The Influence of Soft Power through Media: An Analysis of Efforts by the UAE News Agency (WAM) in the International Scene

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Abstract:

The Emirates News Agency (WAM) is a strategic UAE instrument that applies soft power to influence global and international media platforms. As a vital global instrument WAM supports the UAE in building its international image and implementing diplomatic goals internationally. The research employs content analysis of worldwide WAM media and gathers interviews from WAM management, UAE diplomats, and international media executives. WAM employs specific techniques to reshape global opinions through UAE belief promotion and improved foreign diplomatic ties. The study depends on soft power theories, international communication elements, and media influence to analyze state-run media diplomatic abilities. The study provides advanced information about media-driven soft power methods and reveals fundamental understandings for states operating through foreign media platforms. The study shows that WAM exists as an influential platform to enhance UAE power at home and abroad simultaneously developing friendly foreign diplomatic connections.

Keywords:

Soft power, international relations, global Communication, Emirates News Agency (WAM), media influence, Public diplomacy.

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تأثير القوة الناعمة من خلال الإعلام: تحليل لجهود وكالة أنباء الإمارات (وام) على الساحة الدولية

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ملخص الدراسة:

تُعد وكالة أنباء الإمارات (وام) أداة استراتيجية تستخدمها دولة الإمارات لتوظيف القوة الناعمة في التأثير على المنصات الإعلامية العالمية والدولية. وبصفتها أداة حيوية على الصعيد العالمي، تساهم "وام" في بناء صورة دولة الإمارات في المحافل الدولية وتنفيذ أهدافها الدبلوماسية على المستوى الخارجي. تعتمد هذه الدراسة على تحليل محتوى المواد الإعلامية العالمية الصادرة عن "وام"، بالإضافة إلى مقابلات مع إدارة الوكالة ودبلوماسيين إماراتيين ومسؤولين في وسائل إعلام دولية. تستخدم "وام" تقنيات محددة لإعادة تشكيل الرأي العالمي من خلال الترويج لقيم الإمارات وتعزيز علاقاتها الدبلوماسية الخارجية. وتستند الدراسة إلى نظريات القوة الناعمة، وعناصر الاتصال الدولي، وتأثير الإعلام، من أجل تحليل قدرات الإعلام الرسمي في العمل الدبلوماسي. وتقدم الدراسة معلومات متقدمة حول أساليب القوة الناعمة المدفوعة بالإعلام، وتكشف عن رؤى جوهرية للدول التي تسعى إلى التأثير عبر المنصات الإعلامية الأجنبية. وتُظهر النتائج أن "وام" تُعد منصة مؤثرة تعزز من قوة الإمارات داخلياً وخارجياً، وتسهم في بناء علاقات دبلوماسية خارجية ودّية.

الكلمات الدالة:

القوة الناعمة، العلاقات الدولية، الاتصال العالمي، وكالة أنباء الإمارات (وام)، تأثير الإعلام، الدبلوماسية العامة

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1. Introduction

Joseph Nye developed soft power as the main concept for analyzing modern international relations. The concept of soft power outlined by Nye (2004) presents itself through cultural diplomacy merged with expertise execution and policymaking that spreads inherent national values. State-controlled media platforms serve countries during the tech-progressive era to generate international recognition and control foreign perceptions of themselves. The United Arab Emirates boosts its global soft power status through WAM its legal news organization as part of its integrated public diplomacy program which leverages its ideal location and prosperous economic performance.

This research evaluates WAM's implementation of conventional and online media channels to share UAE cultural information and policies for developing soft power capabilities. Through public diplomacy initiatives the UAE focuses on improving worldwide perceptions along with becoming the top regional power in the Middle East. The increasing importance of soft power in modern international diplomacy needs more investigation into how state-run media agencies shape global perception trends. The relationship between WAM and UAE's soft power development receives inadequate scholarly examination. This research investigates WAM's media effectiveness through both traditional media outlets and digital platforms such as social media because social media has become a prominent force in the digital age. WAM's platform usage evaluation shows how the organization extends UAE's international reach while the research examines if platform-based strategies successfully create global perception changes that support UAE diplomatic goals. This investigation adds value to research soft power and digital diplomacy by establishing new knowledge. The study reveals how WAM implements its strategies to allow state media organizations effective communication regarding national strategic interests and their influence on international stories. The study guides policymakers and communication specialists who want to leverage media tools to develop soft power through practical examples that align with current digital media practices.

2. Literature Review

The power of soft power, primarily through the media, has played a significant role in shaping international relations and raising national influence. The UAE News Agency (WAM) has been trying to use the media as a channel for promoting the UAE's cultural, political, and economic objectives worldwide. This literature review has explored such attempts by the UAE News Agency (WAM). This analysis examines existing research on soft power and media dynamics in diplomatic strategies.

