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DIPLOMATIC PUBLIC RELATIONS TECHNIQUES FOR OFFICIAL RECOGNITION OF PALESTINE STATE IN EUROPE

Abstract:

Diplomatic public relations gives an ideal concept for recognition of palestine state in all over the europe. The first step of official recognition is approval of palestine state in international political organisations such as United Nations and Nato . So, diplomatic public relations provides a recognition process in communication scale. One of the aims of the study titled “Diplomatic Public Relations Techniques for Recognition of Palestine State in Europe” is to present some communication projects on diplomatic way. The study also aims at showing communication process at diplomatic level. The most important level of such kind of diplomacy is society based diplomacy. Moreover, The study provides a wider perspective that gives some creative diplomatic communication strategies for attracting society. To persuade the public for official recognition also is key element of this process. The study also finds new communication routes including persuasion techniques for society. All creative projects are supporting parts in original persuasive process of official recognition of Palestine.

Keywords:

Diplomatic public relations, diplomatic communication strategies, diplomatic comstrategies.e

Introduction

Public relations activities aimed to enable the recognition of Phlistinia State in Europe are the public relations aspect of diplomacy. That's why, public relations activities are needed to be handled within the perspective of political, international relations and diplomacy. It is suggested that diplomatic public relation activities be recognized within the frame of diplomatic communication in its attempt to enable a nation to be recognized as state. The first approach in order to create a diplomatic public relation model for Filistin's being recognized in the international area is known as Social Faith approach. Social Confidance is the most convincing theme of diplomatic communication. It can be referred to as restructuring convincing sharing strategies within the frame of diplomatic public relations and winning the heart of international community which is key to create a persuasion model and also helping maintain Filistin negotiations with the support of international community. Diplomatic public relations offer a kind of social faith winning-based event and message production model in developing a social dialogue based approach aside from official diplomacy and enabling the negotiations to be shaped within the circle of society based diplomacy.

1. Social Confidance Approach Within The Perspective of Diplomatic Public Relations For Palestina.

During Palestine's being officially recognized as a state in international platforms, social confidance offers a strong frame in terms of diplomatic public relations. Social confidance, in terms of diplomatic confidance, is to centralise the hot topics to be appreciated in harmony by international community in consensus within the course of diplomacy process and ,with all these, To create a diplomatic framework that could take urgent action and to let this consensus gain recognition in the international community.

1.1.Social Confidance and Consensus Themes for Palestine

It is necessary to determine the consensus themes which will enable Palestine to be recognized as a state in diplomatic platforms. These themes will also function as persuasive diplomacy models for arguments aimed to make Palestine recognized as a state towards international public in a more persuasive way. Persuasive diplomacy is the direct presentation of the most reasonable offers for the themes to be presented to internaonal community so that they can be accepted in consensus.

The campaigns to be organized in international foundations and establishments constitutes the essence of persuasive diplomacy. "Especially when undertaken in concert with other national, international, and transnational action, persuasive diplomacy not only often can make a difference, it occasionally may even prove the decisive, final element that tips the balance "(Donnelly,2013,p.203).For instance, the most outstanding achievement of Palestinian diplomacy is its being accepted to

international criminal court membership. This step is the most crucial part of its being recognized as a state in the future.

Launching a communication campaign by the members in International Criminal Court with such a theme as “The Most fair Court is the Justice of Land: Demand Justice for Palestine Lands, Make the Justice Work” would a good persuasive theme for a common consensus.

First, a strong context has to be established in a persuasive diplomatic communication campaign. Strong context offers a convincing area to roam freely in a campaign that has also diplomatic messages. This area, in a campaign that would be run for the process of recognition of Palestine as a state is the International Criminal Court also known as the Court of Justice in the Hague. This court provides a powerful context by being the symbol of international justice, and the major international symbol of fighting against crimes against humanity like crimes of genocide. Palestine’s membership of a respected international court offers diplomatic advantage. Therefore, concepts that establish the contact of consensus are recommended as “Justice” and “Soil”. It is a contrast that Palestine, which is accepted in an institution that seeks and defends international justice and punishes the violations of international justice, is not officially recognized as a state by many countries and has occupied territory of its own homeland. This is the most powerful paradox of the persuasive message.

