CHAPTER I: INTRODUCTION

In the time of globalisation, countries are reviewed by the international media and international public. Countries are compared according to their economic development, political stability, effectiveness and ethics of national and international policies, and the charm of their culture. In this context, studies using similar concepts to study the formation and effects of the country's image, reputation, brand, and identity remain largely separated by fields (International Communication Association, ICA, 2017 pre-conference description on public diplomacy).

This study is an analytical study of international political leaders using social networking sites. It is an interpretation, analytical and descriptive study. A systematic study looks at relationships, scientific evidence, predicts behaviours. It means one can be sure there is a method to classify according to time and place to make categories. According to this, samples, content and population create systematically. By providing a systematic study, a condition will be provided to predict behaviours. There is a pattern of a behaviour that is not a coincidence. A systematic study suggests that patterns can be identified and used to improve individual performance.

This study will be a qualitative and quantitative study based on content analysis. The study in social sciences and communication can be both quantitative with questionnaires and interviews, or statistical code of the data collection and analysis. But in a qualitative study, the quality of the work will be analysed into the ventricle. By limiting the population, this kind of study can come into the text, and content, expressions, the tone of speeches, photos and videos, using non-verbal communication, pronunciations and relationships can be checked.

In the age of computer and internet, new media and social networks were formed for two-way communication and time, place and monologue got disappeared. People are able to edit, ask and answers just like what happened on the news websites. Social networks were formed out of the social media and have some capabilities that this thesis examines to see how the leaders are using this opportunity; and a specific study of these networks that make people share content.

According to the Encyclopedia of Communication Theory (2009), new media enable companies in an unprecedented scale. They may be used in digital cameras or
interactive media appropriate to participate, but because of all the old media, such as television and newspapers, the digital convergence of culture, media users have the opportunity to participate in almost every deal with any media. This includes all three modes of interaction with the media listed at the beginning of this transfer, consultation and dialogue. But the emergence of new media points to the fact that the shape of a technology, in this case the radio, can also have important effects.

The digital divide is a key concern in the areas of communication and social change theory, communications and social movement theory and the theory of global media governance. New media have created new people, and this is especially true in the field of political communication. The study analyses the patterns of media usage. The two networks are Twitter and Facebook. And the main question is how can interpret the world politicians encouraging people: Because these activities are conducted in the presence of public and encourage them to notify. Are the definitions in the United Nation’s direction and its objectives? What are network capabilities? How much social media can be effective in improving public diplomacy?

The theme of this study is online participation and public diplomacy with regard to social media functionality. Stephen W. Littlejohn et al, (2009) argue that Diplomacy is official conduct of international relations between national leaders, conducted private and hidden or through public diplomacy. Diplomacy involves the creation of foreign missions, ambassadors, representatives and consular services. Diplomatic efforts require states to develop ministries of foreign affairs, national and international policies, and the establishment of official missions abroad to implement policies and personnel necessary for the system to work efficiently. Ministry of Foreign Affairs is shaped to negotiate with the host government and report on important events in foreign countries. Ministry of Foreign Affairs organises other activities, including international exchange, media and public diplomacy, consular services for its citizens, and visas for foreign citizens and residents.

In theory and contemporary studies, can take help from McQuail and computer-mediated communication, Hovland and credibility of the source, Lasswell and content analysis, McLuhan and medium is the message. Although many of McLuhan's observations about the globalization of media (global village) and convergence (the relationship between the media) have created grounds for an investigation, Media
revolution that will inspire contemporary concerns of new media theory can be shown in a study of the age of electronic media interaction based. Recently, theorists of new media have drawn on Habermas’s ideas that Internet-based communication may be used to create a global public space.

Jürgen Habermas and the public sphere that explained how 18th-century lounge and coffee house became a forum for democratic debate, with a field in which there is equality among all participants and dialogue rather than subservience and subject to discussion and understanding of the situation. These public spaces create a kind of communication, opening new possibilities problem, and pervasive but new media reorganization of public life that collegiality and shared borders are disappearing, and aspects of democracy are threatened. (Stephen W. Littlejohn Karen A. Foss, 2009)

The definition of public diplomacy and how it happened and why it is important takes into consideration in this study. Always a ruling group seeks to provide new interpretations; by using media, their voice can be heard and they encourage, promote or lure a group to follow and empower them. When a medium, magazines, newspapers, particularly radio and television was formed, the politicians establish themselves with their propaganda based on different theories to mobilization people for a participation in natural disasters, wars or elections. The media had the capacity with the use of image, sound, colour, light, voice, and factors like being universal, availability for all, low cost, ignoring the importance of time and space; to enter the new era that widespread in the world. Computers, Internet and Mobile give the people new opportunity to get informed about each other in each part of the world. To unite ideas and to reach a consensus reaction, advertising model is changed and the way of using media by politicians came to consideration.

In communication field study, the communication strategy is one important field that discusses how the organisations use media to advance their goals such as political stability and social presence. The Internet and social networks make international politicians direct communication in online community and led the global village shapes as McLuhan predicted. Media became a message that its use and its ability are important to introduce politician and aims. On the other hand, after the 11/09, a new form of public diplomacy came into the public consideration. Soft power and in fact,
interaction and dialogue between people formed to affect people and these social networks have made it possible.

Encyclopedia of Communication Theories (2009) explains Edmund Gullion, Dean of the Tufts University Fletcher School of Law and Diplomacy identified Public Diplomacy in 1965 as international diplomacy but official interaction between national governments. This includes ways in which countries and international organizations like the UN interact directly with citizens in other countries. Foreign influence on public attitudes and opinions not only includes a state government spokesperson in dealing with the citizens of other countries, but private groups to communicate with citizens of other countries. This method is a method of communication between government and citizens towards foreign affairs diplomats and foreign citizens or foreign journalists.

Public diplomacy complements the transnational flow of information and ideas. The public can use networks, interact and respond to each other, bold a new issue, have a new angle on previous topics and highlighting them. Therefore, it is interesting to know for example, how Obama’s 2008 election effected by using social networks and online campaigns. And Modi, Prime Minister of India can advance his goals by having active presence and followers from different countries and languages: Their Personal, political, religious idea and cultural life can transfer to the public. Supporting government programs inform or influence public opinion in other countries through publications, cinema, cultural exchanges, radio, TV, internet, art, music, theatre, sports, and public exhibitions. In this sense, it's a two-way exchange of dialogue between diplomats and citizens of other countries, or between citizens of different countries as the result of people-centred public diplomacy. Public diplomacy, cultural diplomacy, media diplomacy, public information, broadcasting and print media, internal and external and international news, called for political influence.

Increasingly, media, including the Internet, Web sites, chat rooms, and blogs to speed the boundaries of cultural, national and regional. (Stephen W. Littlejohn et. al., 2009) Twitter is the first social network that it is a first political network too. “Twitter diplomacy” and “Hashtag diplomacy” raise the question that how Twitter can affect the diplomacy. When a political meeting takes place somewhere, it can go viral on the
Twitter. With the Hashtag (#) a global trend will create and attract attentions of the world. All of these above aspects review in this thesis but merely describe and report analytically on a particular society, specific issues, in online participation and public diplomacy. It wants to clear what is the role of social media in public diplomacy in the international arena? Is social media capable of changing diplomacy and international interactions?

1.1 Social History of Media

Johann Gothenburg, published the first book in 1440, and invented printing industry. The Telegraph (1844) and the Telephone (1876) were the two important inventions in the communication field, the radio (1930) as can broadcast the news was a serious threat to newspapers and its financial benefit that has been heavily influenced by the radio on the 1950s. The development of television on the 1960s has caused social change vastly. Studies on the media effect came to the consideration and different theories about the effect of media and the way of controlling this effect on the society have become important. By the 21st century, the "digital age" started with developing the technology. (Usharani N., 2014)

Asa Briggs &Peter Burke, 2010, provide an overview of communication media and the social cultural context during the time of advent and evolution. They update the latest developments in the field by an especial focus on the advancements of the twenty-first century's exciting media, including increasing social media and participation and globalization of the media. It explores the importance of continuous oral and handwritten communication, increased printing and the relationship between physical transportation and social communication. The history of communication media, the avoidance of technological determinism, and the rejection of the assumptions of direct evolutionary development have been explained. Studying on the rhetoric of spoken and written communication in ancient Greek and Roman has been considered seriously. In the Renaissance, subjects matter with great joy. The emergence of thought in eighteenth and nineteenth became the concept of "public opinion" the period was attention to "mass" as national awareness. Particularly in the aftermath of the two world wars, scientific attention to the propaganda study first time in the twentieth century. With the advent of the concept of multimedia, this coexistence of the different media has matured to a degree of collaboration.
Developments of media also monitor the shift of paradigms. With a phenomenological approach, cultures of meaning production have been extracted by interpreting subjects or actions that occur in real social situations. It shows how any new technology in the field of communication creates a wave of innovation.

Neil Postman (1931-2003) believed technology always has the unwanted aftermath, both positive and negative, and the aftermath is rarely distributed equally across the community. Howard P. Segal, 1993 cleared in Technopoly, 1992, the surrender of culture to technology, Postman states: the primary goals, or not only human work and thought, are efficient, technical calculations in all respects superior to human judgment and that citizens' affairs are the best guiding and guidance of the experts. Postman 1992, it is impossible that a technological innovation has the only one-sided effect. Information has become a form of waste, not only unable to respond to the most basic human issues but is also useful in providing an appropriate solution to even worldly problems.

Postman 1996 solution to technology was to educate students on the history, social effects, and psychological biases of technology, so that they may be adults who "use technology to use it. Neil Postman, 1998, there is a new technology for every advantage. Printing has given us a modern concept of the nation, but it has become in the making patriotism in the form of chains if not our emotions may even be saying Biblical publication in the native language. The advantages and disadvantages of new technologies will never be distributed among the population. This means that every new technology has many benefits and hurts. There is no doubt that computers are beneficial for large corporations, such as military companies or airlines, or banks or tax collection institutions. And equally clear that the computer is now essential for high-level researchers in physics and other natural sciences. But to what extent is computer technology an advantage for the masses?

In every embedded technology, there is a powerful idea. These ideas are often hidden from our point of view because they are somewhat of one primitive nature but this should not mean that there are no practical consequences. And achievement in a culture without writing, human memory is of great importance, as in Proverbs, Speeches and Songs contain wisdom accumulated for centuries. In fact, in the computer era, the concept of wisdom may disappear. Any technology is a philosophy.
A new medium does not add anything; it changes everything. Science can cleanse religion from mistakes and superstitions, religion can be cleansed by the science of falsehood.

In every technology, epistemological, political or social biases are embedded. Sometimes these are greatly in our favour. Sometimes this is not the case. The print press destroyed the oral tradition; the telegraph destroyed the space; the TV humiliated the word; the computer might be reduced. Technology is not an add-on. It's an ecology that means everything changes, so it's very important to be completely in the hands of Bill Gates. Technology tends to become mythical; as part of the natural order of truth.

