

Strategic communication as a tool for Brazilian military diplomacy


La comunicación estratégica como herramienta para la diplomacia militar brasileña

Abstract: This is an article about Strategic Communication and its contribution to military diplomacy. It is based on documentary surveys of works and books acquired from authors in Brazil and abroad. The specific objectives of the research were: 1. To draw an overview of Brazilian Military Diplomacy; 2. Describe a Strategic Communication within the Brazilian Army, USA and Russia; 3. Raise tools for the integration of Strategic Communication with Brazilian Military Diplomacy. The faith study was divided into three stages: In the first and second, the descriptive method and bibliographical research were used, on Strategic Communication in Brazil and abroad and Military Diplomacy. In the third stage, through a comparative analysis, the tools that provide this integration were analyzed, concluding on the possible benefits of this proposal. At the end, the work presents premises for working together on Diplomacy with Strategic Communication, strengthening the Defense mentality in the country. Keywords: Strategic Communication. Diplomacy. International relations.

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Resumen: Se trata de un artículo sobre la Comunicación Estratégica y su contribución a la diplomacia militar. Se basa en levantamientos documentales de obras y libros producidos con autores de Brasil y del exterior. Los objetivos específicos de la investigación fueron: 1. Trazar un panorama de la Diplomacia Militar Brasileña; 2. Describir la Comunicación Estratégica en el ámbito del Ejército Brasileño, EE. UU. y Rusia; 3. Levantar herramientas para la integración de la Comunicación Estratégica con la Diplomacia Militar Brasileña. El estudio se dividió en tres etapas: en la primera y en la segunda, se utilizó el método descriptivo y la investigación bibliográfica, sobre Comunicación Estratégica en Brasil y en el exterior y sobre Diplomacia Militar. En la tercera etapa, a través de un análisis comparativo, se analizaron las herramientas que brindan esta integración, concluyendo sobre los posibles beneficios de esta propuesta. Al final, el trabajo presenta premisas para trabajar en conjunto la Diplomacia con la Comunicación Estratégica, fortaleciendo la mentalidad de Defensa en el país.

Palabras Clave: Comunicación Estratégica. Diplomacia. Relaciones Internacionales.

Leonardo de Souza Franklin 
Exército Brasileiro. Escola de Comando e
Estado-Maior do Exército
Rio de Janeiro, RJ, Brasil.
franklin.souza@eb.mil.br

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1 Introduction

Strategic communication can be defined as communication that is integrated, synchronized and aligned with the actions carried out by an organization to achieve its goals. It presupposes the combination of practices adopted, in the context of traditional social communication, with systematized institutional relations and with the use of digital media, including social media and networks. Its field of activity is associated with the strategic environment.

Diplomacy, understood as a peaceful instrument of the foreign policy of a state, operates, by nature, in a multifaceted and plural field of action, characteristic of international politics. Therefore, the context of contemporary international relations gives intense dynamics to diplomatic activity, increasingly demanding preparation and specialization in dealing with issues linked to political, economic, military, social, environmental and technological agendas, among others. Military diplomacy, understood as the nonviolent employment of military means and resources, is a segment of the State's external activity. This article aims to look at the role of military diplomacy, highlighting its main characteristics and its relevance as a foreign policy tool.

It is verified, therefore, that Strategic Communication and military diplomacy are excellent tools for action in the informational dimension, each with its own field of action. Military diplomacy oriented through a well-defined foreign policy, associated with strategic communication at the highest level of the institution, interacting with existing actors in the strategic environment to follow and conduct actions focused on the defined national objectives.

2 Methodology

This paper is based on documentary research of works and books produced with authors from Brazil and abroad. It is an article of national scope, with the use of national and international references, of a quantitative and qualitative nature, with research in permanent archives and interviews inside and outside the Institution. The specific objectives of the research were: 1. Outline an overview of Brazilian Military Diplomacy; 2. Describe Strategic Communication within the Brazilian Army; 3. Raise the aspects for an integration of Strategic Communication with Brazilian Military Diplomacy. The study will have a quantitative and qualitative character and will be divided into three stages. In the first one, based on a descriptive method and a bibliographical research, the Strategic Communications of Brazil, if they exist, will be confronted with the form of application of this instrument in the United States of America and Russia. In the second stage, the aspects that need to be followed to enable its integration with Military Diplomacy will be identified. In the third stage, premises will be raised to provide this integration and concluding on the possible benefits of this proposal. This integration will provide tools to achieve, more efficiently, the interests of the Forces and, with that, obtain a consequent expansion of the mentality of Defense in Brazil and its strengthening abroad.

