment of trust and respect around the information source in order to increase the chances of the information source having a positive effect on its domestic audience. Zaharna (2009:89) writes that "today, persuasion appears tied to establishing one's credibility, providing valuable information, and gaining audience trust and confidence. Failure to establish or retain credibility can undermine the effectiveness of information initiatives." Looking at the findings that suggest 19.61 % of respondents strongly agreed and 37.45 % agreed that getting the magazine has helped them to follow South African issues does augurs well for DIRCo's intention to educate stakeholders.

It is critical to note that 9.39 % of respondents have contacted DIRCo to source additional information and 90.91 % indicated that they have not contacted DIRCo for any more information. This finding talks to the hypothesis of this study which believes that the magazine can be used as both the informer and builder of relationships. The finding also indicate that even though some scholars of communication have classified the magazine as not one of the media platforms that are meant to create relationships with readers, this study shows the glimpse of the contrary to popular believe. At the core of this finding is that it approves the hypotheses of this

study and it equally brings to the fore the connection between information and relationship building approaches.

An inference can be drawn from the 90.91 % of respondents who said they have not contacted DIRCo may require a shift in mindset which put the magazine in both the relational and informational frameworks in public diplomacy approaches to enhance its credibility. The 91% of people who indicated that they have not contacted the publisher, it may mainly be due to the fact that a magazine has been for a long time treated more as a format that is more of an information driver as opposed to being a relationship builder. It should be noted that the lack of formal relationship platform with the domestic readers of the magazine impact negatively on the immense potential of the magazine.

According to Zaharna (2009:92) a relational initiative is not a one-time phenomenon but should focus on sustainability because relationships are by nature on-going and entail continuous monitoring and evaluation of its effectiveness. Surely the magazine is not a one-time publication and it reflects that it is meant to draw audiences towards South Africa's foreign policy activities, and eventually win the hearts of both domestic and foreign publics to create an enabling environment for policy implementation. This study believe that the magazine can and should be used in a complimentary manner with other relationship building initiatives of DIRCo in order to enhance its effectiveness but in the current context it does not wholly compliment them.

The Editor in Chief of Ubuntu Magazine in its first issue wrote "Welcome to the first edition of Ubuntu Diplomacy. This quarterly publication will guide readers in understanding South Africa's foreign policy and the positions the country takes on the global stage" (DIRCo, 2012). For guidance and understanding to be established, a friendly environment should be developed between the message sender and audience in order for the magazine to be effective. Based on the tone of the highlighted welcome note, the intention of publishing the Ubuntu magazine was a noble but quarterly delay may compromise this noble objective. A quarter of a year is too long in the international political realm which may render the magazine old news.

The quarterly publication character of the magazine may render it a report back document as opposed to a medium that seeks to encourage a sustainable cordial relationship between the

DIRCo and its current and potential domestic audience. Acknowledging the fact that the magazine is fairly new (that is only 3 years old), the findings from the field points out that Ubuntu magazine is unknown and is not properly promoted amongst potential readers. At this moment the domestic context is lacking in creating an enabling environment for the target audience to contribute to South African foreign policy as a result of reading the magazine.

5.3. Impact of Ubuntu Magazine

5.3.1. In communicating and educating domestic publics on South Africa's foreign policy to boost the country's image

According to DIRCo, the core objective of Ubuntu magazine is to educate, inform and communicate SA foreign relations policy goals, positions and actions to various domestic and foreign stakeholders and publics (DIRCo, 2012). In educating the readers on South African foreign policy and communicating it to the readers, they simultaneously attempt to build a positive image or perception about the brand South Africa on its readers. Huijgh (2011: 64) point out that MFAs "have learned through experience that domestic public support for a government's international policy choices and positions is crucial to the MFA's legitimacy at home and abroad". Hence the adoption of the magazine by DIRCo as one its public diplomacy arsenal, Monyela (GCIS, 2012:12) opined that the addition of the magazine was "to ensure that our foreign policy is understood."

The other key role of the magazine is to contribute to building the image of the country through creating well informed citizens. In order to understand effects of the magazine on the image of South Africa, the researcher administered a questionnaire to domestic email subscribed readers of the magazine. The questionnaire presented a number of important questions which were related to the contribution of the magazine in building the positive image of South Africa. The initial question posed to respondents was if 'getting the magazine had helped readers develop positive impression towards South Africa'. On this question the findings indicate that 19.49 % ticked 'strongly agree', 36.90 % indicated that they 'agree', 39.37 % took a 'neutral' view, while 2.61 % disagreed and a minority of 1.55 % (19) strongly disagreed to the statement. Based on the

statistics or the findings the magazine is playing its part well in the process of building the image of South Africa foreign policy.

The other supplementary question was posed to readers asking them, is getting the magazine assisting DIRCo to succeed in communicating and educating domestic stakeholders on South Africa's foreign policy matters. Chart 16a indicate that 18.52 % of respondents ticked 'strongly agree', 25.25 % indicated that they 'agree' to the statement, 52.63 % ticked 'neutral', 3.02 % indicated that they 'disagree' and 1.55% ticked 'strongly disagree' to the statement. A majority of respondents are neutral that through the magazine the Department of International Relations and Cooperation is succeeding in projecting the country's foreign policy stunts to its readers. This response sufficiently signals that the magazine is satisfactorily meeting its core objective but with a strong 53% of domestic readers remaining neutral.

The domestic readers responded to the statement that "getting the magazine gives in-depth analysis and information on key DIRCo issues". A slight decline in enthusiasm was registered; the data from the questionnaire indicates that 18.38 % ticked 'strongly agree', 25.06 % indicated that they 'agree', 52.63 % ticked that they are 'neutral', 3.02 % of the respondents indicated that they 'disagreed' and 0.90% 'strongly disagreed' with the statement. The findings are a mix bag of feelings from the respondents which can be signal that domestic readers are ready and willing to participate or give feedback on the content they read in the magazine.

5.3.2. Multiplying Effect

The Deputy Director General who is also a Spokesperson of the Department of International Relations and Cooperation and the Editor in Chief of Ubuntu Magazine opined that

> "to extend its reach to external stakeholders, the department has launched a brand-new quarterly glossy magazine called UBUNTU, diplomacy in action. This is DIRCO's first externally focused magazine that guides readers in understanding the country's foreign policy. The magazine targets embassies (currently 127), stakeholders, government officials, business, labour, civil society, think-tanks, academia, students and practitioners of international relations" (GCIS, 2012:12).

One can safely assume that the decision to target this audience is the audience's ability to read and share or discuss what they've read with other people and in that case it multiplies the effects

or message of the magazine to others. In order to find out whether the magazine is has the domestic multiplying effect, a question on whether the readers do discuss issues emanating or influenced by the magazine with others.

The questionnaire also requested respondents to answer if they ever discuss what they read in the magazine with others. Chart 11 indicate that 16.98 % of respondents indicated 'Yes' they normally discuss issues with other people and a huge 83.33 % ticked 'No' indicating that they don't discuss what they have read with others. The high number of 83.33 % of respondents symbolizes the low levels of discussions emanating from the content of the magazine and it should be an indictment to the Public diplomacy branch of DIRCo. The intension of a public diplomacy information initiative should generate discussions and inform the publics. The rationale behind this question was to discover if the content of magazine is influencing any foreign policy influenced domestic public opinion and debates or discussions.