Marshall McLuhan, 1962, argued about how communication technology affects the organization, which in turn has profound effects on social organizations one or more of new technology extends outside the social world to the social world, and then new proportions occur among all human senses in that specific culture. The print culture, introduced in the middle of the fifteenth century by the Gutenberg press, led to cultural dominance on sight and hearing. New technologies have a gravitational effect on knowledge, which in turn affects the social organization. Changes in the technology of printing perceptual habits affect social interactions. The advent of print technology led to the emergence of a number of prominent trends in the modern period in the Western world.

In the 1960s, McLuhan wrote that visualized, individualistic print culture would soon end with what is called electronic interdependence. In this new age, humanity moves from the tribal base to individuality and division into a collective identity. Instead of reaching a huge Alexander library, the world has become a computer, an electronic brain, precisely as a piece of children and teenagers of science fiction. McLuhan predicted in 1962 the next medium spread of awareness as its content will turn TV into artistic form. A computer as a research and communication tool can recover, organize a mass library, refresh the function of the individual encyclopedia, and flip a private line to quickly improve the information given by a type of consumer.

McLuhan 1964 suggests that the media, not their content, should be the focus of the study, commonly referred to as the" medium "as the message" no to deliver content but the characteristics of the media themselves. McLuhan also stated that various
media use the media of the number of people they choose to participate in the media. There are several different ways. Some media like "hot films" in this way, in this view, they increase a sense of identity, so that one does not need to try to complete the details of the movie. McLuhan compares it with "cool television", which claims that more effort is needed among viewers to determine to mean each hot media allows participation less than a cool one, as a lecture makes for fewer contributions than a seminar and a book for less than a dialogue.

In other words, a community that appears to be actively involved in the content of the content, but does not allow the "extension of ourselves" due to the effects of this tool. Each medium has a different "massage" or "effect". The technique of inventing the discovery of the nineteenth century, which was created by accepting fixed points and perspectives through typography, while the technique of judging suspended the discovery of the twentieth century, has been brought by the capabilities of the radio, film and television. In The Gutenberg Galaxy: The Making of Typographic Man (1962) and Understanding Media (1964), McLuhan explained how the world is connected to a village by electrical technology and instantaneous data movement from every quarter to anywhere at the same time.

The next media, whatever it may be, is the development of vigilance. On the Internet, the physical distance even prevents communication activities in real time, and therefore, social domains are clearly expanded by the openness of the web and that people can search online communities and communicate with others who interests and concerns. Therefore, this technology transforms the idea of a global community into an integrated one. According to McLuhan, the rise in the speed of electrical and social engagement with a sudden explosion has greatly increased human awareness of responsibility.

Increasing communications speed and people's ability to read expand and respond to global news forces us to collaborate more closely with different social groups and countries around the world and be more aware of each other. The consequences of these changes will lead to a new sociological potential structure. The speed of increased transactions has strengthened interactive density, and social networks are a catalyst for social change. Throughout the village, people have come to their neighbourhood and beyond. They participate in sophisticated social networks across
cities, nations, oceans, governments and religions. However, the ease of communicating remotely with friends of friends may increase the density of connections in existing social clusters.

Global village and electronic media create unified societies but also guarantees maximum disagreement over all points, because it increases the mixing and division and diversity in increasing the conditions of the village. People use computers to connect in a connected society where they are physically, but not mentally connected. Since the mass media has been affected, this has called for the Westernization of the world from the global village. Since most developing countries have received news and entertainment from developed countries such as U.S., the information received is in the interest of developed countries that connects the world to similar media outlets.

1.2 Globalization

Globalization refers to the free movement of technology and information. It is due to the convergence of world in the different aspect of culture. Advances in transportation and communications are major factors in globalization. It created a greater dependence on economic and cultural activities. Leicester Taro, 1997, explained the global economy is an economic definition in which the factors of production, natural resources, capital, technical knowledge, labour, and goods and services move around the world. Trade & transactions, capital investment movements, immigration & the movement of people and the dissemination of knowledge are the factors of the globalization. Environmental challenges such as global warming or air pollution are associated with globalization.

Majid Tehranian, et al., 2001, believed the term globalization was first used for the development of economic. Subsequently, it used in other topics that affected many nations, such as drug trafficking and terrorism. In general, globalization can ultimately reduce the importance of national governments. Transnational institutes such as the European Union, the WTO, the G8 or the International Criminal Court will replace or expand national agreements to facilitate international agreement. NGOs are increasingly affecting public policies across national borders, including humanitarian assistance and development efforts. International organizations with global missions are also at the forefront of humanitarian efforts. Citizens of the world rejected to be traditional geopolitical divisions of national citizenship. Citizens in the
world need to create their own mentality and create a shared awareness and a sense of global responsibility.

1.3 Internet and Web 2

The Internet is now a familiar part of the world where we live, work, and communicate. Thus, it is important to take stock of some of the fundamental questions as to whether, for example, it leads to development, social cohesion, democracy and growth. At the same time the rich and varied theories and insights developed by thinkers in a range of disciplines over the last fifty years or more. (Robin Mansell, 2012) Daniel Trottier et al. theorize social media, politics and government, the rise of social media, explained: O'Reilly introduced Web 2.0 in 2005, the term to represent real change, whereby collaboration collective intelligence of users so three forms of social form • recognition • communication • cooperation; the creation of value such as Google, Amazon, Wikipedia and Craigslist in the "community connected users" (O'Reilly and Battelle, 2009).

They continue this space, not only for communication but also for joint production of novel quality social systems in general and is used for building community. Referring to the concept of the social reality of Emile Durkheim, Max Weber's concepts of social action and social relations, Trottier and Fuchs claim media and online platforms primarily in recognition of the support (such as newspaper websites) Social Media primarily related to advocacy, community building and collaborative work. Weiboboyd and Ellison (2008) define social networking sites as "Web-based services that allow individuals to (1) build a public, (2) articulate a list of users, and (3) view and traverse their list. Homero Gil de Zuniga et al., (2012) explained in the context of today's society and increase social networking applications for social media (eg, Facebook) new perspectives need to be considered.

According to the United States national data, the results show that after controlling for demographic variables, using traditional offline and online media, political structures (knowledge and effectiveness), and the number and size of the network of political discussion, to seek information via social networking sites, a significant positive predict the behavior of civic engagement and social and political capital, people, online and offline. Clio KENTERELIDOU, 2005, cleared modern Internet is often called the "Web2.0". The main components of Web 2.0 are different social media
communities and social websites. The rapid development of mobile technologies and various mobile terminals is to create and use of social media is important.

Modern smart phones can be equipped with a pocket Mega Studio. Ubiquity, hardware and services we already use containing a new kind of "intelligence", in which the machines and services with each other without any special action by the user to communicate.

1.4 Social Media

Ronald Perez (2015) defined the term "social media" refers to a wide range of Internet and mobile-based services. •Blog: A variety of the Internet services usually associated with social media include the following (sometimes referred to as "Web 2.0" is called). Short for "Web log," a blog is an online journal where pages are usually displayed in reverse chronological order. Blogs can be used for free on websites such as WordPress, Tumbler and Blogger. • Wiki: Wiki "is a website where a group of each company is permitted to change each page or create a new page". One well-known example is Wikipedia, the free online encyclopedia that uses wiki technology. • Social book marking: Social bookmarking sites allow users to organize and share links to websites. Examples include Reddit, Stumble and Digg. • Status Update Services: known as micro-blogging service, status update services like Twitter allow people to share short updates about people or events and updates created by others. The content of the virtual world: These sites offer games such as virtual environments in which users interact. One example of the imaginary world of Second Life is where users create avatars (a virtual representation of the user) that interact with others. • media-sharing sites: These sites allow users to post videos or photographs. Popular examples include YouTube, Pinterest and Instagram. These categories overlap to some degree. Twitter, for example, is a social network site as well as a status-update service. Likewise, users of the social network site Facebook can share photographs, and users of the media-sharing site Pinterest can follow other people.

Michael Dewing, 2012, described the late 1990s, what became more popular as broadband Internet, a website that allows users to create and upload content began to appear. The first social networking site was in 1997. It seems from 2002 onwards, a large number of social networking site launched. In the late 2000s, the social media had gained wide acceptance and some services have gained a lot of users. For
example, in November 2012, Facebook announced that it had 1 billion users worldwide. In July 2012, Twitter had about 517 million users. A number of factors contributed have helped the rapid growth of social media. These include technological factors such as increasing the availability of broadband, improved software tools, and the development of more powerful computers and mobile devices, social factors such as rapid uptake of social media by the younger age groups and economic factors such as price increased computer and software, and growing commercial interest in social media sites.

Michael Dewing argues in relation to the increase in online activity, should concern about the ways in which personal information is being shared by social media users may be collected and analysed. With features that can affect the way people communicate online, social media open up new avenues for collaboration and discussion. This is one of perseverance, which means that a lot of content posted on social media sites may remain permanently default. Other features repeat (content can be copied and shared) and search capabilities (content can be easily found using online search tools). It features a dynamic form of online social interaction. For example, the "invisibility" of reader questions about the context, relevance and even understanding the connection. Moreover, just as it is difficult to know who might be reading content posted on social media site, the identity and motives of those who post are not always clear. For example, there have been cases of companies using social media to market products through fake blogs or postings on social media sites have been supported.

Somen TOIVO declared social media today have helped real the idea of a "global village", first put forward by communications theorist Marshall McLuhan in the 1960s, and claims of a "flat world" is true show twenty-first century by Thomas L. Friedman's article. According to Friedman, personal computers and the speed of data transfer optic able in modern revolution marked and nearly eliminated the constraints of time and space. The rapid development of social media is an important way to influence the society of information and communication technologies. Somen TOIVO on various studies citizens voting habits of Lazarsfeld -research Lazarsfeld classic 1940s - results have shown that the decision is usually not a one step communication.
According to Clio KENTERELIDOU, 2005 interacting with social media is a community activity, so it is important to understand that social media is affecting the work of a much more diverse and difficult working with traditional media. The first specific changes to Social Media anonymity factors that can also sometimes "flame war" and avoid responsibility. The second change is the richness and diversity of social media information. Users no longer dependent on a single source for their news and other data anymore, but flexibility can make use of several different media side by side. Methods can be modified, where media use, edit and reorganize content was collected from other media. Also, connected to this changing information environment is the fact that it is possible to engage in any conversation.

The third change is its ubiquity - there is no place isolated or hiding hole. Public and private life of the community's most influential figures merged and converted into public space. Many a politician has had to face the fact is a phrase out of context or a joke told them during a private conversation been registered by foreigners and quickly made public on the Internet. The fourth change quickly. News and information more quickly than ever before expanding, and the demand for speed also can be reported without any confirmation. Many users assume is the fifth change roles and their relationships with each other. The absence of a clear hierarchy of social media features. A good example of the online encyclopedia is Wikipedia, which does not really have a main editor.