3 Diplomacy

Taking the text from a Portuguese language dictionary, Diplomacy in its broadest sense is:

1 A Science that deals with international relations and interests between States. 2 Activity involving international relations through rulers, embassies in another country or any other international body. 3 Art of preserving the rights and interests of the State in a negotiation with foreign governments (FERREIRA, 2008, p. 320).

Observing the meaning of diplomacy described above, it is observed that there is no consensus about its concept, since it is treated both as science and as art. The same is true in International Relations, in which several authors and scholars seek to define what comes to be diplomacy.

However, a consensus has been established that diplomacy in a broader sense is the relationship between States. In Antiquity, messengers and emissaries were widely used, sending communications from their kingdoms to other peoples. At that time, they were already representatives of their monarchs and possessed some privileges and immunities.

Thus, diplomacy sought to reconcile through dialogue and persuasion the different interests of States, always avoiding the use of force and military power (WATSON, 1982).

In the 20th century, the increase in the number of States, in interdependence and in agendas of global interest, generated a new development of diplomacy. The new and complex environment of international relations brought a new dynamic in the discussion of political, economic, military, social, environmental and technological agendas, among others, demanding a rapid adaptation to the reality of international society (SILVA, 2014).

Among the experts studied, common points for the function of diplomacy were found. Among them, negotiation, communication and information were listed as the most important.

In addition to these functions, it is important to highlight the official work of diplomacy provided for by the Vienna Convention on Diplomatic Relations of 1961, promulgated through a Presidential Decree of 1965, namely: to represent the Sending State before the Receiving State; to protect, in the Receiving State, the interests of the Sending State and its nationals, within the limits permitted by international law; to negotiate with the government of the Receiving State; to learn, by all lawful means, about the existing conditions and developments of events in the Receiving State and to inform the government of the Sending State in this regard; and promote friendly relations and develop economic, cultural and scientific relations between the Sending State and the Receiving State.

Within this process of conducting the various international agendas, it becomes too costly to centralize and coordinate the implementation of the country's foreign policy, however great the effort of the Ministry of Foreign Affairs (SILVA, 2014). The State then seeks to share its task with other national agents, delegating many of its duties.

Therefore, the main role of the Ministry of Foreign Affairs in the conduct of foreign policy is verified, but the existence and use of sectoral diplomacy is admitted, which are carried out

by other government agencies. Each specific governmental agent can relate directly to its counterparts from other countries in the international scenario (SILVA, 2014).

Among the sectoral diplomacy carried out by specific government agents, the one carried out in the environment of the ministries of defense can be highlighted. It is called defense diplomacy or military diplomacy.

3.1 Military Diplomacy

In the history of mankind, the armed forces have always been seen as elements of force and coercion of States (BARSTON, 2006). They have always been an instrument of imposing the will of the most powerful nations upon the weakest. Foreign policy can make use of war as a final instrument of achieving interests not achieved by diplomacy (HILL, 2003).

During the Cold War period, the first references to military diplomacy appear. At that time, however, this diplomacy was basically in the form of military cooperation, with the aim of forming strategic alliances within each of the two opposing power blocks, the American and the Soviet. These alliances basically sought to “increase military capabilities, counterbalance threats from the opposite pole, maintain spheres of influence, support friendly governments in the internal control of the State and conquer markets for the arms industry” (SILVA, 2014).