The finding from the abovementioned question unearthed that the magazine is to a certain extent yet able to reach its full potential in relation to multiplying its effects among domestic audience. A huge percentage of respondents revealed that they don't pass the information and news related to the foreign policy position of South Africa as projected by Ubuntu magazine. The 16.98 % of the respondents which replied that 'Yes' they discussed issues with others can be defined as the glimmer of hope. The overall picture from this finding indicate that there is currently a low level of engagement on issues as influenced by the magazine between readers and other people for sufficient domestic multiplication of effects to occur. Generally the magazine is struggling from what Zaharna (2009:96) outlined as "public diplomacy that appears to be heavily weighted under the information framework or split off from the relational framework".

5.3.3. Usefulness to Readers

For the sustainability of the magazine, it should be equally useful to its readers, therefore the researcher saw a necessity to incorporate within the questionnaire the questions that seeks to measure how useful is the magazine according to its readers. The four critical questions equally intended to assist DIRCo in finding out the need to use the magazine as one of its domestic public diplomacy arsenals. The following questions were asked to readers to respond to; the first

one asked respondents whether getting the magazine helped them to follow issues on South Africa. The findings from this question indicate that 19.61 % 'strongly agreed' and 37.45 % 'agreed' that they are helped by the magazine to follow the country's foreign relation issues, 40.32 % were 'neutral' on this question, 2.12 % 'disagreed' and 0.79 % 'strongly disagreed' to the statement. The numbers as reflected above project the readers' confirmation that they found the magazine helpful in terms of following the issues on South Africa.

The other question that relates to the usefulness of the magazine to the readers was that, has the magazine helped the domestic readers develop a positive impression on South Africa. The findings reveal that readers are generally being assisted by the magazine, meaning the magazine is fairly performing in building the image of South Africa at home. Chart 15a has indicated that 19.49 % ticked that they 'strongly agree' with the statement, 36.90 % indicated 'agree', 39.37 % ticked 'neutral', 2.61 % ticked 'disagree' and 1.55 % 'strongly disagree' to the statement. Readers have resoundingly projected that the magazine as helped them have a positive impression towards foreign policy positions, objective and goals of South Africa as covered by the magazine. It feather enhanced their sense of belonging as South African citizens.

The domestic email-subscribed readers were also requested to rate the content of the magazine. The findings indicate that 27.62 % rated the content of the magazine as 'very informative', then 40.32 % rated the content as 'informative', while 31.95 % rated the content as 'slightly informative' and a minority of only 0.16 % respondents indicated that the magazine is 'not informative at all'. These results are a positive sign to the sustainability of the magazine and its credibility within the domestic audience. According to 68 % plus of the respondents declared that they consider Ubuntu magazine as an imperative information source when it comes to issues of foreign policy actions of DIRCo. In summary the results shows that respondents affirm that the magazine is informative and worth reading.

The responses to the statement "getting the magazine has assisted me get the sense of Ubuntu diplomacy" Chart 15d indicate that 7.84 % of the respondents ticked that they 'strongly agree' to the statement, 13.23 % indicated that they 'agree', 47.62 % took a 'neutral' position, while 21.65 % ticked that they 'disagree' and 9.72% indicated that they 'strongly disagree' with the statement. This question was inspired by the fact that DIRCo explain this magazine as to extend

its reach to external stakeholders through diplomacy of Ubuntu in action. The respondents have shown a sharp rise towards neutrality which may indicate that the South African public diplomacy of Ubuntu may be just in the name but not reflected through content of the magazine.

The additional question "Using the scale of 1 to 10, how much can the reader rate the usage of Ubuntu Magazine as a means to communicate or as a means of messaging by DIRCo". Chart: 17 indicate that 1.31 % respondents 'ticked a zero' to the question while a further 51.81 % (635) respondents rated it '1-3' in relation to the question, 37.17 % of respondents rated it (4-6) and 9.72% respondents rated it '07-10'. The fact that the majority of 51.81 % of readers ranked the magazine neutrally as an effective tool of messaging by DIRCo indicate that it can be used more effectively as opposed to the status quo. In general the findings of the questionnaire shows that the readers of the magazine find it useful and worth reading.

5.4. The Coordination, Evaluation and Challenges of Domestic Public Diplomacy

5.4.1. Coordination

The Department of International Relations and Cooperation has a primary responsibility of coordinating the implementation of foreign policy of South Africa both abroad and domestically. According to Director of Media Liaison at the Branch: Public Diplomacy "DIRCo, through its Branch: Public Diplomacy, aims to continuously communicate and inform the department's stakeholders about its foreign policy mandate, achievements, positions and the link between South Africa's domestic priorities and its foreign policy". In this study the interview questions included the questions on coordination which were intended to solicit information on how DIRCo coordinate its public diplomacy domestically.

The interview was shared between the Director of Media Liaison and Director of Publishing and New Media (Content Development) within the Branch Public Diplomacy at the DIRCo. In terms of coordination the Director of Media Liaison pointed out the communication objectives of the public diplomacy branch. He said that one of the core objectives is to "demonstrate to South Africans the practical benefits of South Africa's international engagements, and inspire South Africans to conduct themselves at home and abroad in ways that will project the country

positively at all times". This approach is a move to acknowledge the importance of the domestic publics in the implementation of the country's foreign policy.

> Mueller (2009:102) adds that "Citizen Diplomacy is the concept that the individual citizen has the right, indeed, the responsibility to help shape U.S. foreign relations, "one handshake at a time." Citizen Diplomats are generally defined as being unofficial ambassadors who participate in exchange programs overseas or host and interact with international exchange program participants in the United States".

The Director also adds that "government's communication campaign is directed at mobilising the nation around implementation – by all sectors of society – of the National Development Plan as the guiding light for South Africa's transformation during this political term and building up to 2030." This also adds to the centrality of the domestic publics in relation to the implementation of foreign policy and the importance of rallying the citizens behind the shaping of foreign policy. Coordination of public diplomacy at head office level should involve domestic public in order to canvass for the legitimacy and credibility of their message. He also adds that their strategy is to "build effective partnerships with all sectors of society."

"The Branch, Public Diplomacy, utilizes various platforms to communicate the country's engagements and policy positions on regional, continental and global affairs" said Director of Publishing and New Media (Content Development). She brings in the element of utilization of various platforms to coordinate public diplomacy. The Director of Media Liaison also adds that the Branch Public diplomacy also "positively project South Africa on a sustained basis and leverage the communication opportunity offered by conferences, summits and other gatherings." Here we discover that the Branch of public diplomacy uses the approach of gatherings such as conferences, summits etc to coordinate the public diplomacy of DIRCo.

One of our critical communication strategy is "to proactively provide stakeholders with relevant, reliable and up to date foreign policy information to avoid the court of public opinion" said the Director of Media Liaison. This communication strategy is the core envisaged results of any public diplomacy program and being proactive in the coordination of public diplomacy activities will make sure that the country speaks for itself and not being explained by external commentators. The findings from the interviews indicate that DIRCo acknowledge that there's a lot to be done in relation to domesticating or coordinating foreign policy within the country.

> The Director of Media Liaison added that "Citizens are often concerned that the levels of engagement they experience during election periods diminish significantly once elections are over. Therefore, direct interaction must be intensified. PD must, therefore, adopt a deliberate, vigorous programme of face-to-face engagement that creates space for proactive, "peacetime" visits to communities or constituencies, and takes the leadership into such communities and constituencies when crises emerge".

