



CHARACTERISTICS AND EXPERIENCES OF CONTEMPORARY MEDIA DIPLOMACY: A CASE STUDY OF AL JAZEERA IN QATAR

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Abstract

As a new diplomatic form produced by media organizations in the process of modern diplomatic interaction, media diplomacy is not only the main way to publicize foreign policies, but also an important tool to implement diplomatic strategies. The rise of Al Jazeera has produced positive effects on the regional and even international scale. Al Jazeera has laid a solid soft power foundation for the implementation of Qatar's foreign policy by enhancing its agenda-setting capabilities, building a global communication network, and promoting digital media transformation. Al Jazeera's successful experience in development model and media diplomacy is of great reference value for exploring new paths of international communication in the field of international politics.

Key words : Qatar, Al Jazeera, Media diplomacy

Since the concept of “media diplomacy” was put forward in the 1980s, its empirical and theoretical researches have been developed actively. Al Jazeera was launched on November 1, 1996. It is one of the three major television news channels in the world, together with BBC and CNN. Meanwhile, Al Jazeera has fully demonstrated its “media diplomacy” attributed to its comprehensive soft power, which is based on outstanding communication power, influence, credibility, agenda-setting, free reporting and flexible strategy. Al Jazeera actively contributes to the countercurrent of global



communication information, challenges the hegemony of Western discourse and promotes the diversified development of international communication order. Its successful experience provides a mirror for the international communication.

1. Research Status of New Media Diplomacy and The Mediated Coordination

The formation of new media diplomacy is a new diplomatic model emerged in the era of information, digitalization and network technology revolution, which provides a new practical case and theoretical perspective for the in-depth study of the issue of "media and diplomacy". At the same time, the development and application of new media technology make the characteristics of a mediated international society more prominent. Therefore, it is necessary to update and deepen the cognitive understanding and interpretation of the relationship between media and diplomacy in a specific historical, social and cultural context and in the new form of international society. Media-mediated coordination is a concrete application of new media diplomacy, which also brings new connotation to the relationship between media and diplomacy.

1.1 Definition of “Diplomacy”, “Media Diplomacy” and “New Media Diplomacy”

In the traditional study of diplomacy, diplomacy is equivalent to negotiation. Harold Nicolson, the founder of contemporary British diplomacy, defined “diplomacy” as “the handling of international relations by means of negotiation; It is a method used by ambassadors and envoys to adjust and conduct international relations; It is the business or technology of diplomats.” Hans J. Morgenthau, (Nicolson, 1939) the founder of the realist theory of international relations, also emphasized that “diplomacy is the art of persuasion, compromise and the use of force.”(Morgenthau, 2016)

The study on “the role of media in diplomacy” first appeared in the 1960s, but at that time, the related research on “media diplomacy” was basically included under the concept of public diplomacy. “Media” only serves as a medium, channel or platform to play the function of public diplomacy. Since then, the scholars of diplomacy and international relations have systematically integrated and summarized public diplomacy, and believed that public diplomacy mainly includes three forms: government public relations, media diplomacy and humanistic diplomacy (Kejin, 2001). At the same time, systematic studies on “the role of media in foreign decision-making” began to emerge, including the extent of media’s influence on foreign policy, the independence and dependence of media relative to the government, the government’s use and control of media, and the influence of opinion elites and opinion leaders (Hai, & Qingchao, 2011). “Media diplomacy” as a concept first appeared in the 1980s. In 1986, Yoel Cohen wrote *Media Diplomacy: The British Foreign and Commonwealth Office in the Age of Mass Media*. In that book, Yoel Cohen puts forward “media diplomacy” as a concept. He believes that “media diplomacy refers to The interactive relationship between news media and modern diplomacy. The development of mass communication and the growing public interest in international affairs have had an impact on



diplomacy; In turn, policy makers also use mass communication to their advantage and exert necessary control over it.” (Cohen, 1986)

New media diplomacy is the result of the integration of new media technology and public diplomacy. “New media diplomacy” refers to “in the context of the information age, international actors, namely countries, international organizations, transnational corporations or individuals, in order to maintain and develop their own interests by using Internet technologies and network platforms to carry out foreign exchanges, publicity and diplomatic participation.” (Meng, 2009) The essence of new media diplomacy is still media diplomacy, but new media intermediaries have advantages that traditional media do not have, such as openness and diversity, timely interaction, and more obvious communication effects.

