Celebrity diplomats – strategic communication resources and meditators between the power, victims and the global public.

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Celebrity diplomats - strategic communication resources and mediators between the power, victims and the global public.

The globalization and digital technique development offers strategic communication and management of communication opportunities and challenges. The landscape of communication has changed with new technologies and new actors coming into the political arena. These factors generate in the public sphere to have bigger influence on politics than before through social media channels - such as Instagram, Facebook, blogs, youtube etc. The challenges for organizations is to reach out to the global public in a coherent way, to reach the organizational goals and purpose. Celebrity diplomats are a way to reach to the global public, and are increasingly more involved in international affairs. Public diplomacy activities and initiatives are adapting to new ways of strategic communication as the society and technology continues to evolve. The need of the organizations to spread information globally has made the public activities adapt to the new ways of communicating.

The theories of strategic communication, mediatization and transmedia engagement are the basis for the research. The concept makes the changing complexity of the communication needs understandable, and gives insight in how the celebrity diplomats are used, and what resources they need to have to get through to the global public, by using different platforms when spreading messages. Three case studies are analyzed in depth, these are as follows; Angelina Jolie – I belong campaign, David Beckham – End violence against children campaign, and the Wonder Woman campaign. The thesis is a critical discourse analysis of celebrity diplomats and how they are used to spread awareness about issues on global scale.
Abstract

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Public diplomacy activities and initiatives are adapting to new ways of strategic communication as the society and technology continues to evolve, the need of the organizations to spread information globally has made the public activities adapt to the new ways of communicating. The thesis is a critical discourse analysis of celebrity diplomats and how they are used to spread awareness about issues on global scale. Three case studies are analysed in depth. These are as follows; Angelina Jolie – I belong campaign, David Beckham – End violence against children campaign, and the Wonder Woman campaign. Transmedia engagement and mediatization helps to understand how the celebrities are used in different platforms sharing the same messages, and what strategic communication resources the celebrities need to have to be able to advocate globally.

**Keyword:** public diplomacy, celebrity diplomats, strategic communication, mediatization, media logic, transmedia engagement, critical discourse theory

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Abstrakt

**Kändisdiplomater - strategiska kommunikationsresurser och medlare mellan makten, offren och den globala publiken.**


**Nyckelord:** offentlig diplomati, kändisdiplomater, strategisk kommunikation, medialisering, medielogik, transmedia-engagemang, kritisk diskursteori

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1. Introduction

The landscape of communication has changed with new technologies and new actors coming into the political arena. Media’s growing role is being reproduced everywhere in networks of linkages, and habits within everyday life. These factors generate in the public sphere to have bigger influence on politics than before through social media channels - such as Instagram, blogs, youtube etc. Globalization and a new media landscape challenges traditional foreign ministry as they no longer are not the only actors communicating foreign policy (Pamment, 2015). The public sphere is the network of communicating information and opinions generated through communicative actions (Hemer & Tufte 2005). It is linked to the media, as they hold a great potential and power to raise and enrich societal debates and widen the public knowledge. According to Couldry and Hepp (2013) the concept of mediatization came as the power no longer is located inside powerful institutions or powerful people, but being reproduced everywhere.

The power position of the public sphere means that organizations and politicians have to be strategic in communicating and what they are trying to achieve. The mediatization effects the organizations way of communication, the strategic communications actions, and work processes. The change of social life, the digital techniques and culture has made public diplomacy activities evolve. Non-state actors, such as celebrities, are increasingly more involved in international affairs (Huliaras and Tzifakis, 2010;2012). Globalization is the “expansion and intensification of social relations and consciousness across world-time and world-space” (Steger, 2009). Traditional forms of global power have been challenged and new ways of communicating is needed to cross borders through communication in different countries and cross the borders of digital platforms. Celebrities are often used to represent and promote brands as they have a big audience and can quickly reach the public by media and social media. Celebrities have moved into the political sphere and advocate about global
issues, international relations affairs are not only discussed by state officials any more (Wheeler, 2012). Celebrity diplomats and their influence on the public are included in policy discussions at the highest political levels. The use of celebrities to engage the public sphere in different global issues has increased through the growing role of social media in the everyday life.

This study analyses the communication efforts and activities taken using celebrity diplomats to inform the foreign public sphere in order to achieve awareness, behaviour change and create public opinion. Transmedia engagement is the way to tell a story across multiple platforms and formats using current digital technologies to achieve engagement (Jenkins, 2006). Though when organizations use the digital media and different platforms of social media, they not only have to communicate but also be coherent in their way of communicating to get through the same message. Here is where the strategic communication comes in as it is planned communications efforts to try, reach and fulfill organizational goals or purpose (Smith, 2013). Organizations have to adapt to the new technologies and find new ways of communicating, and use new authorities to effect the audience and to influence and shape public opinion. The digital landscape challenges of global expansion also opens up new ways to reach the global public.

Through the use of strategic communication to fulfil organizational goals, the strategic management needs to position the global communication media activities as a tool to effectively communicate across the globe.

1.1. Problem

The evolving and quick development of media, digital media and the need for public diplomacy to advocate about issues globally has increased. There is not much research on how public diplomats are used when advocating in different platforms of social media, as they not only have to communicate but also be coherent in their way of communicating to get
through the same message that captures the whole concept of the issues or cause. “Connections” and “interrelated complexities” are used to describe globalization and its realities at large (Brown, 2008). The complex global challenges – including diplomatic and communication boundaries and the increasing need for international cooperation is why diplomacy has broadened from government-to-government relations to include government-to-public relations in an extended of the global whole. The digital development opens up new ways of communication and ways to link communication activities. The need of the communication to be coherent in different platforms and channels opens up opportunities for strategic communication to manage the way organizations communicate globally.

The mediatizations effect on organizations way of communication, the globalization and the change of social life, the digital techniques and culture has made public diplomacy activities to evolve. The use of public diplomacy actions and the diplomats have changed, as the development is quick there is not much research on how the organizations are using strategic communication to take further actions with the celebrity diplomats, and why? This study will research how and why celebrity diplomats are used to fulfil the organizational goals. The problem for the organizations is how to communicate in a coherent way globally? Celebrities are a way to reach to the global public, and are increasingly more involved in international affairs (Huliaras and Tzifakis, 2010;2012). This research is focused on what resources the celebrity diplomats need to have, and how they are used to cross boundaries communicating in different countries and digital platforms. There is always a risk for organizations to use real people. The problem is also how are the celebrities used as the organization's needs to have strategies and maintain control of what message is being spread, as this reflects back to the organization. The study focuses on how the celebrity diplomats are used to advocate and spread messages in order to reach organizational goals on a global scale.
1.2. Aim of the research and research questions

The role and use of celebrities in creating awareness and changing attitudes about global issues has increased and the role of celebrities has become an established authority within international affairs. The use of celebrities to spread knowledge is accepted by organizations and leaders. The celebrity diplomats have big publicity and influence the public all over the world. At the same time, the organizations are trying to take the control of the messages that are being spread in different ways. The aim of this research is to study what qualities and values the celebrities need to have to be able to succeed with public diplomacy. What kind of celebrity diplomats are the organizations using, what resources and communication efforts do they contribute with to reach the global public? The study is limited to public diplomats and the research questions are:

1. How and why have the public diplomats changed from diplomats to celebrity diplomats?
2.a) What strategic communication resources do celebrity diplomats have?
2.b) How are the diplomats used?

1.3 Limitations

The research is limited to the global organization United Nations since they are known for using celebrities to raise awareness and have been using Goodwill ambassadors since 1953 (Wheeler, 2011). United Nations have many affiliated programs, funds, and specialized agencies, all with their own membership leadership, and budget (United Nations, 2017). As the research aim to get in depth knowledge by a qualitative study the limitation is to three celebrity diplomats; the research focus is UNICEF and their ambassador David Beckham, UNHCR and ambassador Angelina Jolie, UN Women and their honorary ambassador Wonder Woman, and holistic data gathering of celebrity diplomats and messages from United Nations. This because the funds, programs, agencies and ambassadors are so many and the research had to be limited to be able to get a deeper understanding of the cases.
2. Literature overview

In this chapter the theoretical previous research of public diplomacy, celebrity diplomacy, legitimacy and brand awareness, and United Nations and their brand ambassadors will be presented.

2.1 Public diplomacy

Public diplomacy is the communication with foreign publics, its aim is to establish a dialogue to inform and influence the public in other countries with the purpose of promoting the national interest. It is the efforts of an international actor to understand, inform and influence foreign publics to support their desired policy goals (Pamment, 2017). The five core components for public diplomacy are; listening, advocacy, cultural diplomacy, exchange diplomacy and internal broadcasting (Pamment, 2017). Listening is to gather information, advocacy is to argue for policies and ideas to influence the public, culture diplomacy is to use culture resources to support mutual understanding and relationship building, exchange diplomacy can be sponsored visits and the internal broadcasting is about using the media technologies to inform the foreign public.

Some of the activities that public diplomacy includes are arts diplomacy, celebrity diplomacy, conference diplomacy, cultural diplomacy, health diplomacy, literature diplomacy. Through those activities of public diplomacy, issues and causes get on public sphere and can influence the public opinion. The engagement of the foreign public outside of government is a way to change public opinion through values and interests, and then the public opinion can affect the government and decision makers.

The diplomatic activities of nongovernmental organizations (NGOs) have tribute to transforming the traditional diplomacy which consist of experts with specialized knowledge to
their states and have to handle complex issues internationally. In the 21st century diplomacy has grown out of the state by NGOs and other non-state actors as they act as advisers on government decision, have access to the public and information in different ways, and gather information about the public opinion. The changing context and engagement became necessary with the need of other actors outside the government that possess skills, network and expertise to be able to share, co-create and co-deliver policy (Pamment, 2017). According to Nye power is the ability to affect others and to get the outcomes you want. There are three ways one can affect others’ behavior: threats of coercion, inducements and payments, and attraction that makes others want what you want (Nye, 2008). Therefore public diplomacy is a form of soft power as it's about attracting others to want something. It's about setting the agenda, influence others, and about the ability to move people by argumentation.

2.2.1 Celebrity diplomacy
The society today is much centered on celebrities and fame. And the landscape of communication has changed with new technologies and new actors coming into the political arena. These are the factors that have generated in celebrities having a bigger influence on politics than before through social media channels such as Facebook, Instagram, blogs, youtube etc. Organizations use celebrities to promote their brand, spread awareness and get publicity about issues. By using celebrities they get through to the public sphere in foreign countries and to people that they might not have been able to reach otherwise. The use of celebrities is very common in today’s society in different ways. I will shortly explain two examples; brand ambassadors and a celebrity endorsement. A brand ambassador is a person that represents and markets an organization to increase brand awareness, change attitudes and improve sales. It is a marketing strategy from the company to target the public, a strategy to get through to the public and to give them a message. A brand ambassador can help organizations to build their brand awareness with a much broader reach (Hayzlett, 2015).
use of a brand ambassadors is often tied to the audience that the company is targeting, for example Nike uses well known athletes as Michael Jordan, they have also Christiano Ronaldo and Tiger Woods just to mention a few. This means that Nike automatically sends out message to their brand ambassador’s fans, only by the brand ambassadors using a pair of Nike shoes is good marketing for the company. Celebrity endorser is another strategy where companies use celebrities as spokespersons, in ads and commercials to target the audience. The difference between brand ambassadors and celebrity endorsers is that celebrity endorses can endorse and cooperate with different brands unlike the brand ambassadors that are usually tied to one brand that they represent. A celebrity endorser maybe only makes a short commercial with the company, and buy appearing in a commercial consumer will associate the product and brand to the celebrity. As Hayzlett (2015) argues a brand ambassador, unlike a celebrity spokesperson, is someone who eats, lives and breathes your brand, can connect and engage with the public, and has a well-established online presence on the network.