Therefore, “No landless justice: Palestine has land” slogan is a persuasive emphasis to this paradox, and it is a unanimity theme that would be addressed to whole world from International Criminal Court.

One of the areas that unanimity theme will most effect is to establish a “Preventive Diplomacy Network” and to create consensus contact through preventive diplomacy network. “The sources of human stress,community breakdown,and group violence are too far to diverse and too deeply embedded in social change to be consigned to the windowless compartments of conventional diplomacy”(Cahill,2009,p.5). “In the gradation among types of among preventive action, including pre conflict prevention, there may occur a phase of transition from "soft" to "hard" measures of action -from pure diplomacy to stronger forms of enforcement.(Sokalski,2003,p.24) Preventive diplomacy network means to tell the grievances of Palestian people to the international community in a diplomatic way, to provide a diplomatic outlet for the grievances and to integrate this point with the contact of consensus. One of the issues which Palestinian people are aggrieved about, is the problem of the settlers, and the Palestinian territories inhabited by Israel, and the people who settled in this area. This situation that many countries condemn and that is also unacceptable by international law, should be incorporated into diplomatic communication campaign on the contact of consensus within the context of diplomacy. To share this issue with the international community also as part of the process of looking for the recognition of a Palestinian state; a diplomatic initiative suggested with the theme of "Unrestricted dialogue for Palestine but across the border".

It is an important consensus contact in the scope of diplomatic initiative efforts that Palestinian Foreign Minister to have meetings with the foreign ministers of the European and Middle Eastern countries at the selected border crossings of the country that he has made entry, and to carry out negotiation traffics to draw attention to issue of Israeli settlers on Palestinian borders with the slogan of "Unlimited freedom starts from the borders", and signing a mutual agreement.

1.2.Social Vote of Confidence and Recognition Framework for Palestine

In the process of recognition of Palestine as a state and ensuring social confidence vote, the recognition framework has to be drawn and this framework has to be evaluated in diplomatic communication process. The main theme of the recognition context is Palestine's explaining its rightfulness to international community in a most convincing manner, and the transferring of the statutory and conscientiously rightfulness to addressees by a diplomatic language. Recognition Framework is a framework that is created in five stages such as justification, understanding-based alliance, the solution diplomacy, partnership and premise diplomacy for solution.

The first stage is the right theme elections of the legitimacy of the Palestine, and its being transferred by the right persuasion diplomacy. The victimization lived by Palestine is recognized by the international community and is discussed in terms of international law. Palestinian children are living the greatest victimization and gives huge losses in the fight of Palestine-Israel. These losses and the victimizations have to be given in a diplomatic spectrum accompanied by an objective flow of information and with its full reality. The announcement of the rightfulness of Palestine by an objective diplomat is a condition that increases persuasiveness and diplomatic activity. Therefore, to draw attention to the situation of Palestinian children in particular; foundation of "Neutral Palestinian Observation Center" in one of the countries of European Union and transferring the results of war in the region to public opinion objectively by close association of this observation center with the Israeli and Palestinian governments would provide an extremely important contribution to statements of victimization that Palestinians live, and the rightfulness.

This center, that consists of European Union diplomats who have international recognition, and shuttle between Israel and Palestine, also can play a leading role as a reliable mediator. The rightness to be explained to the world in a powerful point of view, most impartial and objective messages should be chosen, and the diplomatic mediation should be provided with the support of diplomats, whose impartiality is generally accepted."Mediation is also a special form of peacefull settlement by diplomatic means"(Bedjaou,1991,p.515). The second phase of recognition framework is to establish an understanding-based alliance. To provide a climate of solution oriented understanding in the international community with the diplomatic communication efforts carried out by the Palestinian diplomacy, and the formation of

understanding framework in favor of Palestine is one of the most important thresholds in the process of recognition of Palestine as a state. Establishment of a climate of understanding and establishing alliances in countries and international organizations that don't recognize Palestine as a state, and possibly will not do in the near future, is also a strategic step for solution-oriented diplomacy.