The most basic function of media is “communication”, and technology has promoted the power of communication in terms of speed, breadth and precision. The innovation and development of information technology has changed the interaction mode of human society, and the development of media has also changed the way of information dissemination, communication and communication in human society. Social relations are increasingly showing a trend of mediatization. Under this influence, the new media in the international exchange of information dissemination and communication of the media function, is more prominent. The communication of the international community both from the official and civil levels presents the trend of mediatization, which also promotes the reform of diplomatic models, diplomatic platforms and diplomatic actors in international communication. For example, the mode of diplomacy has changed from secret to open, the platform of diplomacy has changed from document to network and media, and the main body of diplomacy has expanded from nation-state to include international organizations, transnational corporations and non-governmental organizations. These changes have contributed to a more pluralistic and democratic international relations. Therefore, if we start from the narrow meaning of “diplomacy”, then diplomacy means to solve international problems through negotiation and consultation. New media diplomacy, due to its social characteristics, can become an effective way for international actors to disseminate information, interact with ideas, build identity and reach consensus under the condition of mediatization of international society.

1.2 Media-Mediated Coordination of New Media Diplomacy

The media-based coordination mentioned in this paper refers to the specific application of media diplomacy in dealing with diplomatic crises. It emphasizes that media can coordinate and manage national, regional and international public opinions through information output according to their own foreign policy needs, so as to create international public opinion pressure for diplomatic negotiations and gain chips for negotiation games.



In the specific diplomatic context, “medialization” involves new means and ways of coordinating international relations and dealing with international problems. Such as “putting pressure on actors in new ways to negotiate issues and highlight identities; harmonizing or negotiating guidelines and norms for representation in different media environments; And strategically managing identity, information, and presentation in purpose-driven activities.” (Pamment, 2014) Previous studies on diplomatic negotiation basically divide diplomatic negotiation into two categories: competitive negotiation and cooperative negotiation, and consider that the strategic application in formal negotiation is both competitive and cooperative. In the cooperative negotiation, the domestic and foreign environmental factors that affect its process are particularly important. “The coordination of alliance relations in multilateral negotiation often has a crucial impact on the negotiation process.” (Wei, 2014) The use of new media platforms to carry out multilateral consultations and influence international public opinion is conducive to winning as many supporters and sympathizers as possible, gaining more legitimacy and bargaining chips for their actions, and thus influencing the negotiation situation and environment.

With the innovation of new media technology, diplomatic events have become more and more open. Major diplomatic events with news value have received extensive attention and supervision from international media and the international community. International public opinion is the purpose of the media to release signals, convey opinions, and express attitudes and positions. Negotiators who obtain positive international public opinion often get a favorable position in international negotiations, while negotiators who carry negative international public opinion will be in a disadvantageous position in international negotiations. The theory of international relations has always been controversial about whether international public opinion can have an impact on international relations. The realists deny the influence of international public opinion on international relations and believe that power and interests are the core factors that determine international relations.

At present, different academic schools focus on exploring the relationship between media and diplomacy from the perspective of individual cases based on their respective disciplinary perspectives. The study on media diplomacy has always been characterized by interdisciplinary research, integrating the research theories and methods of communication, journalism, diplomacy, international relations studies, cross-cultural studies and other disciplines. Scholars recognize that media diplomacy has become a new diplomatic paradigm, but there is no unified research paradigm and overall theoretical framework for it. In view of this, this paper discusses the technical application of media influence on diplomatic negotiations from the micro level, and tries to make a case analysis of Al-Jazeera’s specific media-mediated coordination role in Qatar’s diplomatic crisis from the theoretical perspective of international public opinion. It is verified through empirical analysis that the media with international influence can involve in the process of diplomatic negotiations, with capabilities of agenda-setting, news dissemination, shaping international public opinions, and coordinating the interests of all parties related. In this way, the parties to the negotiation will be guided to play a positive role in the cooperative diplomatic



negotiations based on the principle of common interests.

2. Media-Mediated Coordination Application: Al Jazeera in The Context Of Qatar's Diplomatic Severance Crisis

This part mainly analyses how Al Jazeera plays a role of mediated coordination in different periods of the Qatar's Diplomatic Crisis", and evaluates the validity of its coordination functions based on the development of the events connected with the crisis. Therefore, it is imperative to investigate and analyze Al Jazeera's media-mediated role by the time line "The outbreak of crisis, The escalated tensions of crisis, The situation to ease of crisis, towards reconciliation" from historical dimension. With specific strategies such as "Clarifying the facts, Initiating public opinion war, Compromising and concessions, resolving conflicts peacefully", Al Jazeera has shaped favorable public and international opinions in different stages, coordinated the unification of opinions and discourse at both domestic and international levels, and laid a positive foundation for public opinion in the process of formal diplomatic negotiations.

