

UDC 339.92(075.8)

***Buriak Alona,**
PhD (Economics), Associate Professor,
Department of International Economic Relations and Tourism,
Shyrmovska Tamara,
student
National University «Yuri Kondratyuk Poltava Polytechnic» (Ukraine)*

STRATEGIES FOR DIVERTING ATTENTION IN THE INTERNATIONAL SPACE

In the world of international diplomacy, there are times when it is necessary to divert attention from sensitive issues or controversial topics. This may be done to prevent a diplomatic crisis, de-escalate tensions, or maintain positive relationships with other countries. Diplomats use a range of strategies to redirect the conversation away from contentious issues and towards more productive areas of discussion. In this article, we will explore five strategies for diverting attention in the international diplomatic space, including shifting the narrative, offering alternatives, creating distractions, using diplomacy as a tool, and focusing on common ground. Understanding these strategies is essential for diplomats who want to build strong relationships with their counterparts and achieve positive outcomes in their negotiations.

One strategy for diverting attention in the international diplomatic space is to shift the narrative. This involves changing the subject or framing the issue in a different way. Diplomats may do this by highlighting positive developments or emphasizing a different aspect of the situation.

For example, if a country is facing criticism for human rights violations, they may attempt to shift the narrative by highlighting their efforts to promote economic growth or social welfare.

Another way to shift the narrative is to use language that reframes the issue in a less contentious way. Diplomats may use euphemisms or more neutral language to describe sensitive issues. For example, instead of referring to an ongoing conflict as a “war”, they may use a less loaded term like “ongoing tensions” or “regional dispute”.

Strategy for diverting attention in the international diplomatic space is to offer alternatives. Diplomats may propose a compromise or a new initiative that shifts the focus away from contentious issues. This can be an effective way to redirect the conversation towards a more productive outcome. For example, if two countries are engaged in a dispute over a territory, a diplomat may propose a joint development project that would benefit both sides. This would shift the conversation away from the dispute itself and towards a more positive outcome that both sides can agree on.

Creating distractions is another strategy that diplomats may use to divert attention from sensitive issues. This can involve introducing a new topic or raising an unrelated issue to shift the focus away from the main issue. For example, if a country is facing criticism for their human rights record, they may introduce a new issue like climate change or economic development to shift the focus of the conversation.

While creating distractions can be effective in diverting attention, it can also be seen as disingenuous or manipulative. Diplomats must be careful not to appear to be avoiding the main issue or ignoring the concerns of their counterparts.

Diplomacy itself can be used as a tool to divert attention from sensitive issues. Diplomats may use diplomatic language or protocol to redirect the conversation away from controversial or sensitive topics.

This can involve using more formal language, or engaging in diplomatic rituals like exchanging gifts or making formal statements of respect. For example, if two countries are engaged in a heated debate, a diplomat may use a more formal tone to de-escalate tensions. This can help to redirect the conversation towards more productive areas of discussion.

Finally, diplomats may choose to focus on areas of agreement or shared interests to divert attention from contentious issues. This can involve highlighting shared goals or emphasizing the importance of cooperation and collaboration. For example, if two countries are engaged in a dispute over trade, a diplomat may highlight the benefits of free trade and the importance of economic cooperation. This can help to shift the conversation away from the specific dispute and towards a more positive, cooperative relationship between the two countries.

Symbolic gestures can also be a powerful tool for diverting attention. Diplomats can use symbolic actions or gestures to send a message and create a narrative that captures the public's attention. This can involve public displays of unity or solidarity, symbolic acts of goodwill, or gestures of conciliation.

In conclusion, diversionary tactics can be a useful tool for diplomats to manage crises and achieve their goals. However, they must be used carefully and strategically to avoid unintended consequences and negative outcomes. Diplomats must carefully analyze the situation and the potential consequences of their actions to ensure that their strategies are effective and lead to positive outcomes.

References

1. The official website of Diplo Foundation. Retrieved from: <https://www.diplomacy.edu/resource/diplomacy-as-an-instrument-of-good-governance>.