With these objectives in mind, military diplomacy contributes to foreign policy with activities such as political, security and strategic defense dialogues; defense agreements and treaties; transparency of intentions in relation to national defense policy; assistance in maintaining the government’s legality and legitimacy; exchange of military personnel and insights; participation in UN peacekeeping operations; strengthening defense relationships to promote influence; strengthen its own defense capabilities in the areas of defense equipment; friendly assistance to foreign countries to develop their defense capabilities; make international military commitments to improve its own military capability; promote military and defense interoperability; assignment of defense attachés to other countries; and specific defense diplomacy actions. (MUTHANNA, 2016).

Brazilian military diplomacy in the Cold War period, as in the rest of the world, was marked by the realism that predominated in international relations at that time. In the 1970s, there was an approximation between Brazil and Paraguay in the construction project of the Itaipu Hydroelectric Dam, a work that followed the national developmentalism that characterized the military governments in Brazil. The biggest obstacle to the Itaipu agreement was still Argentina’s mistrust, which saw the work as a threat to the balance of power in the region. It is necessary to note that the rapprochement between Brazil and Paraguay began before Itaipu, still in the government of Getúlio Vargas, in 1942, with the creation of the Brazilian Military Mission of Instruction in Paraguay (VASCONCELOS, 2011). It was military diplomacy acting as a driving tool of the country’s foreign policy. During the Figueiredo government, in 1979, Argentina, Brazil and Paraguay signed the tripartite Itaipu-Corpus agreement, which made the construction of the hydroelectric dam possible. In this context of greater cooperation, the process of integration of the Southern Cone region began (LANDIM, 2014).

In this favorable environment for dialogue, new bilateral agreements were signed between Argentina and Brazil, with the aim of eliminating antagonisms and fostering mutual trust between nations. The main one was in the nuclear area, which was in full expansion in the 70s and 80s. At that time, there was clear concern that the nuclear development of the two countries could raise possible animosities and the nuclear race in the region. Thus, on May 17, 1980, the Cooperation Agreement for the Development and Applications of the Peaceful Uses of Nuclear Energy was signed (AGUILLAR, 2010). This convergence in the nuclear area is fundamental and embryonic for what would become the process of creation and integration of MERCOSUR.

The end of the Cold War in the 1990s brought a new environment for military diplomacy. A context permeated by realism, in which the military power that was used as a factor of coercion and deterrence, gives way to relations marked by cooperation, influenced by liberalism in international relations and by the multilateralism promoted by the UN. In the Southern Cone, regionalism and cooperation were fostered by the implementation of MERCOSUR and were succeeded by other bodies, such as UNASUR, created in 2008.

The beginning of the 21st century and the challenges of an increasingly global world brought, as already mentioned, significant impacts on Brazilian Foreign Policy (BFP). According to the BFP, the international order must be based on democracy, multilateralism, cooperation and the pursuit of peace between States. In this way, it defends “the reformulation and democratization of decision-making bodies of international organizations, as a way of reinforcing the peaceful settlement of disputes and their trust in the principles and norms of international law” (BRASIL, 2013).

The premises indicated by the BFP then start to guide Brazilian diplomatic actions and also the country's military action abroad. The Brazilian Army, through the Guidelines for the Activities of the Brazilian Army in the International Area (DAEBAI in Portuguese), elaborated in 2013, seeks to guide and subsidize its actions in the international field, as well as its military diplomacy, adapting to the demands of the current BFP. In the view of the institution, military diplomacy is:

[...] the set of cooperation actions in the Defense Area, carried out between friendly countries, including the establishment of military distances, bilateral conferences, combined military actions, exchanges between educational establishments, among others (BRASIL2013, p. 19).

The guideline also specifies what would be military diplomacy in the field of defense, that is, defense diplomacy: “In the field of Defense, Military Diplomacy aims to promote exchanges and cooperation, building relationships of mutual trust, in order to collaborate with security, development, regional stability and world peace” (BRASIL, 2013, p. 19).

The guideline continues to explore the field of military diplomacy, presenting its purposes:

[...] maintain a regular dialogue on bilateral and multilateral issues of mutual interest in the field of Defense, fostering cooperation, integration and mutual trust with the armies of other countries; contribute to maintaining a stable global order, through participation in humanitarian aid and peace operations under the aegis of international and regional organizations; support and contribute to the efforts of the armies of friendly countries to consolidate their structures; facilitate the achievement of a legal framework that regulates the development, in the field of Defense, of bilateral and multilateral relations; and expand opportunities to strengthen the national defense products industry, to reduce technological dependence and overcome unilateral restrictions on access to sensitive technologies (BRASIL, 2013, p. 20-21).