Therefore, better domestic coordination of public diplomacy is critically needed to intensify 'face-to-face' engagement with the citizens around South Africa's foreign policy issues.

5.4.2. Evaluation

In relation to the evaluation of public diplomacy impact domestically, especially in relation to Ubuntu Magazine, the Branch of Public Diplomacy as represented by the Director of Media Liaison, did not respond to this question. According to Assegid (2011:46) the predicament faced by various public diplomacy initiatives is when it comes to evaluating its impacts. Public diplomacy impacts can be divided into short, medium and long term. The officials of DIRCo's public diplomacy branch hesitated to give credit to the magazine for the increasing interest in foreign policy actions of South Africa or to the increasing debate around international relations matter such as BRICS. But the Director commented that the magazine is somehow has contributed to a change of perception and educating the public or stakeholders about South Africa's foreign policy even though it would be a bit difficult to confirm.

5.4.3. Challenges

DIRCo acknowledged their challenges in a general terms i.e. resources that are not meeting the demand. Implementation of public diplomacy at the head office with the domestic public in mind is in a way gets to be undermined by many countries. Huijgh (2011: 64) points out that "investing in the domestic dimension can thus be seen as a logical and necessary step in the chronological process and further development of public diplomacy conducted abroad." According to the DIRCo's Annual Report for the financial years 2014/15 the Minister remarked that "under the year in review, our public participation programmes have been intensified both domestically and internationally to facilitate direct interaction with communities, foreign policy practitioners, students and all other stakeholders" (DIRCo, 2015:08).

In one of the interview questions, the researcher intended to understand what are the problems and challenges faced by DIRCo's Branch Public Diplomacy in the process of executing domestic public diplomacy. In short, the interview findings indicate that DIRCo faces myriad but surmountable challenges such as shortage of resources i.e. human and financial but they sounded confident with their performance regardless. The deputy director-general for public diplomacy in the Department of International Relations and Cooperation, in his interview with Sowetanlive attempted to deal with the question of whether South Africa's image has improved during President Jacob Zuma's administration. He said:

> "The idea that our foreign policy under presidents Nelson Mandela and Thabo Mbeki was not informed by ANC policies but their own initiative - which the current president is incapable of advancing - is false and ridiculous. International relations is not conducted on the basis of personal preferences of a particular head of state. It is conducted on the basis of principles, values and national interests" (Monyela, 2012).

In this response Monyela attempts to indicate that DIRCo's public diplomacy has effective messages and has anchored on principles than individual head of state. But some critiques would disagree with his accession because there's a view which says that South African foreign policy or image has experienced a credibility dent since the advent of President Jacob Zuma. This impression of South Africa's image has been one of the few outstanding challenges that DIRCo's public diplomacy had to deal with for some time now. It took some toll on the image of South Africa. The other challenges he highlighted were that of South Africa getting criticized for joining BRIC countries: "For the record, after his initial criticism of South Africa joining BRICS - Brazil, Russia, China, South Africa - Jim O'Neill, chairman of Goldman Sachs Asset Management, has now changed his tune" (Monyela, 2012). The Western media and its commentators were heavily critical towards South Africa's decision to join BRIC countries.

Therefore the key task of the Branch of Public Diplomacy at that time was to make sure those western sentiments changes or they don't dominate the space of both international and domestic public opinion. The response by South Africa to this foreign policy criticism was through the dedication of three quarterly issues of Ubuntu Magazine to BRICS as a good story to tell. Issue number 3 had a full spread about BRICS including a cover page with an attempt to inform public

opinion on what is BRICS and what are benefits that comes with joining it to both South Africans and Africa as a whole.

The other challenge that the public diplomacy of South Africa recently faced was the voting for the United Nation Security Council Resolution 1973. Monyela (2012) in his attempt to deal with both continental and domestic backlash said:

> "The reason why SA voted for Resolution 1973 has been explained. Those who have bothered to read the resolution will confirm that it did not provide for regime change and indiscriminate bombings of Libya. The three African countries serving at the SC then - Nigeria, Gabon and SA - voted for the resolution. This was later endorsed by the AU Peace and Security Council. When the abuse of the resolution became apparent and the North Atlantic Treaty Organisation (NATO) carried out the bombings, SA stood up to NATO and challenged its violation of international rule of law. Those familiar with the mandate of the SC and the Charter of the UN have confirmed the correctness of SA's position" (Monyela, 2012).

The aforementioned foreign policy backlash has and still haunts the era of President Jacob Zuma. It has been used by the detractors of his regime. This issue became one of the major tests for South African Public diplomacy both in domestic and foreign platforms. Despite this setback DIRCo through its spokesperson affirmatively said yes indeed the image of South Africa has improved under President Zuma. The first in dealing with the domestic dimension of South African public diplomacy challenges is to identify them, diagnose them properly and then initiate innovative African solutions beyond the magazine.

The means to deal with image or information distortion challenges in both international and domestic relations require a combination of flexible public diplomacy engagement and proactive messaging approach.

Payne, Sevin and Bruya (2011:7) add that

> "to the public diplomacy practitioner in today's global village, one-way communication is outdated. If the communication style of a public diplomacy effort does not fit the audience's style and expectations, it is less likely to be persuasive and accepted by the target audience."

Despite the challenges faced by DIRCo's public diplomacy messaging they have acknowledged other forms of media to communicate South Africa's foreign policy to domestic publics. The

Director of Publishing and New Media (Content Development) said they reach out to their target audience "by using other Public Diplomacy platforms such as the weekly electronic newsletter, NewsFlash, regular media briefings, Public Participation Programmes, Ubuntu Radio, opinion pieces by principals and other related activities". Surely the combination of the magazine and abovementioned public diplomacy platforms will assist in dealing with challenges of image, reaching mass audience and it will positively augment in achieving the main objective of the magazine.

5.5. The place of the magazine within a variety of domestic public diplomacy tools

The implementation of domestic public diplomacy initiatives at Head office requires a combination of elements, especially in the quest to give attention to the domestic publics in the quest to educate them on and communicate foreign policy issues. The organizational ability to action domestic public diplomacy initiatives, domestic public diplomacy strategy, human resources that is capable of proactively responding when the need arise and head of the unit who knows his/her task in the process of delivering public diplomacy strategy. The findings from the interview questions and from other related secondary literature sources indicate how domestic public diplomacy activities of DIRCo are planned, organized and implemented.

> According to Huijgh (2011: 68) "the domestic and international spectra of public diplomacy develop public outreach activities, which while not identical (such as the degree of intensity of consultation and differences in content), the means (conference participation, workshops, institutionalized dialogue, talks of speakers) and actors (state and civil society) by which such engagement occurs are very much alike".

It is vital for every Ministry of Foreign Affairs to have the capacity to initiate, plan and execute their domestic public diplomacy strategy in order to influence domestic public on issues of foreign policy. The interview findings projects that DIRCo's public diplomacy branch have their plans, strategy, staff compliment and decent budget to execute their responsibility to educate and communicate positions and actions on foreign policy of South Africa to domestic public.