The sixth change is moving from objectivity to subjectivity. For example, in the United States, some of the so-called mainstream media have left the traditional support of equality and pluralism. Seventh change is new capabilities for combining different types of information recorded in a very flexible way. Social media is not just text, images, audio, video, and animation, but all of these combined. Eighth change is the absence of traditional methods of regulation. The government can try to limit the social media content, but the traditional sensors cannot keep up with the ever-changing web pages. On the other hand, it is technically difficult to intervene in even the most radical distribution in web advertising.
1.5 Social Networking Sites

Charles Steinfield et al., (2012) describes many websites include social features such as user profiles, or the ability to post comments on other users' content. These features, however, on a social networking site does not in and of itself. Beyond this basic functionality, the national security service in a wide variety of different ways, including how profiles made (for example, whether it is for users to describe their background?), How the connection is made (as for example, there is an asymmetry between them or can they?), what other connectivity options are available (eg, support of public versus private messages), and how customizable page view of the "look and feel" (Boyd and Ellison, 2007).

1.6 Facebook and Twitter

Somen TOIVO explains Twitter is free, Internet-based micro-blogging service, where users can send short messages in 140 characters. Use it in quick exchanges of ideas and information between friends, acquaintances, and all users of the platform. Twitter messages are often called "tweets". This tweet is a message that flows chronologically from a computer screen or some other display, such as a mobile phone. Sort key word called "tags" can be added to tweets to connect to the current message to some other messages, making it easier to follow the message.

In conversations about the community, Twitter can be interesting because the message in very compact form. In short messages, no chance to explain a point of view or there citing sources, and for this reason, political messages and conversations can be important in warmer here than other social media platforms. However, Twitter can be used for political debate. Twitter can also be used to direct users to more detailed content elsewhere, through web links or other references. However, studies on the use of Twitter highlights the influence the voting behaviour of small groups as "super users" Somen TOIVO claimed. Facebook is the leading online community on the Internet. The main idea is to provide every registered user with the opportunity to create a user profile with pictures and keep in touch with the so-called "friends".

Facebook was not the first of its kind: Similar services already existed in the late 1990s (Somen TOIVO), But the Harvard student Mark Zuckerberg has been created entirely new photo and others linked to a person's profile and a way to share thoughts, images and links. It is easy for users to adapt it. Facebook in February 2004 was
available to Harvard students for the first time. Within a year, Facebook was used in almost all schools in America, and for general use in 2006. But an even more important feature of Facebook opened an opportunity to create a network: Facebook activity only in communities. Being on Facebook is not limited only to information on a group of friends.

Through groups, users can form new networks. Send a user, in the form of text, images or both, can get feedback from other users in the form of "like" button (now different reactions), and get the option to have their own opinion. They can also post to their Facebook contacts using the "Share" option forward. One of the popular features of Facebook is social support pages for common interests. Many political candidates have a page for themselves, and when the user clicks on the "Like" button, the user indicates that they would like to receive updates each time candidate adds something to Facebook. The main idea of Twitter is to follow other users and post own tweets. Like Facebook, Twitter is also based on friendship: Users can choose to follow the messages and tweets the user only to those users who have chosen to follow the message that is visible to the user.

While on Facebook, the goal is to find new friends, it's also on Twitter to win one of obtaining a large group of followers - and not everyone is necessarily known to the user. Following the interesting chain of post and comment on them, users can collect enthusiastic followers as well. As a form of Twitter messages is short, two things are necessary: Despite its short form, words can be used to talk about broader issues in an engaging way. Also, it is highly recommended to exploit user such as blog links on Twitter, and show to seek additional information from an additional source. One of the most recognizable features of Twitter is the hashtag that expressed with the # symbol.

Twitter hashtags are a way of referring to keywords, and through them, may be looking for a particular topic or event: Clicking on a hashtag allows the user to see all the tweets related to that topic. In this way, all messages relating to campaigns can easily be read by any Twitter user after the campaign. Facebook already used a variety of online communities for a variety of purposes. If Facebook is to be used openly to influence public opinion, then specify should be as open as possible. Photos and videos can be added to the profile. There are no clear restrictions on what pictures can
be used, but it is polite to add only photos of people who have given their permission. At its core, Facebook is a virtual circle of friends: there one can chat with old friends and meet new ones.

To individual users, their friends and write comments and read messages or by pressing the "like" button is the most common way to communicate in the media. Users can also make calls or chat in the online community. Upon request, Facebook can also help users of new comments by email so that they can make calls on developing even when not logged into the site follow. Many users provide links to other sources of information, such as articles in online journals or YouTube videos in their messages. Message on Facebook is compact and intense. The compact nature means that Facebook is not meant for blogging. Instead, Facebook is a good practice to inform the audience that a new blog entry available and comes with a message with a direct link to it.

By margin to other lists of contact on the mobile phone, emails and Facebook messenger application, contact sync and suggested by different platforms to add. In this way, people can call, send a voice message, chat, and leave a message. This application even can replace with SMS app on some mobile phones. As a global known, computer network offering a variety of information and communication facilities consisting of a network of interconnected using standard communication protocols. Charles Steinfield, et al., (2012), believes People chat on Facebook, share photos (more than 250 million new ones each day!), post videos, stay in touch and share personal news, play games, plan meetings and get-togethers, send birthday and holiday wishes, do homework and business together, find and contact long-lost friends and relatives, review books and recommend restaurants, support charitable causes too.

1.7 Political Communication

Erik P. Bucy, et al., (2011) cleared that the job of the political communication scholar is to improve and enhance the understanding of a complex set of communicative dynamics that influence political outcomes, both as means and as ends. The political results of the study in this field represents the whole effect, the most fundamental issues of exposure and attention (for example, get news, and rely on) to more advanced results such political behavior (eg, voting and other forms of participation)
or after the merger of cognitive-behavioral (eg, perceptions of the legitimacy of the election campaign, the harvest of the ballots counted accurately). Developed communication theory to study a wide range of phenomena continue to expand and evolve, and the theoretical developments taking place in the context of the ever-changing communications landscape.

Political dialogue not only among citizens does not occur at the individual level; It is also a daily basis, through the news media by the political elite in what might be done in the name of social macro level. Language in discussions shape the national consciousness and affect the interpretation frame when approaching the critical issues affecting daily life. Since discourse occurs at different levels of communication, it is important for political communication scholars to pay attention to how citizens and politicians (speaking on behalf of the United Nations) political perceptions and intentions remain connected. What on an individual level or macro-social analysis, Forum offers a rich and varied topography study of discourse through which to understand and analyse the machinations of politics and political processes. Specific areas of research conducted by Holtz-Bacha and KAID include exposure to news coverage, public opinion, political propaganda, and political debates (Erik P. Bucy, et al., 2011).

New area of research, such as empirical studies of deliberation, political, social network analysis, and visual analysis increase in popularity. And emerging areas come with this new methodological considerations and challenges. However, the move toward international research means that scientists need to become better political communication in cross-cultural research methods and comparative versed. In addition, it is becoming increasingly obvious to a lot of work in this area is vital that it is no longer desirable, or even live, to work with a set of skills stagnant when it comes to statistical analysis. New tool that holds great promise for correct fraudulent and multivariate single tool available is constantly being improved upon.

Brian McNair (1995) explains widely intentional emphasis on political communication as targeted communication about policy. All forms of communication by politicians and other political actors in order to achieve specific goals. Communication addressed to the nonpolitical actors such as voters and journalists. Communication about the actors and their activities, as news reports, editorials, and
other forms of media discussion is politics. In short, all political discourse has been included in the definition. By political connections, so, like Graber, he believed not only verbal and written statements, but the visual indication means such as clothes, makeup, hairstyles, and logo design, all the elements of communication that can be said to constitute the political, image or identity.

Media organization, which today includes print, radio, television and online channels; include websites established media organizations like the BBC, CNN, and the Wall Street Journal act, blogs and independent sites like Wikileaks that are dedicated to report, collect or comment political issues; And social networking sites such as Facebook and Twitter, which allows Internet users to share information quickly. In democracies media function both as transmitters of political communication that originates outside of media organization, And as the sender of political messages made by other manufacturers, such as journalists and bloggers. As indicated, the role of media is very important in both cases; First and most obviously political actors to use the media to convey their messages to target audiences.

The media, of course, do not simply report on neutral way, what is going on around them in the political arena. KAID and colleagues (1991) suggest that we may be political "reality" as the three categories observations: • the political reality, of political events as they actually occur • a subjective reality - a 'reality" political events as perceived by actors and citizens • The second category of subjective perception is critical to the formation of constructed reality, it means events as covered by the media. While debate continues about the precise effect of the media-political output, no disagreement about their central role in the political process, the purpose of the relay and interpret events in the political sphere, and facilitate the perception of them in the wider public sphere.

For this reason, key importance is political bias of the media, the right of all media, and in all societies. Some of 'bias may be attributed to limitations and restrictions on the news gathering process. Other products of the choices made to support this or that political party or idea. Newspapers in many capitalist societies in which political parties they support is relatively open (though some seek to preserve the appearance of impartiality). While the intensity and direction of the bias of the media in a modern democracy will be different, in the fact there was the right to view and media
organizations as important actors in the political process. Between sending a political message and its reception by the audience, it can be changed in various ways, consciously or as a result of the media production process, so that it makes sense, and hence impact on the audience may change (Brian McNair, 1995).

The media is important to the political process in a more direct way. All newspapers proudly are political expression, for example, the public voice as "self – editorial” it is sometimes referred to as the vocals provided to policymakers. Alternatively, they may not be as calm, authoritative voice made by editor, viewing is separated from the political scene. In both cases, the editorial is intended as a political intervention and as such is often read by a government or a party. Interpretation, analysis, and other forms of journalism, the author of the intervention is intended. In their coverage of the survey, for example, the media may claim to represent public opinion, which takes on the status of the real thing by which to understand or evaluate the political situation, most of the critical comments or admonitory to politicians.

In this way, the views of citizens to communicate upward, is often with visible effects on the behavior of the parties. The newspaper also published the letters of readers, providing a forum for public discussion of political issues. Radio and TV now, mired in political debate and public access program, where members of the public together to discuss the burning issues of the day, and to express their opinions about these issues. In some newspapers page by politicians as a likely reflects public opinion (or some significant portion of it) to be read, and may be a significant consideration in policy-making. The rise of the Internet has provided new opportunities for public participation in the political debate, such as blogging and citizen journalism. On the international scene, political players are growing importance in the study of communication.

Traditional forms of international diplomacy, interpersonal stay, but modern war, liberation struggles and territorial disputes are increasingly fought in the media, the public opinion as a bonus (of the protagonists - Governments and international organizations such as the Organizations like United Nations - thought to be responsive to public opinion). Brian McNair (2011) Attempting to influence international public opinion and political communication policy clearly to the analysis of some outstanding examples of these efforts, including the Falkland defined, the Persian
Gulf War, Yugoslavia, and broader promotional campaigns along with seventy years of East-West conflict, the Cold War; the discussion also after the events of September 11, 2001 and its political connections in Afghanistan, Iraq and elsewhere.