Going forward, the guideline details the actions to be carried out by the Force through military diplomacy:

[...] to deepen the relationship in the military field with the countries of greatest interest to Brazil; contribute to the defense of the interests of the Brazilian Army, through military attachés, liaison with foreign attachés accredited in Brazil, participation in international events, visits by Brazilian military authorities abroad and the reception of foreign military authorities in Brazil; assist in projecting a positive image of Brazil in the concert of nations, particularly by contributing to international peace and security and by participating in relevant international bodies; advise the heads of Brazilian diplomatic missions abroad; and coordinate with the Ministry of Foreign Affairs (MFA), through the MD, the necessary measures so that the diplomatic work, on issues related to the Force, accurately reflects the interests of Defense. (BRASIL, 2013, p. 21).

Finally, DAEBAI presents the concept of “Strategic Preclusion” as a permanent goal of military diplomacy:

Military diplomacy should favor Strategic Preclusion, which encompasses the set of actions aimed at the prevention and neutralization of aggressions that would make the use of military force by Brazil imperative in conditions that would potentially escalate the situation to a more serious crisis. Thus, it may include specific cooperation programs for a particular country, defining differentiated strategies for the performance of military attendants and for the provision of exchange opportunities subsidized by Brazil (BRASIL, 2013, p. 24).

Participation in peacekeeping operations under the aegis of the United Nations, as one of the main activities of military diplomacy, is a common point for virtually all its scholars and the guidelines of the various Armed Forces. It is an important foreign policy tool for three reasons: based on the peace discourse, it builds a positive image before the international community; it allows the expansion of strategic influence at regional and global levels; and it enables the expansion of capacities and learning (SINGH, 2011). Aware of these premises, Brazil, since 1947, participates in UN peacekeeping missions. More recently, in 2004, the country gained notoriety for having taken command of one of these missions, MINUSTAH in Haiti. This prominent position assumed in United Nations missions meets Brazil's wishes for the reform of the UN Security Council and its old plea for a permanent seat on the aforementioned council.

A last aspect deserves to be analyzed in military diplomacy, given its value as a factor of rapprochement and facilitator of relations between nations: the common military language and the homogeneity of military culture around the world. Just as there is an international diplomatic community, it is possible to recognize an international military community with common culture and thoughts, favoring dialogue between the militaries of different nations.

Of course, there are also various divergences and animosities between armies of different nations, provoked by historical disagreements or recent conflicts. However, in the field of defense diplomacy there is an understanding facilitated by a common environment and culture, “which contributes to creating and maintaining a global network of partners in the military” (REVERON, 2010).

Similarities can be verified in the form of organization of military institutions, in the sharing of values such as hierarchy and discipline, in the employment of often similar doctrines, since some armies literally “copy” their doctrines from others considered more powerful. Even the visions and demands are similar, as there is a constant search and commitment to the objectives of their States, with the strengthening of the means of defense and in the search for even better provisions. The various exchanges of military personnel in the study centers and training schools enable the exchange of information and doctrines, strengthening the diffusion of military culture (SILVA, 2014).

Among the attributes of the military professional and that define their culture, three are considered among those common to practically all countries: “capacity – acquired through extensive education and experiences; corporatism – as the conscience of the group of professionals; and responsibility – towards society as a whole” (HUNTINGTON, 1996).

Janowitz (1971), in turn, presents five common characteristics of the military professional: “important social skills, proper organization, autonomy and proper rules, ingrained code of ethics, and well-defined system of obligations”. This common military identity makes military diplomacy a valuable aid of Foreign Relations and that well directed through effective strategic communication becomes a powerful tool.