Palestine Foreign Ministry should have a strong mission on this regard. On this issue, Palestinian administrators' and diplomats' speeches that they do in various circumstances and events are the most effective method of communication. For example; conducting a meeting and event traffic between Palestine and Organization for Security and Co-operation in Europe or between the Palestine and Nato, and operating this process in the most powerful way in terms of diplomatic communication will provide a public opinion in favor of Palestine in effective institutions and organizations. Therefore, "Diplomatic negotiation teams" should be established to ensure interaction and communication for each of all effective international institutions and organizations in the world and these themes should be provided strong coordination with each other. A strong coordination should be established between each of the pieces of the team that will unite under the umbrella of "The Palestinian Coalition". It should be the strategic goal that the each part of the coalition sign a goodwill agreement on at least three titles, with the international organization which they are conducting relations with.

Determining three titles on a possible memorandum of understanding according to characteristics, missions and structures of international organization, that conduct negotiations with the pieces that make up the coalition; and coming out of a framework text expressing goodwill that will offer an expression context to the international community about these titles open new horizons on the provision of the persuasive messages to international public opinion." Difficulties over a subsidiary memorandum of understanding can occur on signature, or after the instrument has become effective, over its status and the interpretation of its provisions "(Barston,2014,9.46).Such a coalition would also ensure Palestine close cooperation and solidarity with international organizations and institutions. The persuasive communication should be considered strategically in the context of message production, . Palestine's signing goodwill agreements with various international institutions and organizations without official bindings is an example of good faith diplomatic message production. Producing the good faith agreement as a persuasive message and carrying out the production process at a level which will contribute to international recognition of Palestine are the important things at this point.

In diplomatic terms, along with the international organizations and institutions state of Palestine's offering a framework that appeals to the humanitarian values and the conscience of the international community, provides a convincing sharing. The point that international public opinion occurs most is the point that moves international susceptibilities. In particular, in the state recognition process; to ensure the joining of susceptibilities with international community by diplomatic message production is a

decisive issue. For example, in one of the Israeli attacks, due to the destruction of all power lines in Palestine, the Palestinian president, Yasser Arafat's addressing to the world in an atmosphere without electricity but in candlelight is still in social memories. For this reason on the anniversary of the day, and at the exact same hour that Arafat held this meeting, Palestinian Foreign Ministry arranges campaign of "For uninterrupted peace: Turn the lights inside". They cut the electricity of famous buildings and the government buildings which are lighted up in the capital for one minute. This message is a very important contribution towards ensuring a climate of international understanding.

2. Palestine Diplomacy And Representation Power

One of the strategic titles of the diplomatic communication strategies would be carried out towards the recognition of Palestine as a state is representation power. Represent power is the form of representation of Palestine in the international arena, how they are represented, and the contributions of this form of representations to being recognized as a state. Even it is not officially recognized it is a decisive factor for a country that they find representation mods to express themselves in international community and use representation element as a diplomatic communication instrument.