2.1 Phase 1: Crisis Outbreak (June 5, 2017 - June 2018)

At the end of May 2017, the website of Qatar Newswrite published a report by Emir Sheikh Tamim bin Hamad al-Thani, said "Iran is an Islamic power that cannot be ignored," and "it is unwise to be hostile to Iran," which aroused the dissatisfaction of Saudi Arabia and other countries, and became the fuse of the diplomatic row. It led to a significant change in the diplomatic pattern of the Gulf Countries represented by the Qatar-Saudi Arabia relations.

At the very beginning of the crisis, the Qatari government clarified the facts through Al Jazeera and guided public opinion through the agenda setting of the "Gulf Crisis", seeking sympathy and hoping to bring the "the four Arab nations that break diplomatic ties with Qatar" into moral crisis. However, Saudi Arabia and other related countries immediately blocked Al Jazeera and other Qatari media organizations from June 5 on the grounds of "supporting terrorism", "undermining regional security" and "supporting the Muslim Brotherhood Emblem". At the same time, they announced the severing of diplomatic ties with Qatar and imposed sanctions and blockaded on it. On June 5, Al Jazeera reposted a statement from Qatar's Foreign Ministry on its Facebook page, expressing regret over the blocking of diplomatic ties by Saudi Arabia and other countries. The video was viewed more than 970,000 times on its Facebook page and had a significant impact. On June 22, Saudi Arabia and other related countries followed up with the "13-Point Demands", which included the closure of Al Jazeera, the cessation of support for the Muslim Brotherhood Emblem, the severing of relations with Iran, and the closure of Turkish military bases on their territory.

In the face of the crisis, Al Jazeera actively carried out public relation activities, published articles through new media platforms, and confirmed the hacking with evidence. However, Qatar's unilateral clarification did not earn the trust from Saudi Arabia and other related countries. In



addition, Al Jazeera has invited experts from various countries to discuss the topic on its brand programs, such as the interview program Al-Hisad and the news program Al-Akhbar. During the first year of the crisis, Saudi Arabia and other related countries imposed a blockade and embargo on Qatar. However, Qatar also showed a firm position, accepting the solution of the Gulf Crisis through “Conditional Dialogue”. It believed that the request of Saudi Arabia and other related countries to resume diplomatic ties violated its sovereignty. So it sought new diplomatic and trade partners and sought diplomatic “breakout”, which made the crisis of breaking off diplomatic ties in a dilemma. Although Al Jazeera’s public relations of the crisis appeared to be ineffective, it followed the core political issues “Gulf Crisis” through various new media platforms. Through continuous tracking, reporting, analysis and decryption, Al Jazeera has demonstrated its journalistic expertise and shared the information it obtains through different channels, providing a basic information exchange guarantee for international negotiations.

2.2 Phase 2: Crisis Escalation (July 2018 -- April 2019)

Stoked by populist public opinion in the Arab Gulf State, the crisis between Qatar and the “Four Countries to break Diplomatic Ties” has escalated. In order to save face and reputation, Qatar launched information war and public opinion war through Al Jazeera, showing a tough stance in the game of international communication. In September 2018, Qatar’s Emir Tamim refused to attend the “39th Gulf Arab Cooperation Council (GCC) Summit” in Riyadh, despite receiving an invitation from King Salman bin Abdul Aziz Al Saud of Saudi Arabia. At the beginning of 2019, Qatar announced to withdraw from the Organization of Petroleum Exporting Countries (OPEC). Qatar’s relations with Saudi Arabia and other GCC countries became more distant, and the crisis of breaking diplomatic ties was getting worse.

During this period, Saudi Arabia and other related countries were engaged in a fierce information and public opinion war with Al Jazeera of Qatar through Al Arabiya TV. In the discourse game and public opinion game, the two sides show different views of public opinion. Saudi Arabia and other related countries are more inclined to the realistic view of public opinion, insisting that the crisis in regional relations is attributed to Al Jazeera’s propaganda of the “Muslim Brotherhood Emblem” and instigation of democratic revolution, which are regarded by Saudi Arabia and other related countries as threats to the regime. Therefore, Saudi Arabia pays more attention to the use of its own power and the protection of national interests in the proposed conditions for the resumption of diplomatic ties, and mainly attacks and accuses Qatar in terms of public opinion strategy. For example, in terms of agenda setting in the process of public opinion game, Arabiya TV and other news media supporting Saudi Arabia and the United Arab Emirates (UAE) mainly focus on issues such as “Qatar crisis” and “blockade of Qatar” against Qatar.