4 Strategic Communication

With the current trend of globalization, modern organizations began to invest in communication processes to adapt to the new reality. In this scenario, information has become indispensable and determining strategic element, because it produces economic, political, social and cultural impacts for organizations (OLIVEIRA; PAULA, 2007). For Cabestré, Graziadei and Polesel Filho (2008), only Strategic Communication presents the ideal conditions to manage the flow of information and provide favorable results to the organization.

For Pereira (2014), Strategic Communication consists of a set of planned, well-defined and structured actions so that the objectives of the organization are met. This communication leads to changes in attitudes and changes in the behavior of the members of the organization and guides them in such a way that they feel motivated and integrated so that the goals are achieved. Communication involves the organization in its entirety – directors, employees, associates, volunteers, etc.

Strategic Communication is a way of agglutinating the different communication actions to achieve the strategic objectives of the company, thinking more about the objectives than the actions, corresponds to the survival and sustained success of a company (ZERFASS et al., 2018).

Strategic Communication does not participate in the entire business strategy, but rather in that part related to the relationship with stakeholders to increase their value, in terms of image and reputation (intangible assets), contributing to success in business objectives.

Strategic Communication is not integral or global communication that is defined by all communications actions taken (internal and external), but can be defined as communication carried out by the objectives to be achieved and decisions to be made in this direction.

Strategic Communication is defined by two terms: long-term and omnidirectional *communication* (VAN RULER, 2018) and *strategy*, through tactics and plans (CARRILLO, 2014).

In this context it is important to define strategy as being associated with strategic thinking, the way to achieve long-term goals, predicting scenarios, threats, reactions and other factors such as, even, bad luck. Strategies rely on tactics that must be employed through the Coordination of actions and available resources to obtain an advantageous position, through action plans. The strategy must be thought out in the long term (VAN RULER, 2018).

According to Carrillo (2014), Strategy should have some focal points: the management of communication; Stakeholders; models capable of measuring the benefit of Strategic Communication; the demand for new professionals; and the integration of internal and external communication.

A director of Strategic Communication must master some areas: information relations; corporate social responsibility (**intangible assets**); knowledge management; brand management; corporate culture; strategic planning and management; crisis communication; and image and reputation creation.

In possession of all the concepts and definitions, previously described, one can define strategic communication as **a long-term communication management effort carried out around an organization, to ensure that relationships with all stakeholders linked to it**

positively contribute to achieving the objectives defined in the company's global strategic vision (author's emphasis). The pursuit of such goals will set in motion a mechanism of tactical actions that will unfold in communication action plans, with a defined temporality, to achieve the defined goals.

Strategic Communication serves to help the management of intangible assets, such as image and reputation, among others. It is only possible to be done in the long term, since it does not pursue partial results but global ones and that consolidate the values of an organization (CARRILLO, 2014).

4.1 Strategic Communication in the Brazilian Army

The Brazilian Army is currently implementing strategic communication within its scope, however, this issue within the Force is still incipient. The Army Politics and Senior Management Course, in 2021, is presenting the following proposal:

It is proposed that the Strategic Communication of the Brazilian Army is the unit of actions, words and images in line with its Mission, Vision, Values and its Strategic Objectives, in peace or in operations, in an aligned, integrated and synchronized way, aiming to reach its audiences of interest, producing long-term effects (A COMUNICAÇÃO..., 2021, p. 353, author's emphasis).

Currently, Strategic Communication in the Brazilian Army assumes its own characteristics, facilitated by the projection and capillarity of the Force at the national level.

The strategy is focused on strengthening the image of the Force, through the presentation of the values and deliveries of the Brazilian Army, through the use of media, especially digital media.

But it is “stagnant” information, based on operations that stand out on the national scene and in the interest of the population, it does not work in the long term, and it resents the lack of greater alignment and integration of Strategic Communication actions, which requires a structural and cultural approach to the implementation and systematization of this important process of our Force, focused also on the internal public and based on the monitoring and evaluation of various indicators.

It is noteworthy that the fundamental of Strategic Communication is to work with an alignment of the aspects of the Social Communication System with the work developed by the Institutional Relations team, to allow the transmission of messages from the highest management by all levels of the Organization, reaching its internal and external stakeholders, in the three branches of Power, in other Institutions and before society as a whole, strengthening the Institution's image and credibility, contributing to the achievement of the Organization's objectives.

