

# Kenya's Public Diplomatic Initiatives in Enhancing Peaceful Co-Existence among Ethnic Somalis in Bur Ache, Somalia and Mandera County, Kenya

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## ABSTRACT

This study investigated Kenya's public diplomatic initiatives in enhancing peaceful co-existence among ethnic Somalis in Bur Ache, Somalia and Mandera County, Kenya. The strategies, achievements and challenges to Kenya public diplomatic initiatives in Bur Ache were examined. This study was informed by two complementary theories namely; Realism and Liberalism. Anchored on realism and liberalism this study considered public diplomacy in the context of broader social relations emphasizing that both states interests that are not necessarily pursued through the use of force, can still be achieved through the use soft power to influence foreign publics. This study employed both primary and secondary sources of data collection. A total of 380 respondents were selected for field interviews. Questionnaires were distributed to 360 residents, 180 each from Bur Ache and Mandera who were selected through random probability sampling. Interview schedules were administered to 20 purposively selected respondents who included; Diplomats, Officials of International NGOs, Clan elders and Muslim Clergy. Data collected was analyzed and interpreted quantitatively and qualitatively. The study found out that the Kenya Government has put in place effective public diplomatic strategies to enhance peaceful co-existence among ethnic Somalis in Bur Ache Region and Mandera County. It was also observed that the Kenya Government has made great achievements in its public diplomatic efforts in enhancing peaceful co-existence among ethnic Somalis in Bur Ache Region and Mandera County. Furthermore, it was noted that here exist a number of challenges faced by the Government of Kenya in its public diplomatic efforts in enhancing peaceful co-existence among ethnic Somalis in Bur Ache Region and Mandera County. This study recommended that additional efforts should be made by government through public diplomacy to increase pursuance of Kenya's Foreign Policy in the Bur Ache Region. Additionally, the government of Kenya should come up with strategies to mitigate challenges faced by public diplomacy towards residents of Bur Ache.

## BACKGROUND TO THE STUDY

Public diplomacy is a diplomatic strategy utilized by countries to foster mutual understanding and enhance cohesion with foreign populations (Golan and Yang, 2015). Public diplomacy encompasses the initiatives undertaken by a nation to engage in direct communication with international audiences. The primary objective of public diplomacy is to initiate a dialogue or discussion aimed at educating and swaying a foreign audience (Toch, 1990; Fullerton and Kendrick, 2017). In this context, the foreign audience is characterized as both the general population and the opinion leaders from various private sector entities and organizations (Brown and Hensman, 2017). While public diplomacy utilizes soft power to enhance a nation's image, its effectiveness is contingent upon the foreign audience possessing a favorable perception of the country's culture, values, and policies.

Public diplomacy practitioners have historically used a wide range of resources and techniques, including newsreels, movies, literature, artwork, and cultural exchanges (Gilboa, 2008). Public diplomacy has in most cases employed in the use of cultural ambassadors, sports diplomacy and digital diplomacy. The goal of public diplomacy is to change the mindsets of foreign organizations and peoples in order to impact their perspectives and, eventually, those of their governments. Public diplomacy is typically employed in times of war, usually to influence public opinion in favor of or against a specific country. A good example was the move orchestrated by Britain in convincing the US into joining World War II. Rodriguez and Munro (2022) documents that the

Americans reluctance in joining the Allied forces in WW II was based in the belief that Britain was roping them in to the war by exaggerating the threat that Germany posed to international security.

Kenya has frequently employed public diplomacy to sway foreign publics that share similar ethnicity and culture with their counterparts within the nation, aiming to nurture amicable cross-border relations. The Bur Ache region of Somalia and Mandera County in Kenya is home to ethnic Somalis who share a common language, culture, and religion. The advent of colonial rule and creation of artificial colonial boundaries resulted in the division of ethnic Somalis in the Bur Ache region of Somalia and Mandera County in Kenya.

This artificial division ethnic between Somalis in Kenya and Somalia has led to divergent historical, political, social, and economic experiences for the same ethnic group. Consequently, the Somali in Mandera County, Kenya, have experienced relative peace, in stark contrast to their counterparts in Bur Ache, Somalia, who have faced instability and conflict since the disintegration of the Somali State in 1991. Ethnic Somalis from both nations have nevertheless continued to engage in a variety of interactions in spite of these divergent experiences. The strong ties, long-standing hostilities, and security issues between Kenya and Somalia have made it difficult for Somalis to live in peace in these two adjacent nations.

In many ways, the Somali ethnic community in Kenya and Somalia has remained connected. However, past conflicts and security threats from terrorist groups have made it difficult for Somalis to live in peace in these two neighboring countries. Periodic attacks by Somali terrorist organizations have stoked tensions, animosity, and mistrust among ethnic Somalis residing in the Bur Ache and Mandera County border region. There are not many official initiatives aimed at promoting collaboration, trust, and understanding between the two groups, despite their close proximity and intricate socioeconomic relationships. This study examined the efforts made by the Kenyan government through public diplomacy to promote harmonious coexistence between ethnic Somalis in Mandera County, Kenya, and the Bur Ache region of Somalia.

