

# Public Diplomacy and the Communication of Foreign Policy: Sweden's Feminist Foreign Policy

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Thursday 2 December: 6pm-7pm AEDT **WEBINAR**

Communication plays a significant role in making meaning of foreign policy, with public diplomacy representing a form of strategic communication. Through actively promoting certain values and interests, states can frame the external image of their foreign policy.



Sweden has used public diplomacy to advance its feminist foreign policy, established in 2014 by the Minister of Foreign Affairs, Margot Wallström (pictured). Shaped by its historical promotion of gender equality and human rights, the country has used this framing to advance its foreign policy ambitions, such as peace, security and sustainable development.

Examining how practitioners in Sweden's public diplomacy work with promoting the country's interests abroad and how they communicate the feminist foreign policy can provide insight into how public diplomacy functions and is utilised. Nonetheless, this foreign policy legacy cannot be taken for granted, and public diplomacy practitioners face several challenges when communicating the feminist foreign policy.

What is Sweden's feminist foreign policy about? What are the challenges and opportunities when communicating it?

AIIA Victoria invites you to join Isabelle Karlsson to consider the role of strategic communication in diplomacy and to discuss the case of Sweden's feminist foreign policy.



**Isabelle Karlsson** is a Ph.D. candidate at the Department of Strategic Communication, Lund University, Sweden. Her doctoral research mainly concerns Sweden's public diplomacy and enactment of foreign policy discourses and narratives in the international arena. She is the 2021 recipient of the CPD Doctoral Dissertation Grant from the University of Southern California Center on Public Diplomacy (CPD). Isabelle holds a M.Sc. in Strategic Communication from Lund University, and a B.A. in Communication Science and Sociology from Ludwig Maximilian University of Munich, Germany. Prior to joining Lund University, she worked in journalism, corporate communications and brand management in Germany, Denmark, Sweden and Liechtenstein.

**This event is online only. Registrations close on 2 December at 2pm, after which you will receive a follow-up email containing details of how to join the Zoom webinar. The event will commence at 6pm AEDT (Melbourne time, UTC+11).**

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Webinar: Free for all AIIA members. Student Non-Members \$5. Non-Members \$10.