From the above, it is verified that within the Brazilian Army, it is necessary to improve and create a strategic communication mentality, so that one begins to work and use this important strategic tool to conduct actions within the Force.

4.2 Strategic Communication in Other Countries

The United States of America establishes in its doctrine, that Strategic Communication is composed of four main components: information operations, psychological operations, public diplomacy and public relations. When working with these components, it turns out that first, it is necessary to inform, influence and persuade audiences at home and abroad, whether friendly, adverse publics or simply the general population. Second, it is necessary to carry out the coordination of actions through the various government agencies to prevent what the US Army calls “information fratricide”. Third, the need to communicate strategically is intrinsically dependent on the ability to communicate actions to all affected or interested audiences, ensuring that these actions are communicable by themselves, that is, that these actions complement and support the achievement of strategic objectives.

In his book on Strategic Communication, Christopher Paul defined Strategic Communication as support for the national strategy and not as an essential element of that strategy. Paul highlights an essential relationship between national strategy and Strategic Communication:

We have to clearly define the national objectives, which contains the intermediate objectives and related support objectives, all properly aligned up to the operational and tactical levels. With these clear goals, it is easy to determine which goals can be achieved through influence and/or persuasion, and which can be supported by such efforts. In pursuit of these goals, the appropriate priority is given to influence. Not that influence is always the main means to achieve the objective set by the policy, but it will always be considered as a means to achieve a policy or operation, and will be the priority means when it is appropriate for this (PAUL, 2011, p. 174).

Therefore, the important relationship between strategic communication and the strategic objectives of an Organization and/or Country can be deduced. Strategic Communication not only communicates strategic goals, it creates a favorable environment for achieving Strategic Goals.

The Strategic Communication thinking of the US Department of Defense is very advanced and has established that:

Strategic Communication is the alignment of multiple lines of operation (for example: policy implementation, public relations, movement of forces, information operations, etc.) which together generate effects that support national objectives. Strategic communication essentially means sharing meanings (i.e. communicating) in support of national objectives (i.e. strategically). This involves listening as much as transmitting, and applies not only to information, but also to physical communication (action that conveys meaning) (UNITED STATES, 2009, p. II).

As an inseparable part of national strategy, Strategic Communication cannot be reactive and led by military personnel. It must be long-term and involve the entire government structure.

Finally, for Americans, Strategic Communication must be truly national, it must not only reflect government policy, it must contain a national narrative, owned and endorsed by the whole society.

In Russia, Strategic Communication is the State's projection of certain values, interests and strategic objectives into the consciousness of national and foreign audiences.

In Russia, the three main aspects of its Strategic Communication that are interrelated are: Public Relations, Public Diplomacy and Information Security Systems.

In relation to Russian public diplomacy, it enriches diplomacy, marked by the dominance of official interaction of professional diplomats. For the most part, public affairs aim to inform and influence Russia's population and mass media. Public diplomacy is used to affect attitudes towards Russian Foreign Policy and national interests – preferably to gain broad support in both spheres. On the other hand, public relations includes activities of direct contact with citizens, the public, journalists and other opinion makers outside the country.

In the Russian system, there is a strong strategic alignment, from the political/strategic levels to the operational and tactical levels to achieve the intended effects of Strategic Communication.

In short, there are common parts between the communication strategies by the countries covered above. Both use Strategic Communication to act on the designated publics with all elements of National Power, assisting in the achievement of the defined strategic objectives.

5 Integration of Strategic Communication with Military Diplomacy

Strategic communication can be defined as a set of processes created to make communication between members of the same institution or company, more efficient in different channels and for different audiences, with support for the achievement of its global objectives.

In an organizational context, strategic communication is a practice focused on valuing and propagating business culture and its values to internal and external customers.

A strategic communication planning involves the segmentation of stakeholders, the systematic evaluation and research of their area of activity and the use of financial, technological and human resources for the development of the strategy to be executed.

