

Summary

The State of Palestine and its people are making significant efforts to explain their just cause to the entire world, and public diplomacy plays an important role in these efforts.

Although there are significant obstacles and challenges to the public diplomacy activities of the Palestinian people, they continue their efforts to announce their just cause to the entire world.

The efforts of the Turkish people, and especially the Turkish youth, in this regard will play an important role in advancing the Palestinian cause.

Palestinian Public Diplomacy and Its Importance in Advancing the Palestinian Cause.

Faed MUSTAFA - The Ambassador of Palestine in Ankara

Significant efforts are being made to advance Palestinian public diplomacy and, in particular, the just national cause of our Palestinian people in light of the current challenges and conditions they face at home and abroad.

Public diplomacy is the art and science of creating a positive image of a country, people or a specific issue in the international public opinion by communicating with various communities and organizations and establishing cultural, media and awareness-raising relations.

Palestinian public diplomacy plays an important role in making our cause known to the world, highlighting the suffering of our people, supporting Palestine's position in the international arena, and encouraging solidarity with our just cause. Palestinian politicians and institutions use a variety of methods to achieve this:

- Communication with Palestinian and Arab communities abroad: Palestinian communities are the core of Palestine's voice abroad, and ambassadors and staff work to support them and include them in awareness-raising and diplomatic activities.
- Organizing cultural and media events and workshops: To truly reflect the history of the Palestinian people, their struggle, and their aspirations for freedom and independence.
- Using the media and social media to convey the Palestinian people's messages to the world, highlighting the violations and attacks they are subjected to, and clarifying their positions on various issues.
- Establishing and implementing partnerships between civic, cultural, and academic institutions: To foster communication and understanding with the international community, especially with young people and university students.

Despite all efforts, Palestinian diplomacy faces numerous challenges. The most important of these are:

- Political division in Palestine: Political division in Palestine undermines Palestinian unity and fragments international efforts.
- Misleading and manipulated media: Media that promotes an unrealistic image of the Palestinian cause and undermines the credibility of the Palestinian narrative pose significant challenges to public diplomacy efforts.
- Limited international recognition: Undermines the ability to influence international policies, particularly due to international and regional pressures on Palestine.
- Ongoing Israeli occupation: Obstacles efforts to achieve peace and justice, and affects Palestine's image abroad.

5 May 2025**Opportunities and Potential In Public Diplomacy**

Despite all these challenges, there are many opportunities that can be taken advantage of to strengthen Palestinian public diplomacy, including:

- Using technology and social media to quickly and effectively disseminate the Palestinian truth and reach a broad international audience.
- Encouraging cultural and artistic activities: Cultural and artistic activities are encouraged as an effective way to deepen understanding and communication with the international community.
- Raising education and awareness: We aim to raise awareness of the history and cause of Palestine through partnerships with universities and academic institutions.
- Working to create broad international support networks: We aim to increase support for the just Issue of Palestine by cooperating with human rights organizations, women's rights organizations and international solidarity movements.

Conclusion

In conclusion, public diplomacy serves as our moral and strategic weapon in advancing our Palestinian Issue . It helps mobilize international support and create a positive image that showcases our people's sacrifices and determination to achieve their legitimate rights.

It is important for the future of the Palestinian Issue that Turkish youth and students pay more attention to learning public diplomacy skills and become true ambassadors of the Palestinian Issue on all platforms. Because the messages given today and tomorrow will be the cornerstone of the future and rights of the Palestinian people.

About the Author

Faed MUSTAFA - *The Ambassador of Palestine in Ankara*

Name: Faed Father's name: Khalid
Surname : Mustafa Date of birth: 23.07.1965
Place of birth: Deir Ballout - Palestine

Family status: married to Mrs. Kifah Mustafa, has three children – one son and two daughters

Education:

1983-1987 Yarmouk University , Irbid - Jordan ,
Bachelor's Degree in Economics and Business Administration

1999-200 Peoples' Friendship University of Russia (RUDN),
Moscow, Master's Degree in History

2001-2005 Peoples' Friendship University of Russia (RUDN),
Moscow, PhD Degree in International Relations and Foreign Policy

Work Experience:

Started official activity with the foundation of the Palestinian National Authority (PNA) since 1994 .