In contrast, Al Jazeera shows the characteristics of the liberal international opinion view in the public opinion struggle, taking the value of human freedom and rights as the starting point. With “the Gulf Crisis” as the key word in its agenda setting, Al Jazeera intends to expand the crisis into



a diplomatic incident that would have a negative impact on all countries in the region. And Al Jazeera incites a wider range of public opinion through new media platforms. Regardless of the difference in public opinion, it is obvious that the result of irrational public opinion game does not have any positive effects on the progress of diplomatic negotiations but makes the already deteriorated relations between countries worse.

2.3 Phase 3: First Signs of Remission (May 2019 - December 2019)

With the development of the international situation, the relations between Qatar and the Four Countries have shown signs of easing. In terms of language style, the Al Jazeera shows moderation and rationality, compromising and concession, and also shows a positive negotiation cultural characteristic. Since May 2019, Al Jazeera has also shown more of an international opinion view that tends to guide collective rationality in public opinion guidance. This shift set the stage for what would become the “icebreaker” of friendly negotiations. For example, at the end of May 2019, Prime Minister and Minister of Interior of Qatar Abdullah bin Nasser bin Khalifa Al Thani, attended the extraordinary summit of the GCC and the League of Arab States (Arab League). In the same year, the Qatar Gulf Cup became a model for GCC sports diplomacy.

In modern international relations, multilateral negotiation is more important than bilateral negotiation, which also promotes the formation of “negotiation culture”. the so called “negotiation culture” includes :(1) The sense of compromise; (2) Recognizing the importance of effective and reliable communication; (3) Valuing flexibility and creativity; (4) Daring to transcend national character; (5) Preventing disputes. (Olivier Fore, G. & Rubin, J. translated by UNESCO Translation Unit, 2001) These characteristics of the negotiation culture can make the representatives of the parties in multilateral negotiations act beyond narrow national interests and show convergence in the negotiation behavior. If a concession is interpreted as a magnanimous gesture or a statesmanlike response to public opinion, it will strengthen the party making the concession’s control over the negotiations. (Davison, P. 1974) There is logical consistency between this negotiation culture and the liberal international opinion view, both of which attach importance to communication. When the relations between the Gulf Countries are gradually easing, Al Jazeera shows the representation of the negotiation culture on the issues related to the diplomatic crisis. And it also shows the sense of compromise aimed at promoting exchanges, and adopts a more rational and objective news reporting mode. For example, in the reporting of the war in Yemen, Al Jazeera no longer fights with Saudi Arabia and the UAE in terms of discourse, but makes concessions and compromises, and gradually softens its reporting style.

2.4 Phase 4: Towards Reconciliation (January 2020 - December 2020)

In order to promote the peaceful resolution of conflicts, Al Jazeera expresses its willingness to cooperate and negotiate through the new media platform and shows its loyalty to the GCC alliance.



On the theoretical level, international environment and international negotiations interact and influence each other. Among them, the international environment includes the state of relations between negotiation actors and the international situation they are in. When the international environment presents a state of tension and conflict, it will hinder national negotiations; On the contrary, when the international environment appears to ease it will improve the negotiation process and contribute to the settlement of disputes. In multilateral negotiations, the complex relationship between multiple negotiators first affects the form of the alliance, and the relationship between these alliances directly affects the negotiation. In addition, the outbreak of COVID-19 has aggravated the geopolitical complexity of the Gulf region, and the adjustment of the Middle East policy of the United States has made the Gulf Arab countries realize the importance of resolving the crisis of breaking off diplomatic ties and rebuilding the trust among GCC countries to maintain the collective security of the Gulf Arab countries as soon as possible. In such an international environment, Al Jazeera has also shown its attitude and willingness to promote reconciliation and enhance mutual trust. At the same time, Al Jazeera has guided a positive public opinion environment to create a favorable public opinion atmosphere for the effective conduct of negotiations between relevant countries.