### **Statement of the Problem**

Several countries in Europe and Asia have adopted public diplomacy strategy to influence and shape the perceptions of specific foreign audiences. This shift from conventional diplomatic methods has led to the establishment of public diplomacy divisions aimed primarily at shaping the views of foreign populations to align with national interests. In contrast, the scenario in Africa is distinct, as public diplomacy is not given precedence. Overall, researchers have largely overlooked the practice of public diplomacy in Africa, focusing instead on the developed Western countries and Asian nations. Helge (2009). notes that after World War II, the United States made significant public diplomacy efforts to persuade Norway to join NATO. Gurgu and Aristide (2016) examine the interplay of power within public diplomacy and national policies in today's international relations, especially considering the rise of globalization and the decreasing control states have over foreign policy. In light of the aforementioned, this research contends that public diplomacy has evolved into a powerful tool for shaping the perceptions and opinions of foreign individuals regarding a country in the context of globalization. Kenya has taken steps to weave public diplomacy into its foreign policy. Kenya has the potential to use public diplomacy to influence how the Somali community in Bur Ache views it, which could help build friendly relations with the Somali people in Mandera County. When there are good relations between the ethnic Somalis in Bur Ache and those in Mandera County, it can be vital for spotting and reducing terrorist threats that might cross over from Somalia. Kenya has not made the most of public diplomacy with Somalian audiences, despite its enormous potential. By analyzing Kenya's public diplomacy efforts to promote harmonious coexistence between ethnic Somalis in Mandera County, Kenya, and the Bur Ache Region of Somalia, this study seeks to address this gap.

### **General Objective**

This study investigated Kenya's public diplomatic initiatives in Enhancing Peaceful Co-Existence among Ethnic Somalis in Bur Ache, Somalia and Mandera County, Kenya.

## **LITERATURE REVIEW**

According to Huyen (2018), public diplomacy entails interacting with and influencing foreign audiences in order

to improve a country's standing and reputation internationally. To accomplish its foreign policy goals, a country must establish direct communication with the people of other nations. Odiemo (2020) emphasizes how public diplomacy improves relationships with audiences around the world and promotes understanding between people. Cultural diplomacy and diaspora nation branding are two public diplomacy tactics used in Africa (Ibid, 2020).

The importance of public diplomacy as a crucial instrument for utilizing soft power is emphasized by this study. It looks at how cultivating soft power can make a nation's policies more appealing to people in other countries. Helge (2009) draws attention to the US's post-World War II public diplomacy campaigns to convince Norway to join NATO. In the current global environment, Gurgu and Aristide (2016) examine the power dynamics in national policies and public diplomacy, especially in light of globalization and the changing state's control over foreign policy. Given the foregoing, this study argued that, in the context of globalization, public diplomacy has developed into a potent instrument for influencing foreigners' views and opinions about a nation.

According to Anye (2004), public diplomacy is a common tool used by countries to exert soft power (Nye, 2004). In order to interact with their target foreign audiences for the purposes of trade, tourism, investment, foreign aid, and other economic development objectives, African nations have also adopted a variety of public diplomacy techniques and strategies in the twenty-first century. African governments have the ability to utilize digital platforms to highlight their accomplishments, share development stories, and engage with international audiences (Bravo, 2015). From the foregoing, diplomatic interaction with the diaspora through digital diplomacy is a crucial element that opportunities for countries' public diplomacy. Social media and various online platforms can support public diplomacy efforts, including the promotion of educational opportunities and healthcare initiatives.

Chore (2020) analyzes the strategies utilized and the obstacles encountered by Kenya's public diplomacy in the East African Region. The research concludes that Kenya's public diplomacy tends to enhance state relations within the East African region. Solitei (2022) investigates the notion of public diplomacy as a strategy for Kenya in its pursuit of peace in East Africa. The findings indicate that Kenya's application of soft power has bolstered its dominant status in the region. Mabera (2016) observes that the primary emphasis of Kenya's foreign policy since gaining independence has been on peace and security. Consequently, Kenya has actively engaged in pan-Africanism and multilateralism to lead initiatives aimed at establishing and sustaining peace within the region. Drawing on the above insights, this study posits that for Kenya to effectively implement public diplomacy, it must establish a strong regional media network, execute a successful diplomatic strategy to bridge the gaps in the foreign relations process, and equip diplomats with comprehensive public diplomacy training.

The significant role played by the media in Public diplomacy has been echoed. This has introduced a scholarly debate in regard the diverse influence of the media in diplomatic conduct, either as a backup to mediation or as a hindrance (Adesina, 2017). Cull (2008) notes that effectively utilizing media and propaganda can sway public opinion in favor of a government's policies by appealing directly to the populace rather than solely to government leaders. Odiemo (2020) points out that establishing a strong regional media presence can significantly influence and shape Kenya's public opinion and its perceptions internationally. As the media engages with the public regarding international politics, its role is becoming increasingly vital. The rise of automated communication and the elevation of public opinion as a key factor in international politics have the capacity to transform the dynamics of diplomatic interactions in an ever-evolving globalized environment.

The implementation of public diplomacy policies presents difficulties for African diplomatic missions. One of the biggest challenges to international communication initiatives is the dearth of research support. The effectiveness of public diplomacy is hampered by the lack of specialized research units in many African foreign ministries and diplomatic missions. Public diplomacy in African nations is also severely hampered by a lack of financial and human resources. Public diplomacy in Africa is hampered by a lack of research, scarce resources, and cogent foreign policy documents. The success of public diplomacy in African countries is hindered by a number of factors, such as disparate cultural and linguistic backgrounds, a lack of digital skills, widespread disinformation, complicated regulations, and a lack of funding. Specialized digital materials, programs to improve digital literacy, tactics to counter misinformation, financial and human resources for digital diplomacy projects, and suitable regulatory frameworks are all necessary to meet these challenges.