Military diplomacy refers to all external activities related to national security and the Armed Forces. Specifically, it refers to the Foreign Relations that the Ministry of Defense and the Armed Forces conduct or participate in.

In a broader sense we can say that military diplomacy is the employment of armed forces in operations other than war, based on their experience and discipline, to achieve national and international goals.

Thus, the use of strategic communication planning, seeking to work on the national objectives outlined, supported by a military diplomacy already established in optimal relationship and the work developed at the national and international level carried out by the Armed Forces and the Ministry of Defense, will enhance the pursuit of the objectives and decision-making in the direction that the country wishes to follow.

The Ministry of Defense produced, with the collaboration of diplomats, the National Defense Policy and the National Defense Strategy, which allowed to coordinate the actions of Defense and diplomacy in line with Brazilian foreign policy.

This legislation has provoked the production of several guidelines, such as the DAEBAI by the Brazilian Army, as well as concrete results in interministerial actions and coordination. Several high-level meetings have taken place between the portfolios of Defense, Foreign Relations and the Office of Institutional Security, seeking to align and synchronize the main activities to be carried out by the aforementioned ministries and that cooperate for the success and achievement of foreign policy objectives.

Therefore, strategic communication can and should be considered as an important integration tool because, through this communication planning, based on the existing and well-built legislation between military and diplomats, and the construction of a military relationship, supported by premises raised after careful evaluation and research work in areas of interest, such as requests for cooperation and exchanges with foreign Armed Forces, diplomacy will have one more tool to achieve and develop its national foreign policy objectives.

6 Proposals For the Use of Strategic Communication as a Tool for Increasing Military Diplomacy

From the analysis carried out, considering the importance of the subject and with the aim of enabling the increase of military diplomacy, premises were elaborated to achieve a strategic communication planning:

Table 1 – Premises for Strategic Communication for military diplomacy

Premises for strategic communication for military diplomacy	
01	Strengthen and preserve the image of the Country.
02	Be guided by alignment, integration and synchronization, with centralized planning at the highest decision-making level.
03	All actions of the Ministry of Defense should be supported by the pillars of credibility, transparency and opportunity.
04	Disseminate, encourage and strengthen the Defense Industry.
05	Prospective vision, with timely action.
06	The Strategic Communication must be dynamic and integrated with all three Forces.
07	The MD is a unique organizational institution.
08	The Strategic Communication must be led from the time of peace.
09	Disseminate and strengthen the principles that govern the country's international relations provided for in Art. 4th.
10	Strengthen the image of the Country in its defense and protection of the environment and the search to comply with the agreements established by employing, the MD and its Armed Forces.

Source: A comunicação... (2021).

These assumptions can serve as the basis for proposing an effective system of Strategic Communication within the Ministry of Defense to integrate with our defense diplomacy.

7 Conclusion

The final objective of this work was to present diplomacy limiting its “sectoral” branch of military diplomacy, integrating it with strategic communication, which would provide tools to more efficiently achieve the interests of the Forces and, with that, obtain a consequent expansion of the Defense mentality in Brazil and its strengthening abroad.

In short, military diplomacy is a branch of diplomacy that employs military means in actions in the national and international environment, mainly in non-war operations, to help achieve the objectives outlined by foreign policy.

Strategic Communication should be understood as a broader approach and at the highest level in a joint action of government, driven by interagency processes and integration of efforts focused on effectively communicating the national strategy.

From the publication of documents such as the National Defense Policy and the National Defense Strategy, prepared by the military and diplomats, actions and coordination for Defense and diplomacy have been established, which can be very well explored through higher-level strategic communication, to strengthen cooperation ties between countries, establish international partnerships, develop the defense industrial base, among other examples.

This article, in analyzing military diplomacy and strategic communication, sought to establish a convergent point between the two subjects, proposing at the end premises for the achievement of strategic communication planning to strengthen military diplomacy.

Finally, strategic communication is an important tool that governments can use to disseminate and strengthen their foreign policy. This communication, carried out in a planned way, working with its public of interest, includes as central ideas the influence or change in behavior and the focus on matters of interest to national politics, thus creating a favorable environment to be explored by military diplomacy.

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