It also assumes the audience is educated and aware enough to rational and effective use of information circulating in the public domain. From the eighteenth century to the media and the functions listed above, the smooth operation of the democratic political process has grown ever more important. Achieve universal suffrage in many advanced capitalist societies during the twentieth century technological revolution in mass media as well as print, then movies, radio and television for the mass audience. Since the 1950s especially, and the expansion of television into virtually every household in the developed capitalist world, interpersonal political communication has been relegated to the margins of the democratic process. A key concept to describe the coming third age "of political communication is the concept mediatisation.

Mazzoleni and Schulz (1999) argued distinction between "mediation" and "mediatisation to identify this change while the former refers to the technology transfer of messages via the media or media organizations, the latter goes much further, describing a situation where institutions political increasingly dependent on and shaped by the mass media. Pippa Norris, (2004) explains in the past decade, the most important change to the process of political communication through the Internet, especially in post-industrial societies occurred at the forefront of the information society such as the United States of America, Australia, and Sweden. There have been scientific elite of the Early 1960s grid computing and email through the computer, but the number of users is too small to be monitored.

Key historical development of the world's favourite online reference library, post office and virtual shopping mall a series of rapid innovations were the birth of the World Wide Web (in 1990) and launching popular browsers such as Microsoft Internet Explorer to access such material (1995). There are no official statistics collected on international organizations such as UNESCO and the online population by the International Telecommunication Union (ITU). W. Lance Bennett et al. cleared more sustainable future interdisciplinary field as a wide range of intellectual traditions
as there are political connections. In fact, political communication, political science owes relatively little early.

It is more accurate to say that the pioneers in this field, such as Harold Lasswell, and later, Murray Edelman views of thinkers have been adapted in sociology, anthropology, psychology, linguistics, journalism, public relations and the economy. Initial investigations vote in elections and shaping of thoughts to consider. The spiritual line of political communication research in early modern theories in psychology drew to the study of identity between leaders and followers that set the stage for more focus on these areas is set in persuasion and propaganda. The impact of contact and communication technologies: the impact of the revolution in technology has exponentially increased the supply of information.

1.8 Political Communication in Social Media

Alexander Titolo believes the embassy can start using Facebook to communicate with thousands of people. No need to hold a press conference or an interview or write an editorial to write a message. One can communicate directly with the audience, and the result is that every time to do this, the audience helps spread the message. This happens by their nature of social media are designed to allow people to share this information. And every week can update Facebook to know how many people on the site and how many new people have visited the site. Experience shows that the best way to spread the message is to combine the power of multiple platforms.

This means that present in the operating systems and make a connection between these platforms. “the first thing that to learn as Public Diplomacy professionals in the State Department –must find out what the audience is reading, watching, or listening to, and that is where that must try to place the message.” By using social media, should not forget traditional media. What makes social media different, and a little scary for the government, all of these platforms are designed so that the audience can communicate back. This is something new, some new technologies fantasy. “As a professional public diplomacy, the challenge that now faces at the State Department, working hard to make sure that the message reaches the audience, and the audience knows that the group what they say.”
Social media enable political institutions and voters to interact directly with each other. Thus, political activities may gain more transparency and citizens may be more involved in the political decision-making processes. However, had the potential of social media in political debate in political institutions will not be enough to be exploited. One reason is the lack of awareness of politicians on current topics and discourses on various social media platforms (Linh Dang-Xuan, 2012). Clio KENTERELIDOU, (2005) expressed in contemporary society to the general public the mass media, has come to encompass mediated public sphere. This area is now known by the conflict between democratic and market principles, the competing interests of politicians and the media provide information to be distorted.

The "public" is no longer created through deliberation, but through communication systems made, in contrast to the political actors, which seeks to protect and control the dissemination of information (Savigny, 2002). Government and people through various forms and channels of communication, advertising a new policy or communicate changes in an older, special promotion or advertising ideas, etc. In particular, government advertising and public relations can be A) campaign, b) means to upgrade services / "distinct products" of public institutions, c) and d) advertising information. As a form of political communication, political propaganda that is both celebrated and reviled. The government is free to advertise. But advertising is costly that it produces a defect in the next elections.

Although politicians and statesmen seek to promote themselves and their ideas throughout history and the development of democratic systems of government, political advertising is often considered a relatively modern political promotion. In political systems, systems dedicated media and cultural restrictions for many differences in the speed and extent to which the political propaganda of democracy as a core component of communication policy have adopted in both electoral and non-electoral preferences (Swanson and Mancini, 1996). The use of strategic communication and public relations policy by the government in recent decades has increased. The government is changing the face of politics by trying to directly "sell" their message to the public, rather than having complex political issues debated in parliament or by more traditional media (television, radio, newspapers). The emergence of this trend is a sign of the decline of public dialogue (Rose, 2000).
Campaign planned communication technology for social change. They are organized and sustained communication strategy of social engineering. National campaigns have been set out as a tool of social governance. Engineering social change through communication campaigns is a widespread practice worldwide (Lazar, 2003). How to effectively communicate the government? Where the role of the communications media and public is controlling force. What is the real role of media in contemporary politics? Public policy is often contradictory nature of politicians willing to survive on the political scene, resulting in the victim. As a result, people may be information in the public domain will receive an incomplete picture and segmented from reality. The real fact of the encrypted cut off from the people.

The manipulation of information in public and refrain from practices the extraction of the political actors and the media, that is supervising the actions in favour of the public interest and in others they agree. The difference between persuasion traditionally recognized as the act of a political actor, and manipulation, which contains elements of advertising, it is difficult to define. So, tool tampering with a growing interest in contemporary democratic politics. The media, particularly the news media begin to explore the importance as a means of advertising and its importance as a major force in social and political discourse. One definition is that infoganda a term describing a dramatic or literary work that includes both elements of information and advertising.

The term sporadically in both the mainstream media and on blogs was used from 2001. Infoganda is a form of advertising in which the message is delivered in a format that mimics an infomercial: Commercial messages that claimed to be purely informational (C KENTERELIDOU, 2005). Propaganda is a message with a substantive agenda. Which can reveal the agenda or not? Advertising is typically used to refer to literary and dramatic works created by government or religious institutions work very biased in an infomercial commercial speech (usually a TV ad), whose goal is to promote a commercial effort. These ads can often include fake news anchors that pretend to be neutral observers even if they are all participants in a plot to sell something.

McQuail (1994) argued that the following features are now in the process of mass communication "on a large scale, flow from one direction, a symmetrical, impersonal
and anonymous, relationships and calculations and standard content» Social Media today have helped make real the idea of a "global village", first put forward by communications theorist Marshall McLuhan in the 1960s put, and show claim "flat world" of the twenty-first century by Thomas L. Friedman is right.

1.9 International Political Leaders and Online Participation

The Internet is used among citizens through the installation of new ways to participate in elections and public affairs. Given the multi-dimensional structure to measure participation at three different levels: (1) civic engagement (eg, volunteering for charities), (2) online political participation (eg, participation in political protests) and (3) online political participation (eg, forwarding political e-mail messages). Civic participation behaviour aimed at solving the problems of society, while political participation- seek to influence government action and policy makers. Ministry of Foreign Affairs and The Europe Republic of Croatia Zagreb, 2012 provided an in-depth discussion about strategy and diplomatic policies by senior experts.

Diplomacy has long ceased to be secret; however, in the early 21st century it still retains many features to provide the necessary goals for negotiation in international relations. The question is: why the additional element of public diplomacy is needed? Why reach out to the public when at times it may even prevent our own position? The first and most important reason is the fact that international relations today, become public. CEI DUBROVNIK DIPLOMATIC FORUM, 2012, pointed notably, they paid special attention by many groups among people who also want their opinion to be paid in decision-making processes. Similarly, politicians who wish to see their foreign policies to realize the need to support not only its citizens but also foreign people.

As a result, modern diplomacy is not able to follow the trend and establish its own tactics, so, as to successfully present their interests as well as to deal effectively with the interests of other countries. At first glance, it may seem that only a matter of yet simple and clear an image of a country in the world, a matter of creating a good name, a brand name. However, this matters of using a lot of resources and more devices. The first step will be to define a set of realistic national characteristics and competencies accepted at home. After the echoes of the domestic market, it is also important to determine the course of national politics and represent it in an exact way and then transfer these international objectives through a variety of media.
Openness and communication with people often have the opposite effect, where public opinion brings, and not only that experts and politicians, to develop a foreign policy positions. Such a relationship has always existed, but it has never directly been strong before. Diplomacy was an internal matter, subject to monitoring and review by experts, but by the broad public, even on a daily basis. All in all, diplomacy is becoming more operational and less strategic. Public diplomacy, despite some less desirable effects, it provides political leverage powerful in international relations. The media play a vital role as the main channel of communication, a means to convey information to the public policy of home.

Unfortunately, information can often be misinterpreted, contradictory or simply in an unexpected form. Specific and detailed information provided by the public diplomacy can achieve flow diplomatic message to the citizens. The amount of information and media types so vast that it is possible to control a modern state, the loss of part of its power is lost in the process. According to US Embassy in Zagreb 2010, the monopoly of traditional bureaucracy and the elimination of political leaders need to be ready for a wider range of events and answers. Content and tactics of political activities to concentrate all Europe Union (EU), and it is also becoming a priority for governments that wanted to inform and influence, not only did the official leaders of other countries but foreign people, have made extensive use of public diplomacy to enhance the image and interests.

In the past, the media was relatively easy to control. Governments can choose through various media content, at the same time, politicians can decide the rate at which information was provided and directed how the message was published in all parts of the world. Likewise, they can control how the message was reported. Ministry of Foreign and European Affairs, Republic of Croatia 2012, explained Governments and institutions can reduce the speed of information delivery, developing public relations spin to shape public opinion of what was seen and heard. Governments have used it as a soft power in international relations and have seen peaceful persuasion. Public diplomacy was established with the assumption that events can be found within national borders, with some countries wielding power and control.

Today, more and more events in the world cannot control or cover. As expertise development, public diplomacy, including talking points ready to be replicated in all
public release, the rotation is prepared events and news, active public relations, and reputation management. Nabil Ayad believes global warming and melting polar ice caps, the rapid urbanization of the world population, lower production of food products with higher prices, imbalance in population growth between developed and developing countries (developed countries suffer from an ageing population while in many developing countries, the majority of citizens are less than twenty years old).

In the West, creeping realization that events there can control the whole world and as humans, we have to master the skill, not technology or natural disasters, or the tide of human events. In these changing times, traditional sources of information used in public diplomacy, such as TV, radio, newspapers and magazines have lost from viewers, listeners and readers. As a result, public diplomacy is lost much power in conventional media. The general audience is relying less and less on traditional sources of information. New technology has brought new sources of communication. Management of international affairs has long ceased to be the Intergovernmental unique, more or less separate from internal Affairs, and away from the crowds of the frantic diplomatic elite.

Their contribution to the official or their legal status is not defined as its capacity to respond to events and accept the responsibility to help them. Use of the Internet for political purposes has increased dramatically. Those interested in politics now see political blogs for information. US Embassy in Zagreb, 2012 claimed the Internet has played an important role in America's 2008 presidential election. 2008 election by a growing use of social networking applications, including Skype, YouTube, Facebook, Twitter and Flickr, identified important tools for mobilizing the political elite and the users. In 2011, Internet usage has expanded even more. In the 2011 federal election in Canada is a Twitter election.