The power position to communicate with a big audience makes the celebrities attractive marketing tools for companies and authorities to affect the audience and to shape public opinion. This has led to the new alternative forms of international relations called celebrity diplomacy - as United Nations has deployed Goodwill Ambassadors and Messengers of Peace (Wheeler, 2011). Ambassadors and messengers are being used to create awareness to certain political issues, influence the public and also put pressure upon diplomats and international leaders. However, the UN has undoubtedly suffered in terms of credibility in relation to some of its choices of Goodwill Ambassadors, since the behaviour of celebrities is reflected back to the UN. Concerns have also been raised that the greater deployment of celebrity diplomats has led to a trivialization of the UN’s mission (Wheeler, 2011). Thus, introduction of Guidelines in 2003, reflects institutional concern to maintain control over the escalating use of stars. Andrew F. Cooper (2008) maintains that celebrity diplomats make
important contributions to international debates by publicizing campaigns, influencing public opinion and intervening within diplomatic circles. Traditionally, diplomats are experts who offered specialized knowledge to their states for handling complex issues, this information is now increasingly provided by NGOs and other non-state actors. Cooper (2008) argues that celebrity diplomats can access key circles of power to make effective interventions and that celebrities have forced diplomatic initiatives to operate within a broader public domain and placed their causes on the international agenda. It is important for the celebrity diplomats to have authenticity to get through to the public. Authenticity refers to one’s “true” self or the “real” person and is important for connecting groups based on identity, culture, and lifestyle (Banet-Weiser, 2012). The authenticity can be creativity, politics, values, sympathy and is historically understood as outside the crass realm of the market and is perceived as not commercial (Banet-Weiser, 2012). Celebrity diplomacy is common in today's society, through those activities of public diplomacy issues and causes get on public sphere and can influence the public opinion. To illustrate this phenomenon I will highlight examples of celebrity goodwill ambassadors; Angelina Jolie, David Beckham and Wonder woman in the research.

2.3 Legitimacy and brand awareness

Brand identity and brand equity are important when establishing a brand and make brand awareness. We have brands everywhere and everyone recognizes at least some of the brands in our society. Marketing strategies give the public sphere associations and value to the brand, and the legitimacy of a brand is established and regularized (Banet-Weiser, 2012). Using a person to present the brand will give the public associations, the public will associate the person representing the brand to the organization. For companies there’s always a risk using a real person that represents the brand. The risk is that the persons can go through hard times, problems and scandals in their real life. Because of the celebrity the organization is as well going to have attention from the media in every scandal that involves the celebrity.
Legitimacy refers to a kind of social acceptance that results from the company not only following rules and regulations but also community norms and expectations (Brown, 1997; Knoke, 1985; Meyer and Rowan, 1977, cited in Deephouse & Carter, 2005). A company's actions should be adapted to the social system, the company will meet society's expectations, norms and values to be accepted (Hirsch & Andrews, 1984; Parsons, 1960, cited in Deephouse & Carter, 2005). An organization's legitimacy can be viewed from different aspects. Isomorphism is one phenomenon that focuses on the extent to which an organization works and behaves in a similar way to other organizations (Deephse & Carter, 2005). Deephouse and Carter have concluded that a high degree of isomorphism increases the legitimacy of organizationalism. Working on the basis of general norms and practices, the organization will be perceived as rational, which in turn may increase the possibility of social acceptance (Fligstein, 1991; Tolbert & Zucker, 1983, cited in Deephouse & Carter, 2005). Corporate Social Responsibility (CSR) can also be used to achieve legitimacy (Carroll, 1991). CSR means that companies take responsibility for the impact they have on society in different areas, for example, based on environmental and social responsibility (Security Policy, 2013). Legitimacy in relation to policy and politics are essential in understanding the processes of public diplomacy and how the celebrity diplomats are used. In the research legitimacy is defined as society’s acceptance of a nation’s, governing body’s or organizations right authority to take on particular roles in political settings (Burton, 1968).

2.4 United Nations, ambassadors and campaigns

The United Nation is a global organization, with many affiliated programs, funds, and specialized agencies, all with their own membership leadership, and budget (United Nations, 2017). Goodwill ambassadors’ programs have been in place across the United Nations since 1953, when Danny Kaye became the first celebrity to support UN through involvement in the
United Nations’ Children’s Fund (UNICEF, 2017). After Kaye came the movie star Audrey Hepburn who has given United Nations much publicity when promoting UN and have used her fame for humanitarian causes. UN began to employ celebrities to raise funds, affect diplomatic agendas and draw attention to causes. The expansion of the UN Goodwill Ambassador came when the former Secretary-General Kofi Annan leading to the creation of Messengers of Peace, these expressions of celebrity diplomacy have been incorporated into NGO public relations techniques (Wheeler, 2012). In the 1980s and 1990s there was an increase in celebrity activity which reflected the extension of the employment of celebrities by UNICEF and other agencies, notably the Office of the United Nations High Commissioner for Refugees (UNHCR) and the World Health Organization (WHO).

The limitation to study three celebrity diplomats also limits the data collection. Except from United Nations overall holistic data gathering of the diplomats and messages, the focus is UNICEF and their ambassador David Beckham, UNHCR and ambassador Angelina Jolie and UN Women and their honorary ambassador Wonder Woman. This because the funds, programs, agencies and ambassadors are so many and the research had to be limited to be able to get a deeper understanding of the cases. United Nations Children's Fund (UNICEF) provides long-term humanitarian and development assistance to children and mothers, United Nations High Commissioner for Refugees (UNHCR) protects refugees worldwide and facilitates their return home or resettlement and UN Women focus exclusively on gender equality and women’s empowerment. The network of public figures now counts over 200 personalities, raising awareness on a diverse range of issues from refugees, children and women empowerment to the role of manufacturing and sustainable industrial development (United Nations, 2017). As the list went on the research had to be limited looking further for ambassadors, as the generalization can be done at this number, the data conduction shows it
the ambassadors are cultural resources, they are famous people - actors, singer, sports, writers etc. Below are the current ambassadors of the UNICEF, UNHCR and UN Women:


There are many more international and regional ambassadors working with advocacy and promoting United Nations causes to help and focus worldwide attention on the work in order to fulfill the organizational goals. The individuals are carefully selected from the fields of art, literature, science, entertainment, sports or other fields of public life (United Nations, 2017).

These are public persons that have huge publics in their fields, both worldwide and regional.
3. Theory

A review strategic communication, mediatization and transmedia engagement concepts are the basis for the research. The concept makes the changing complexity of the communication needs understandable, how the celebrity diplomats are used, and what resources they need to have to get through to the global public. The evolving of the social media as a part of the global public's everyday life makes it possible for the public to interact and get involved in global issues. Therefore the messaging of issues and causes is complex and needs to be coherent.

3.1. Strategic communication

Strategic communication is consistent with the organization's mission, values and vision. According to Smith (2013) strategic communication is communication with a purpose, it is planned communication efforts to try and reach a goal or a purpose (Smith, 2013). The goal is to influence the public sphere or the targeted audience and make them act in the direction that the sender wants to. The communication is planned to promote a brand, an organization or to make awareness of special issues, affect the public and make them act in a specific way. With strategic communication managers want to make awareness, change attitudes and behaviour. The strategic process looks at three factors; the message, the media channels and the audience. It includes components as audience analysis, goal setting, message strategy, channel choice, and program assessment (Hallahan et al, 2007). The concept of strategic communication includes several communication disciplines that are united, such as public relations, organizational communication, marketing communications, corporate communications etc. (Nothhaft, 2016). Strategic communication comes from the need to be strategic in communicating to be able to affect the public and achieve goals of the organization. It involves planning messages and choosing message activities and channels to
be able to affect the public with the message. To be able to influence the public it requires strategic communication and actions that can reach the public and affect them. Organizations have recognized that various communications disciplines share common purposes and that their objectives and strategies for achieving objectives are similar, what differentiates them is their tactics and the way they adapt to a changing environment (Hallahan et al, 2007).

3.2. Mediatization

Media’s growing role in everyday life and the emergence, and increasing dominance approaches to power that no longer is located inside powerful institutions or powerful people, but being reproduced everywhere in a huge network of linkages, and habits within everyday life are the factors that made the concept of mediatization a necessity (Couldry and Hepp, 2013). The concept captures interrelation processes between media change and social and cultural change. These multiple influences were converging around a need to find a common term for media’s broader influences (Couldry and Hepp, 2013). The new mediatization phase has impact on the strategic level of communications management, work processes, and organizational structure of communications. Central to the processes of mediatization is the capacity of media to produce and diffuse meanings about the organization, its values and to manage to engage all the stakeholders (Chouliaraki & Morsing, 2010). The processes of social, cultural and political change changes also practices and institutions in media societies. The development and changes in planning and implementing media communication with key corporate stakeholders is mediatization (Lundby, 2014). For organizations establishing own media brands and producing own media content is a necessary shift in its method of communicating with key stakeholders, which enables to manage stakeholder relations effectively and, through these efforts to influence them (Savic, 2016).
3.2.1 Media logic

Media logic has become a dominant way of perceiving social and public affairs, it is a communication form of the process through which media present and transmit information (Altheide, 2004). Media logic is the dominance in societal processes of the news values, the storytelling techniques the media make use of to take advantage of their own medium and its format, and to be competitive in the ongoing struggle to get people’s attention. These storytelling techniques include simplification, polarization, intensification, personalization, visualization and stereotypization and the framing of politics as a strategic game (Strömbäck, 2008). The media have power over their audiences in terms of influencing perceptions, attitudes and opinions. These perceptions matter when people form their opinions and therefore force political communicators and organizations to take the media into consideration when attempting to shape opinion or react to public opinion. The emergence, and increasing dominance approaches to power that no longer located it inside powerful institutions or powerful people, but being reproduced everywhere in a huge network of linkages, and habits within everyday life is why organizations adapt to media logic (Couldry and Hepp, 2013).

The media logic becomes more important for those attempting to influence the media and its content as media continues to be the dominant source of information and channel of communication between different sections of society (Strömbäck, 2008). The independence of the media has increased and political and other actors have to consider media logic when communicating. Organizations and political actors must accept that they can no longer rely on the media to accommodate them. They have to increase their skills in news management and to adapt to the media. Media logic is the format, the way in which information is recognized, organized, presented, and interpreted by audience members, it refers to the processes for constructing messages within a particular medium and includes rhythm, grammar, and format.
(Altheide, 2004). It is a way of setting the agenda and producing newsworthy information and to shape the nature of discourse itself.