Organizationally DIRCo has a fully fleshed Branch of public diplomacy, which is headed by the Deputy Director General and with a staff compliment;- Office of the Deputy Director General headed by a Deputy Director General; Directorate: Media Liaison headed by a Director;

Directorate: Media Research, Analysis and Speechwriting headed by a Director; Chief Directorate: Strategic Communication & Marketing headed by a Chief Director; Directorate: Strategic Communication headed by a Director; Directorate: Project Management Unit headed by a Director; Directorate: Marketing headed by a Director; Chief Directorate: Corporate Communications headed by a Chief Director; Directorate: Product Development headed by a Director; Directorate: Publishing and New Media headed by a Director; Directorate: Operations Centre headed by a Director to other support staff.

It is without a doubt that if the organizational or structural muscle of public diplomacy unit is strong including its leadership, that will result in the effective implementation of public diplomacy. In case of DIRCo, the head of the Branch Public diplomacy is also a spokesperson of the whole department which makes him the face or the voice of all South African foreign missions. The Branch Public Diplomacy of DIRCo is well positioned in its organizational structure which resembles the sign of its value in the process of implementing South Africa's foreign policy.

> The Director of Media Liaison stated "that Public Diplomacy is fundamental to South Africa's projection of soft power. It is important to develop a more sophisticated Public Diplomacy strategy that encompasses more than a communications function. Public Diplomacy should use new media platforms, forums and social networks, as well as people-to-people initiatives".

The Director of Publishing and New Media feather added that some of the activities of the branch range from "other Public Diplomacy platforms such as the weekly electronic newsletter, NewsFlash, regular media briefings, Public Participation Programmes, Ubuntu Radio, opinion pieces by principals and other related activities". These public diplomacy tools by DIRCo's branch of Public Diplomacy cover a whole spectrum of 21st century or contemporary or new public diplomacy.

Looking at the approaches that has been projected by the abovementioned officials of the Branch Public Diplomacy at DIRCo, they also embody the characteristics of the three dimensional model of public diplomacy as coined by Joseph Nye (cited by Assegid, 2011:50), they are "daily communication, strategic communication and developing lasting relationships". For this research to be able to successfully contextualize the position of Ubuntu Magazine within the variety of the

DIRCo's Branch Public Diplomacy's domestic public diplomacy activities each of these three dimensions should be thoroughly looked at and they will be discussed hereunder. Zaharna (2009:97) adds that "public diplomacy needs to redefine its vision of "strategic communication" to include both information transfer and relationship building". Indeed the inclusion of information dissemination initiatives into relationship activities would go a long way in activating any public diplomacy strategy.

Jönsson and Hall (cited by Magambo, 2011:61) also

> "categorize Public diplomacy into three dimensions. The first is communication on day-to-day issues and aligning diplomacy with the news cycle. The second dimension is strategic communication, managing overall perceptions of one's country. The third dimension is long-term development of lasting relationships with key individuals through scholarships, exchanges, seminars and the like".

The three dimensional model does encompass a holistic approach to public diplomacy strategy which is more results orientated and they can contribute positively to the implementation of the domestic dimension of South African public diplomacy. Clustering these approaches will assist us in understanding the place of Ubuntu magazine within a variety of domestic public diplomacy tools at the branch Public Diplomacy of DIRCo.

5.5.1. Short term communication

An effective public diplomacy strategy or approach should have a short term or day-to-day communication approach in order to respond when the need arise. Short term communication includes what Zaharna (2009:90) called 'media relations' which is comprised of "dissemination of information and coordination of public relations with the press".

The DIRCo's Annual Report for the financial year 2014/15, highlights that

> "building and maintaining a positive rapport with the media is a key component of the department's Public Diplomacy Strategy. The 32 media briefing sessions, which were convened by principals, are testimony to DIRCO's continued commitment to maintain and strengthen its relations with the media" (DIRCo, 2015:100).
>
> Clayson Monyela (2012:12) also added that "the department has entered the social media platforms such as facebooking, twitting and you-tubing, they also release a minimum of two statements per day, having at least one media briefing per week,

> placing opinion pieces, and interacting daily with newspapers and radio stations, it has also started a weekly electronic newsletter – The Diplomat News Flash – an extension of the department's internal monthly publication The Diplomat".

Based on the abovementioned statement it indicate that DIRCo is engaging on short-term dimensional communication through releasing two media statements per day, twitting, facebooking daily etc to disseminate their day-to-day messages to the public. He also adds that in order "to extend its reach to external stakeholders, the department has launched a brand-new quarterly glossy magazine called UBUNTU, diplomacy in action which is DIRCO's first externally focused magazine that guides readers in understanding the country's foreign policy" (GCIS, 2012:12). The data from this study point out that DIRCo uses the quarterly magazine as one of its messaging tools to communicate with external audience to augment on their short-term communication initiatives but the magazine is more extensive in communicating its message and periodical.

5.5.2. Medium term

In terms of medium term communication initiatives DIRCo through its Branch Public Diplomacy host various activities under the umbrella of Public Participation Programme. According to the DIRCo's presentation to the Parliamentary Select Committee, the branch presented a number of medium term initiatives. Clayson Monyela in that presentation point out that PPP is meant to help citizens to connect the dots by taking foreign policy to the people (PGM, 2015). The anchor events for this programme are in various formats which encompasses Public Lectures, Community/Stakeholder engagements, Diplomatic Chats and Ambassadors' Forums. The Administration and Distribution Officer confirmed that the magazine is disseminated in these events.

In addition the branch also host what they call an annual OR Tambo month which is composed of a series of activities and events in October to celebrate and commemorate the liberation struggle hero and diplomat, the late Oliver Reginald Tambo. During this month the branch hosts events such as the Diplomatic Fair, OR Tambo Lecture and OR Tambo Run (Monyela, 2015). But it is not clear from the responses by the branch officials that how many domestic email-

subscribed readers of the does normally participate in these activities, which makes it a bit difficult for this study to conclude if these events together does have a multiplying effect.

In terms of what the interview revealed is that the medium term initiatives of DIRCo are the Imbizo programme, public participation programmes (PPPs) to educate and inform the public at home and abroad but the problem is that the interviewees didn't go deeper in terms of explaining if their medium term activities are linked to the mobilization of domestic email-subscribed readers of Ubuntu Magazine. Failure to express the link between the magazine and medium term activities of the Department of International Relations and Cooperation by those who were interviewed limits the effective usage of the magazine in maintaining relationships with its domestic readers.

5.5.3. Long term

In the context of long term communication activities, DIRCo's Branch of Public Diplomacy has embarked on various activities such as Ubuntu Radio. Monyela (2012) writes that

> "The shows on Ubuntu Radio will set in motion, dialogue on South Africa's foreign policy, and stimulate public discourse on issues of national and international significance. The shows will also seek to create a platform, and promote an ongoing conversation between the Department of International Relations, and its key stakeholders at home and abroad. The content of the shows will be knowledge-based, focusing on current regional and global affairs, as well as on social and cultural issues".

The Ubuntu Radio initiative by the branch can be deemed one of the best potential long term communication activities because it avails a constant platform to communicate with the potential readers of the magazine and this can surely have a multiplying effect. The potential alliance of Ubuntu magazine and Ubuntu radio will add effectiveness to the domestic public diplomacy of the Department of International Relations and Cooperation. Monyela adds that

> "the radio programming will focus on the execution of South Africa's international relations and the effect thereof on ordinary South Africans. It will be a strategic platform to explain the rationale behind our positions on major global affairs and serve as a platform for South Africans to engage in dialogue about our foreign policy, its direction, objectives and execution" (GCIS, 2012:12).