For the first time in Canadian history, leader of the Liberal Party of Canada, Michael Ignatieff, provided Platform as a live broadcast with live feeds from coast to coast in Canada. Journalists and many politicians used Skype, Twitter, Facebook, YouTube, and Flickr account - where they respond to events in real time. About the uprising in Egypt and Libya and the events in Japan reported to journalists in the field through Skype and Twitter; also, every citizen reports using the same media. In a similar way, the traditional way of providing public diplomacy lost their impact. To be heard,
diplomats and foreign services with governments and organizations moved online. The concept enables direct interaction and dialogue.

Social media allows each person to become both the instrument and the data. It is available for immediate use, without interference. It's almost like face-to-face. In the field of politics are now many studies examining how information technology affects politics. According to a study conducted by Professor Richard Davis of Brigham Young University, "people who closely follow both political blogs and traditional news media tend to believe content on blogs is more accurate." Control the amount of information available to citizens via social media, not only is wide and varied but not controlled. Governments can and trying to control political blogs are more accurate than newspapers, say those who read both.

1.10 Public Diplomacy

Margianta Surahman Juhanda Dinata, 2014, explained diplomacy is based on the Greek word “diploma”, used as a graduation certificate from a study program. In Rome, the word “diploma” was used to call the official travel documents. Diplomacy is now defined as profession, activity or skill of managing international relations, typically by a country’s representatives abroad. Then diplomacy is not only done by official diplomats but also by many non-state actors defined by the multi-track diplomacy with governments, NGOs, Business, private citizens, research, training & education, activism, religious, funding, and public opinion. Public diplomacy was once defined as government-sponsored programs intended to inform or influence public opinion in other countries.

These days it is about how an international actor affects other foreign or sometimes domestic international actors’ perception through interactive, persuasive and attractive way of expressing their stances on many issues through various media. In this case, public diplomacy has adapted itself to the trends of social networks, and frequently found on a popular social network called Twitter. "Public diplomacy is not only the nature of the interactive world, but also includes many actors and networks." This is a key mechanism which relations of mutual trust and constructive is very important to build a secure global environment.
There is no single agreed definition of the term. As in the mid-1960s by former diplomat Edmund Gullion coined the United States, public diplomacy, partly to get away from advertising-term public information activities abroad, which had acquired a pejorative meaning was developed. Over the years, public diplomacy is also a different means of public relations, which refers to government activities and programs designed to convey a message to the audience policy is developed. In recent decades, public diplomacy is widely used as a transparent by which a sovereign state communicates with people in other countries with the aim of informing and influencing foreign audiences in order to promote national interests and advance its foreign policy goals.

In the traditional view, public diplomacy is an integral part of diplomacy, state to state, which means official relations to be seen usually in private official representatives (leaders and diplomats) on behalf of Independent States. In this sense, public diplomacy includes activities such as educational exchange programs for researchers, students and visitors. Programs are like language training, cultural events and exchanges, and radio and television broadcasting. Such activities usually concentrated the image or reputation of the country as a way to shape the broader political environment in the "receiving" country.

The USC Centre on Public Diplomacy, University of Southern California, have written in the website page that recently, and especially since September 11, 2001 attacks attracted public diplomacy attention of experts and scientists from many parts of the world. As a result, a new public diplomacy can be seen as is happening in other state-centric system that is mutually beneficial relationships but consists of different actors and networks, operating in a fluid global environment issues and new fields. This new diplomacy will not in the short term displace traditional state-to-state diplomacy as practiced by foreign ministries, but it will impact the way those ministries do business.

More than ever before, foreign ministries and diplomats will need to go beyond bilateral and multilateral diplomacy and to construct and conduct relations with new global actors. The increased interest in public diplomacy in recent years has been facilitated by conceptual developments in other fields. Concepts such as brand marketing and public relations by researchers incorporated public diplomacy to great
effect for countries, regions, and cities. Similarly, the concept of soft power in international relations scholar Joseph Nye coined by, become a central concept in the study of public diplomacy. Nye's soft power is "the ability to get what you want through attraction rather than coercion or payments."

In other words, the degree to which assets cultural soft power, political ideals and policies of a political actor inspire respect or desire on others. So, soft power has come as a source of public diplomacy is a mechanism that seeks to enhance the soft power resources can be seen. Talk about the new public diplomacy promises to be global in nature, rather than talk about United States foreign relations, as important as they are. USC Centre on Public Diplomacy at the Annenberg School (CPD) approved this global approach and set all over the world from the perspective of scientific research, policy analysis and encourages vocational training activities. In addition, discussion is taking on a multidisciplinary character, with no intellectual discipline alone set the agenda of public diplomacy.

Communications, history, international relations, media studies, public relations, and regional studies, to name but a few - so, CPD public diplomacy as a true multidisciplinary emerging with a link theoretical, conceptual and methodological sees several academic disciplines. Jan Melissen, (2005) explained twentieth century version of identity and nation-building, such as fascism and communism - directly challenged and motivated by the powers the communication with foreign countries. "The war for the hearts and minds of political leaders abroad are therefore nothing but a recent invention. The First World War saw the birth of professional image culture across national boundaries, and it was after the war that the emerging scientific study of international politics the importance of what is now commonly referred to as "soft power" as the wake up was inevitable.

Power over public opinion was not less essential for political purposes than military and economic power, and has always been closely associated with them. In other words, it recently by Joseph Nye introduced the so-called "hard power" and "soft power" is inextricably linked. As Nye argues, countries that are likely to be more attractive post-modern international relations that help to frame the issues, the culture and norms governing international opinion, and that reputation abroad with the values and policies strengthen their closer. The United States, the former Soviet Union and
Europe's big three powers particularly strongly associated with the world during the Cold War investments.

Definitions of diplomacy or emphasize its main purpose ("The Art of peaceful settlement of international problems"), the main factors ("Media relations between sovereign states through the accredited representatives") or the head ("Relationship Management internationally through negotiation"). Students of diplomacy diplomatic relations between the actors symmetrical originally saw as an activity. A more comprehensive view of diplomacy as a mechanism for representation, communication and negotiation through which governments and other international actors to do their business still show an international environment including the order of the players clearly identifiable.

As Robert Cooper mentioned, success in diplomacy, means openness and transnational cooperation. Public diplomacy is an essential element for such a common model of diplomacy. Public diplomacy is not a mere technique. This should be considered as part of the fabric of world politics and increase shows the evolution of the diplomatic mission reached a new stage. A world in which public diplomacy is one of the remnants of diplomatic dialogue was rapidly disappearing. So the world where public diplomacy as an attempt to manipulate public opinion can easily be dismissed. The new public diplomacy will be increasingly a part of the overall standard diplomatic practice and is more than a form of advertising by diplomats.

Many foreign ministries still trying to put the concept into practice in an international environment actors and some of the diplomatic service in fact, building on a tradition of public diplomacy to mid advertising decisions. But the shortcomings of public diplomacy should be the fact that it gradually woven into the fabric of mainstream political activity does not hide. Professional and public diplomacy muscles envy of many countries some large multinational companies. As Hocking argues, diplomacy operates in a network environment rather than a hierarchical state-centred model of international relations. What is of interest is that in the field of public diplomacy different types of actors can learn from each other vital lessons. Civil society diplomacy to deal with such people must be specified.

However, apart Public Affairs (aimed at a domestic audience) of public diplomacy (with target groups abroad) are increasingly at odds with reality, interconnected global
relations. Self-engaging with the domestic sphere according to the development of foreign policy and foreign identity has become part of the public diplomacy strategy. Both public diplomacy and public affairs, are directly by the forces of globalization and the recent revolution in communications technology. What's wrong with urgent foreign policy approach to public diplomacy as a tool of public diplomacy, is that it exposes the contradictions, discontinuities, fashion and fancies of foreign policy. If it is too closely tied to the foreign policy goals, it risks becoming resistant and in fact, a failure when to understand foreign policy.

In such circumstances, public diplomacy will be the responsibility of the Ministry of Foreign Affairs and the other as a diplomatic tool is the special quality of being able to go where traditional diplomacy cannot be operated. In any case, it should be borne in mind that the government can influence on other countries to be limited. Jan Melissen, 2005, claimed the first concept of public diplomacy in the Bush administration as a tool for short-term goals, it's hard to steer policy in a direction that public diplomacy "war on terror" and "clash of civilizations" are separated. In this context, and against the backdrop of America's policy in the Middle East, the target population in the Muslim world and elsewhere cannot afford to see America's public diplomacy blame in the Bush administration as "a velvet fist in an iron glove".

Public diplomacy and foreign policy course, regardless of a developed country, should be in harmony with the goals of medium-term and long-term. However, realistically aspire to psychological and political factors affecting the environment, is the environment where attitudes and policies toward other countries will be discussed. Public diplomacy is based on trust and credibility, and often works best with long horizon. Setting goals public diplomacy must not, however, be confused with those of international lobbying. The second goal of directly influencing policy in particular, and the person targeted in the lobby without exception, those who are in the loop of the political process.

In contrast, there is only so much that public diplomacy can achieve, and the purpose is relatively low and even stronger public diplomacy aimed at bridges spanning between different cultures. When the bilateral relations complicated by a cultural divide between civil societies, it would be more difficult for diplomats to find the right and to strike the right tone. The new public diplomacy is also about building
relationships with civil society actors in other countries and facilitating networks between non-governmental parties at home and abroad. Public diplomacy will be tomorrow's operators in complex transnational networks, and build trust and facilitate the cross-border link civil society is therefore part of their core business.

Palmerston said that nations do not have permanent friends, but the art of diplomacy is now also involves getting other people beside one. In order to protect their interests in a globalized world, countries have permanent friends in other countries. Foreign ministries are therefore unlikely to be limited to the traditional public diplomacy, policy-oriented and increasingly ineffective one-way communication with foreign publics. Whatever the outcome, the overlap between public diplomacy and cultural relations is growing postmodern, unless employees of cultural relations. Change management is diplomacy, and diplomacy for centuries entity is actually adapt to multiple changes in a society's international expansion. Ordinary people are increasingly visible in the practice of diplomacy.

The evolution of diplomacy has reached a new stage. Those public diplomacies can be a postmodern propaganda or as service to fashionable in line with international relations. People always important to diplomats, but the point is taken on a new meaning. Grass roots civil society issues have become the bread and butter of diplomacy at the highest level. Democracy citizens to access information from independent observers as well as participants turned decisively in international politics and diplomacy in the new agenda to leverage only organized groups of people added. In recent decades through other diplomatic service states with the difficult transition adapting to the growing complexity of multilateral Decision-making and learning to live with the advent of the various actors in international affairs, but engaging with external communities requires a completely different mindset.