2.1. Palestine's International Agencies and Mission

The most important element of support for the Palestinian representation power, unlike other countries that go through recognition process, for example Turkish Republic of Northern Cyprus, is that they have agencies that considered to be almost embassies especially in European countries. Palestinian diplomacy's success in this regard, is that their representatives in the international arena, even in countries where they were not officially recognized are seen as embassies in practice." There is thus an uneasy connection, moderated and muddied by politics, between statehood, eligibility for UN membership, self determination, and emerging nations of democratic entitlement, particularly at the point of international recognition" (Qafisheh,2013.p.36)

In terms of Palestine's international representation format, it appears that the significant part of the efforts of the international recognition is in the framework of the European countries, and Palestine, established a very strong form of representation in European countries. The Palestinian agencies in France, Netherlands, Greece, Serbia and Bosnia-Herzegovina are accepted as embassies in practice although they are not officially recognized by these countries. The representations of Palestinian embassies' in the countries that mentioned before can be considered with regard to these framework headings that concerning recognition.

a) Spatial Representation

One of the factors indicating that the representation form is strong in diplomacy is also the spatial representation of Embassy. "One important aspect of nationality is that national are entitled to representation abroad by diplomatic and consular officials "(Quigley ,2010,p.56).Which part of the capital the embassy building resides, its size, and number of staff, whether the embassy building is historical or not and its characteristic, neighbouring embassy buildings and the technological and technical equipments that can be found in embassy and its design are the factors that determine the power of the spatial representation of the embassy. For example, the Turkish embassy that resides in Sarajevo, capital of the Republic of Bosnia-Herzegovina, presents a majestic view thanks to being next to the consulate general building thus makes representation format of Turkish embassy stronger. Likewise, Turkey's embassy buildings in Prague, Vienna and Budapest show a strong spatial representation with their interior decoration and spatial design. Turkey's embassy in Athens also, is in a building that has historical importance and because of its location it shows a strong representation when compared many other embassy buildings in Athens.

When Palestine embassies examined in terms of spatial representation, it is seen that Palestinian agencies put up a powerful representation form in particular in Europe. Palestinian embassy building in Athens operates in Psychico, which is one of the major embassy zones in Athens. The representment building does not differ from any other embassy in the sense of its size and the area that it's represented, and it is respected as an embassy by the Greek government. Strong representation of the Palestinian diplomatic mission is the most powerful communication success in the process of official recognition. Strong representation of representatives with public relations campaigns and strategies must be formally converted into a diplomatic success and for the purpose of recognition, they must be provided initiative in their country.

Another important point regarding the diplomatic representation of Palestine in Greece is the Israeli embassy building to be ahead of the two buildings of the Palestinian representation and allocate it to an embassy building that almost the same size with the Israeli government in the same street by government of Greece. Likewise, one of the European countries where Palestine has strong spatial representation is the Netherlands. Palestinian representative is in the Netherland's diplomatic center, The Hague. Palestinian representative in The Hague does not show any difference from other embassies in The Hague considering the field it has, the technical equipment in the representative, the size of the building, and offers a powerful spatial representation. Representative is in the Nieuwe Parklaan region where many other embassy buildings reside. In the same street there are also embassies of countries such as Kazakhstan, the Sultanate of Oman, and Kenya.

One of the most successful countries in which the spatial representation of Palestine has is Serbia. After operation in Maglajsk region over many years, the embassy of Palestinian representative in Belgrade has been moved to Aleksandra Stamboliskog, which is the most prestigious areas of the city, in 2015.

b) Communicator Feature of the Diplomatic Representatives

Another attribute of a powerful representation is the the effectiveness of interpersonal communication that established by the diplomatic delegates, that represent Palestine in international arena, with the key people and organizations in the country that they've been. This feature can also be called a diplomatic communicative feature. The most important element of being a strong diplomatic communicator is to establish good relations with the critical and especially political people and institutions that would lead the country to recognition. It will also make a great contribution towards Palestine's image and its recognition that the close relations established by representatives with the political leaders, opposition representatives, economic institutions, media and non-governmental organizations in countries where they are.