The literature identifies a critical knowledge gap regarding Kenya's public diplomacy initiatives that support peaceful coexistence between ethnic Somalis in Mandera County, Kenya, and Bur Ache, Somalia.

## Theoretical Framework

This study draws on two key theories: Realism and Liberalism. By focusing on these frameworks, it explores public diplomacy within the larger context of social relations. The idea here is that while states often pursue their interests without resorting to force, they can still effectively use soft power to sway foreign audiences.

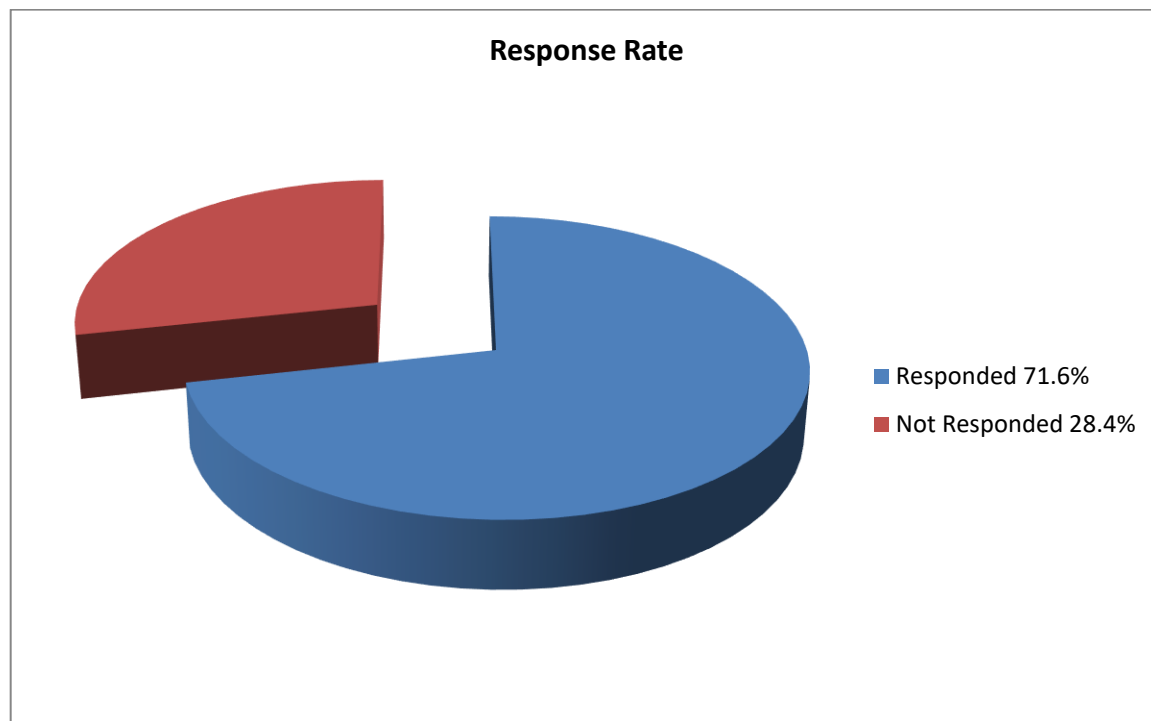
## RESEARCH METHODOLOGY

This study took the form of an exploratory research design employing both qualitative and quantitative methods. This study employed both primary and secondary sources of data collection. The study employed random probability and purposive sampling to select a total of 380 respondents for field interviews. The sample size of 380 was determined by use of Fishers et al (1998). Questionnaires were distributed to 360 residents, 180 each from Bur Ache and Mandera who were selected through random probability sampling. Interview schedules were administered to 20 purposively selected respondents who included; Diplomats, Officials of International NGOs, Clan elders and Muslim Clergy. Data collected was analyzed and interpreted quantitatively and qualitatively.