3.3. Transmedia engagement

Transmedia engagement is another theory that will be used in this study, when analysing the chosen campaigns and the way they tell a story across multiple platforms using current digital technologies to achieve engagement. Transmedia is the technique of telling a story, or a story experience across multiple platforms and formats using current digital technologies. It is an art of world making according to Jenkins (2008) who argues that “stories that unfold across multiple media platforms, with each medium making distinctive contributions to our understanding of the world”. Transmedia creates an opportunity for fans or participants to search for more information and to contribute to the holistic experience of the story, by discovering the story in new interesting ways and creating and sharing the new content. That engages the audience to use various techniques in their daily lives to contribute to the story. Media can be text, photographs, illustration, motion pictures, audio and many other forms in which a story is being formed and presented. It is the form of the language a story has, then the story is reproduced in the place of media channels.

There are discussions about logics that contribute to the emergence of transmedia and the phenomenon of increased fan participation. The five logics of engagement according to Jenkins (2008) are:

1. The logic of entertainment, for example TV series, movies, reality shows, games.
2. The logic of social connection, as votes and discussions on social networking sites.
3. The logic of experts - The collective intelligence brought by fans for the purposes of creation, production and discussion.
4. The logic of immersion - encourages participation. On special occasions fans can use a number of interactive tools to immerse themselves and form a community.
5. The logic of identification, which enables participations to establish an identity depending on what they watch.

Jenkins (2008) argues that the collective intelligence of fan communities motivate fans not simply by knowing but it is a pleasure in exchanging knowledge. Transmedia is a way of using technology in connecting through storytelling, creativity and engagement by participation. Participations offer greater insight into the discussion. To achieve engagement, a transmedia production develops stories across multiple forms of media in order to deliver unique pieces of content in each channel, these pieces of content are not only linked together but are synchronized with each other in the narrative. Transmedia often include the original content such as a book, a movie, or a game and then adds in material as podcasts, television shows, computer games, etc., as time progresses. This way they want the public or fans to have an interactive, participatory, and communicative multi-platform engagement (Graves, 2011). Transmedia promotes collaboration both between creators in different mediums and creators and fans (Scott, 2010). Social media makes it possible for people to interact and participate by commenting, change, circulate, and share digital content, which makes people feel social connection with each other (Jenkins, 2006). Websites, blogs, text, video clips and pictures are shared and circulated by the public in powerful new ways. This engages the public in a “two way” dialog and “engagement” approach that involves listening, dialogue, debate and relationship-building (Pamment 2015, Peterson et al. 2002). Therefore, by using social media such as social networking sites (e.g. Facebook), content communities (e.g. Youtube), blogs, micro-blogging (e.g. Twitter), and Instagram will accelerate the action process and the cooperation through interaction (Castells 2007). The most successful campaigns in marketing, are those of the transmedia nature which include narratives, participation from fans, and an identifiable brand (Tenderich 2013).
3.4 Conceptual framework

The concepts above; public diplomacy, mediatization, strategic communication and transmedia engagement provides a conceptual framework for the research. The concepts comprehend the approach and objective of the research with focus on how the celebrities are used to advocate and spread messages in order to reach organizational goals on global scale. The theories add value to the research as the digitalization, social change and the need to spread knowledge about issues on global scale has increased. There has not been much studies of the field together, though all of the concepts affect the outcome and are managed to outline a certain outcome to fulfill goals.

4. Methodology

The method chapter answers how and why the data was collected. The research approach is described, perspectives, methods of the data collection, analysing strategy and research limitations. The epistemological view of the study is social constructivist which means that the reality is created. There is no objective truth and humans create and interpret the reality in which they live in. The social constructivism rejects objective reality which also means that the researcher view of the world is shaped by the constructed reality, therefore the researcher has to reflect and be critical to the own thinking, interpretations, discourses and values. As there is no objective truth the reality can be investigated and studied through the linguistic constructions that humans use (Jørgensen & Phillips, 2002). Therefore, to truly understand the social society, we need to uncover the deeper structures (Prasad, 2005). When researching structures it is common to analyse language. The study has a qualitative approach and investigates how the public diplomats communicate and the discourses that exist in the cases.
The approach of the essay is discursive as it is through the language humans creates and understands the world (Jørgensen & Phillips, 2002). There are three ways to approach the study; the inductive, the deductive and the abductive method (Bryman & Bell, 2005). Methodology of the study takes the abductive approach which shift between the deductive and inductive approach, it shifts between the empirical and theoretical areas, and the analysis develops under the process. Abduction is partly a result of empirical observations, as well as a result of theoretical insights that have increased during the process (Dubois & Gadde 2002). Reflexiveness is important in this kind of study and in discourse analysis.

4.1 Constructivism

Constructivism is a theory of learning that has roots in philosophy and psychology. In the qualitative research constructivists make assumptions about the generation of knowledge and meaning as a social construction (Guba & Lincoln, 2001). According to constructivists knowledge of the world is always a human and social construction, though the world is independent on human minds. People construct their own understanding and knowledge of the world through experiencing things and reflecting on those experiences, by interactions with the environment. The personal world is constructed in our minds and the personal constructions define our personal realities. People interpret the reality differently, based on unique set of experiences with the world and former beliefs. The epistemological assumption of constructivism is that knowledge is a function of how the individual creates meaning from his or her experiences. The mind is the instrument of thinking which interprets events, objects, and perspectives. Individual’s filters input from the world in the process of making interpretations and understanding. Meaning-making and understanding is an active process in which people construct new ideas or concepts based upon their current and past knowledge. The four aspects of constructivist lessons according to Good & Brophy (2003) include:
learners construct their own meaning, new learning builds on prior knowledge, learning is enhanced by social interaction and meaningful learning develops through authentic tasks. Learning and understanding is an active process in which people construct new ideas or concepts based upon their current and past knowledge, it is an active process where knowledge is constructed from experience and learning is a personal interpretation of the world. The constructivism assume that active learning is not listening and then remembering the correct view of reality, but to participate in it and interact with the surrounding environment in order to create a personal view of the world.

Ontology deals with the nature and refers to the structure of the world, and how phenomena and things are in the reality are and how they are related (Wand & Weber, 1993). The ontological viewpoint of this research is what’s to be studied, which is the celebrity diplomats in the campaigns, social media, and media through discourse analysis to gain epistemological knowledge. The epistemological assumption maintains the social nature of knowledge, and believes that knowledge and creating meaning is the result of social interaction and language usage, it is shared rather than an individual experience (Prawatt & Floden, 1994). The social interaction always occurs within a socio-cultural context, resulting in knowledge that is bound to a specific time and place (Vygotsky, 1978).

4.1.1 Social constructivism
There are two main approaches to constructivism, the cognitive and the social constructivism. Cognitive constructivism is developed by Jean Piaget and focus on how humans make meaning in relation to the interaction between their experiences and their ideas. The cognitive approach concentrates on the importance of the mind in learning and development. The second, Lev Vygotsky's social constructivism is the point of view of the research, the focus is on the key role played by the environment and the interaction between people, the social interaction in the learning and making meaning. The social constructivism argues that people
first construct knowledge in a social context and then individually internalize it (Vygotsky, 1978). The process of sharing individual perspectives results in people constructing understanding together that wouldn't be possible alone (Greeno et al., 1996).

Constructivism as a paradigm or worldview posits that learning and making meaning is an active, constructive process. People actively construct or create their own subjective representations of objective reality, knowledge and reality do not have an objective or absolute value. Instead of thinking of truth and reality, von Glasersfeld focuses on the notion of viability, which means that the concepts, theories, or models are viable if they prove adequate in the contexts in which they were created (Von Glasersfeld, 1995). People construct reality based on their experiences and interactions with the environment. In the research social constructivism gives the opportunity to interact with data, and make it possible for individuals to construct their own world with the information given, the information can continue to build understanding based on empirical evidence.

4.2 Qualitative research

Qualitative research is to study things in their natural settings attempting to make sense of it by interpret the meaning of things, and by that make the world more visible (Denzin, N. K. & Lincoln, 2011). Qualitative research is bound to the context of research, to the persons that are included in the study, and time bound as it is a constant changing process. The researcher has to go in depth to be able to understand the situation, the background of the studied people and context, and know why this particular research is being done. With that in mind, the researcher has questions that needs to be answered and which people to approach is significant and important for the research, people that have and can provide knowledge about the research questions in order to proceed the study and to have a good outcome and give new and valid information about the issue. The expertise of the issue is of high importance when studying people that have something to learn us about. “Procedural issues define how
qualitative methodology is used to produce knowledge about the world“ (Denzin, N. K. & Lincoln, 2001). The information of the qualitative research is important for understanding and spreading the knowledge of the studied topic.

4.2.1 Pilot study

United Nations is a global organization with several agencies and programs so I carried out a pilot study to generate factors to be able to pursue the research in depth. I gathered information about the United Nations and their objectives, information about the current celebrities that are ambassadors for United Nations around the world – their similarities and differences, and then I did observations on ongoing campaigns, their mission and objectives. Awareness of the individual interpretation is needed as I as a researcher might affect the data, I have tried to avoid my own subjectivity when collecting the data by limitation, selecting diplomats that are relevant and active at the time of the study, and that figures mostly in media and social media representing their causes. I limited myself to campaigns that were ongoing 2016 and 2017 and wanted to have both male and female. The pilot study involves also studying the UNHCR, UNICEF and UN Women which are the organizations behind the chosen campaigns. During the pilot study hashtags were recurrent and used to spread the messages, the same hashtags were in the webpages of UN as in UNICEF, UNHCR and UN Women, as well on Instagram and Facebook. Therefore the empirical material became conducting data by gathering words and sentences that were used and reposted by hashtags. The pilot study gave an overview and a macro perspective of how the messages are spread by the public ambassadors by using different platforms to reach out to the public with the same message. The public diplomats and the organizations use hashtags with words and sentences in the social networks. As a whole the macro incorporates all the actions and initiatives of United Nations and the public diplomats. As for the micro perspective the focus is on the textual level, on the words and meanings that are spread by hashtags. Factors that were found
in the pilot study contributed to the different concepts of the framework which consist mediatization, transmedia engagement and strategic communication. To achieve the organizational goals with advocacy and public diplomats, advocacy, all the concepts are used in coherent way and affect the outcome. To understand how the celebrities are used and how the concepts relate I have done purposeful sampling and case study to get a deeper understanding.

4.2.2 Purposeful sampling

I have chosen purposeful sampling as it is used in qualitative research for the identification and selection of information-rich cases related to the research question (Patton, 2002). It involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest (Cresswell & Plano Clark, 2011). With purposeful sampling I get to choose individuals that have knowledge and are experienced with the phenomena. In addition to that, I have also thought of the importance of availability and willingness to participate. My choices were therefore public persons as public diplomats, as I can analyze and write about them, use their names and have access to their involvement in the cases, the social media and media content.