The biggest contribution in the area of diplomacy can be seen in the interpersonal communication skills of diplomats are the face to face relations that could be periodically established with political leaders. Biggest indicator of Palestinian diplomat's success is in the interpersonal communication they made as diplomatic communicator diplomats is the meeting traffic they carry. To perform their diplomatic communication based programs, diplomatic representation team should perform periodic visits to political leaders, and key persons and institutions in within a meeting calendar, and they should invite the key corporate leaders to the representative building. The frequency of diplomatic visits, in how extends it is happened, and the visits that performed to Palestinian Delegation are the first major success criteria. Another success criterion of being a diplomatic communicator is the content of negotiations that made with leaders by Palestinian diplomatic representatives. On which subjects the discussions took place, the support statements that given to those subjects, and the impact that the negotiations provided on the public opinion are other criteria in this context.

For example, throughout the diplomatic efforts conducted for recognition of Palestine as a state in Europe, bilateral discussions between the European leaders and Palestinian diplomats will cover issues like; peace in middle west, Palestinian-Israeli negotiations, recognition process of Palestine as a state and the Palestinian-European relations. These issues will set the agenda, influence the public and thus, will dramatically increase the effectiveness of diplomatic communication. That's way it is critical that the Palestinian diplomats set the negotiation topics right and share them with public. The topics should be interpreted at a level that would contribute in Palestine's international image and recognition process, will offer new perspectives, and add new supporting views and new actors. The most defining characteristic of

being a diplomatic communicator, a Palestinian one in particular, is to carry out almost a consultation with different target groups in the countries where they are and to create negotiation titles. One of the most successful Palestinian diplomats is Marwan Emile Toubassi, the Palestine delegator of Greece. Toubassi, have created a perfect harmony with Greek leaders in Athens where he served; and contributed the process of Palestinian recognition in Greece by the successful bilateral relations that he established with both the members of the government and leaders of the opposition. In the continent of Europe, 15 countries including Sweden, the Czech Republic, Slovakia, Romania, Hungary, Russian Federation, and Malta has recognised Palestine, and it is expected to Greece will also recognise in the year of 2016 or 2017 with the influence of the Palestinian representation.

It is a measure of this success that Greek leaders and Greek media address Toubassi as “Greek ambassador” instead of “the representative of the Palestinian mission in Greece”. Likewise, the official Palestinian delegate in the Netherlands, Dr. Nabil Abuznaid and the diplomatic representative in Belgrade, Mohammed Nabhan are being presented as an “ambassador” because of their outstanding achievements in Netherlands and Serbia in the field of interpersonal communications, thus they offer a strong representation of their country. Palestinian representative of Athens, Marwan Emile Toubassi’s successful communication with Çipras, Syriza leader and Greek prime minister moved Greece’s support on Palestine’s cause to the highest level, and in 2015, Syriza parliamentarian Thodoris Driças, asked the recognition of Palestine as a state by Greece and asked to providing support in this regard within the framework of the European Union.

Similarly, Palestinian diplomatic mission leader in Belgrade, Mohammed Nabhan, by his effective negotiations with all political leaders of Serbia and by his effective interpersonal communication skills, has gained very important achievements in favor of Palestine, and has won recognition for himself as “Palestinian ambassador” in Serbian politics. Another measure of success of the Palestinian delegates as diplomatic communicators in the interpersonal communications is the contribution they make to the diplomatic negotiations about Palestine in the country they are. Contributions to negotiations of Israel-Palestine that Palestinian diplomacy would make in the country it is being represented and the evaluation of these negotiations by the international community, and the notation of the peaceful approaches of the parties by the international public opinion, and contribution that made in this direction by the Palestinian diplomats is another important criteria.

This point, in terms of diplomatic communication is the point that influencing the course of the process and ensuring its transformation into a positive direction through interpersonal communication skills. As well as the of Palestinian diplomats’ and Palestinian diplomacy’s struggle of official recognition, in particular with the United Nations, another issue they carry the biggest fight is Israeli-Palestinian negotiations and the clash area. Ensuring evaluation of negotiations in favor of Palestine and to allow new developments to affect the process in negotiation conditions positively is

one of the largest contributors in interpersonal communication in the perspective of diplomacy.