The OR Tambo Lecture is one of the branch's long-term communication initiatives because it forges relationships with Universities to host speakers who deliver this auspicious memorial lecture. Zaharna (2009:91) adds that "relational initiatives seek to find commonalities or mutual interests between publics and then ways to link those publics via some form of direct interpersonal communication." The OR Tambo Lectures can attract potential magazine readers and that will form a formidable combination which will lead a more effective domestic public diplomacy.

Monyela (2015) presented to the select committee on international relations that

> "In 2014, the Public Diplomacy campaign had introduced networking sessions called Diplomatic Chat and Ambassadors Forum. These stakeholder sessions operated under Chatham House rules. In 2015 these interactions would be built into regular engagements. Target audiences included the diplomatic corps, foreign policy correspondents, analysts and commentators, and think tanks".

These platforms also seek to create long term communication which will contribute to the process of DIRCo's Branch of Public Diplomacy creating, building and sustaining long term domestic relationships as means to create citizen diplomats. According to the Deputy Director General of the Branch Public Diplomacy,

> "Public participation programmes were held regularly, both domestically and internationally, that helped "connect the dots" for the citizens by taking foreign policy to the people. This programme demonstrated the practical benefits of South Africa's international engagements and inspired South Africans to conduct themselves at home and abroad in ways that would portray the country positively at all times" (DIRCo, 2015).

The public participation programme is a two-way communication that should be linked to the domestic distribution of the magazine in order to maximize the effectiveness of both the magazine and PPP. Both the PPP and the magazine can and should be used to create and build effective long term relationships between domestic public and DIRCO. This study has proven that Ubuntu magazine can be a very effective domestic public diplomacy tool in the process of creating and building effective long-term relationships with citizens but the findings indicate that it is not yet used effectively.

> Payne, Sevin and Bruya (2011:7) confirm that "today's citizen wants to be heard and wants to take active part in the communication process. Most public diplomacy projects are intended to create two-way communication bridges between societies and to foster meaningful dialogue. Two-way communication not only seeks to transfer messages from the sender to the audience but also sustains the necessary communication methods to listen and monitor the audience's reaction or non-reaction".

The study uncovered that the magazine has a potential to reach large domestic audience and can stand out as one of the effective external media initiatives of DIRCo but the current status quo is the opposite. Therefore DIRCo has to make an intervention that will make all three dimensions of public diplomacy to complement each other in order to unleash effective domestic public diplomacy initiatives. The domestic public participation programme should be enhanced through the addition of the magazine as its informational tool in the process of domesticating South Africa's foreign policy.

5.6. Beyond the Magazine

An effective domestic public diplomacy is vital to a successful foreign policy. Snow, (2009:8) writes that

> "Global publics will not allow themselves just to be talked to, but are demanding fuller participation in dialogue and feedback through the help of Web 2.0 communication technologies and new media like Second Life, Facebook, YouTube, and MySpace. These new media offer interactive back-and-forth engagement that was not even fathomable 10 to 15 years ago".

The social media space has enhanced the implementation of public diplomacy from the one-directional communication to a more relational type of communication. It is without a doubt that the advent of social networking media has boosted the effectiveness of public diplomacy practitioners.

> Payne, Sevin and Bruya, (2011:9) also adds that "Web 2.0 technologies have paved the way for the rise of online social media. Online social media tools enable users to create content, interact with other users, and establish a community. Popular websites such as Facebook, MySpace, YouTube, Flicker, Vimeo, and Twitter are all examples of online social media tools".

According to this research interview finding, the Branch Public Diplomacy at DIRCo has a fair complement of social media tools within their public diplomacy arsenal. Clayson Monyela writes that "the department is facebooking, tweeting and you-tubing" (GCIS, 2012:12) as a means to communicate with both domestic and international audience. This social networking platform brings a multiplying effect to the message and it also has an element of relationship maintenance with targeted domestic audience. The questionnaire findings show that most of the respondent readers of the magazine are 39.53% were in the 50 and above age group, 34.13% were in the 41 to 49 age group. One may safely assume that there is low number of young people in the current email-subscribed domestic readers database of Ubuntu magazine. This has a potential to threaten the sustainability of the magazine and its future relevance.

Amusan (2015:61) writes that "the role of social media should only serve to complement the impacts of seasoned diplomats and various agents of cultural promotion who are on the ground". It is clear that social media if it fully appreciated and fused into public diplomacy strategy it has a potential to produce an effective dissemination of information and also contribute in maintaining relationship with publics. The merger of the magazine and social media has the ability to mobilize young domestic publics behind the foreign policy messages and positions of DIRCo in its quest to implement South Africa's foreign policy abroad.

The Director of Media Liaison added that "Government should further seek to engage the public through all forms of communication platforms and also embrace new media. This should include social media networking." It is clear that the Department of International Relations and Cooperation has totally embraced the advent of social network, the questionnaire and interview findings does reflect the use of social media by branch public diplomacy but it also exposed a slight gap between the magazine and the social media. If the social media was vigorously used to promote the use and subscription to the magazine would increase youthful interest towards the magazine.

The complimentary use of the magazine and the social media platforms will make the magazine to trend and that will have a ripple effect on DIRCo's domestic outreach activities. But if the social media is not used in complementary way in relation to the magazine, the social media has a potential of rendering the magazine irrelevant and redundant.

5.7. IMPLICATIONS

After a protracted process of research through administration of questionnaires, interviews, analysis of data, to the point of presentation and discussion of findings the following implications are identified; the first implication is that there's a need for a deepened concentration towards enhancement of domestic dimension of South Africa public diplomacy. Huijgh (2011: 63) points out that "arguments in favor of integrating a domestic component into public diplomacy complementary to its international dimension are mainly related to the belief that it is not a standalone field". The author supports this proposition that DIRCo should begin to make a policy shift towards elevating domestic publics to the position of main shareholders in the process of foreign policy implementation.

The findings of this study further supports the clarion call that says the domestic dimension of public diplomacy must be understood in the context of an internal and direct ongoing democratization of foreign policy (Huijgh, 2011:63), not as a threat to state security. This point is also supported by Tyler, et al, (2012:5) when they said the importance of domestic public diplomacy has been emphasised by numerous foreign policy academics and practitioners regardless of its newness as a practice within ministries of foreign affairs worldwide. The second major implication is that DIRCo should begin to prioritize domestic public diplomacy in order to intensify the foundation and knowledge of South African foreign policy amongst SA citizens.

The third implication of this study is that DIRCo should rigorously invest in an all-inclusive, transparent, consistent domestic grassroots public participation programme which will target local audiences with a view to shaping debate and understanding of South Africa's role in international politics and economics. For DIRCo to implement the proposed grassroots public participation programme, the author of this study proposes that it should open international relations public participation units in all municipalities staffed with well qualified public diplomacy or local diplomats who are fluent in the local language in order to enhance public diplomacy at domestic level. This view is supported by Berridge (cited by Tyler, et al, 2012:4) when they opined that "ministries of foreign affairs face calls to invest resources into building domestic support and coordinating grassroots level diplomacy."

The fourth implication of this study is that the complimentary use of informational or messaging initiatives and relational initiatives should be understood and embraced by South African public diplomacy practitioners as another means to engage domestic publics. This study focused on the messaging initiative of DIRCo that is Ubuntu magazine in order to assess its effects on domestic audience and findings from this study indicate that the DIRCo's Branch of Public Diplomacy have fairly embraced both informational framework and relational framework initiatives but they should use both of them in a complimentary manner in order to produce effective domestic public diplomacy.