Joseph Nye Jr., Harvard University claimed the current struggle against transnational terrorism is a struggle to win hearts and minds, and current over-reliance on hard power alone is not the path to success. Public diplomacy is an important tool in the arsenal of smart power, but smart public diplomacy requires an understanding of the roles of credibility, self-criticism, and civil society in generating soft power. Szondi Gyorgy et al., 2008, outlined public diplomacy is peaceful relations exercise but a certain degree of conflict in order to positive transfer of American values to
foreigners, to create an opinion that America policy can be successfully formulated, implemented and accepted (Frederick, 1993).

Public diplomacy symmetrical each side equal opportunity to influence policy outcomes that are mutually beneficial to all, and each party is willing to change policies, positions or their behaviour with regard to this, accordingly. Huijgh Allen et al., (2013) wrote with hundreds of diverging descriptions, there is no one-size-fits-all definition of public diplomacy and discuss what it is and still remains strong. Despite the definitional issues, the common conceptual framework recurrence in the literature: the "old" (Government Communications strain) and "new" (Communications Network actors). United States once dominated by literature, but the share of other regions is increasing rapidly. This study literature and public diplomacy is no longer Limited by West when work now is doing in Asia, especially China.

Craig Hayden (2012) cleared while public diplomacy after the September 11, 2001, is often in the United States as a battle of "ideas" widespread belief in the struggle between rival ideologies frame international relations were discussed during the twentieth century. The texture of the twenty-first century, however, new challenges to nation-states and other actors has changed at some stage in the world because of the role of information, culture and communication in the practice of international politics. The so-called public diplomacy represents "an actor of international efforts to manage the international environment through interaction with the foreign public." "However, what exactly does" cooperation "mean and what kind of programs and policies can be derived from this idea?

Matthew Armstrong argues that public diplomacy" is not about changing public opinion unilaterally, but active engagement in support of a global audience of foreign policy alone will positively affect public opinion. "Brian Hocking, however, warns that public diplomacy reflects not "new paradigm of international politics," rather it is "unique expression of soft power." According to the Encyclopedia of Communication Theory (2009) Europe Union in 1994 marked three goals in the intelligence community growing media diplomacy to take into account: (1) a world view that promotes and facilitates international coalitions; (2) awareness of focus on maintaining European features, including multilingualism and cultural diversity of its
economy, the increasing globalization; And (3) a competitive international information systems, including adequate development of basic technologies.

Another example for public diplomacy and public affairs office is the Ministry of Foreign Affairs of America, whose stated goal is to promote mutual understanding between the United States and other countries by doing educational activities, information and culture and to explain America's foreign policy and America's national interests abroad, primarily through media diplomacy. Among its media diplomacy efforts that short-wave sound of America (VOA), 24-hour satellite TV channels, as well as the successor to the international broadcast service such as Radio Free Europe / Radio Liberty, Radio Marti to the Cuban audience, and Radio Free Asia. VOA provide more than 660 hours of programs a week in more than 53 languages (KH Nakamura, 2009).

In the United States Bureau of Public Affairs and International Information Programs Office provides print and electronic materials to television and radio around the world, as well as position papers on a regular basis to foreign governments and media. Cultural programs connected to the United States embassies and consulates abroad are often wide paper, books, magazines, and electronic information resource centre for use by foreign citizens, including, for example, websites for study in the United States; therefore, almost always have been completed by official diplomacy, public diplomacy and the media as visual aspects, including diplomatic efforts.

Craig Hayden, 2010, wrote Robin Brown’s essay “Diplomacy, Public Diplomacy and Social Networks” suggests when talk about the analysis of social networks as a way of understanding and theory of public diplomacy shows that structural ways to penetrate, but the features still need a hammer: what messages, symbols, and actions are appropriate for a particular aspect of the network. Therefore, diplomats need both the perception of their scientific and social knowledge of their network stakeholders, such as local and human intellectual perceptions: the rhetoric of networks for realizing the expected strategies of infiltration. But the notion of public diplomacy should start somewhere.

Brown's call for a social networking approach is one in which the theory of politics runs transparently. The crucial need to pay attention to the networks as a place of diplomatic activity can inevitably endure the transformations and ideally more
conceptual and scientific worker in the field of public diplomacy. Helen Hoffmann, 2013, argued Public diplomacy can be considered a part of what Joseph Nye called “soft power”. Soft power as opposed to hard-core military power relies on images, symbols, simulations, and information managed to persuade others to act desirable. Public diplomacy is one of the elements of this soft power strategy and a special section of foreign policy due to its claim to non-polarity of government representation, such as culture, business and society.

The term "public diplomacy" was created in the United States. In the 1960s, Eduard Guillon, the Fletcher School of Law and Diplomacy, University of Tufts, described the term to describe the management of state reputation outside of its realm. This dimension of international relations goes beyond traditional diplomacy; the cultivation by the government of public opinion in other countries; the interaction of private groups and interests in one country with others; the reporting of foreign affairs and its impact on politics; the link between those who are employed Communication, between diplomats and foreign journalists; and intercultural communication processes.

"Public diplomacy" assumed to be understanding, value and even imitate "government policies and ideas for achieving global significance through" expansion "and" guarantee". Through this definition, it is recognizable what public diplomacy is and what is not. This is an attempt to promote understanding through explaining a state policy at the same time that affects the influence of external public opinion, which in turn implements diplomatic policy. Public Diplomacy does not replace diplomacy but completes it. Between diplomacy and public diplomacy is defined at least by the audience. While diplomacy focuses on other foreign governments, public diplomacy seeks to engage with non-state actors and "public members."

Public diplomacy creates the effect through public opinion and keeps governments in sidelines. This is especially important for this study, because digital diplomacy is often replaced by a key decision maker and lobbyist as a citizen. With regard to the characteristics of public diplomacy, science literature, listening, support, cultural diplomacy, international diplomacy and international broadcasting is one of the five main elements of public diplomacy. Joseph Nye categorizes the three dimensions of public diplomacy: daily communication, strategic communication and the creation of
a benevolent distributor. The daily routine is the day-to-day information of an external audience and an explanation of policy and political decisions, while strategic communications are driven rather than long-term goals and the transfer of the main themes of political programs from the mainland. The last moment, creating a circle of "friendly commentators" requires the establishment of long-term relationships with individuals that sends a positive message from the country to their country.

1.11 The United Nations

The United Nations is an international organization established in 1945, now made of 193 member states. The mission of the United Nations and guided by the purposes and principles enshrined in its Charter. Each of the 193 UN member states is member of the General Assembly. States by a decision of the General Assembly upon the recommendation of the Security Council have been accepted for membership in the United Nations. The main organs of the United Nations General Assembly, Security Council, Economic and Social Council, Trusteeship Council, International Court of Justice, and the Secretariat of the United Nations. All was founded in 1945 by the United Nations. General Secretary of the United Nations is a symbol of the ideals and a spokesman for the interests of poor and vulnerable people, in particular.

Now General Secretary of the United Nations, and the eighth occupant of the post, Mr Ban Ki-moon of the Republic of Korea, had been to the Office from 1 January 2007 to 2017. Now the 9th Secretary General is Mr. António Guterres of the Portugal, from 1 January 2017. The UN Charter describes the Secretary-General took as "chief administrative officer" of the organization. Secretariat, one of the main organs of the United Nations, along with the lines of the department, organized with each department or office having a distinct area of action and responsibility. Office coordinated with each other to ensure consistency as they perform day-to-day work of the organization in offices and duty stations around the world. At the head of the Secretariat of the United Nations is the General Secretary.

United Nations system is known as the "UN family", the UN itself and many affiliate programs, funds and specialized agencies, all made with their membership, leadership, and its budget. Programs and budgets are funded through voluntary contributions. Specialized agencies, international organizations are independently funded by both voluntary contributions and assessment. Representatives of 26
countries, Allied fight against the Axis Powers met in Washington DC to pledge their support for the Atlantic Charter by signing the "Declaration of the United Nations". The name "United Nations", coined by United States President Franklin D. Roosevelt was used the first in the United Nations Declaration of January 1, 1942, during World War II.

Stephen W. et al. (2009) explained currently, as many as 130 heads of state and government in New York for the annual general debate, with journalists reporting on activities and issues on the global, regional, or national. Many agencies and non-governmental organizations, international and regional exchange of diplomats and public diplomacy and media, such as the African Union, the Arab League, ASEAN, European Union, countries of the G8, the Organization of American States, United Nations Educational, Scientific and cultural organization, World Health Organization and the World Trade organization.

The United Nations has become a forum the problems that transcend national boundaries and cannot be solved by any country acting alone. The primary objectives of peacekeeping, human rights, establish a framework for international justice and promoting economic and social progress, six and a half decades since its creation in the United Nations the new challenges, such as climate change, international terrorism and AIDS. While conflict resolution and peacekeeping continue to be among its most visible efforts, the UN, along with its specialized agencies, is also engaged in a wide array of activities to improve people’s lives around the world – from disaster relief, through education and advancement of women, to peaceful uses of atomic energy. Relief through education and the advancement of women - while conflict resolution and peacekeeping continues to be among the most visible efforts, the United Nations, its specialized agencies, as well as a wide array of activities to improve the lives of people around the world engaged in peaceful uses of nuclear energy.

1.12 Socio-Economic Political Issues

A. Children

In the aftermath of World War II, the plight of children in Europe was serious, and a new organization created by the United Nations in the foot to reduce pain and suffering. In 1953, the General Assembly, UNICEF became a permanent organization to help children, to improve the" indescribably miserable conditions” It's been in the
vanguard of the commitment of the United Nations system - Survival, Protection and Development of the time. UNICEF is working the Convention on the Rights of the Child and its objectives guiding landmark is supported by the United Nations family. UNESCO focuses on education efforts to abolish child labour.

The Special Representative of the plight of children in war relief by the World Health Organization (WHO) campaign to eradicate the disease by the World Food Programme (WFP). Global Strategy for Women's and Children's Health mobilizes to save the lives of more than 16 million women and children in leadoff the Millennium Development Goals (MDGs) Summit in September 2010, Secretary-General launched a global effort of 40 key leaders to define a collective strategy for accelerating progress on women's and children's health. The United Nations is in an effort to protect children from violence and Special Human Rights Rapporteur for preventing the exploitation through trafficking, prostitution and pornography.

Addressing the needs and rights of children is the Millennium Development Goals, and the plan emerging from the major conferences of the United Nations. There is also the UN system for children in certain parts of the world - the Special Representative for West Africa, UN-backed Special Court for Sierra Leone to the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA). The needs of children in specific subgroups of the population - migrant workers, indigenous people and people with disabilities - through various legal instruments and UN efforts on the ground and coordinating with non-governmental organizations, as well. Children need to work through the United Nations system.

"Forced recruitment and use of child soldiers are one of the most horrific violations of human rights in the world today. Many thousands of children are exploited. Every day, they had to endure and violence that no child should ever have to. This is unacceptable recruitment and use of children in armed conflict in violation of international law.

