Media Diplomacy, which can denote the use of satellite telecasts for diplomatic meetings of opposing nations, is more often used to cast aspersion on the attempts of diplomats to use television interviews to conduct foreign relations (Safire’s Political Dictionary, 2008, p. 183).

Public Diplomacy appeared by early 1976 in the Republican Party’s platform. Richard Allen, the foreign policy analyst, used the term in the platform’s section on national security: “A strong and effective program of global public diplomacy is a vital component of U.S. foreign policy.” (Safire’s Political Dictionary, 2008, p. 184).