Even though DIRCo has initiated what its Spokesperson explains as

> "the 'public participation programme' which comprise regular briefings to help people (domestic) get a good overview, to highlight the importance of international engagement, and to inspire the public to project a positive image. Diplomacy of Ubuntu was a global platform that increased the reach and accessibility of messaging, with magazines".

The gap between this public participation programme and the magazine and the geographical limitation of this potentially powerful public diplomacy partnership (PPP and Ubuntu magazine) undermines the effectiveness of the domestic dimension of South Africa public diplomacy. The gap between the magazine and public participation programme of the DIRCo could be reduced through the merger of two of models. Tyler et al (2012:6) explain the two models as follows:

> "The most common model of communicating with a domestic audience is the traditional direct or 'one-way' communication through media releases, statements, publications and other types of information provision. The second model is the process of 'two-way' dialogue. This model has been tested in several countries around the world as a means to foster grassroots level support when promoting the nation's international goals or interests"

Lastly the implication of this study is that DIRCo should put in place a comprehensive and effective domestic public diplomacy strategy that will combine the use of both the information and relational models or approaches. The information tool such Ubuntu magazine should be paired with public participation programs in a clear and deliberate intention to engage domestic publics in order to rally South African citizens or habitats behind South Africa's foreign policy actions and goals. The combination of a robust domestic public diplomacy and cultural

diplomacy will also grow a number of 'citizen diplomats' which will enhance South Africa's prestige or soft power in the international relations realm. This study equally insinuates that effective and decisive domestication of the magazine will create patriotic citizen diplomats.

5.8. CONCLUSION

The study's focus was on the assessment of the domestic effects of DIRCo's messaging initiative that is Ubuntu magazine in relation to relational framework approach that seeks to create and build long term relationships. In conclusion, this research has uncovered that domestic email-subscribed audience of the magazine are not fully engaging DIRCo with what they read about in this messaging initiative. It is also clear according to the findings that the magazine distribution as one of DIRCo's core external messaging initiatives has not yet adequately penetrated the domestic publics for it to be domestically effective.

The other key conclusion is that regardless of the awareness DIRCo has in terms the usage of both messaging and relational frameworks initiatives, there is still a gap between the two frameworks. The separate usage of these frameworks does work but if they are used in conjunction they result in more effective public diplomacy. For any public diplomacy approach to work effectively it must take into cognisant the situational status quo and adapting to the local environment. If DIRCo wants to be triumphant on the side of domestic public diplomacy implementation, it should adapt its public diplomacy initiatives to the domestic situation in order to get a buy in from citizens.

Therefore this study also concludes that DIRCo's Branch Public Diplomacy should devise a strategy to merge their domestic 'public participation programme' with the magazine in order to have a successful domestic public diplomacy adapted to South Africa's domestic environment. This domestic dimension of public diplomacy will go a long way in dealing with a lot of stereotypes existing amongst the SA citizens when it comes to other fellow Africans and could also assist in dealing with and minimizing what is known as 'Xenophobia' or 'Afrophobia.' This study has also revealed that the magazine has a huge potential of being an effective source of South Africa's foreign policy information to domestic publics if its presence can be expanded to other parts of the country.

The other conclusion is that the domestic database of the readers of the magazine should be vigorously expanded to municipalities across the country in order to have meaningful grass roots engagements on South African foreign policy. The study has also projected various messaging and relational initiatives which are based on three dimensions i.e. short, medium and long term communication for the department to have effective public diplomacy. It also agrees with the view that a messaging initiative such as magazine could act as both information sharing and a relationship-making and maintaining public diplomacy tool. The study also confirms that if conditions of context, audience and credibility are not adhered to, any public diplomacy initiative will lose relevance and effectiveness.

Therefore if the abovementioned conditions are adhered to the magazine will remain a relevant means to communicate and educate domestic stakeholders of foreign policy in the era of social media. The findings resemble a mix bag of feelings from the respondents, in relation to whether the magazine is achieving its main objective of educating and communicating South African's foreign policy to domestic publics. A fair number of respondents signal that domestic readers are ready and willing to participate or give feedback on the content they read in the magazine. In term of multiplying its effect, the findings show that the magazine is struggling from what Zaharna (2009:96) outlined as "public diplomacy that appears to be heavily weighted under the information framework or split off from the relational framework".

The findings argue that in relation to the magazine being useful to the readers, the majority of respondents ranked the magazine neutrally as an effective tool of messaging by DIRCo but in general the findings also show that the readers of the magazine find it useful and worth reading. Since this study is a first that seeks to assess the effects of this fairly new (3 years old) messaging initiative, the study argues that the status quo of the magazine falls short in reaching and making grassroots domestic audience engaged, informed and in establishing relationships with them.

This dissertation has attempted to investigate knowledge niche that exist in the study of the domestic dimension of public diplomacy. The study of the practice of domestic public diplomacy at the Ministry of Foreign Affairs level has been neglected in developing countries such as South Africa. This study shows that public diplomacy at the domestic level is very important to the credibility and effectiveness of a foreign policy. This study contributes to the field of

international relations with a special reference to domestic dimension of public participation in foreign policy implementation but there is always a need for a supplementary research that can still be embarked upon to enhance the findings and propositions of this study.

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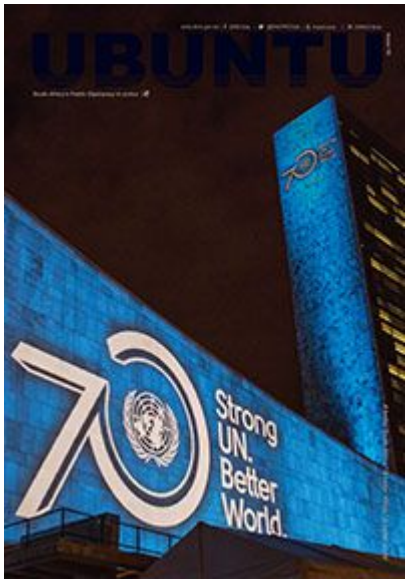
APPENDIX A

UBUNTU Magazine Issues

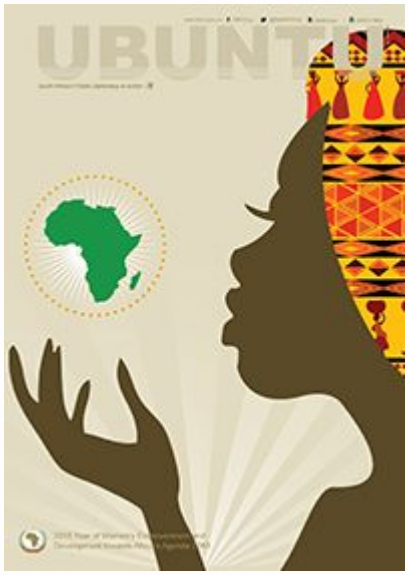
Issue 10, December 2015



Special features in Issue 10 include:

- Liberation Heritage: Walter and Albertina Sisulu
- Pride and trepidation: Respecting and protecting indigenous knowledge
- Operation Phakisa: Improving quality of life
- The heartbeat of South African astronomy
- Preserving our own stories
- High praise for South African firefighters in Canada

Issue 9, June 2015



Special features in Issue 9 include:

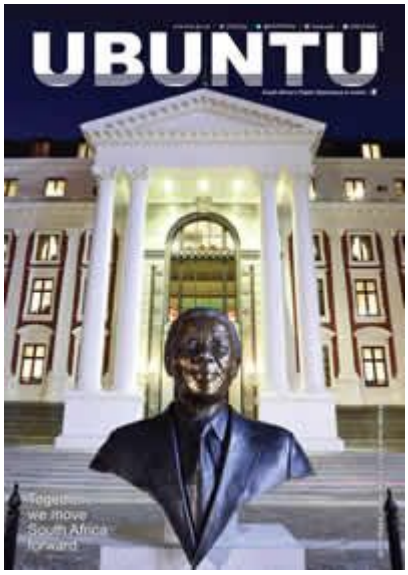
- Liberation Heritage: Charlotte Maxeke
- Refugees: Everyone matters
- Celebrating 60 years of the Freedom Charter
- Sharing common histories, inventing our future
- The Year of China in South Africa
- Shared Sky exhibition transcending continents
- Innovation Bridge a technology showcase
- South Africa leads the way with Safari-1
- Flying the SA flag high
- #a good story to tell

Issue 8, December 2014

Special features in Issue 8 include:

- Liberation heritage: The legacy of Nat Nakasa
- Our whole story has not been told
- Intensifying the battle against rhino poaching
- Seven Swims in the Seven Seas for One Reason
- Rethinking tourism
- Highway Africa
- Tracing the history of statistical development
- The Bloodhound
- Aerospace industry shows off
- Flying the SA flag
- #A good story to tell
- Celebrating 20 years of national heritage

Issue 7, August 2014



Special features in Issue 7 include:

- Global perceptions key to competitiveness and foreign investment
- South Africa first in Africa for investment
- Biofuel deal for Southern Africa
- A case for legal aid
- 20 years of South African tourism
- The legacy of Solomon Mahlangu
- Rise and fall of apartheid
- Island biodiversity in the spotlight
- Friendship to South Africa awarded
- Flying the SA Flag

Issue 6, May 2014

Special features in Issue 6 include:

- Our Journey to bring the SKA to Africa
- Matters of national interest: South Africa's role on the "White Continent"
- Providing African solutions to African problem
- Meetings Africa 2014: "Advancing Africa together"
- South African Airways – A transformed airline
- Twenty years of gender transformation
- Beating the odds to realise a dream
- The legacy of Dulcie September
- Building the legacy
- District Six: Recalling the forced removals
- Loyiso Bala: UNAIDS Ambassador to make a difference
- Flying the SA flag

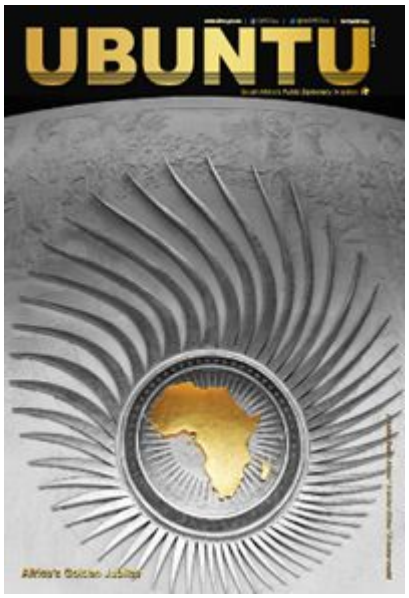
Issue 5, December 2013

Special features in Issue 5 include:

- Paying tribute to Nelson Rolihlahla Mandela
- South Africa calls for reform at the UN
- BRICS business to grow partnerships
- Impact of illicit drug trafficking
- Training of South African Diplomats at Clingendael
- Assisting Lesotho's most vulnerable
- Ubuntu: The original vision for South Africa, our continent and the world
- Legacy projects: Symbols of South Africa's history
- Preserving South Africa's flavour heritage
- Annual Diplomatic Fair 2013

Issue 4, July 2013

Special features in Issue 4 include:



- South Africa's national interests
- From hopeless to rising – The true story of Africa
- Celebrating 19 years of South Africa's foreign policy
- The last colonial challenge facing the African continent: Western Sahara
- BRICS and Africa: Partnership for development, integration and industrialisation
- Celebrating the legacy of Nelson Mandela: South Africa's soft power
- Tourism in a new world: Risks and opportunities
- South Africa's film industry booming
- Preserving our freedom heritage

Issue 3, April 2013

Special features in Issue 3 include:

- Successful BRICS Summit held on African soil
- 50 years of African unity
- Celebrating IBSA's 10th anniversary
- Save our rhinos
- Be a responsible traveller

Issue 2, December 2012

Special features in Issue 2 include:

- South Africa is getting many things right
- A vision for South Africa's foreign policy – Now and beyond
- Israel-Palestine conflict – A South African priority
- President Jacob Zuma on South Africa's National Infrastructure Plan
- Liberation history – The legacy of OR Tambo
- Top 10 reasons to visit South Africa
- Best crew in the world
- Charlize Theron – United Nations Messenger of Peace

Issue 1, August 2012

Special features in Issue 1 include:

- A victory for South African diplomacy, a victory for southern Africa and Africa!
- COP17/CMP7 – the Durban Outcome
- South Africa's foreign policy responds to domestic priorities
- Cultural diplomacy and sports as tools for nation-building and development
- Who is Brand South Africa?
- Africa is proud to host the SKA
- South Africa's Goodwill Ambassador for the United Nation's Roll Back Malaria Partnership
- South Africa Fashion Week
- Freedom Park – a heritage destination

APPENDIX B

INFORMED CONSENT FORM

A DOMESTIC DIMENSION OF SOUTH AFRICAN PUBLIC DIPLOMACY OF UBUNTU: THE EFFECTS OF UBUNTU MAGAZINE

Dear Participant:

You are hereby invited to participate in a research study that attempts to examine the effects of "Ubuntu Magazine", a periodical magazine published by the Department of International Relations and Cooperation (DIRCo) of South Africa as part of its domestic public diplomacy activity. It explores the various effects of the magazine as an external 'messaging' public diplomacy activity of DIRCo. You can decide not to participate. The following information is provided in order to help you make an informed decision whether or not you would like to participate. If you have any questions please do not hesitate to ask. You are eligible to participate in this study because you are a regular domestic reader of aforementioned magazine.

Project: A Domestic Dimension of South African Public Diplomacy of Ubuntu: The Effects of Ubuntu Magazine

Purpose of the Project: This study investigates the various effects of the magazine as an external 'messaging' public diplomacy activity of DIRCo towards domestic publics.

Procedures: You will be asked to participate in a questionnaire observation or survey and interview as part of this study. The interview will take approximately 30 minutes to an hour of your time. The interview will be a telephonic audio recorded. During this interview you will be asked a series of questions. These questions are designed to allow you to share your experiences as a public diplomacy official. The readers of the Ubuntu Magazine will be asked to fill out a self-administered questionnaire that will include demographic information and questions related to your experience of reading the magazine. The questionnaire observation will take approximately 10 to 15 minutes of your time. The observation will be an email administered.

Risks and/or Discomforts: There are no known risks or discomforts associated with this research.

Benefits: The information gained from this study may help the Branch of Public Diplomacy at DIRCo to execute the domestic public diplomacy with due diligence and to build long-lasting relationships with the domestic audience.