Angelina Jolie was chosen as she is UN’s special envoy and figures everywhere in media, social media, represents United Nations and UNHCR. Jolie has been advocating about refugees for many years, and the fact that she is a special envoy makes it simple to account her as one of the three diplomats without having personal interpretations in the selection. The second celebrity had to be a man as I wanted to represent both genders, without going further in to gender issues – this is a research strictly about public diplomats and not gender issues. At the time of the study David Beckham’s movie about ending child violence got viral and he became the obvious second celebrity diplomat. Beckham is very active with UNICEF and travels around the world to support and meet children. The third is UN Women and Wonder
Woman as she is a fiction character, and gained a lot of publicity when she became an honorary ambassador for United Nation in October 2016.

4.2.3 Case study
Case study as a qualitative method is used in the research to get in-depth understanding about celebrity diplomacy and public diplomacy actions. The cases are bound by time and activity and as a researcher I collected a set of data about three campaigns, to be interpreted and analyzed over a sustained period of time (Creswell, 2014). The data is collected to get an overall holistic picture of the phenomena and an overall picture of the diplomat's, how the celebrity diplomats are used, what values they stand for and what characterizes them. The data is collected by viewing and analyzing the websites of the organizations and social media. The study aims to get in-depth knowledge and understanding about the development of public diplomats by analyzing three cases of celebrity diplomacy where they advocate for issues around the world. The three cases are presented below.

Angelina Jolie - I belong campaign
Angelina Jolie is a world known movie star (Appendix 1). Angelina Jolie is a devoted humanitarian and was made a Goodwill Ambassador for the UN Refugee Agency in 2001. Jolie’s dedicated service to UNHCR and the cause of refugees for many years, she represented UNHCR as a Goodwill Ambassador from 2001-2012 and carried out over 50 field missions and become an influential advocate on refugee and displacement matters (UNHCR, 2017). Jolie has drawn attention to global issues and made headlines and got much publicity for her work to obtain aid for refugees in Cambodia, Darfur and Jordan. In 2005, Jolie received the Global Humanitarian Action Award from the United Nations Association of the USA for her activism on behalf of refugee rights. Angelina Jolie was appointed Special Envoy in April 2012, with the expanded role, Jolie focuses on major crises that result in mass
population displacements, undertaking advocacy and representing UNHCR and the High Commissioner at the diplomatic level. (UNHCR, 2017). Through her engagement with decision makers she has helped many refugees. Jolie won the Jean Hersholt Humanitarian Award at the 2013 Governors Awards (Respers, 2013).

UNHCR, with endorsement from high-profile supporters launched the I Belong campaign in 4th of November 2014 on occasion of the 60th anniversary of the 1954 UN Convention relating to the Status of Stateless Persons (UNHCR, 2017). Together with States, civil society and other UN Agencies the UNHCR aim is to end statelessness by 2024 by preventing new cases from emerging identifying and protecting stateless populations (UNHCR. 2017).

“UN High Commissioner for Refugees António Guterres, UNHCR Special Envoy Angelina Jolie and more than 30 celebrities and world opinion leaders today published an Open Letter, saying that 60 years after the United Nations first agreed to protect stateless people, “now it’s time to end statelessness itself.” (UNHCR, 2017)

The global campaign aimed at ending statelessness within 10 years. Statelessness is people around the world who lack any nationality and the basic human rights attached to it. There are more than 10 million people that are stateless currently around the world, and a baby is born stateless every 10 minutes (UNHCR, 2017). As part of the campaign UNHCR also released a special report on statelessness which highlights the impact on people of having no nationality. This report contains an action plan to end statelessness which aims at resolving major situations of statelessness through law and policy reforms; ensuring that no child is born stateless; preventing the deprivation of nationality on the basis of discrimination; removing gender discrimination in nationality laws so that men and women can equally pass on their nationality to children; granting protection status to stateless migrants and issuing nationality identification documentation to those entitled to it (ECRE, 2017).
By observations at the homepage of UN and UNHCR I chose their most used hashtags on the campaign #ibelong and #withrefugees. There after I went on Instagram and searched with the chosen hashtags and collected randomly the first 30 pictures and/or video clips that were hit. The criteria of the content was the diplomat’s involvement in the posts to study how the discourse continued amongst the public. After that I looked on Facebook what the diplomat and United Nations shared about the cause and looked of the hashtag used by the public when reposting. The public use the coded words and sentences when posting pictures and sharing messages of Angelina Jolie and refugees. I coded recurrent words or messages that were used and, or reposted by hashtags.

**David Beckham - End violence against children campaign**

David Beckham is a world known football player (Appendix 2). David Beckham has been a goodwill ambassador for UNICEF since 2005 and is frequently seen wearing UNICEF T-shirt in pictures, sends messages with hashtags that promote the cause and the organization. Beckham humanitarian efforts involves visiting children around the world, talks to them and then talks to the public and leaders about the situation and the need to change it, that violence against children is wrong and together we need to end it (UNICEF, 2017). In 2005, Beckham founded the David Beckham Academy football school, operating from two sites, in London and Los Angeles, it was announced in 2009 that both would close. Beckham started the 7 Fund with UNICEF, and made a commitment to do everything he can to make the world a safer place for children and to speak out on issues that are having a devastating impact on children’s lives (UNICEF, 2017).

12 July 2016 the United Nations joined world leaders to launch the Global Partnership to End Violence against Children to make ending violence a public priority and a collective responsibility (UNHCR, 2017) As part of the Sustainable Development Goals
(SDGs) world leaders made a commitment in 2015 to end all forms of violence against children by 2030. This is an opportunity to unite the world behind a global, national and local movement to protect the world’s most precious assets which are the children. The Global Partnership to End Violence Against Children and its associated fund were created to help achieve the goal in every country, community and every family (Sustainable development knowledge platform, 2017).

5th of December 2016 a film featuring UNICEF Goodwill Ambassador David Beckham was released to illustrate the brutal reality that physical and psychological abuse can mark children forever (UNICEF, 2017) The 60-second UNICEF film scenes of violence against children appear as animated tattoos on David Beckham’s body. The animations in the film are Beckham’s tattoos that are being drawn and transformed, from good happy tattoos they transform to different forms of violence that boys and girls experience in places where they should be safe – their homes, schools, online and in their communities (UNICEF, 2017). This is to show how the violence leaves long lasting scars when children are being exposed to violence and abuse. During the campaign Beckham invited youth to answer questions and report issues that affected their life by using a U-report as a message-tool. More than 190000 used and answered the U-report from 22 different countries (UNICEF, 2017). 80000 of the U-report users did also give suggestion on how to address violence in their communities.

By observations at the homepage of UN and UNICEF I chose their most used hashtag #endviolenceagainstchildren and #foreverychild on the campaign. There after I went on Instagram and searched with the chosen hashtag and collected randomly the first 30 pictures and/or video clips that were tagged. The criteria of the content was the diplomat’s involvement in the posts to study how the discourse continued amongst the public. I also checked Facebook and looked for what the diplomat and United Nations shared about the cause and the hashtag used by the public when reposting. I coded recurrent words or messages
that were spread and shared using Beckham's movie or other pictures with the celebrity diplomat. David Beckham's photos and his movie is being shared with the coded words and sentences.

**Wonder Woman - United Nations honorary ambassador**

Wonder woman the fictional female superhero debuted in *All-Star Comics* in 1941, created by psychologist William Moulton Marston (Appendix 3). Six months after that the first issue of *Wonder Woman* was published. The idea was to creating a female superhero who used love as well as strength to conquer evil. At the time of the existing comics as Superman and Batman were violent and there were no female hero, Marston wanted to contribute with a female heroine that could find peaceful solutions to conflict and that could serve as a role model for young women and inspire them to achieve (Vos MacDonald, 2016).

The United Nations announced in October 2016 that the comic book character Wonder Woman is becoming their new honorary ambassador for girls’ empowerment (Wheeler M, 2011). The decision was made in light of the character’s 75th anniversary and also marks the launch of the UN’s landmark global campaign to achieve gender equality and empower all women and girls.

By observations at the homepage of UN and UN Women I chose the hashtags #withwonderwoman and #genderequality from the campaign. On Instagram I searched with the chosen hashtags and collected randomly the first 30 pictures and/or video clips that were hit. The criteria of the content was the diplomat’s involvement in the campaign in the posts to study how the discourse continued amongst the public. On Facebook I looked what United Nations shared about the cause and collected hashtags used by the public when reposting. I coded recurrent hashtag words or messages that were spread and shared using content and involvement of Wonder Woman.
4.3 Discourse analysis

To analyse the campaigns I employed discourse analysis method. Discourse analysis is a qualitative research method which involves the analysis of language usage within a text. Social reality is constructed through a system where the construction of discourse is a process. The social world occurs through the processes of text production and discursive practice. In this research it is by the discourse of the campaigns for wanting social change which provide a particular way of talking about, representing and understanding the social world.

Discourses are broad patterns of systems of statements that are taken up in particular discussions (Fairclough 1995). The meaning of the text can be derived through the study of the text in relation to other texts, the context of production, dissemination, and consumption. According Van Dijk (2008) the discourse is a communicative event that happens in a social situation, presents a scenario, involves participants who played different roles, and determines some actions. Discourse analysis allows for the consideration of multiple ways in which representations can be accounted for, the method provides means of understanding how the campaigns portray messages and the celebrities. Though discourse analysis is useful in identifying the representational practices occurring within media texts, the method is often complicated in that a single lexical item can drive different interpretation of the same event.

Ideology is a core theory in discourse analysis, which can be viewed as a way of representing the world. Ideologies allow people to organize the multitude of social beliefs about what is the case, good or bad, right or wrong, and to act accordingly (Van Dijk, 1998). Discourse is a set of statements for talking about or discussing a topic at a particular historical epoch and is the condition for social practice and action, it sets the frames for meaning and practice (Foucault 1973).
4.3.1 Critical discourse analysis

Two leading theorists in Critical discourse analysis (CDA) I have chosen to combine and use in this research are Teun van Dijk and Norman Fairclough. Norman Fairclough’s three-dimensional approach of critical discourse analysis is used in the research to examine the data and to get a deeper understanding in how the data is used. The three stages of critical discourse analysis for the analysis of text and discourse are:

1) The **description** – the linguistic of the formal properties of the text;

2) The **interpretation** - of the relationship between the discursive processes/interaction and the text, where text is the end product of a process of text production and as a resource in the process of text interpretation and lastly,

3) The **explanation** - the relationship between discourse and social and cultural reality.

(Fairclough 1989)

According to Van Dijk CDA is a type of discourse analytical research that studies the way power dominance and inequality are enacted, reproduced and resisted by text and talk in the social context (Van Dijk, 2001). Taking this position in the research is a way to investigate and understand how the use of social power manifest ideologies, norms, values and structures amongst the population around the world, to understand the discourse and the relation between them in the context I have to considered the power position of both sides.

**Text analysis**

To gain insight of how discursive processes operate linguistically in specific text a text analysis is done. As Fairclough argues that a text analyse alone isn’t enough for a discourse analyses as it doesn’t reveal the links between text, society, culture, and structural processes (Fairclough, 1992 b). Therefor the context is bound to time, the society and culture which needs to be considered during the study. The text analysis will be combined with content and intertextual analysis. The text analysis is used in this study is to identify what messages are
written and being spread, to compare the messages in the different platforms and to see how they link to one another and how they link to the public diplomats and their messages.