At the beginning of 2020, the Foreign Minister of Qatar frequently expressed his sincerity for “resolving the Gulf crisis through dialogue and negotiation”, and Al Jazeera repeatedly published relevant news. For example, on November 16, 2020, Qatar’s Deputy Prime Minister and Foreign Minister Mohammed bin Abdulrahman al-Thani, in a live interview with the Global Security Forum, expressed his desire to find solutions for the stability of the GCC, and be willing to engage constructively and reach a settlement that is just for all member states. (شبكة الجزيرة الإعلامية) Al Jazeera reposted the relevant post which was submitted by the Global Security Forum on Twitter, a new media platform, to its official website to express its sincere attitude towards solving the problem. Then, in December 2020, Qatar opened formal talks with the “the four Arab nations that break diplomatic ties with Qatar” under the auspices of Kuwait’s new Emir, Nawaf al-Ahmed al-Jaber al-Sabah, marking a fruitful breakthrough in the Gulf Crisis since 2017. On 20 December 2020, the GCC announced that the King of Saudi Arabia had invited the Emir of Qatar to attend the 41st GCC Leaders’ Summit in Euler, Saudi Arabia. On January 5, 2021, the leaders or representatives of Saudi Arabia and Qatar, together with the UAE, Bahrain, Oman, Kuwait and Egypt, signed the Euler Declaration on reconciliation at the 41st Gulf Cooperation Council (GCC) Leaders’ Summit, which “emphasizes unity and stability”, marking a real turnaround in the crisis of breaking diplomatic ties.

2.5 Analysis of Al Jazeera’s media-mediated coordination role in Qatar’s diplomatic severance crisis

At different stages of crisis development, Al Jazeera set the agenda for the core political topic “Gulf Crisis” and gave full play to mainstream new media platforms to carry out large-scale reports in the form of news, commentary and debate. According to Google Advanced Search, there were



more than 14, 000 news stories on the topic of the Gulf Crisis alone. These reports seem to be just a public opinion war and information war against Saudi Arabia and other related countries for breaking off diplomatic ties. In fact, they can be seen as the Qatari government's diplomatic negotiation and game with Saudi Arabia and other countries with the help of Al Jazeera, which is also a full proof of its soft power diplomacy. It can be seen from the analysis that Al Jazeera plays an important media-mediated coordinating role in the crisis of breaking off diplomatic ties in the Gulf. The specific paths can be summarized as the following three points. **Firstly, information sharing.** The most basic function of the media in international negotiations is information sharing. As a media platform with wide influence in the Arab world, Al Jazeera publishes news through various new media platforms, providing facts and opinions to the parties involved in the negotiations, which are monitored by the governments of the negotiating parties and other relevant countries, influencing their judgment and perception of the event itself. **Secondly, public opinion guidance.** From the war of public Opinion to the guidance of public opinion, the Al Jazeera has changed the state of competitive diplomatic negotiation to cooperative diplomatic negotiation. And the focus of news reports has changed from the camp confrontation between the two sides to the resolution of the crisis itself. Although the inherent contradictions between Qatar and the other countries that cut off diplomatic ties have not all been solved, they play a positive role in resolving conflicts and crises. **Thirdly, to shape the environment for peaceful dialogue in international negotiations.** As a media with absolute public opinion influence in the world and the Arab region, Al Jazeera made concessions in the late stage of the crisis, and its discourse style on some disputed issues became objective and peaceful, which created a good negotiation environment for the development of formal multilateral negotiations, and coordinated and eased the tension between the negotiating parties.

3. Advantages and characteristics of the diplomatic role of Al Jazeera

Al Jazeera has built a dominant position in Qatar's media diplomacy by promoting the integration of intelligent media, press freedom, and enhancing ideological identity, and has achieved remarkable results.

3.1 Al Jazeera has set up a global communication network, promoted the integration of intelligent media and shaped its brand image.

Since 2001, Al Jazeera has been committed to network transformation, and gradually adjusted its global communication strategy, optimized the distribution of the communication grid, explored the collaborative construction of media think tanks, optimized the collaboration capacity of departments, and improved the productivity of original news, laying a foundation for the planning of Al Jazeera all-media platform. By the 23rd anniversary of Al Jazeera's establishment in November 2019, Al Jazeera's international communication has become more professional, systematic, comprehensive and international, and its global communication network has been basically formed. So far, Al-Jazeera has six channels: News, English, Documentary, Mubasher,