## Analysis, Interpretation and Presentation of Findings

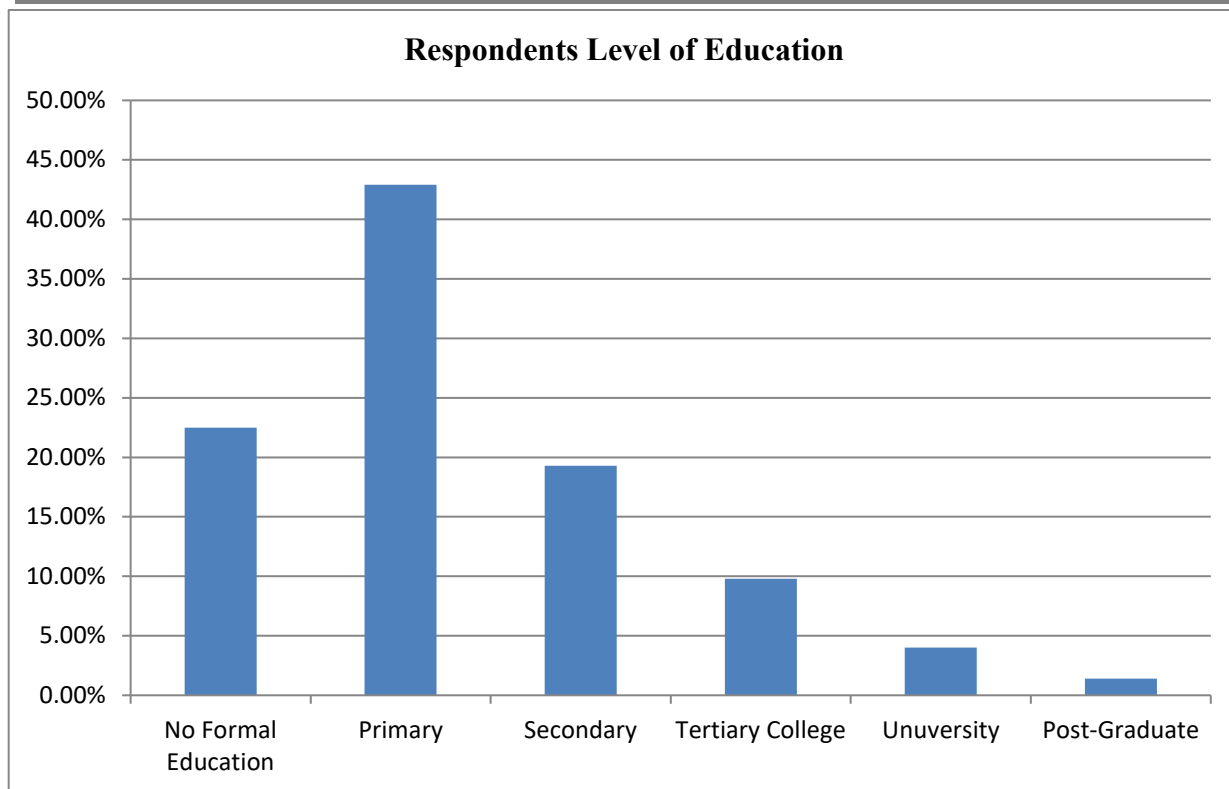
### Response Rate

This study targeted 384 respondents out of which 275 responded. This represented a response rate of 71.6% while 109 representing 28.4% did not respond. This presented in Chart 1.1 below



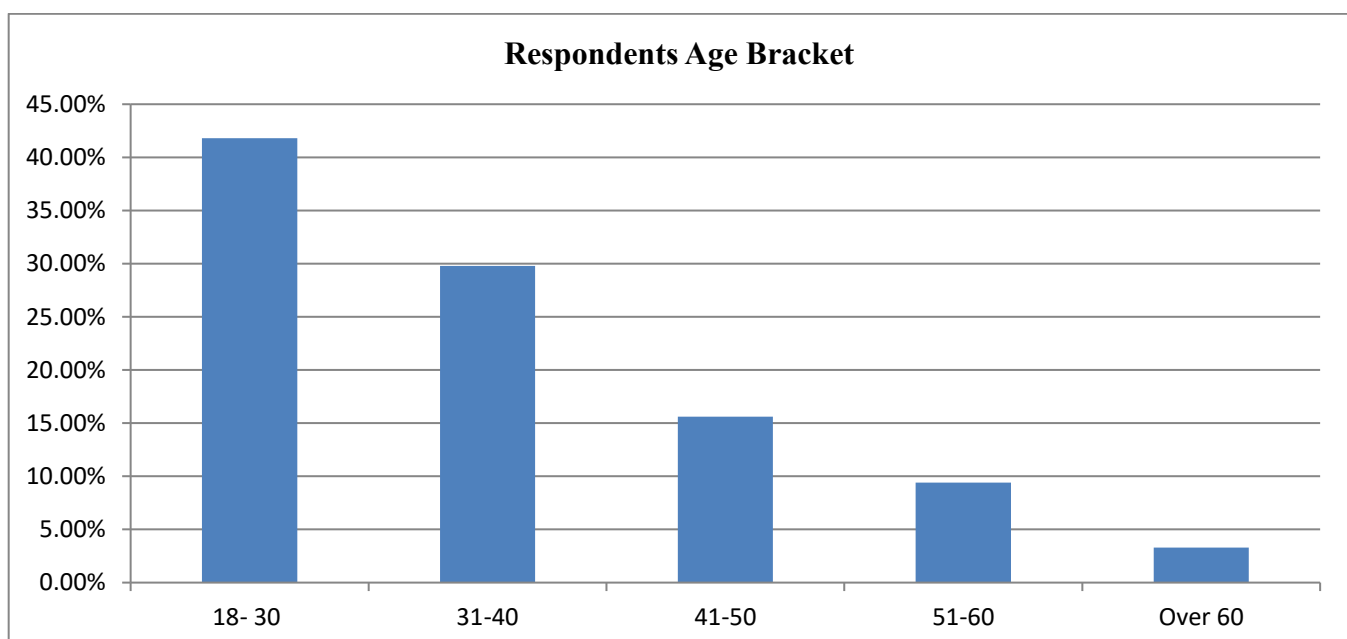
### Respondents Level of Education

This study categorized respondents into six levels of educational attainment namely; No formal education, Primary education, Secondary education, Tertiary college education, University education and Post-graduate education. Out of the 275 respondents interviewed, 62 representing 22.5% had no formal education, 118 representing 42.9% had attained Primary education level. Those who had attained Secondary education were 53 representing 19.3% while those who had attained Tertiary college education were 27 representing 9.8%. Those who had reached University level were 11 representing 4.0% while those with post-graduate qualifications were 4 representing 1.4%. This is presented in Figure 1.1 below.