Fairclough proposes different tools for text analysis: interaction control - the relationship between speakers, ethos - how identities are constructed through language and aspects of the body, metaphors, wording, and grammar (Fairclough 1995 b). I chose to analyse the text by wording as all the campaigns, including the United Nations use words to get across their messages. The way the words are used by them all is by hashtagging the words, and therefore they set the agenda with the hashtagged words. The analysis of the words is the micro perspective of the research and sheds light of the messages. As the words and sentences were hashtagged it became an obvious choice to collect data of the hashtagged words by the organizations as a first step, the other step was to compare it with the diplomats messages and the third step to compare with the public's hashtags in the different platforms. The words are gathered as data and put into themes as they are recurrent.

**Content analysis**

Content analysis consists of breaking the text into units of information for the coding and categorization. The content analysis is thematic analysis which centers on the themes or topics around which the discourse is developed. As a type of content analysis, discourse analysis manifests that underlying ideological assumptions, positions, perceptions of power relations, levels of interest and authority can be traced from the textual structure of the media content (Van Dijk, 2001). Different types of content analysis can be used depending on the objectives of the research or the characteristics of the texts to be analysed. In this research the content analysis is interesting for discourse produced in the context, this centers on the themes or topics around which the discourse is developed. The selection of topics, the order in which they appear, the time dedicated to each, the relationships between the different topics or how they emerge are very important questions to have in mind when characterizing discourse (Van
Dijk, 2001). By categorizing the data collection I found three themes that the campaigns and diplomats advocate for. The content besides the words are the public diplomats and their pictures and movies clips that are shared as a content to the words, as they give the public content to relate the cause to, interpret it, and a way to discuss the cause about.

**Intertextual analysis**

The intertextual analysis by Fairclough consist of seeking the presence of features from other discourses in the discourse to be analysed (Fairclough 1995). This approach is built on the notion that subjects resort to discourses circulating in the social space in order to produce their own discourse. The activity of discourse is equivalent to selecting and combining elements from other discourses. Fairclough’s intertextuality interprets discourse as a symptom of ideological domination where subjects are reduced to being reproducers of dominant discourses. The meaning of discourse emerges in reference to other discourses with which it engages in dialogue (Foucault 1973). Therefor the value of the discourse emerges from the similarities and differences from other discourses, it is a communicative process that occurs in everyday interactions and from a micro point of view affects the social life. Fairclough argues that language and society are related internally and that language is there for a social process (Fairclough ,1989). He makes distinction between text and discourse, in which he argues that text is a form of product, while discourse is a social interaction process – where the text is a part of (Fairclough ,1989). To be able to seek the presence of features from other discourses in the discourse to be analysed the final part of the study was to collect data from different platforms and networks such as Instagram and Facebook. The data here consists of posts and reposts of the campaigns involving text, pictures or movies with the public diplomats. When all the texts were coded I did a comparison with the campaigns messages and with the messages that the public diplomats sent out. The study presents the critical discourse analysis
of the intertextuality of the various categories it has by searching for recurring words, themes and patterns of activity in social media and comparing the messages.

The comparison was first done by comparing the messages on the networks to one another and gathered as data, and put into themes as they are recurrent. After, the public's messages were compared to the public diplomats and the campaigns messages. The intertextuality is clear through citation or reposting of the posts as they were initially from the campaign and the public diplomats without any change on the networks. In some cases same words are recurrent in different posts as well as in different platforms. This is to see how the discourses are related. This third level of the analysis is to study if the discursive practitioners reproduce discourse and contributes to its maintenance or if they are challenging and changing the discourse.

4.3.2 Themes, coding and comparison

The data was collected on texts, pictures and movies that is published on the homepage of United Nations, UNHCR, UNICEF, UN Women, Facebook and Instagram between November 2016 to May 2017. This is a way of getting a broader set of data resulted in information that gave a more holistic view of the campaigns and the diplomats. The data collection gives the research an opportunity to do an in-depth analysis of the three campaigns, both visually of the content and a discourse analysis according the public diplomat’s way of spreading knowledge, and to understand how and why the activities have changed. Coding of words and themes were conducted from the gathering of the empirical material from the three cases and the pilot study of United Nations.

Thematic coding is a form of qualitative analysis which involves recording or identifying passages of text or images that are linked by a common theme or idea allowing you to index the text into categories and therefore establish a “framework of thematic ideas about it” (Gibbs 2007). Themes are patterns across data sets that are important to the description of a
phenomenon. The method of data collection by hashtagged words was chosen during the pilot study as it became clear that hashtags were used by the organization, the public diplomats and the public to spread the message across multiple platforms. The hashtags formed a link to the campaign, the public diplomat and the organization. The hashtags of the campaigns that were chosen to be able to study what was spread on social media, were chosen by studying the campaigns on the United Nations webpage, recurrent hashtagged words in the campaigns, and hashtagged words used by the diplomats. I limited it to two chosen hashtags for each campaign and diplomat:

I belong campaign - #ibelong and #withrefugees
End violence against children campaign - #endviolenceagainstchildren and #foreverychild
Wonder Woman campaign - #withwonderwoman and #genderequality

To secure that I chose the right words I did a google search for the campaigns and looked for what words were used in the ads and photos of the campaigns involving content with the diplomats. The findings were basically the same words as used in the campaigns. Next step was to search with these hashtags on social media and collect hashtagged words and sentences by the public that posted or reposted about the campaigns involving the public diplomat.

Through the process of coding by familiarization with data, generating initial codes, searching for themes among codes, and reviewing themes, defining and naming themes, the data gathering provide themes and level of patterns to create understanding and of meaning within a data set. The coding generated in three themes that the three campaigns advocate for;

Human rights, Children's safety and Gender equality.

The themes were created by the data of the coded words. The data collection from the global public was done on social networks Instagram and Facebook, the coding was done by reading all the comments and hashtags of the posted and reposted pictures, movies and texts of the
campaigns posted by the public diplomats or involving content of the diplomats. With the coding messages were identified by words that were repeated and used over and over again. Comparison was done with all the coded texts too see similarities and differences, and to find the patterns. The data consists of posts and reposts of the campaigns involving text, pictures or movies with the public diplomats. The comparison with the campaigns messages, the messages that the public diplomats sent out, and the public’s messages gave a clear pattern of how the messages presence became focus of discourses in networks such as Instagram and Facebook. This was more just a repost of the public diplomat’s message where the public has hashtagged the same word or words as the diplomat used.

4.4 Methodological reflection

Discursive research is concerned with the interpretation how meaning is constructed in a particular context. It raises questions about the researcher’s role, preconceptions, and subjectivism. It is impossible for a discourse analyst to be neutral, because the researcher is part of a social, cultural and historical context (Zeeman, 2000). The researcher takes a position in relation to the research that plays a part in the determination of what the researcher can see and present as results. The method and analysis of the study is research of discursive practices from text to how public diplomats spread messages to the everyday life and reproduction in the social networks by the public. Discourse analysis assumes that it is through the language that people contribute to creating ideas and meanings in society, and that’s how the findings of texts messages represented as results help to produce and reproduce discourses. The purpose of CDA method is to highlights how the links between the organization, the public diplomats and the social networks affect the outcome of the discourse in everyday lives activity on internet and spreading messages.
4.5 Ethic

The research is about public diplomats which are named, and photos of them in the campaigns are used. As they present the campaigns and are public figures I chose to use them as the study wouldn’t be able to be done without the research of the three diplomat’s ways of communication in the campaigns. In addition to that I have had in mind to write about them with respect and objectivity as research can be approved taking into account the human dignity and human rights (Ahrne, G. & Svensson, 2011). The gathered data of the hashtags is anonymous as the respondents neither add nor complicate the data gathering of the study, and as such it was not considered necessary to include any names. This was also for protection of the identity of the respondents but also because there is no need in exploiting the respondents to get the results for the study. Researcher’s responsibility towards the participants increases with the increased risk of harm or vulnerability of individuals or groups online. The information about the individuals has to be protected and not able to be identified (Ahrne, G. & Svensson, 2011). As the data consists of hashtagged words and sentences that are repeated I have not included total sentences from individuals posts in the study as these can lead via search engines straight back to their original location exposing the identity and the profile of the social media user.

4.6 Limitations and challenges

The challenge of the research is to compare a fictional character with the real persons. A real person can speak for themselves, has values and norms that they stand for and can talk about it. The fiction on the other hand doesn't have own values, only the values that are added to her and the interpretation of the character. To analyse the interpretation will also be a challenge as the character stand for different things in different contexts, it depend on how the public interprets, and in which form and channels the message is presented. Therefore the data of gathering hashtagged words narrowed the research and made it easier to study. To avoid
overburdening the analysis with personal interpretations and in effort to allow the data to
generate their own stories, the campaigns were first coded and generated themes. The research
is strictly about public diplomats and how they are used to reach organizational goals,
therefore I limited the research to the research question and not go in to the related themes of
the campaigns and will not go further analysing gender issues, human rights and children’s
safety. The limitation is to three cases and focuses on the discourse without going further into
the history of the characters as there is too much information of all the three. There is much
written about the celebrities and about the campaigns therefore the selection had to be limited
to the discourse and the celebrities roll in how the discourse is spread. The limitation to three
celebrity diplomats also limits the data collection, except from United Nations overall holistic
data gathering of the diplomats. This because the funds, programs, agencies and ambassadors
are many and the research had to be limited to be able to get a deeper understanding of the
cases.

5. The analysis

The research analyses how the actions have changed, how public diplomats are used, and the
importance and risks when celebrities represent and advocate in order to influence the public
and achieve organizational goals, in this case global goals. To answer the research questions
the discourse analyses gave holistic view of the phenomena and also limited the research data,
which made it possible to see the texts units of the discourse and generate themes around the
coding. Fairclough critical theory incorporates the components of the text, the interpretation -
the relationship between the discursive processes/interaction , and the relationship between
discourse and social and cultural reality (Fairclough 1989). The coding of hashtag messages
gave the research a clear line to follow the process in how the discourse was carried out. I did
an analysis of the campaigns and identified that hashtags was used in all the different
platforms, both of the celebrity diplomats, the organizations and the public. By using the hashtags I reduced data and focused on one the activity with spreading messages through hashtags with content of or by the public diplomats.

5.1 United Nations objectives

Though I narrowed down my objective and focus of the research I had to analyses the whole concept of United Nations and the three campaigns to get a holistic point of view and understand the organizational goals and objectives. The United Nations, UNHCR, UNICEF and UN women are all established brands, people recognize the organization and are aware of the brand identities. The comparison of the three cases and organizations showed similarities of their behaviour and actions, and that kind of isomorphism increases the organization’s legitimacy. (Deephouse & Carter, 2005). The other aspect is CSR, all three organizations take social responsibility and achieve legitimacy (Carroll, 1991). The main focus was to get deeper understanding in how they involve advocacy and the use public diplomats in order to achieve the organizational goals. The challenge and complexity of the research was to compare a fiction character with the real persons. I had to find ways of comparing the three campaigns without going further into the personal lives of the diplomats and focused on the spreading of words and meanings by campaigns with pictures, text or videos involving the diplomats. From the pilot study of the United Nations I got a holistic view, and together with the findings from the three campaigns I could identify four objectives that were coherent all three of campaigns. The categories are:

1. Awareness - make people aware of global issues and problems.
2. Engagement - By making people aware they want people to engage in the activities and issues.
3. Public opinion - Through engagement they shape public opinion about norms, values and rules.
4. Change - The goal is to change policies, the global sphere and their actions, decision makers and organizations.