Balkan and AJ+ Arabic. It has 70 offices around the world and employs about 4,000 people. The average number of viewers of the other five channels, excluding the AJ+ Arabic channel, was 206 million, 345 million, 53 million, 53 million, 8 million. In addition, the total number of users of Al Jazeera's new media platform has exceeded 80 million. (("قناة الجزيرة الشرق", "At the same time, Al Jazeera's distinctive "Media + Think Tank" model has been improving, with research institutions such as the Al Jazeera Research Center, the Al Jazeera Media Institute, and the Al Jazeera Center for Public Freedom and Human Rights. This has greatly improved the independent production and dissemination capacity of the media, as well as their initiative and independence in guiding public opinion. In addition, Al Jazeera also cultivates a number of brand columns and famous anchors to increase the audience's brand loyalty, such as The Opposite Direction, Without Borders, More than One Opinion. Al Jazeera's global communication strategy, the linkage effect of intelligent media and the innovative development of integrated media are strong guarantees for its international influence.

3.2 Al Jazeera advocates the principle of press freedom and adheres to the diplomatic stance of service.

Al Jazeera has always sought a balance between the editorial system based on the principle of press freedom and the agenda-setting aimed at serving diplomacy. Back in 1996, when Al Jazeera was being built, Qatar's new constitution introduced rules guaranteeing press freedom to support the channel's continued operation. (Myers) In terms of news editing, Al Jazeera attributes its success to an editorial style that advocates freedom of opinion, a direction that focuses on humanitarian issues, and an inclusive attitude that allows "opinion and dissent" to appear on screen. These advantages help to improve the public's knowledge and understanding, and also to win a wide following. (مركز الجزيرة للدراسات 9) However, as all the media organizations in the world are subject to the influence and manipulation of political groups, the content of their communication is bound to have explicit or implicit political tendency, serving certain classes, political parties, governments or interest groups. Therefore, although Al Jazeera, which is financially supported by the Qatari royal family, claims to adhere to the principle of press freedom, in fact its international news agenda-setting and reporting tendency are indirectly serving the goal of Qatar's diversified and balanced foreign policy. For example, in the diplomatic severance crisis in 2017, Al Jazeera blocked Qatar in response to the Qatar crisis among the Four Countries, and insisted on setting the Gulf Crisis agenda to earn global public support. In addition, in order to achieve its foreign policy goals, Al Jazeera timely adjusts the way of media expression in different stages of the conflict, so that it can play a role in explaining its position, communicating information, guiding public opinion and coordinating relations, and guiding the crisis to ease.

3.3 Al Jazeera spreads pan-Arab culture and enhances the recognition of values and concepts.

In terms of ideology, Al Jazeera always adheres to the pan-Arab nationalism line, and demonstrates its cultural attributes by spreading knowledge of Arabic language, culture and history through op-



ed documentary interview programs. In addition, although Al Jazeera is often condemned by the governments of relevant countries for its free reporting on regional disputes, it also promotes the sense of identity and belonging of the Arab nation and Arab culture among the regional people, European and North American Arab immigrants, by spreading pan-Arab nationalism. Moreover, Al Jazeera has often drawn criticism from governments for its liberal reporting on regional disputes. However, Al Jazeera also promotes a sense of identity and belonging to the Arab nation and culture by spreading pan-Arab nationalism among people in the Arab region, as well as Arab immigrants in Europe and North America. For example, Al Jazeera became the main source of news for Arabs around the world in their coverage of the second Palestinian intifada and the Iraq war. Al Jazeera's pan-Arab nationalist leaning in its reporting have fueled anti-American sentiment in the Arab world, significantly increasing its reputation and influence both regionally and globally. It can be seen that stable cultural genes such as ethnic identity and religious belief are recessive factors influencing the international communication of Al Jazeera.

4. Conclusion

The fourth wave of industrial revolution started in the early 21st century, marked by digitalization, intellectualization and networking, with big data and artificial intelligence technology as the core technological means, has promoted the transformation of diplomatic models, diplomatic tools and diplomatic subjects. Taking Al Jazeera in Qatar as an example, this paper studies the path of media organizations' positive effects on diplomatic negotiations under the background of diplomatic crisis from the micro level. Specifically, it mainly includes guiding the international public opinion with its influence, shaping the international negotiation situation, external environment and public opinion pressure, so as to indirectly affect the process of diplomatic negotiation. It can be seen that by means of active and effective information exchange, guiding strong public opinion and creating a cultural environment for negotiation, the media can make the parties to the negotiation carry out cooperative diplomatic negotiations based on the principle of common interests and play a positive role in reaching the expected agreement.



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