One of the diplomatic mission leaders that made the biggest diplomatic contribution on this issue is the Palestinian ambassador of the Netherlands, Dr. Nabil Abuznaid. Holland which is one of the countries giving the biggest political support in Europe to Israel, one of the countries in which Jewish lobby is the most effective, changed this attitude by reason of Palestinian diplomats' exertion and initiative and entered into equal diplomatic approach to both sides. Palestinian mission's skills in interpersonal communication area in the country has a great role in this political change.

3. Public Diplomacy For Palestine

Public diplomacy is one of the most efficient diplomatic communication tools in order to make Palestine recognized in international platform. "Public diplomacy of the State of Palestine Public diplomacy is an informational instrument of state power and concerns how a state manages its image and reputation abroad." (Isaac, Hall, Higgins, 2016, p. 228). Public diplomacy, when evaluated with regards to that Palestine is officially recognized in European countries, is international society oriented diplomacy that the diplomats of Palestine will convince the European societies to recognize their country and receive the societal support. Society oriented diplomacy and become integrated with the society is the most principal element of public diplomacy.

3.1. Societal Dialogue Management

Also one of the biggest contribution scopes of the Palestinian in the process of being recognized as a state is the ability to establish a dialogue with society and communication tools formed for societal dialogue. Finding the channels that will provide the most correct message to society and address in the most effective way is the most important part of dialogue management. For instance; Palestine Embassy in the Netherlands-Hague communicates with Netherlands citizens over social media accounts and answers their questions. Communication by official Twitter and Facebook accounts is one of the most effective tools in order to communicate with the Netherlands citizens. When internet usage of individuals aged between 16 and 74, the Netherlands is the second in the world by internet access opportunities of households with a rate of 95%. (Türkiye İstatistik Kurumu, 2015, p. 1) Hence, communicating with the citizens of the Netherlands via social media over internet is an effective method.

Speeches that are made by the diplomats in various sessions have a very important place among the societal dialogue methods. In this respect, the most powerful idea platforms, in which the Palestinian diplomats are represented, are the speeches made in the universities of Europe. It is important in terms of societal dialogue that Palestinian diplomats conduct university conferences numerously in the countries they

are present. The change in diplomacy provides the diplomacy to be integrated with the society, to become transparent and to be performed completely in the society. Within this frame, the fact that the Palestinian diplomats are very close to the public in the countries they are present and they establish such dialogue channels is a factor making the process easier. Therefore, in the countries that Palestine diplomatic mission demonstrates representation, providing periodical meetings with the tradesman, local governors, city managers, workers and officers etc. and delivering messages are recommended approaches. For instance, the biggest worker organization in the Netherlands is the Netherlands Trade Union Confederation (FNV). The number of the members of this confederation, in which 20 percent of the Dutch workers are members, is 1.186.000 as of 2013.

Making speeches to the workers by the Palestinian ambassadors and explaining the legitimacy of the Palestine case in the related panels of such a powerful association are strong representations of societal dialogue. It is an important stage that Palestine diplomacy finds specific societal dialogue methods in connection with establishing dialogue with society and gains sympathy before society. For instance, it is a different societal dialogue method that Palestinian representations design representation buildings as playgrounds for the children of that country especially in the capitals of Europe and ensure that the children come to these areas with their parents. Yet, the point that should be emphasized in these playgrounds is that the Palestinian children cannot play with their toys in their country, they do not know what playing means and they live in the shade of guns. Therefore, realizing this application as a societal dialogue tool by the Palestine Representations that have symbolic playgrounds in their gardens with the slogan "No Rule in the Game, Play for Palestinian Children" presents a specific character for societal dialogue. At the same time societal dialogue point is the breaking point of communication and the most convincing point that the society is persuaded and support is provided.