Confidentiality: During the interview, you will be asked to provide a pseudonym to insure that your identity. The audio-recording will be assigned the pseudonym that you pick during the interview. Audio tapes will only be used to transcribe interview. Once the interview is transcribed, the audio tapes and interview transcripts will be kept by the primary investigator only for future reference. The questionnaire sheet will not identify you. You will not be asked to write your name on the anonymous questionnaire sheets. Once all questionnaire sheets are

entered in a database, they will be destroyed. The information obtained during this study may be published in scientific journals or presented at scientific meetings but the data will be prepared as aggregated data.

Compensation: You will not receive any type of compensation for participating in this study.

Opportunity to Ask Questions: You may ask any questions concerning this research and have those questions answered before agreeing to participate or during the study. Or you may call Tshepo Mokoroane at any time, (083) 440-3246/ (083) 673 4033 or email bslfoundation56@gmail.com. If you have questions about your rights as a research participant that have not been answered by the investigator or report any concerns about the study, you may contact the North West University Mafikeng Campus Review Board, telephone (018) 389-2111.

Freedom to Withdraw: You are free to decide not to enrol in this study or to withdraw at any time.

Consent: If you wish to participate in this study, you will be interviewed, observed, filled out a questionnaire sheet

You are voluntary making a decision whether or not to participate in this research study. Your signature certifies that you have decided to participate having read and understood the information presented. You will be given a copy of this consent form to keep.

_____ _____

Signature of Participant Date

I hereby give consent to audio record my interview.

_____ _____

Initials of Participant Date

In my judgment I am voluntary and knowingly giving informed consent and possess the legal capacity to give informed consent to participate in this research study.

_____ _____

Signature of Investigator Date

APPENDIX C

INTERVIEW QUESTIONS

These semi-structured interview questions seeks to solicit facts or answers on "Ubuntu Magazine", the public diplomacy of Ubuntu tool of the Department of International Relations and Cooperation of South Africa (DIRCO);

Topic: A Domestic Dimension of South African Public Diplomacy of Ubuntu: The Effects of Ubuntu Magazine

1. On Ubuntu Magazine

- Why do you use magazine?

_____
_____
_____
_____
_____

- What do you expect to achieve?

_____
_____
_____
_____

- Who are your audience?

_____
_____
_____
_____

- How do you identify your audience?

_____
_____
_____
_____

- How else do you reach out to your audience?

_____
_____
_____
_____

2. On **public diplomacy activities**

- How do you implement public diplomacy? (In terms of organization, programmes etc…)

a) **Organizational**:_____
_____
_____
_____
_____

b) **Programmes**:_____
_____
_____
_____
_____
_____

c) **Others**:_____
_____
_____
_____
_____
_____

- What are the main public diplomacy activities of the Department and what tools are used?_____
_____
_____
_____
_____

- What would be the main purpose of your diplomacy of Ubuntu and what is the role of your public diplomacy of
Ubuntu?_____
_____
_____
_____
_____

3. On coordination

- Explain how your magazine stories (messaging) been promoting relationship building between:
a) Government and other institutions:
_____
_____
_____
_____

b) Government and citizens (both foreign and domestic publics):

_____
_____
_____
_____

c) Government and other countries (foreign missions):

_____
_____
_____
_____

- ❑ Does your public diplomacy activities coordinated by:
- The Branch of Public diplomacy alone or in consultation with the other branches within the Department of International Relations and Cooperation , please explain:_____

_____
_____
_____
_____
_____

- What is the strategy that you should follow?

_____
_____
_____
_____
_____

- How independent are you to devise and implement your own public diplomacy strategy as the Branch of Public Diplomacy?

_____
_____
_____
_____
_____

- How coordinated are the department's activities horizontally? (Economic diplomacy, political diplomacy, public diplomacy)

_____
_____
_____
_____

- How coordinated is your message in South Africa? In terms of events, delegations, publication outputs and (all public faces of the Department)?

_____
_____
_____
_____
_____

- How do you evaluate your public diplomacy activities?

_____
_____
_____

- What are your problems/challenges in executing public diplomacy in South Africa and generally?

_____
_____
_____
_____

4. Background

- How many years have you worked as a public diplomacy official?

_____
_____
_____
_____

- What is your current responsibility?

_____
_____
_____
_____

- How is the Branch of Public Diplomacy organized?

_____
_____
_____
_____

5. General Comments

_____
_____
_____
_____
_____

APPENDIX D

QUESTIONNAIRE		
Author: Tshepo Mokoroane	**Survey Year: 2014 to 2016**	
Topic: A Domestic Dimension of South African Public Diplomacy of Ubuntu: The Effects of Ubuntu Magazine		
SECTION A		
Q1. Demographic Characteristics of respondents		
Q1a. Nationality		
		1= South African (Domestic Public)
		2= Any Country besides (Foreign Public)
		Total
Q1b. Age		
		1= 20-25
		2= 26 - 30
		3= 31-40
		4= 41-49
		5= 50+
		Total
Q1c. Sex		
		1= Male
		2= Female
		Total
Q1d. Profession		
		1= Politician
		2= Business & Economy
		3= Civil Society/NGOs
		4= Academic
		5= Media
		6= Think tanks
		7= Other
		Total
Q2. How do you get your Ubuntu Magazine?		
		1= e-mail
		2= Hard copy

		Total
Q3. Do you read the content of the Magazine?		
		1= Yes
		2= No
		Total
Q3a. If you answered 'No' to question No.3, What is your reason?		
		1= Don't have time
		2= Not interested
		3= Not useful information
		4= Other
		Total
Q3b. If you answered 'Yes' to the above question; How often do you read the Magazine?		
		1= Always
		2= Frequently
		3= Occasionally
		Total
Q4. If you read the magazine how much of it do you read most of the time		
		1= Entirely
		2= Selected topics
		3= I skim through it
		4= Glance at headlines
		Total
Q5. Which of the following sections interest you in the magazine?		
		1= Foreword
		2= Diplomacy
		3= Feature
		4= Lifestyle
		5= All
		Total
Q6. Do you ever discuss what you read with others?		
		1= Yes
		2= No
		Total
Q6a. If you answered 'Yes' to question No.6; With whom do you discuss?		
		1= Family members

		2= Work colleagues
		3= Others
		Total
Q7. How do rate the content of the Magazine?		
		1= Very informative
		2= Informative
		3= Slightly informative
		4= Not informative at all
		Total
Q8. Have you contacted DIRCo for more information?		
		1= Yes
		2= No
		Total
Q9. Please indicate how much you agree or disagree:- **Getting the Ubuntu Magazine-**		
Q9a. Helped me develop a positive impression on South Africa		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree
		Total
Q9b. helps me to follow issues on South Africa		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree
		Total
Q9c. Has Increased my desire to be engaged in some way		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree

		Total
Q9d. assisted me get the sense of Ubuntu		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree
		Total
Q10. Please indicate how much you agree or disagree:- **By reading the Ubuntu Magazine-**		
Q10a. DIRCo is succeeding in communicating and educating stakeholders on South Africa's foreign policy matters		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree
		Total
Q10b. It gives in-depth analysis and information on key departmental issues		
		1= Strongly agree
		2= Agree
		3= Uncertain/not applicable
		4= Disagree
		5= Strongly disagree
		Total
Q11. Using the scale of 0 to 10, how much can you grade the use of the Ubuntu magazine as a means to communicate by DIRCO		
		1= 0
		2= 1 to 3
		3= 4 to 6
		4= 7 to 10
		Total