To spread knowledge and create awareness of the problems the organization wants to engage the global public in order to achieve change for the better (United Nations, 2017). This is a way of setting the agenda and trying to shape public opinion. After the identification of the objectives I identified how and what actions they used to fulfil the goals, the findings are presented in Table 1 as can be seen below:

**Table 1.**

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Engagement</th>
<th>Public opinion</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advocate about global issues</td>
<td>Dialog with the public, victims, politicians, leaders.</td>
<td>Spread knowledge about norms and rules. Knowledge about causes and what kind of change is needed.</td>
<td>Change of policy, change of rules and behaviours.</td>
</tr>
<tr>
<td>Celebrities</td>
<td>Questionnaire, advocacy, speech, funds, meetings in the field, talk to leaders and victims.</td>
<td>Share values, spread messages on digital networks and media.</td>
<td>Affect decision makers, leaders, organizations and the global public.</td>
</tr>
<tr>
<td>Media - spreading messages pictures and movieclips.</td>
<td>People get to share their own stories in media. Share messages and pictures</td>
<td>Problematize – show how it is, and how it can be. What’s is wrong and right.</td>
<td>Affect the global public - what can we do to get better. Pressure leaders by attention to causes.</td>
</tr>
</tbody>
</table>
Social media - spreading messages, pictures and movieclips

Share messages on Facebook, Instagram and write comments on messages, repost messages.

Spread knowledge and give chance for engagement in the issues.

Take actions, change.

The process of strategic communication involves different aspects that has to be managed to be effective. The aspects are the audience or public sphere, the message and the channels.

The research findings points out the necessary for organizations and other actors to understand that the concepts strategic communication, public diplomacy, mediatization and transmedia engagement are related to each other and can affect the outcome when trying to reach the public sphere and send messages by using public diplomats. It is necessary to recognize the relationship between them when planning and structuring communication messages and actions. The technology in society allows the public to take part of much political information and issues can easily go viral on social media. Therefore the management of communication, what gets public and how it gets public is important. The public sphere has to be considered in the communication activities much more in today's society as they are also sharing the information further. Strategic communication should provide coherence and consistency in the organization's use of media as the communications environment continues to evolve (Cornish et al., 2011). It is a way to achieve coherence including public diplomacy, media logic, mediatization and transmedia engagement as these theories all affect the outcome. It is necessary to recognize the relationship between them when planning and structuring communication messages and actions.
5.2 The campaigns and celebrity diplomats coded and thematized

From the coding of the campaigns and the messages that were found I categorized the findings in themes: **Human rights, Children’s safety and Women’s rights.**

The campaigns and public diplomats advocate for a better world overall, but they all have objectives that can be seen in themes; ‘I belong campaign’ - advocates about human rights, ‘End violence against children’ campaign - advocates about children's safety, and ‘Wonder woman’ campaign - advocates about gender equality. The study presents the critical discourse analysis of the intertextuality of the various categories it has by searching for recurring words, themes and patterns of activity in social media. The intertextuality is clear through citation or reposting of the posts just as they are without any change. In other cases the same words are recurrent in different posts as well as in different platforms. The words are gathered as data and put into themes as they are recurrent. Below, in table 2 are the results of text analysis divided in themes with the messages that are found by hashtags:

**Table 2.**

<table>
<thead>
<tr>
<th>Campaign:</th>
<th>I belong</th>
<th>End violence against children</th>
<th>Wonder Woman</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theme:</strong></td>
<td>Human rights</td>
<td>Children’s safety</td>
<td>Women’s rights</td>
</tr>
<tr>
<td>I belong</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>End violence against</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>children</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wonder Woman</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hashtag messages:</td>
<td>- I belong</td>
<td>- For every child</td>
<td>- Gender equality</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------</td>
<td>------------------</td>
<td>------------------</td>
</tr>
<tr>
<td></td>
<td>- Real people</td>
<td>- Fight unfair</td>
<td>- Empower women</td>
</tr>
<tr>
<td></td>
<td>- With refugees</td>
<td>- Children’s rights</td>
<td>- Women’s rights</td>
</tr>
<tr>
<td></td>
<td>- Human rights</td>
<td>- End violence</td>
<td>- with Wonder</td>
</tr>
<tr>
<td></td>
<td>- End statelessness</td>
<td>- End violence against children</td>
<td>Woman</td>
</tr>
<tr>
<td></td>
<td>- Statelessness</td>
<td>- Violence marks forever</td>
<td>- Wonder woman</td>
</tr>
<tr>
<td></td>
<td>- Refugees</td>
<td>- Children first</td>
<td>- Girls power</td>
</tr>
<tr>
<td></td>
<td>- welcome</td>
<td>- Stand for hope</td>
<td>- Woman</td>
</tr>
<tr>
<td></td>
<td>- Share humanity</td>
<td>- UNICEF</td>
<td>- Equality</td>
</tr>
<tr>
<td></td>
<td>- UNDP</td>
<td>- UNICEF</td>
<td>- Goals</td>
</tr>
<tr>
<td></td>
<td>- UNHCR</td>
<td>- UNICEFat70</td>
<td>- Empowerment</td>
</tr>
</tbody>
</table>

To further understand the amount of how the campaigns and the public diplomats spread the messages I looked at the homepage of United Nations, UNICEF, UNHCR, UN Women, Instagram and Facebook. This involves several different media which is a part of the transmedia engagement theory. The messages that are currently posted and reposted are the messages that the UNHCR, UNICEF and UN-Women themselves have been writing from the beginning and encouraging people to hashtag the messages on their homepages and by the celebrities. The messages are significant, and the use of celebrities is to get the messages out to the public all over the world, and to create content. As seen in the findings, hashtagged messages were also of the organizations names, this gives them publicity and increases brand awareness. The messages where posted and reposted by the celebrity diplomats in different social media, which led to the messages being posted and reposted further on social media by the public. The reposted posts where most of the time reposted exactly as they were with no
other comments, so the message was the same. In the cases where the public had wrote something by themselves about the post was formulated similar to the origin message, the main finding was that though they changed reposted messages were reproduced by the public with own sentences the core message and these coded messages were used in the text, by for example highlighting or hashtagging the core message of the post. To summarize the finding is that even if people wrote their own messages they used the same words that were in the campaigns which reinforces the message. The other part of this participation on social media is that the message gets viral by people re-posting, the message can reach to people that it might not had been able to if the campaigns and the public diplomats didn’t have the ability to act and share on social media. The three of United Nations campaigns involves actions and activities with celebrity diplomats are very engaged and appear on several kind of ways in the campaigns.

5.3 Celebrity diplomats

The challenge of the study was to compare real people to a fictional character, therefore I had to do a different analysis of Wonder Woman to understand the impact and reach to the public sphere. As Jolie and Beckham can promote themselves and the organizations they represent, Wonder woman is unable to promote herself. To gain a proper understanding of the interest in Wonder Woman and her popularity I did an extra analysis on Wonder Woman hashtags on Instagram and compared to the organizational goals of UN with the campaign and their hashtags. This is only to study her popularity on social media, whereas Jolie and Beckham are active themselves on.

The public diplomats give the messages content by pictures, movies and sharing their thoughts about the cause on social media. Actress Angelina Jolie is a positive example of a public diplomat. Pictures of Angelina Jolie in worldwide locations such as Tanzania,
Cambodia and Pakistan has created attention of world’s media through her photogenic qualities. Here is one picture of Jolie among many which provides content to the messages:

![Angelina Jolie with refugees](https://example.com/jolie-with-refugees.jpg)

(UNHCR, 2017)

Jolie’s dedication to the UN causes has also been apparent in her interviews and in her promotion work as an actress. Jolie’s dedication reflects upon her private life as she has adopted three children from problem areas and donated millions to charity. Jolie has been but is not currently active on Instagram, but there are several films on YouTube, activity on Facebook and the United Nations homepage where she advocates about issues, talks to leaders, talks to victims, makes trips to affected countries, all documented and official on the homepage (United Nations, 2017). Jolie puts up open letters on the UN homepage where the public can read and follow her trips, she shares her thoughts, feelings and advocates for better conditions of the refugees (United Nations, UNHCR, 2017). UN posts regularly on Facebook about Jolie's trips and shares her films when talking to leaders and also to the UN-workers where she encourages them to continue the good work (Facebook, 2017).

Angelina Jolie's pictures circulates with victims all over the world, through Jolie's appearance we get to see the parts of the worlds that we might never had seen as Jolie will get publicity. These pictures are showing the refugees, children and adults that are victims which also evokes much emotion.
David Beckham is also seen in pictures with children, and promotes UNICEF regularly as can be seen on his Facebook profile, and he has raised a fund together with UNICEF (UNICEF, 2017). Beckham's movie is filled with signs and visualization. Beckham’s movie shows how children become scarred and marked for life when experiencing violence, it evokes feeling and emotions. Beckham is very engaged and active as a public diplomat which can be seen in his Instagram and Facebook profile where he regularly posts about UNICEF and his efforts for children, promotes his fund and UNICEF by wearing UNICEF-clothes in pictures, hashtagging UNICEF and the coded words and sentences, he talks to leaders and visits children all over the world.

The content is pictures of the public diplomats involved with the affected population the critical discourse theory highlights the questions about how and why the content occurs, the findings enlightens that it is content from the organization's management with the text messages, the diplomats and media channels. The trips and activities are organized by the organizations, documented and shared by media and the diplomats. These animations can be seen in the movie which are a part of the content in the messages:
UNICEF, 2017

UN’s strategy in the case of Wonder Woman includes the components of the framework as they have been strategic in their communication, along with the concepts mediatization, transmedia engagement and public diplomacy. With Wonder Woman UN have used strategic communication for making awareness about their efforts and goals, not only for women empowerment but through this they also get attention to their campaign of “Global Goals for sustainable development -17 goals to transform our world” (United Nations, 2017). The gender equality is number 5 goal. As Wonder Woman is a fiction character the way to study the public’s interest on her and what the outcome is of this communication strategy I went on Instagram to compare the hashtags of #globalgoal5, #globalgoals #wonderwoman and #wonderwoman75 to see how many hits i got (Instagram, 2017). This makes it possible to compare the hits. The result of hits are:

#globalgoal5 - 113
#globalgoals - 42 732
#wonderwoman75 - 8 671
#wonderwoman - 4 316 912

The numbers shows much more hits on #Wonderwoman75 and especially much more on #wonderwoman then on #globalgoal5 and #globalgoals. As the numbers shows UN get a lot
of attention on the public sphere by making the Wonder Woman as their honorary ambassador. The public will associate Wonder Woman to the values of gender equality and empowerment, and associate Wonder Women as the United Nations symbol of those values.