3.2. Diplomatic Public Relations Activities

Diplomatic Public Relations Activities to be organized, with regards to activity method, are more clearly the most effective societal lobbying tools in order that public is influenced. In this respect, Palestine Embassy that is located in Greece demonstrates one of the most successful examples. It conducts activities, especially activities like demonstrations with the participation of Greek people, which influence the public very deeply. The biggest struggle of Palestine in this process is the process to be recognized as a state in the United Nations. Although it has received the votes of two thirds of the United Nations member countries, it has not been recognized as an official state under the roof of United Nations due to veto of some countries within five permanent members. Palestine gained the status of being an observer in the United Nations on November 30th, 2012 and the status of Palestine has been raised to 'non-member observer state' from 'observer institution' in the UN. In the voting performed, 138 of 193 member countries are 'yes', 9 of them are 'no', 41 of them are abstaining

votes. Therefore, referring to this voting in the demonstrations supporting Palestine in Greece and especially in Athens is an effective diplomatic public relations activity.

Activities related to the devastations that the Palestinian children go through and the tragedy that Palestinian children experience are cases that must be paid attention and requires Palestine to be recognized as a state in the United Nations. Hence the Prime Minister of Greece, Tsipras, also says that the death of the children must be terminated and this is a massacre in the speeches he has made. The Prime Minister of Greece, Alexis Tsipras, has participated in the march for protesting Israel organized in Athens during Gaza attack started on July 7, 2014 with Palestine scarf and he has called for terminating this wildness by shouldering a Palestinian child. One of the political leaders that leads the most intense diplomacy activities on this subject is Recep Tayyip Erdoğan. Erdoğan is a leader that has mentioned the tragedy that the children go through in the most loudly way both in international platforms and in stands. Therefore; carrying out societal activity by using photographs of Erdoğan and Tsipras shouldering Palestinian children with the slogan of "Lean against Our Shoulders in order to Remove the Conscience Pressure on Your Shoulders" and referring to Turkey-Greece support with the slogan of "Flap the wings of all birds, not just two wings - Shoulder, Vote" is a diplomatic public relations application.

From this point of view; a diplomatic public relations campaign is recommended predominating in terms of diplomacy and public relations. By paying attention that Palestine is an observer member state in the United Nations, a public relations campaign called "Palestine's Eyes Are Closed" is recommended in order to provide that Palestine Presidency participates as a natural member not as an observer to international society with the support of Turkish Ministry of Foreign Affairs. Within the frame of this campaign, using the slogan of "Open Our Eyes, Your Eyes" by describing two human eyes by the flags of countries which are members of the United Nations and drawing the other double eyes as closed as a communication visual is a convincing diplomatic public relations theme. Determining this concept as a diplomatic communication campaign theme and at the same time referring to the crimes against humans here will find its own level as a significant diplomatic public relations campaign.

Europe's recognizing Palestine officially is a significant part of the diplomatic public relations activities. Sweden Minister of Foreign Affairs Margot Wallstrom explained recognition decision by stating "Our recognition of Palestine today will contribute a better future against negotiations remaining for a long time, devastation and disappointments.". Therefore, in order to contribute official recognition, planning various public relations activities that will affect the parliaments of European countries is a correct diplomatic public relations contribution. Alongside European countries that recognize Palestine officially; non-binding recommendations are issued from parliaments and senates of England, Spain, Ireland and France in order to provide recognition. Therefore; it is recommended that a diplomatic public relations campaign with the slogan of "Follow the recommendation : Honourable Future For Palestine" is

performed and in terms of public oriented lobbying of this campaign, activities in which peace and dialogue call will be made in the capitals of European countries, in which recommendations are issued, are planned. In these capitals, planning forum- like activities with the public in which all ambassadors that represent Palestine in Europe will become integrated with the society is a strategic public relations activity for diplomatic public relations process. In recognition period, the activities such as search conference, workshops, forums should be performed with the principles of diplomatic public relations activity management with correct public relations actors.