### Respondents Age Distribution

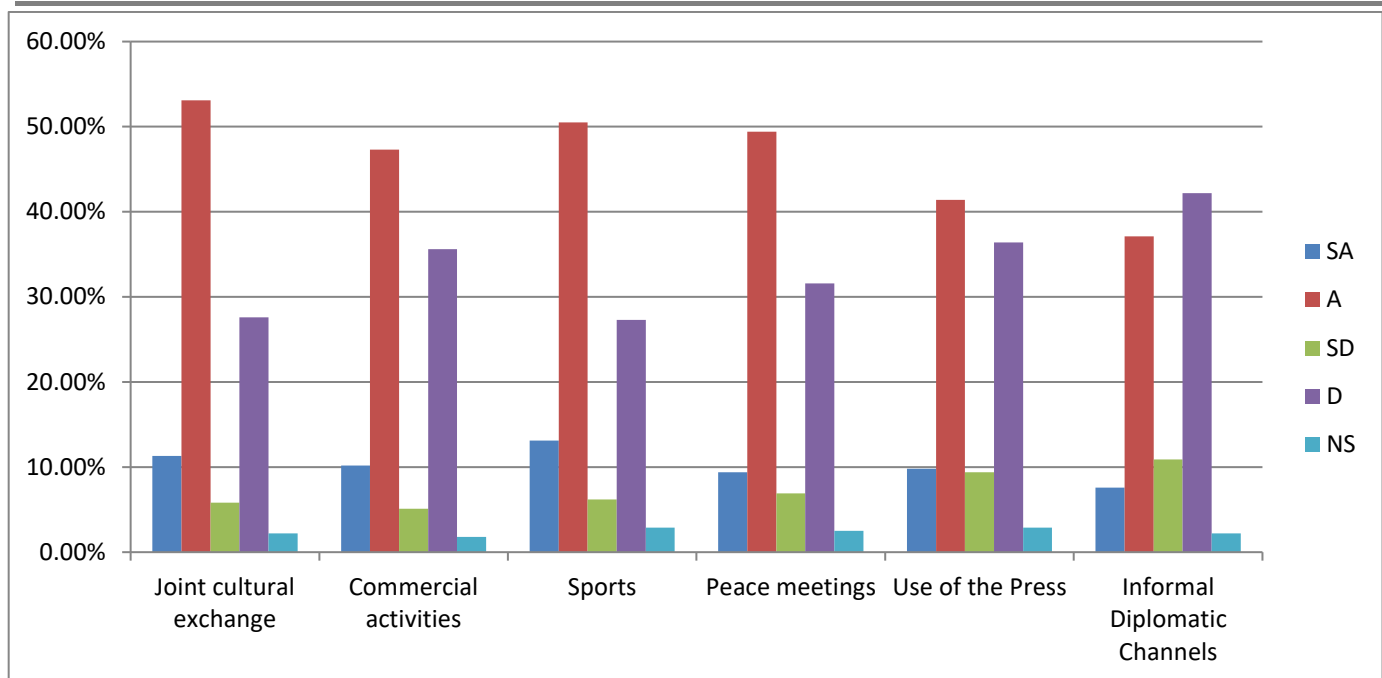
This study categorized respondents into five age brackets namely; 18-30, 31-40, 41-50, 51-60 and above 60 years. Those in the age bracket 18-30 were 115 representing 41.8%, 31-40 were 82 representing 29.8%, 41-50 were 43 representing 15.6%, 51-60 were 26 representing 9.4% while those over 60 years were 9 representing 3.3%. The low education levels among respondents were attributed to the fact that the border region of Bur Ache and Mandera County is remote. However, this did not affect the findings if the study as the translator simplified the field questions using the Somali dialect. This is presented Figure 1.2 below.



### Public Diplomacy Strategies put in Place by Kenya Government

To begin with, this study explored the strategies put in place by Kenya government to promote peaceful co-existence among the Somali in Bur Ache Region and Mandera County. The following are the results as displayed in Figure 4.2 below.