There is much media coverage about the Wonder Woman, both of on the movie and about that she became the ambassador for UN. The coverage is both positive and negative, but the main point is that the coverage has gone viral and is seen in social media as well. The public was acting and responding to the news about having Wonder Woman as UN ambassador. What I found from looking at the Instagram and Facebook is that the UN:s communication strategy has worked; people are aware of what Wonder Woman as ambassador stand for values, although the attitudes are both negative and positive about it the information is being spread and influencing the public to act. UN has encouraged people to act before they announced Wonder Woman as ambassador, by sharing information, tag and promote their goals on social media as they want the public to get engaged in the issues and make awareness (United Nations, 2017). From my analysis their work got viral first when they announced the Wonder Woman as an ambassador, and that is related to that UN included the factors of strategic communication, mediatization and transmedia engagement to get through to the public sphere. Wonder Woman was newsworthy material at the time. They used the attention of the 75 anniversary, the release of the movie of Wonder Woman in 2017 and UN are acted on that publicity, by using both media and social media channels to spread the information. With Wonder Women they have crossed boundaries and it creates awareness of the gender equality questions to different countries, cultures and ages.

Wonder Woman is strategic communication instrument where the UN used the fictional character as to get across their values and to change public opinion. UN has fully control of their ambassador which has no personal thoughts or feelings, which also is why the character was questioned as a spokesperson for women. The critics were sceptical to Wonder
Woman as she can't speak for herself, and also critically about her looks. This critique doesn't change the fact that UN already got a lot of attention about this decision and it has already gone viral in the social media. Which means that the UN and their work with making awareness about gender equality got publicity. They made people aware and might change attitudes or perceptions in long term. UN have also real women as ambassadors, they have for example Emma Watson, Angelina Jolie and Nicole Kidman to mention a few. UN have had good and bad experiences using celebrity diplomacy as they are real people with their own opinions. Example of engaged celebrities that proved to be problematic in collaboration is actor Richard Gere who for a long time advocated for human rights of the Tibetan people. Gere and UN couldn't continue the collaboration as they didn't come to an agreement, as UNHCR decided to not take action in the cause and Gere remained active (Wheeler, 2011).

The fact that United Nations are using a fictional character might be their next step to be in full control of the ambassador and what she stands for. Wonder Woman is a strategic way for establishing values in the public sphere. It is strategic plan to use Wonder Woman in changing perceptions of women, women empowerment and gender equality. They made Wonder Woman an ambassador in the time when she got very much publicity in several countries worldwide.

Wonder woman is a strong, good looking, very feminine female with short skirt and a sword which sends out that women can be feminine and be strong the same time. Wonder Woman is presented as a strong female role model, a female superhero and a symbol that represent equality and justice for women. Here is one picture of the Wonder Woman campaign that presents content:
The Wonder Woman campaign ended shortly in December 2016, it might be because all critique about her not being able to represent and talk for herself, as well as her sexual looks. The campaign got viral on social media where public, leaders, and experts commented both positive and negative aspects of why Wonder Woman can and can’t be a spokesperson for women. Thus, according to UN the campaign was a success as they got the publicity and awareness they wanted for gender equality (McCann, 2016).

When these pictures of the public diplomats are spread the messages that were coded are recurrent, the messages get reinforced, reproduced and spread. This is the intertextuality that consists of the presence of features from other discourses in the discourse to be analysed (Fairclough 1995). In this study the result of the intertextuality shows that the messages and the discourse is being reproduced and reposted and not changed. Celebrities are an effective means for raising awareness. Beckham and Jolie are seen talking to and socializing with victims, the public and talking to leaders. These pictures and movies are being spread in
media and social media and posted and reposted several times as people want to show that they stand behind them. This movies and picture as signs can get interpreted in different ways by individuals, but together with the hashtag messages is gives clear message that can’t be misunderstood. Signs are only filled with meaning when they are portrayed within a specific historical and cultural frame (Hall, 2013). For the public, the emotions evoked from the image can be different. Thus, it is rather the discourse than the things as such, that produce meaning (Hall, 2013). Throughout the intertextuality what makes the linkage between the campaigns, the websites, the media content and social media are the celebrity diplomats and the hashtags. The hashtags form a link and cross borders of social networks as the same hashtags in are used in the studied networks, campaigns and websites of the organizations.

6. Discussion

All three cases of the research shows that United Nations and their public diplomacy is taking steps further in trying to spread and control the values and norms their celebrities diplomacy's stands for. Especially with the fictional heroine Wonder Woman that can't speak for herself and is known worldwide. A real person can speak for themselves, has values and norms that they stand for and can talk about it. This can be good and bad when the organizations want to control the messages, as a real person might be a risk and can advocate for issues that the organization don't stand for. That's why engaged celebrities in times have been problematic. And in the positive examples they have given much attention to the issues they address and the outcome has been very good. The fiction on the other hand doesn't have own values, only the values that are added to her and the interpretation of the character. For the UN Wonder Woman may have been the latest example of reclaiming control over ambassadors after bad experiences in the past. Also the timing when the Wonder Woman was a honorary ambassador is interesting as it was in the time when the movie of her was about to release
with makes her newsworthy. Though the Wonder Woman campaign was ended shortly UN officially went out and said the campaign was a success as they got the publicity and awareness they wanted for gender equality (McCann, 2016). Although, the ending of Wonder Woman campaign argues of the importance of celebrity diplomats need to be able to talk, advocate and represent their causes. It also argues for how powerful media and the use of social media is as the Wonder Woman campaign got much attention, positive and negative about not being able to stand up for herself and United Nations choice of making her as a honorary ambassador was questioned. All three cases also highlight the necessity and importance of the public diplomats own values and ability to represent the cause, and to gain legitimacy from the public and the leaders.

CDA highlights the questions of how text, content and intertextuality occurs and is being spread from the campaigns and the diplomats, spread further with the content of the diplomat’s pictures and movies and reaches the public that shares, reinforces and reproduces the messages. The content is carefully managed as there is moving pictures along with text are produced, and Jolie and Beckham’s trips to a affected countries are arranged and managed so media can get their pictures to spread it globally. All the content of the diplomats in the campaigns that is public are managed, the trips are managed by the organizations and what the public can see for pictures. As is Beckham and UNICEF:s movie. These processes incorporates media logic and mediatization as they become newsworthy material, and processes of mediatization is the capacity of media to produce meanings about the organization, its values, and to manage to engage (Chouliaraki & Morsing, 2010). Social media makes it possible for people to interact and participate, along with the diplomat’s activity and reach to the public the messages get through networks by sharing, reposting or hashtags. As Jenkins (2006) explains that transmedia engagement is a way of using technology in connecting through storytelling, creativity and engagement, the social network
gives the public, leaders, experts and everyone else power to express, communicate and engage in issues by participation. The constructivist point of view focus is on the key role played by the environment and the interaction between people, and argues that people first construct knowledge in a social context and then individually internalize it (Vygotsky, 1978). The use of hashtags in all the three campaigns strengthens that the organizations want to control the words and messages that are being spread by the diplomats, and by the public in social media. The hashtags form a collective link through the whole campaign, the different communication activities taken, and above all they form a community on social networks around the cause where people can be a part of and shows support. The initiatives and activities of the three campaigns are there for strategic communication with planned communications efforts to try and reach a goal or a purpose (Smith, 2013). The strategic communication efforts incorporate the theory of the mediatization and theory of transmedia engagement in all three cases which affects the outcome of the campaigns and the reach to the global public.

7. Conclusion

To answer the research questions how and why the public diplomats has changed to celebrity diplomats the mediatization helps to see the traditional issues of communication and the media in a new relevant way, it helps to understanding the influence of mediatization in communication in the modern society (Lundby, 2009). Organizations are mediatized and involves the incorporation of media logic into the company’s own media practices and communication structure to be able to influence and effect. This has had an impact on the strategic level of communications management, work processes, and organizational structure of communications (Savic, 2016 ). Media content is governed by media logic; that is, the format and the requirement to be successful in the battle for people’s attention. Globalization
and a new media landscape challenges traditional public diplomacy to adapt to new ways of communicating foreign policy by nongovernmental international actors (Pamment, 2015). There is a need for celebrity diplomats to be able to advocate and spread messages about global issues across the world, and across media platforms.

UN and celebrity diplomats as international actors communicate world peace messages and policy to citizens of foreign countries. The goal is to get through a fragmented media environment and reach the citizens by getting attention, awareness, change attitudes and ultimately behaviour. It is also to influence people to have a positive attitude towards the UN:s universal message of peace - and therefore create and maintain a better reputation for UN worldwide. “The complex process of branding: it entails the making and selling of immaterial things—feelings and affects, personalities and values—rather than actual goods.” (Banet-Weiser, 2012). Managers of marketing should reflect on which personalities they want to represent their brand to gain trust and brand equity. The findings from the research answers the second question that the strategic resources the celebrity diplomats have are:

- **Profile** - They are their own brand, internationally known and have strong personality.
- **Representation power** - They have the ability to present and be mediators between the power, the public and victims. They can talk to leaders and forward the victim’s stories and they can talk to the victims themselves. They talk to the global public by messages, videos and pictures on media and social networks.
- **Resource mobilization** - They have started funds to help people.
- **Values** - They have personal values that gives them credibility. Jolie have adopted children and works with refugees all over the world. Beckham has four children, has expressed his dedication to wanting to help children through his Fund 7. Wonder Woman stands for women's empowerment.
- Authenticity - Unique. Jolie is famous movie star, Beckham a known football player and Wonder Woman the only female comic superhero. They show empathy, sympathy and are “real”.
- Humanitarian - Helpful, raise and donate to the people of need.
- Fame as a currency, stars as products - market logic.
- Public admiration, sympathy, authentication.

The celebrities give public diplomacy new space by giving the causes content, they provide narratives that are easy to grasp though conceals complexities of the real issue. This is storytelling in different platforms and media that all are coherent and give the same message, for example Angelina Jolie’s trips to the refugees all around the world. This kind of context of media text aligns with Van Dijks argumentation that the discourse is a communicative event that occurs in a social situation and presents a scenario, involves participants, and determines actions (Van Dijk, 2008). This kind of discourse can be described as patterns of representation developed socially to generate and circulate of norms or values, or legitimize and reproduce power (Fairclough, 1995). The research note finds values, moral and norms of the celebrity's important to match the organization's identity to be able to build credibility and give the global public good associations to United Nations. To build brand equity the United Nation brand needs to connect with the public both functionally and emotionally to be successful, it has to ad meaning and emotions to the product or service, or ad identification between the public and the brand (Dahlen et al., 2010). Angelina Jolie, David Beckham and Wonder Woman get through to people’s emotions in order to change attitudes and behaviour. To engage people to the organization messages has to be relevant to their lives and connect with them. Components that matter are; attributes, functional consequences, emotional consequences and personal values and goals (Dahlen et al., 2010). People look up to celebrities and want to be as them or show that they support them. The findings about the
messages as hashtags that were almost the same when reposted by the public argues that people mimic the celebrities, people do what their idols as celebrities do. By engaging in the discourse through posting, re-posting and commenting on the messages the people show their support to the cause, the organization and support for the celebrity.