From July 1998 - 1st Secretary of the Embassy of the State of Palestine to the Russian Federation

From March 2003 - Consul of the Embassy of the State of Palestine to the Russian Federation

From January 2008 - Deputy Chief of Mission of the State of Palestine to the Russian Federation

From June 2009 - Assistant Minister on Eastern European Affairs, in rank of Ambassador in the Ministry of Foreign Affairs - Ramallah

From September 2009 - Ambassador of the State of Palestine to the Russian Federation .

From May 2015 - Ambassador of the State of Palestine to the Republic of Türkiye.

Foreign Languages:

Arabic: Native English : Very good
Russian : Very good Hebrew : Good

Extension courses:

Participating in many extension courses on Diplomacy and Strategy in Palestine and abroad.

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Throughout history, shaping the perceptions of societies has been one of the most fundamental elements of domestic and foreign policy. As the nation-state structure became widespread and nation-states emerged as the main actors in international relations, public diplomacy along with traditional diplomacy began to play a crucial role in shaping these relations.

Diplomatic relations between states are conducted by diplomats, including ambassadors and consuls. These diplomats also engage in public diplomacy, which serves a vital function in interstate relations. Public diplomacy activities have a significant impact not only on the citizens of a state but also on its leaders. Public diplomacy plays a pivotal role in shaping the relations between states alongside other diplomatic activities.

The aim of the project Public Diplomacy in Foreign Policy conducted in collaboration with Cappadocia University and Ankara Center for Crisis and Political Studies (ANKASAM) is to discuss the principles for implementing public diplomacy, identify key activities and highlight public diplomacy efforts undertaken by foreign diplomats in Türkiye. The ultimate goal is to contribute to shaping Turkish Foreign Policy and influencing decision-making processes.

For detailed information about the project;
<https://commonhorizon.kapadokya.edu.tr/> You can reach us from the address.

Prof. Dr. Şafak OĞUZ

Prof. Dr. Şafak OĞUZ became an Associate Professor in 2019 and a full Professor in 2024. He retired in 2021 after 23 years of service in the Turkish Armed Forces (TAF). During his time there, he also worked for the United Nations (UN) and the North Atlantic Treaty Organization (NATO). His expertise lies in Weapons of Mass Destruction, Terrorism (WMD), International Security, International Organizations and Peace and Conflict Studies. Prof. Dr. Şafak OĞUZ currently serves as the Acting Dean of the Faculty of Economics, Administrative and Social Sciences at Cappadocia University. He is fluent in English and German.

Prof. Dr. Mehmet Seyfettin EROL

Prof. Dr. Mehmet Seyfettin EROL graduated from the Department of Political Science and International Relations at Boğaziçi University (BU) in 1993. After completing his Master's Degree at BU in 1995, he was accepted to the PhD program at BU in the same year. After completing his PhD at Ankara University in 2005, Prof. Erol became an Associate Professor in 2009 in the field of "International Relations" and a full Professor in 2014. His areas of expertise are "Geopolitics", "Crisis Management", "Security", "Turkish Foreign Policy" and "Central Asia".

Prof. Erol has published numerous scientific articles and books on these subjects. He is the author and editor of various journals such as Eurasia File, Black Sea Studies, Gazi Akademik Overview, Journal of Regional Studies, International Crisis and Political Studies and contributor for national radio-television programs such as TRT, A HABER, TV NET, CNN TÜRK and HABERTÜRK.

Prof. Erol, whose opinions have been published in Türkiye's leading magazines and newspapers has been deemed worthy of many awards, including Writers and Artists Foundation of the Turkic World (TÜRKSAY) in 2007, "Turkish World Service Award" in 2015 and Writers' Union of Türkiye (TYB) "Press-Intellectual Award".

Prof. Erol has lectured at Ufuk, Ankara and Gazi Universities. As a faculty member in the Department of Relations at the Faculty of Economics and Administrative Sciences at Ankara Hacı Bayram Veli University, he served as an expert, coordinator and founder president in Türkiye's leading think tanks (ASAM, SDE, GSAM, USGAM). He has been the founding chairman of Ankara Crisis and Politics Research Center (ANKASAM) since 2016.