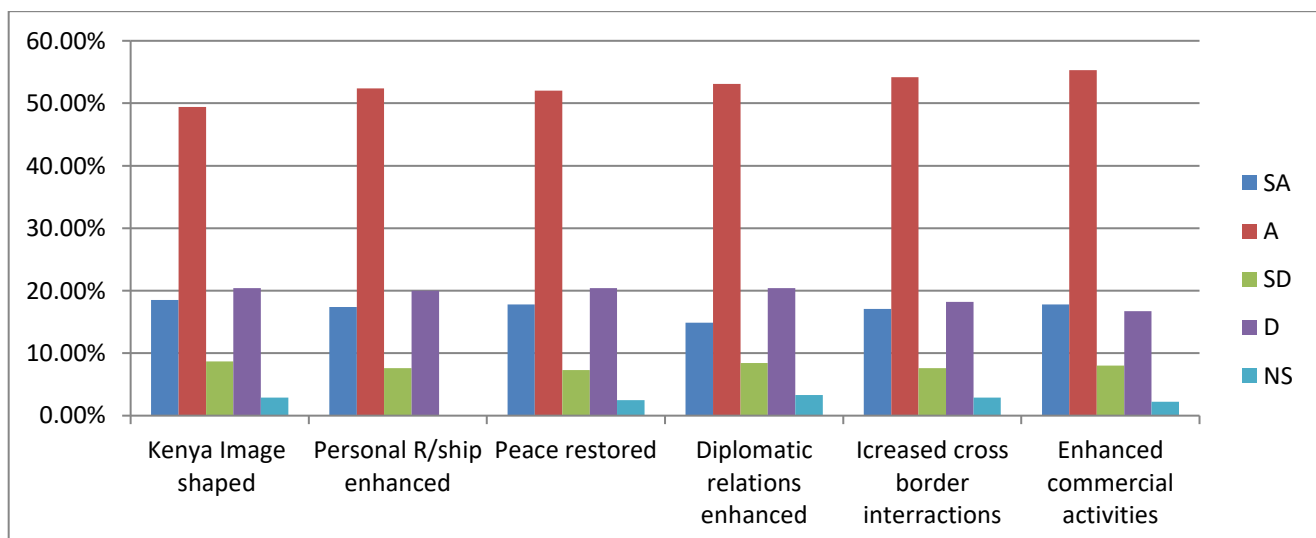




This study noted that cultural exchange initiatives, trade and commercial activities, sporting activities, peace meetings and use of the press were effective strategies in Kenya's public diplomatic initiatives. Informal diplomatic channels were found to be an ineffective strategy. The most effective public diplomatic strategy was joint cultural exchange at 64.4% followed closely by sporting activities at 63.6%. The use of peace-meetings was rated at 58.8% followed closely by Trade and commercial activities. The use of the press was rated at 50.8% while use of informal diplomatic channels rated at 44.7%.

### Achievements of Public Diplomacy as a Strategy of Pursuing Kenya's Foreign Policy in the Bur Ache Region

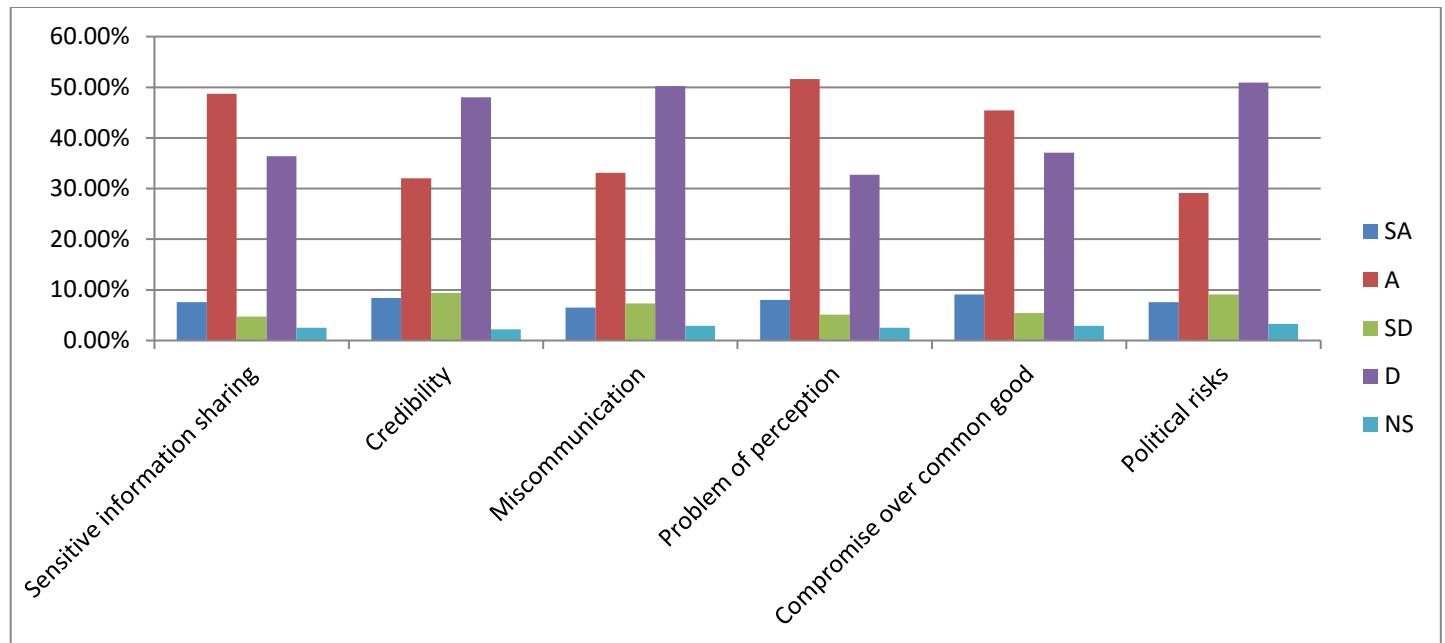
This study examined the achievements of public diplomacy as a strategy of pursuing Kenya's foreign policy in the Bur Ache Region. The following are the results as displayed in Figure 4.2 below.



From the findings of the study, Kenya public diplomatic efforts have increased cross-border interactions between the Somali in Bur Ache and Mandera at 71.2% and also enhanced commercial activities in the border region of Bur Ache and Mandera at 71.2%. Second Kenya's public diplomacy has enhanced personal relationship among the Somali in Kenya and Somali at 69.8% and also brought peace in post-conflict Bur Ache at 69.8%. The study findings further indicated that Kenya's public diplomacy has shaped the county's image at 68.0%. Finally Kenya public diplomatic efforts were found to have expanded and deepened diplomatic relations between Kenya and Somalia at 68%.

## Challenges to Kenya Public Diplomacy as a Tool of Enhancing Peace-full Coexistence between Ethnic Somalis in Bur Ache and Madera County

The study analyzed challenges faced by Kenya public diplomatic efforts in Bur Acher and Mandera Counties in Kenya. Respondents were questioned on the extent of challenges to Kenya public diplomacy in Bur Ache. The following are the results as displayed in Figure 4.3 below.