Public relations activities that will be performed for recognition of Palestine in Europe are the aspects of public relations of diplomacy. Public relations activities should be examined in the perspective of political, international relations and diplomacy. One of the public relations activities that may be performed for diplomatic recognition is to play host for the activities that will improve efficiency and reliability of diplomats and ambassadors representing Palestine in Europe and provide international recognition of Palestine. Within the diplomatic communication concept of Palestine, conducting diplomatic activities with powerful diplomatic partners contributes significantly in the promotion period. Turkey is one of the countries that will provide the biggest contribution as a diplomatic partner in recognition process. International recognition of Palestine is one of the primary foreign policy targets of Turkey and President Recep Tayyip Erdoğan undertakes the most effective advocacy of this policy in international platform.

Within this frame; with the participation of all Palestine ambassadors in Europe, conducting an activity named "Turkish-Palestinian Ambassadors in Europe" and organizing a common ambassadors conference are important activities in terms of diplomatic public relations. Within the context of diplomatic public relations, another public relations activity to be organized is diplomatic search conference. As a public relations activity, search conference should be evaluated as a part of public relations and diplomacy activity for recognition of Palestine as a state. In diplomatic search conferences, topic selections that will make tremendous impact in the public and strengthen recognition perception of Palestine in the public are required. One of the important stages of international recognition is to strengthen perception and efficiency of Palestine in international institutions and establishments.

Effective lobby and public relations activities should target official recognition of Palestine in the United Nations most intensely. As a diplomatic powerful partner, leading of Turkey in some activities for recognition of Palestine as a state and pioneering for establishing a group named "United Nations Palestine Solidarity Countries" by the countries that support recognition period are effective diplomatic communication stage. Such a formation established a platform also for the activity team for recognition of Palestine as a state. In the diplomatic public relations activities, establishing an activity team is one of the most important stages.

One of the biggest successes that Palestine has gained in regards with this subject is that it became an official member of International Criminal Court on January 1st, 2015. International Criminal Court (ICC) is the first permanent international criminal court that was established on the purpose of providing judgement of the crimes that are considered as the most serious ones internationally such as; genocide, crimes against humanity, war crimes and perpetrators of crime of aggression, and accountability, its headquarters is in Hague and there 122 countries that are members of the organization. 18 judges work in the court and their working periods are for 6 years. In this case, along with the criminal lawyers of 122 countries that are members of the organization, pioneering of Palestine Embassies in Europe by coming together to a search conference named "Conscience Judges Against Crimes Against Humanity, Palestine Initiative" and this search conference organizing of activities oriented for communication in different times, in various European countries present a strategic contribution for Palestine to be recognized as a state.

Conclusion

The process of Palestine to be recognized as a state in Europe is process in which negotiation communication is in centre and diplomatic negotiation management is determinant. Diplomatic public relations power is the power that will strongly support the negotiation period in the success of diplomatic negotiations and being an effective actor in Palestine's international public and policy. Presenting convincing communication strategies in a diplomatic communication vision is the biggest acquisition field of diplomatic public relations in terms that Palestine presents a powerful representation and diplomatic actors gain reputation. Within this frame, presenting a planning of message management that will convince the public and establishing a prestigious perception for diplomatic actors that represent Palestine both parliamentary diplomacy and shuttle diplomacy and all kinds of diplomacy, planning correct public relations activities and drawing an acceptable diplomatic communication frame are principle steps.

The diplomats that represent Palestine in the capitals of Europe are negotiator communicators that conduct the negotiation process at the same time. Palestinian diplomats present key fields in terms of public diplomacy and societal dialogue in respect of being evaluated as an international actor in European capitals. Especially, evaluating societal dialogue field within the diplomatic communication process as a dialogue management and structuring in convincing perspective are the biggest contributions that may be performed in the context of public formation process in negotiation process. Diplomatic public relations activities and techniques should be structured in the process of recognition a state officially as in the example of Palestine; they should be based on vote of confidence and reconciliation of international society and societal vote of confidence should take place within the diplomacy studies as the most powerful proposal of both convincing base of public diplomacy and diplomatic communication.

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