B. Climate Change

In the 19th century, awareness began to dawn that carbon dioxide in the atmosphere would be a "greenhouse effect" created and increase the temperature of the planet has accumulated. A noticeable trend in this direction has already had begun - A side effect
of the industrial age and its production of carbon dioxide and other "greenhouse gases." In the mid-20th century, it is becoming clear that human action had significantly increased production of these gases, and the "global warming" was accelerating. Today, almost all scientists agree that we must stop and reverse this trend now - or face a devastating cascade of natural disasters that will change life on Earth as we know it. UN Climate Change Conference in Doha, 2012, agrees to a new commitment period for the Kyoto Protocol in December.

The treaty that limits greenhouse gas emissions of developed countries and affirmed the previous decision to adopt a new global climate treaty in 2015. Many of the documents already seem obvious to the layman. Many of the hottest years in history have occurred during the past two decades. In Europe, heat waves in the summer of 2003 resulted in more than 30,000 deaths. Close to 119 degrees Fahrenheit - In India, temperatures reached 48.1 degrees Celsius. Two years later, the intensity of Hurricane Katrina in the United States in large part be attributed to the high water temperature in the Gulf of Mexico. And in one of the many Earth-changing developments, 160 square miles of territory broke away from the coast of Antarctica in 2008 - the connections to Antarctica having literally melted away.

The UN family is at the forefront of efforts to save the planet. In 1992, the "Earth Summit" of the United Nations Framework Convention on Climate Change (UNFCCC) as the first step in addressing the problem of production. And the 1997 Kyoto Protocol to the Convention, that emission reduction targets for industrialized countries are now contributing to the stability and in some case reduce emissions in several countries. "We must limit global temperature rise to 2 degrees. We have to get away from there, and even that is enough to cause serious consequences. If we continue along the present path, we are close to an increase of 6 degrees." "Too many leaders seem content to keep climate change at arm's length, and its policy in the silo.

Very few understand the need to bring the threat to the global security, economic and financial management. The arrives to help countries advance towards a low emissions future. Dubbed the "Cancún Agreements," the official promises to reduce decision-making and ensuring increased accountability for them, as well as concrete action to protect forests in the world.
C. Development

United Nations development efforts profoundly the lives and welfare of millions of people worldwide affected. Directing the efforts of the United Nations in the belief that international peace and security is possible only if the economic and social well-being of people everywhere is guaranteed. "Due to the stability and prosperity create the conditions for peaceful and friendly relations among nations ... the United Nations should promote: higher standards of living, full employment, and conditions of economic and social development ..." Article 55 of the Charter of the United Nations, many economic and social changes that have taken over the world since 1945 significantly in their direction and shape, the work of the United Nations is impressed.

As the global centre for consensus-building, the UN has set priorities and goals for international cooperation to help countries in their development efforts and to foster a supportive global economic environment. The United Nations plays an important role in building international consensus on the action for development played. At the beginning of 1960, the General Assembly set priorities and goals through a series of international development strategy has helped 10-year-old. While focusing on issues of particular concern, the need always stressed that progress in all aspects of social and economic development, at the Millennium Summit in September 2000, world leaders set the Millennium Development Goals aimed at eradicating extreme poverty and hunger adopted.

Achieve universal primary education; promote gender equality and empower women; reduce child mortality; improve maternal health; combat HIV / AIDS, malaria and other diseases, and ensuring environmental sustainability - through a set of objectives measurable acquired in 2015. Among these are: cutting in half the proportion of those who earn less than a dollar a day; Achieve universal primary education, eliminating gender disparity in all levels of education; And dramatically reducing child mortality while increasing maternal health. At a meeting of the heads of the United Nations 2010 Millennium Development Goals Concluded with the adoption of a global action plan to achieve eight goals to combat poverty by the target date of 2015 and the announcement of major new commitments for women's and children's health And other initiatives against poverty, hunger and disease.
Economic and Social Council (ECOSOC) is the main body coordinating economic and social work of the United Nations. The United Nations Department of Economic and Social Affairs (DESA) provide support to intergovernmental processes on development issues in the General Assembly and the Economic and Social Council, its functional commissions and expert bodies. The United Nations is the only global institution committed to development. Almost every organization in the UN family has some aspect of development assistance and cooperation as its focus, directly or indirectly. United Nations Development Group 33 of the United Nations funds, programs, agencies, departments, and offices that play a major role in development efforts.

Taking the lead in this effort, the United Nations Development Programme (UNDP), is on the ground in 166 countries. The annual Human Development Report, commissioned by UNDP, focuses the global debate on key development issues, providing new measurement tools, innovative analysis and policy proposals. UN Children's Fund (UNICEF), the lead UN agency for long-term survival, protection and development of children, active in 190 countries, its programs on immunization, primary health care, nutrition and basic education focus.

**D. Family**

The United Nations recognizes the family as the basic unit of society. Family during the past 50 years as a result of changes in their structure largely converted (smaller family size, delayed marriage and childbearing, increased divorce rates and single parenthood), global trends in migration, the phenomenon of demographic aging, the epidemic of HIV / AIDS and the effects of globalization. The obvious impact on the capacities of the family is dynamic social forces to carry out such functions as socialization of children and care for younger and older members have had their own. Almost all the activities of the United Nations system touch the family, in its various forms with some United Nations agencies, direct and obvious connection.

United Nations agencies strongly support families indirectly, by improving the health, well-being and development. By declaring 1994 as the International Year of the Family with the theme, "Family: resources and responsibilities in a changing world", the General Assembly of the United Nations family issues in the international dialogue on development stressed. As a result, the National Action Plan formulated in
the family, established ministries devoted to family and family-oriented legislation. The United Nations also promotes the annual worldwide celebration of International Day of Families on 15 May each year to increase awareness of family issues and encourage appropriate action. The family is the natural and fundamental group unit of society and is protected by society and the State. - Article 16 (3) of the Universal Declaration of Human Rights.

E. Health

The United Nations, since its inception, actively promote good health throughout the world have been involved is leading the effort in the UN system, the World Health Organization (WHO), the Constitution came into force on 7 April 1948. At first, it was decided that priority would be WHO malaria, women's health, tuberculosis, sexually transmitted diseases, nutrition and environmental health of children. Many of those who remain on the agenda of WHO today, a relatively new addition to such diseases as HIV / AIDS. In 1948, that responsibility during the International Classification of Diseases has become the international standard for clinical and epidemiological purposes at the time. WHO staff at work on the ground in 147 countries around the world.

They advise health ministries on technical issues and provide assistance in the prevention, treatment and care across the health sector. Six WHO regional office to coordinate and support these efforts, while giving special attention to the implementation of global policies HIV / AIDS to fit the specific needs of their region - for example in sub-Saharan Africa, where the epidemic is largely by heterosexual spread, as compared to East Europe, where injecting drug use is the primary mode of transmission. In the short term, WHO interventions cover the whole area of global health care, including crisis intervention and response to humanitarian emergencies, international health regulations, the countries should seek to identify outbreaks and prevent them from spreading.

Preventing chronic diseases is the effort to achieve health-related Millennium Development Goals (MDGs). Everyone has the right to a standard of living for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services, and the right to security in the event of unemployment is not enough, sickness, disability, widowhood, old age or other
lack of livelihood in circumstances beyond his control. Universal Declaration of Human Rights (Article 25, paragraph 1)

F. Women

UN support for the rights of women began with the founding charter of the organization. Among the goals of the United Nations in Article 1 of its Constitution, has been declared to achieve international cooperation ... in promoting and encouraging respect for human rights and fundamental freedoms for all without distinction as to race, sex, language or religion. In the first year of the United Nations Economic and Social Council Commission on the Status of Women established as the principal global policy-making body dedicated exclusively to gender equality and advancement of women. Among the first achievements was ensuring gender neutral language in the draft Universal Declaration of Human Rights.

Historic Declaration, adopted by the General Assembly on 10 December 1948, confirmed that everyone in this Declaration to all the rights and freedoms set. All human beings are free and equal in dignity and rights "without distinction of any kind, such as race, colour, sex, language, religion, birth or another status. As the international feminist movement began to gain momentum during the 1970s, the General Assembly declared 1975 as International Women's Year and the first World Conference on Women, held in Mexico City. The request of the Conference, it subsequently declared 1976-1985 as the UN Decade for Women and the Voluntary Fund for decades.

In 1979, the General Assembly Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), which is often described as an international bill of rights for women. In its article 30, the Convention explicitly defines discrimination against women and sets up an agenda for national action to end discrimination. The Convention targets culture and tradition as influential forces shaping gender roles and family relations, and this is the first human rights treaty to establish women's reproductive rights. Five years after the conference in Mexico City, the second World Conference on Women was held in Copenhagen in 1980. The program moves to a more decisive measure to ensure women's ownership and control of the property, as well as improvements in women's rights with regard to inheritance, child custody and loss of nationality in the name.
In the lead-up to the Millennium Development Goals (MDGs) Summit in September 2010, the Secretary-General launched a global effort of 40 key leaders to define a collective strategy for accelerating progress on women’s and children’s health. In 1985, the World Conference to review and assess the achievements of the UN Decade for Women: Equality, Development and Peace, held in Nairobi at a time when the movement for gender equality had finally gained true global recognition, and 15,000 representatives of non-governmental organizations (NGO) participated in a parallel forum of non-governmental organizations.

1.13 Leader on 20 Accounts

A. Leaders on Facebook

The following is the brief introduction for each 10 most followed International Political leaders on Facebook according to their verified fan page information and the news related to their activities on the social media.

1. **Barack Obama, President of the USA**

This page is run by Organizing for Action. (His Fb page info tab)

2. **Narendra Modi, Prime Minister of India**

On 27th September 2015, Prime Minister Narendra Modi and Mark Zuckerberg participated Questions in the town hall at the headquarters of Facebook. Various global issues, especially economic and social issues discussed at the City Hall. Mr. Mark Zuckerberg shared on his Facebook page: I have to announce that India's Prime Minister Narendra Modi will visit Facebook HQ later this month for a town hall. I'm excited about how communities can work together to address the social challenges and economy. We want to hear your questions. I post a live video here and it is also on the Home page of Mr. Modi. I had the chance to visit Prime Minister in India last year and the honour to have the chance to host him here on Facebook. "The prime minister answers questions from people around the world as well. News18.com wrote September 28, 2015, Indian prime minister visited two-day to Silicon Valley technology hub. Modi visited Facebook headquarters and answered questions from some Facebook users 1.5 billion in a town hall. Speaking in Hindi, Modi answered a number of questions in India, social media, women’s empowerment and his mother.
3. **PMOIndia, Office of the Prime Minister**

The main social media accounts such as Facebook and Twitter of PMO India, which initially was used by the former PM Manmohan Singh finally handed over to Modi. While the transition may not look smooth, an unnecessary debate last week with PMO India Twitter and Facebook accounts have been created. Arvind Gupta, BJP said: "In a way immoral, they changed the name PMOIndia accent, must tweets archiving and delivery categories." But it seems like sanity has prevailed and Modi has got a formal PMO Facebook (161K fans) and Twitter (1.34M) categories. Times of India (TOI), Dec 24, 2015, claimed PM Narendra Modi manages his own Facebook and Twitter accounts. (PMO) is Prime Minister's Office in response to questions in the field revealed through RTI applications.