To begin with respondents were asked the extent to which sharing of sensitive information is a challenge. Out of the 275 respondents interviewed 21 representing 7.6% strongly agreed that sharing of sensitive information is a challenge to Kenya public diplomacy while 134 representing 48.7% agreed. On the contrary 13 representing 4.7% strongly disagreed while 100 representing 36.4% disagreed. Only 7 representing 2.5% remained neutral. Cumulatively, 155 representing 56.4% agreed that sharing of sensitive information is a challenge while 113 representing 41.1% were of contrary opinion. Only 7 representing 2.5% remained neutral.

## DISCUSSION ON FINDINGS

This research revealed that cultural exchange initiatives significantly enhanced Kenya's reputation and influence by showcasing the richness and variety of the nation's culture. Ethnic Somalis from Bur Ache returned home with an enriched understanding of Kenyan institutions, beliefs, and culture, thereby acting as unofficial ambassadors who foster goodwill and strengthen diplomatic relations. Furthermore, cultural exchange programs were identified as instrumental in promoting social and economic progress, in addition to enhancing diplomatic relations by fostering intercultural collaboration and knowledge exchange.

This study found out that commercial activities can really help mend relationships and create new connections among ethnic Somalis living near state borders. It highlighted how informal cross-border trade has improved the livelihoods and economic growth of the Bar Acher and Mandera region. The study also established that while cross-border trade is crucial for reconciliation and healing, significant changes in practice and policy are needed to fully realize its potential for fostering peace in conflict-affected areas.

Additionally, the study discovered that among the Somali population in the Bur Ache and Mandera border region, sports have proven to be a successful tool for promoting harmony, tolerance, and peaceful coexistence. Sports have been shown to help instill values like cooperation, honesty, and respect among ethnic Somalis residing along the Kenya-Somali border. It was mentioned that because athletic events can help bridge political and cultural divides, they are crucial for social integration.

According to this study, media has a big impact on how Kenyan public opinion is formed globally. It has been noted that the media plays a crucial role in public debates about world politics. One powerful element in

reshaping diplomatic relations in a dynamic international setting was the rise of automated communication and the growing significance of public opinion. However, it was pointed out that although media is an essential instrument for public diplomacy, it can also intensify existing conflicts and spread false narratives.

The findings show that impartial mediation, inclusivity, transparent communication, and a genuine desire to engage are necessary for successful peace negotiations. The study emphasized the significance of fostering inclusivity in dialogue initiatives, building trust through confidence-boosting techniques, and customizing mediation strategies to the particular circumstances of each conflict in order to foster peaceful coexistence among ethnic Somalis in Bur Ache and Mandera County. In order to promote mutual trust between local residents and their political representatives, participatory diplomacy can create a venue for public hearings and discussions through peace initiatives.

This study examined the achievements of Kenya's public diplomatic initiatives in enhancing peaceful coexistence among ethnic Somalis in Bur Ache, Somalia and Mandera County, Kenya. To begin with, this study noted that Kenya's public diplomacy has shaped the county's image among ethnic Somalis in Bur Ache. This research observed that the goals of public diplomacy cover a broad spectrum, ranging from fundamentally showcasing the nation to particular audiences and rectifying any misunderstandings they might possess, to actively engaging individuals with the country by promoting tourism, educational endeavors, investments, or political agreements. The expected results of public diplomacy initiatives were contingent upon the current state of relations and the key areas aimed at improvement, whether they are political, economic, or cultural.

Second it was observed that Kenya's public diplomacy has enhanced personal relationship among the ethnic Somali in Kenya and Somalia. Although diplomatic pacts and joint initiatives have undoubtedly improved Somalia-Kenya relations, particularly in the areas of trade and security, this study discovered that interpersonal relations between the two countries remain highly complex. Historical conflicts and the continuous threat posed by Al-Shabaab have shaped these complexities. Public diplomacy is an important instrument in this relationship, but it has not fully addressed the enduring, deeply ingrained societal problems and perceptions. The influence of Al-Shabaab, concerns about border security, and long-standing grievances continue to complicate the relationship.

Third, this study showed how Kenya has effectively used public diplomacy to enhance its standing as a champion of peace and change how the world views conflict-related issues. Working with civil society organizations, promoting cross-cultural interactions, and engaging with the media are all part of this strategy. Kenya's public diplomacy efforts have been essential in fostering peace in post-conflict environments, especially in the African context. Although the success of Kenya's efforts has varied depending on the specific conflict and circumstance, the country has played a significant role in mediating and promoting peace. Kenya still faces a number of challenges and development opportunities despite the notable successes of its peace diplomacy. These challenges include navigating complex political environments, securing funding for peace initiatives, and ensuring the sustainability of peace-building programs over the long run.

Fourth, it is clear that Kenya and Somalia have improved their diplomatic relations, especially in the areas of security and peace cooperation. The country has played a key role in the peace process in Somalia as a negotiator, peace enforcer, and mediator. This involvement, which includes initiatives like Operation Linda Nchi and contributions to AMISOM, shows Kenya's dedication to regional stability. Through agreements like the 2011 security and military cooperation pact, Kenya has further strengthened its diplomatic and economic ties with Somalia by forming military and economic alliances. These challenges include navigating complex political environments, securing funding for peace initiatives, and ensuring the sustainability of peace-building programs over the long run.