The third and last question is how the celebrities are used? The answer is that the celebrities are used as strategic communication resources and mediators. Strategic communication is to fulfill and achieve the organizational goals and purpose (Smith, 2013). By transmedia engagement they advocate and spread the same messages in different platforms. Celebrity diplomats are like the brand ambassadors very connected and represent the organization’s identity. A brand ambassador are company’s way to connect with the customers and do engage with, someone who has a well-established online presence with a network (Hayzlett, 2015). These are in many aspects same, though the public diplomats advocate about issues. The celebrity diplomats are used to create content in the messages and advocate globally and across digital platforms. The transmedia engagement makes it possible for the public to share information, co-create and represent messages (Jenkins, 2006). Public diplomats as strategic communication resources and mediators talk to the power and the people, they are mediators between the power, victims and the global public. The goal with the campaigns and activities are to influence the public sphere or the targeted audience and make them act in the direction that the sender wants to. Wonder woman, Beckham and Jolie are used by United Nations to create public opinion and awareness. What matters how effective the promotion or organization is are the communication strategies, due to the high competition and redundant information we get from all the channels it’s harder to getting through to individuals and affect them. The cases all have a purpose with the communication, it is strategic communication with a purpose (Smith, 2013).
Celebrity diplomacy reaches beyond traditional diplomacy. It is more transparent because almost everything a celebrity does is displayed in the media, and it also deals with the behaviour and interests of the public, which are interested in celebrities. Public diplomats advocating is one of today's communication strategies that companies use to make awareness and to connect and affect their target audience. Central to the process of mediatization is the capacity of media to produce meanings about the organization, its values and to manage to engage the public, as the power position of the public is by reproduced messages everywhere in a huge network of linkages (Chouliaraki & Morsing, 2010). It’s strategic to target different groups through celebrity diplomacy which already have fans that are following them, both in media and the internet, Instagram, Facebook and other social media. This gives the organizations that use celebrities’ direct contact to a huge audience, maybe an audience that they wouldn't have been able to reach in their own. It’s a marketing strategy that gives the public associations and value to the organization as the public will associate the person representing the organization to the organization identity and brand. Managers of communication should therefore reflect on which personalities they want to represent their brand to gain trust. Analysing the cases and the concepts makes it clear to understand how the society looks with all the new technology which makes organizations rethink their way of getting through to the public sphere and engage them, change public opinion and make awareness. These components all affect the outcome. Today the public have much more power to influence the politics and organizations. Mouffe (2010) argues that we need acknowledge the existence of relations of power and the need to transform them, if we accept that relations of power are constitutive of the social, the main question is how to constitute forms of power that are compatible with democratic values and not to eliminate power. The challenges for future work with strategic communication is to manage new technology that gives the public much more power. It is also a challenge to stay true to the organization's
identity and core values when working with media logic in order to maintain legitimacy. The strategic communication efforts incorporate the theory of the mediatization and theory of transmedia engagement in all three cases which affects the outcome of the campaigns and the reach to the global public. This shows organizations needs strategic communication efforts to plan and manage how to communicate, in collaboration with the theory of the mediatization and transmedia engagement as they all affects the outcome and how the practitioners act and can spread forward, as the changing complexity of the communication needs develops.

7.1 Critical and further research

The evolving media requires constant attention, by mobilizing all available resources to influence and shape the news, by accommodating the wants, needs, and standards of newsworthiness of the media, political and social actors might become successful in the short term, but their actions reveal the relative insignificance of the political logic as opposed to the media logic processes (Couldry & Hepp, 2013). Organizations, leaders and politician that adapt to mediatization and media logic must therefore be very careful to not lose the legitimacy when adapting to media to get publicity. These changes and developments of mediatization and transmedia engagement have made changes in public diplomacy and made it more transparent and flexible by letting NGO.s, celebrities and other actors to advocate about global issues. As the concepts are relatively new and the digital development is fast, there has not been much research in how to manage the changes and incorporate strategic communication as it has ability to manage effectively. The organizational goal and values should not be blurred out in the chasing to be newsworthy. The goal with the celebrities and activities are to influence the public sphere or the targeted audience and make them act in the direction that the organization wants to.
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Appendix 1

Angelina Jolie

Hollywood and Oscar winning actress Angelina Jolie is known worldwide. Jolie is a humanitarian and United Nations ambassador, she has been involved in international charity projects, especially those involving refugees. Jolie often appears on many "most beautiful women" and “sexiset woman in the world” lists, and she has a personal life that is covered by the tabloid press.

Personal Life

Angelina Jolie was born 1975 in Los Angeles. Jolie’s mother and father were both known actors, Join Voight and Marcheline Bertrand and Angelina Jolie debuted herself on her first movie “Looking to get out” at the age of seven. Jolie continued with modelling and got her big break through 1999 in “Girl Interrupted”, which she won the Screen Actors Guild Award, the Golden Globe Award and the Academy Award for best supporting Actress (Mercer, 2009). Jolie often appears on many "most beautiful women" and “sexiset woman in the world” lists, and she has a personal life that is covered by the tabloid press.

Angelina Jolie is one of the world's most famous actresses and her personal life and her and family-life get much attention and publicity. As Jolie's fame increased so did the interest in her private life. Jolie has been married three times. Jolie's first marriage was to Jonny Lee Miller the second to Billy Bob Thornton and the third and latest marriage was to actor Brad Pitt, who she during the making of Mr. and Mrs. Smith in 2004. Angelina and Brad's marriage got a much attention as Pitt was one a worldwide known actor that was already married to another actress when he and Jolie met on the shooting of Mr. and Mrs. Smith.

Jolie adopted her first son Maddox in 2002 from Cambodia. Three years later in 2005 she adopted her daughter Zahara, Brad Pitt adopted both of Jolie's children and the couple's first
biological daughter Shiloh was born in 2006. 2007 Jolie and Pitt adopted a 3-year-old boy Pax Thien from a Vietnamese orphanage. After that Jolie gave birth to twins, Knox Leon and Vivienne Marcheline, in 2008. The twins were sold to People and Hello! magazines for 14 million dollars—making them the most expensive celebrity pictures ever taken. Media has followed Pitt and Jolie's family all over the world.

At the age of 37 Jolie decided to undergo the surgery after learning that she carries a gene known as BRCA1 which increases the risk of both breast and ovarian cancer. "My doctors estimated that I had an 87 percent risk of breast cancer and a 50 percent risk of ovarian cancer, although the risk is different in the case of each woman," Jolie stated and said that as she learned that this is her reality she decided to be proactive and to minimize the risk as she could. The actress said she went public with her decision to help other women at risk to know about the options.

Roles

Angelina Jolie is an Oscar-winning actress. Jolie became a popular actress in the 1990s and won the best actress Golden Globe 1998 for her performance of the role of model Gia Marie Carangi in the movie Gia. In 1999 Jolie got her first Academy Award for best supporting actress role in ‘Girl, Interrupted’. In the following years Jolie continued to take on a variety of interesting roles in Changeling, earning her first lead actress Oscar. Jolie’s popularity and famous increased when she the featured on ‘Lara Croft’ films 2001 and 2003. Jolie continued to take on interesting rolls as a FBI profiler in Taking Lives 2004, an assassin in Mr. and Mrs. Smith in 2005, in ‘A Mighty Heart’ 2007 Jolie played Mariane Pearl the pregnant widow of Wall Street Journal reporter Danny Pearl, the movie was based on Mariane's account of her husband's abduction and murder. Jolie continued with the success in her carries as an actress in Salt 2010 and Maleficent in 2014.). Besides acting Jolie has also produced and directed movies.
Appendix 2

David Beckham – **Personal life and football**

David Beckham is born 1975 in London, England, and his career began when he signed a professional contract with Manchester United making his first first-team appearance in 1992 at the age of 17. Beckham is a worldwide known English footballer who has played for Manchester United, Real Madrid, AC Milan, in the US soccer league and Paris St Germain. Beckham played a key role in their dominance of the FA Premier League, being pivotal in accomplishing The Treble of the League, FA Cup, and UEFA Champions League in 1999. Beckham went on to sign a contract with Real Madrid in 2003 which lasted until the end of 2006-07 season. After Beckham signed a contract with American football team LA Galaxy. Beckham was captain of the English national team from November 2000 to July 2006 and has been voted twice as FIFA World Player of the Year and played 100 UEFA Champions League games (The Guardian, 2013). In January 2013, David Beckham signed a five month contract to play for French La Ligue 1 side – Paris St Germain and donated his £1 million salary to a local children’s charity. He announced his retirement in May 2013 after a 20-year career, during which he won 19 major trophies.

Besides football Beckham is known for his marriage to the former Spice Girls singer Victoria Beckham, the couple married in 1999, the marriage attracted much media attention. The couple have four children, three boys and a girl, Brooklyn Joseph born in 1999, Romeo James born 2002, Cruz born 2005 and their daughter Harper Seven born in 2011. Beckham is his own brand as a world known athlete, and has his own brand of clothing together with his wife. He endorses several brands and is constantly appearing different commercials and makes appearances as he is an iconic sportsman. But Beckham has gone further from a sportsman
and made his own brand used fashion to go beyond the sport (Burton, C. 2017). Beckham became known as a fashion icon, and together with Victoria, the couple became spokespeople for clothing designers, health and fitness specialists, fashion magazines, perfume and cosmetics manufacturers, hair stylists, exercise promoters, and other companies. One example is a line of aftershave and fragrances called David Beckham Instinct and Beyond Forever (David Beckham Fragrances, 2017). Beckham and his family are constantly in the light of media, and he is portrayed as an engaged family father. Beckham is very active in social media where he shares many of his moments with his family, friends and shares his thoughts. He also shares pictures of his upcoming movie “King Arthur: Legend Of The Sword”, UNICEF activities and messages. In this way, Beckham stays connected to his audience, engages them in his life which gives him opportunity to promote himself, organizations and causes.

Appendix 3

Wonder Woman

The United Nations announced in October 2016 that the comic book character Wonder Woman is becoming their new honorary ambassador for girls’ empowerment (Wheeler M, 2011). The decision was made in light of the character’s 75th anniversary and also marks the launch of the UN’s landmark global campaign to achieve gender equality and empower all women and girls.

Wonder woman debuted in 1941, created by psychologist William Moulton Marston. The female superhero debuted in All-Star Comics in 1941, and was featured in Sensation Comics in 1942. Six months after that the first issue of Wonder Woman was published. The idea was to creating a female superhero who used love as well as strength to conquer evil. At the time of the existing comics as Superman and Batman were violent and there were no female hero,
Marston wanted to contribute with a female heroine that could find peaceful solutions to conflict and that could serve as a role model for young women and inspire them to achieve (Vos MacDonald, 2016). Wonder woman is a strong, good looking, very feminine female with short skirt and a sword which sends out that women can be feminine and be strong the same time. Wonder Woman is presented as a strong female role model, a female superhero and a symbol that represent equality and justice for women.

The fictional superheroine is a warrior princess of the Amazonian people. In her homeland she is Princess Diana of Themyscira, and outside of her homeland she is known by her civilian identity Diana Prince. Wonder woman got superhuman powers as gifts by the Greek Gods and her amazonian-training helped to develop a wide extraordinary skills in strategy, hunting and fighting.