According to a report in financial daily Business Standard, in response to questions and interact with Modi rights official who manages their official Facebook and Twitter accounts, the answer was that "account update as per information from various authorities." PMO, however, reportedly is not the answer to a question that helps to PM post tweets in foreign languages when he is travelling. This, however, has shared the information and broadcasting ministry remote PMO provides the help. This year PM Modi (narendramodi) takes the third spot after a number of his followers 4 million four times since he took office last May to more than 16.8 million now, And her biggest gainer on the list of 10 in 2015. According to the '2015 Report on Twitter, PM Modi #SelfieWithDaughter campaign on Twitter to promote the rights of the girl child than 3, 75,000 tweets there #SelfieWithDaughter.

4. **Recep Tayyip Erdoğan, President of Turkey**

There is no information related to the president in English.

5. **Presiden Joko Widod, President of Indonesia**

Aria Bima, January 28, 2015, reports Joko Joko Widodo already have an account with more than 2.1 million on verified account. Tuesday (01/27) announced that the president does not own or hold social media accounts on Twitter and Facebook, even if the accounts already have a check mark. Twitter account @ jokowi_do2 now is very active and latest tweet was on August 21, 2014. Ayomi Amindoni, Jakarta, Mon, March 21, 2016, reports Jokowi urges Let's promote peace, Jokowi calling for
President Facebook Joko "Jokowi" Widodo during a visit to the headquarters of the giant social networking site in Silicon Valley, America speaks Wednesday to Facebook CEO, Mark Zuckerberg.

President Joko "Jokowi" Widodo has invited social networking giant Facebook to join Indonesia's efforts to combat radicalism. Jokowi Silicon Valley in San Francisco, United States of America, on Wednesday, where he met Facebook CEO Mark Zuckerberg. "I call on Facebook to spread the message of tolerance, moderation and peace", the president said in a press release Thursday. In discussing the fight against terrorism in America and ASEAN Summit in the land of sun a day before, Jokowi expressed similar sentiments United States President Barack Obama and ASEAN leaders. Jokowi argument, the government is also required to participate in social media to develop a counter-narrative of peace and tolerance. At the end of his visit, Jokowi wrote on the Facebook wall sign a short message, entitled "Peace and harmony".

6. AbdelFattah Elsisi - عبد الفتاح السيسي, President of Egypt

There is no information related to the president in English.

7. Queen Rania, Jordan

Melanie Schmitz, Mar 7, 2015, explained Jordan's Queen Rania is on Twitter, Facebook, & Instagram and Believes Social Media Can Fight Islam phobia. Social media can be powerful - in the wrong hands, it has the power to destroy. No one knows this better than Queen of Jordan Rania Abdullah. Planted firmly in the middle of a cluster of turbulent Middle East borders, the Hashemite Kingdom stands as a beacon for Syrian refugees and a stronghold of the fundamentalist militia against the growing threat, and Queen Rania knows it. But to convince the rest of the world of flexibility and goodwill of their countries and their counterparts in the region, social media is more of a traditional photo and press conferences Queen believes. In an interview with Mashable, she expounded in the power of social media.

"Sometimes it can be hard to connect with people when you are a "queen "."To some extent, I think social media has opened a window into my life and help demystify who I am and what I do." Royal altruistic certainly knows how to amass society, Mashable reported, games Digital neighbour to millions of followers on Twitter, Facebook, and
Instagram on a regular basis. Queen Rania explained the power to reach millions via social media also enables the world to expand the world view: the stories are universal and willingness to share them. She criticized the group's use of modern technology to the Middle East in a bad light colour. ISIS leaders are taking a revolutionary approach to recruiting and tactical distribution, the use of social media platforms such as Twitter to gather followers and potential fighters.

"We should back the power to define who we are," she explained. "... In an interview with TechCrunch 2009, Queen Rania quick to point out that it's really behind the glass screen and the hashtag was endearing, despite some of the opponents may claim. Of course, I tweet a highly personal form of expression. What else can about my son refusing to wear a suit to meet with the Pope, my husband helicopter flight?

8. The White House, Office of the US President

Erin Lindsay, April 18, 2011, mentioned President Obama personally invite to participate in "shared responsibility and shared prosperity" the Facebook town hall event live online the headquarters of Facebook in Palo Alto, California. Khari Johnson, October 14, 2016, Today the White House shared open-source robot Facebook Messenger for President Obama to help other states build their own robots. The White House says it code-sharing "with the hope that other governments and developers can build similar services - and develop similar connections with their citizens - with significantly less upfront investment," According to the Post white house published today by the head of the digital for Jason Goldman.

In August, the White House set up a Facebook Messenger bot to receive messages of US citizens Open Source Drupal module for robot president is available for download at Github. "While Drupal platform may not immediately consider to building a robot, the White House this new module will allow non-developers to create interactive robot (with custom language and turnover), and empowerment other governments and organizations that are already using Drupal to power their digital experiences, " Goldman White House website to publish open source robot comes in the same week the president said that Clinton's campaign launched a voter registration robot and a robot that imitates Donald Trump sends to the offensive things by Republican presidential candidate.
Multi-robot during this selection is made in the past to help people navigate the state bureaucracy, creating a more engaged citizen, and the positive impact of democracy. In the UK, an intelligent assistant that helps to connect local citizens to find Amelia and services in Singapore, Microsoft is working with government officials to make robots.

9. Enrique Peña Nieto, President of the Mexico

There is no information related to the president in English.

10. Noynoy Aquino (P-Noy), President of the Philippines

Statement on the Official Facebook Fan Page of President Benigno S. Aquino III on 12 November 2010 wrote On 16 August 2010, official website and social networks of President opened. In this case, for President Aquino - it's politics that Facebook management seeks to minimize confusion That there may be more than one official Facebook fan page for a government official rise is clear. In light of these developments, we invite everyone to visit and participate in President Aquino's official Facebook fan page. We wish to emphasize that this is not a comprehensive list. We value the freedom of expression of different opinions, after all, an essential element in a vibrant democracy like ours.

October 22, 2015, President Benigno Aquino S. III 10 in a list of most world leaders, followed on Facebook, according to the analysis of corporate social population were tangled. PNoy official Facebook page has about 4.2 million followers, putting him ahead of popular world leaders Kingdom of Great Britain (16) and Angela Merkel (24). Aquino record high posted in January, when he was leaving a photo of Pope Francis during his visit to the country shared. As of this writing, posts more than 685,000 likes and nearly 20,000 shares. TJ DIMACALI, GMANews.TV, July 7, 2010, expressed in addition, data from Facebakers.com shows that President Aquino fan page seen a huge increase in the rate of new fans every day, began around the beginning of July just after his inauguration on June 30:

Gov't to use social media in a press conference earlier today, President Aquino said that social media like Facebook and Twitter will continue, Although he admitted they played an important role in government that he would not personally use social media. In particular, Aquino said that the Department of Finance (DOF) to receive reports of
smuggling and evasion of social media. He also added that social media is used to set up a "feedback mechanism." Aquino said: "I want to help our citizen rule. Social media will undoubtedly help the communication process, to obtain timely and useful information to channel people's sense of duty". PNoy but promises the data have a direct line with his staff in charge of social media. "My staff will be talking directly to me," Aquino assured.

B. Leaders on Twitter

The following is the brief introduction for each 10 most followed International Political leaders on Twitter according to their verified account information and the news related to their activities on the social media.

1. Barack Obama, President of the USA


2. Pope Francis, Vatican (It should be mentioned that he is not a political leader)

John Stegeman March 17, 2013, wrote Pope Benedict XVI becoming the first pope in history who tweets and becoming the first pope to formally join the Twitter. Sunday morning Pope Francis just sent his first tweet. "Dear friends, I thank you from my heart and I ask you to continue to pray for me. Pope Francis." It was not immediately clear whether the Pope Francis to tweet or he composed the message and let the assistant to type. Various media reports claim that Pope Francis is known to be technologically savvy. Pontifex categories were used for the first time by Pope Benedict XVI. When a new pope was elected, someone tweeted, "papam Habemus." Pope Francis, Cardinal Jorge Bergoglio as was that a Facebook page, but he did not manage it herself.

3. Narendra Modi, Prime Minister of India

Aug 26, 2016, Narendra Modi, Prime Minister has pipped MEGASTAR Bollywood Amitabh Bachchan India to become the most followed social website Twitter. As of August 25, Modi has more than 22.2 million followers on the social networking platform, while Bachchan margin trailed with 22 million at last count. In January,
Modi Twitter followers surpassed that of Bollywood star Shah Rukh Khan. Modi, then, was India's second most followed on Twitter with over 17,371,600 followers, compared with Khan 17351100. Currently, Khan is India's third most followed on Twitter with 20.9 million users of the site social media is beneath him. The number of followers of Modi account increased continuously one million in 2015.

It passed 15 million on September 22 and touched 16 million on November 20. In 2016, the growth rate slowed Modi Twitter followers, with over 5 million users in about eight months added. Active on Twitter since 2009, Modi also the second most followed politician in the world, right after Barack Obama, the President of America, as in Twitter. Moody Twitter for campaigns such as #MakeInIndia, #SwachBharat, #MannKiBaat and #SelfieWithDaughter is used to communicate with citizens. Government officials encourage people to use Twitter to communicate with each other.

4. **PMO India, Office of the Indian Prime Minister**

Manish Singh, 24 December 2015, has written according to the answers provided by the Office (PMO) Prime Minister, replying to queries seeking information through the right (RTI) act, PM Modi tweets and post their own content on his Twitter and Facebook accounts. Indian Prime Minister personally handle Facebook account is almost more than 31,490,000 "likes" and his Twitter account, which has more than 16.8 million followers.

5. **The White House, Office of the USA President**

1 November 2016, for the next United States president, will Oval Office with more than 11M Twitter followers is a new category. Barack Obama, America's first president on the platform, 11.1m followers POTUS account was confirmed after the signing in May 2015. The next president will be more of a handle on Inauguration Day, January 20th, 2017, but a clean slate tweets deleted. Obama will be in 317 Posts in a newly created category archive, @ POTUS44, by the National Archives and Records Administration. The same will happen with Obama Facebook and Instagram accounts, along with others on Twitter, like FLOTUS Michelle Obama, VP Joe Biden, WhiteHouse and PressSec.
6. **Recep Tayyip Erdoğan, President of Turkey**

President of the Republic of Turkey, Ankara, Turkey, Joined August 2009, according to info tab of his twitter account

7. **President Obama, USA**

This is an archive of an Obama Administration account maintained by the National Archives and Records Administration (NARA), according to info tab of the twitter account

8. **HH Sheikh Mohammed, Sheikh of the UAE**

Official Tweets by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Dubai, UAE, sheikhmohammed.ae, Joined June 2009, according to info tab of his twitter account

9. **Enrique Peña Nieto, President of the Mexico**

Presidente de los Estados Unidos Mexicanos, México, Joined March 2007, according to info tab of his twitter account

10. **Sushma Swaraj, Indian Minister**

Minister of External Affairs, New Delhi, India, Joined November 2010, Born on February 14, 1953, according to info tab of her twitter account.