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Finally, this study demonstrates that Kenya's public diplomacy efforts in Bur Acher have had a significant impact on commercial activity in the border regions of Bur Ache and Mandera. Despite the fact that these programs have improved trade and mobility, they also come with long-term challenges like security issues, bureaucratic red tape, and a persistent dependence on illicit cross-border trade. The findings indicate that while trade and security laws have improved somewhat as a result of Kenya's public diplomacy efforts, challenges still exist in the areas of infrastructure development, safety, and administrative challenges.

The study looked at the difficulties facing Kenya's public diplomacy in the counties of Bur Ache and Mandera. One of the primary issues that has been noted is the spread of sensitive information, which poses a significant challenge to public diplomacy. The potential for leaks and inappropriate use of private information can seriously harm credibility and trust at a time when openness and transparency are highly valued, especially in diplomatic circles. Such challenges can lead to strained relationships, threats to national security, and the failure to achieve diplomatic objectives. Therefore, especially in the digital age, public diplomacy requires a careful balancing act between confidentiality and transparency.

Second, it was noted that there are significant barriers to the reliability and validity of information that is shared via public diplomacy. These challenges are caused by a number of factors, including public skepticism toward government messaging, the growing power of social media and misinformation, and the requirement to interact with a wide range of audiences with differing viewpoints. The need to strike a balance between transparency and strategic communication goals may also affect how reliable this information is seen to be. According to this study, more and more people in Bur Ache, Somalia, are voicing their skepticism about government-led communication because they believe it to be biased, misleading, or propaganda-like. This skepticism stems from political differences, a general distrust of institutions, and past encounters with corrupt government practices. Building credibility and trust with audiences who are already wary is therefore extremely difficult for public diplomacy initiatives.

Thirdly, according to the study, the majority of contemporary diplomatic conversations focus on Kenya's public diplomacy, where positive national perception is greatly influenced by diplomatic officials' social media interactions. As a result, a wide range of diplomatic discussions, policy developments, and crisis management initiatives around the world involve a lot of digital diplomacy activities every day, all of which heavily rely on digital technologies. These elements of digital diplomacy are equally as significant as those of public diplomacy, despite the fact that they may not be as evident. It has been observed that poor translations can result in diplomatic blunders and significantly hinder cross-cultural understanding. Particularly challenging to translate are idioms, metaphorical language, and humor. Since these components are often deeply rooted in specific cultural contexts and linguistic creativity, it can be challenging to replicate them in another language without losing their meaning or emotional resonance.

Fourth, the findings indicate that Kenya's public diplomacy struggles to effectively convey concepts that the people of other countries find credible. Because trust is directly tied to political influence, economic opportunity, and effectiveness, it is crucial in this situation. In the twenty-first century, public diplomacy has become more and more crucial for fostering trust and bettering international relations, especially in a time of pervasive disinformation and digital communication. Kenya's public diplomacy refers to the collective efforts of governments, organizations, and individuals to shape public opinion overseas and build relationships that foster mutual understanding, harmony, and cooperation. However, the rise of social media and the speed at which information spreads have made it harder for diplomatic initiatives to maintain their credibility and dependability. Propaganda, misinformation, and false information are widely disseminated, which frequently undermines diplomatic efforts and leads to misunderstandings in the international political arena.

Fifth, this study highlights how concessions related to the common good have hindered Kenya's efforts at public diplomacy. Hard power is an unconventional foreign policy tool that has recently developed into a sophisticated strategy that uses military force to negotiate the diplomatic landscape between the military and civilian sectors. Even though national governments regularly employ hard power to sway public opinion overseas, the role of military resources in public diplomacy is typically overlooked in academic discussions in this area. Almost every armed force engages in a range of public diplomacy initiatives by implementing crucial strategies like infrastructure development, humanitarian assistance, and international military education and training

programs.

Lastly, this study showed that political risks can significantly hinder Kenya's public diplomacy efforts in Bur Ache. It highlights that diplomats are employed by organizations that set the rules and regulations that limit the risks they can take, rather than being lone individuals. Risk culture is a concept that evolves over time and is impacted by both internal and external factors. Some people or organizations might be able to tolerate higher risks, while others would rather stay away from them entirely. For instance, in order to prevent potential harm or financial loss, some people opt to pursue riskier activities like base jumping or oil exploration in hazardous locations, while others take safer routes. Risk comes with many different facets such as physical, emotional, financial, political, and psychological elements.

## CONCLUSION

This study has shown that a range of cultural exchange programs, trade and commercial activities, sporting events, peace conferences, and media engagement were all effective components of Kenya's public diplomacy initiatives. On the other hand, informal diplomatic channels did not yield much success. The most noteworthy strategy was joint cultural exchange, followed by athletics. Peace conferences were crucial after commercial and trade activities. Lastly, using the media and unofficial channels was rated as less effective.

The findings of the study show that Kenya's public diplomacy efforts have enhanced cross-border interactions between Somalis in both areas and enhanced commercial activity along the Bur Ache-Mandera border. Kenya's public diplomacy not only brought peace to Bur Ache after the conflict, but it also strengthened the personal bonds between Somalis in Kenya and Somalia. The study's findings also demonstrated how Kenya's public diplomacy efforts have improved and expanded diplomatic ties with Somalia and how they have affected the nation's reputation.

This study also identified several obstacles to Kenya's public diplomacy efforts in the Kenyan counties of Bur Ache and Mandera. Mistrust and perception of Kenya's public diplomacy, sharing of sensitive information, compromise over the common good, the credibility and dependability of the information conveyed through public diplomacy, miscommunication, and political risks were among the challenges noted.

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