

Report on Book Talk Series - New Media and Public Diplomacy: Political Communication in India, The United States and China

Speaker: Dr. Parama Sinha Palit

Topic: India's Digital Public Diplomacy (PD) and Brand Building Efforts

Venue: MCA Smart Room

Date: 08/01/2024

Time: 4 pm to 5 pm

The event began with the welcome address delivered by the Coordinator of the Department of International Relations. Followed by a brief introduction of the guest and a small token of gratitude was presented by one of the fellow students from the department. Dr. Parama Sinha Palit is an Adjunct Senior Fellow at the Rajaratnam School of International Studies, Nanyang Technological University (NTU), Singapore. Dr. Parama started the lecture by mentioning how the traditional definition of Public diplomacy has evolved where domestic audiences are also playing an important role. New media enables countries to take public diplomacy to the next level where an imagined identity of a country can be branded to international audiences.

One can create the public perception through online story building that is at the interest of the political parties. She also brought the image of how political leaders become influencers and participating in YouTube videos which will play a role in the 2024 general election. They are building a brand for themselves as well as for the State. Brand building of a country can influence the domestic and public perception while it also provides an emotional dimension to the diaspora outside the country. An effective brand building will attract tourists, investment and expand exports of a State. India specifically uses campaigns and occasions to communicate its brand globally like G20, Make in India, Swach Bharat.

India's deployment of the summit communicated a 'New India' as a global player. India boosted its cooperation and influence in the global south and set global agendas in line with its national interests. Dr. Parama emphasized on India's ability to push China to the periphery of the G20 summit. Despite all the brand building efforts from India's side, the international coverage of India's G20 presidency was covered in a positive and negative light. Even the external development and conditions around the world affects the effort of every country in building a brand for themselves.