2.1 The Influence of Soft Power through Media: An Analysis of Efforts by the UAE News Agency (WAM) in the International Scene

A method developed by Joseph Nye, or soft power, is a nation's capability to attract and persuade others via influence rather than coercion. Today's digital world functions primarily through state-controlled news agencies which use media to produce such global world narratives. The Emirates News Agency (WAM) stands as a critical tool within the United Arab Emirates (UAE) soft power approach to achieve worldwide recognition and enhance their global influence (Alsaied, Isahak et al., 2023). The eight media and international relation specialists interviewed from the UAE include Dr. Ebtesam Al-Ketbi, Sultan Sooud Al-Qassemi, Abdulla Al Hamed, Mohammed Jalal Al Rayssi, Mona Ghanem Al Marri, and Sultan Al Jaber who currently handles media diplomacy for Dubai agency. This research examines WAM's international influence by investigating through literature review the techniques together with approaches and effectiveness which may have assisted WAM's support of UAE's soft power goals.

2.1.1 Public Diplomacy, digital diplomacy and Soft Power

Deployment of public diplomacy is a basic tool of soft power since it enables states to create and reinforce connections with foreign audiences through cultural exchanges manipulated with messages disseminated to global media platforms. According to Al Breiki (2025), public diplomacy is vital for strengthening UAE soft power by implementing foreign policy alongside international cooperation and

leadership and economic aid programs. Research findings demonstrate that structured public diplomacy activities explain 46.7% of soft power variability because they effectively generate message engagement, according to Khatib (2009). The research shows that WAM platforms act as public diplomacy promotional platforms that enhance diplomatic efforts through media communication networks. WAM acts as a fundamental tool for UAE foreign policy by developing narratives that influence worldwide communication dynamics.

Mass media stands recognized as one of the fundamental tools states use to project their influence. According to Warren (2014), mass communication technologies enhance state capabilities through which political narratives receive extensive voluntary compliance from the population (Warren, 2014). The agency functions as an information dissemination channel for controlled content that supports favorable UAE representation to foreign audiences. WAM utilizes targeted news presentation styles to market the UAE as an economic growth engine cultural outreach leader and international partnership hub, strengthening its role as a global soft power actor. The agency extends its multilingual service capabilities to achieve a wider international presence, enabling WAM to impact diverse audiences in various geographical areas (Antwi-Boateng, 2016).

Soft power diplomacy takes shape through entertainment media because events like Comic-Con as well as Hollywood productions assist in shaping global perception. The research of Koshy and Anoop (2016) investigates how fandom culture and sci-fi films together with pop culture conventions enable the UAE to achieve soft power objectives. The UAE gains cultural attraction for creative industries by hosting Middle East Comic-Con events and participating in Hollywood productions, as Koshy (2016) has described. The UAE maintains a modern and entertainment-friendly cultural image through WAM's media channel, promoting events demonstrating the nation's inclusive character. The UAE advances its position as a worldwide influence in areas that extend past political and economic roles by strategically using entertainment media platforms.

Furthermore, digital diplomacy has emerged as a critical extension of soft power, particularly in the digital era where global narratives are shaped in real time through social media platforms, online campaigns, and virtual public engagement. Digital diplomacy refers to the use of digital tools and platforms by state and non-state actors to influence foreign publics, manage international relations, and promote national interests across borders. According to Rashica (2018), digital diplomacy is considered one of the major trends of the twenty-first century in diplomatic communication, allowing governments to bypass traditional media gatekeepers and directly engage foreign audiences with tailored content. In the context of the UAE, digital diplomacy complements traditional public diplomacy by expanding the reach and immediacy of the country's soft power initiatives.

WAM's adoption of digital platforms and its presence on social media channels like Twitter, YouTube, and Instagram exemplifies how the UAE leverages digital diplomacy to maintain constant visibility in global conversations. The agency disseminates real-time information, promotes national achievements, and responds swiftly to international developments, thereby shaping international perceptions through digital engagement. The theoretical framework of networked diplomacy is particularly relevant here, highlighting how digital tools foster multi-directional flows of information and support collaborative image-building strategies. As noted by Gosling (2021), Digital diplomacy is a new way of conducting public diplomacy, offering new and unparalleled ways of building trust with previously disengaged audiences. Soft power is now the driving force behind reputation and influence on the global stage, where increasingly digital diplomacy plays an essential role.

2.1.2 Cultural Diplomacy and Global Perceptions

The UAE depends heavily on cultural diplomacy for soft power execution through its major international events including Expo 2020 for nation branding goals. The UAE uses cultural diplomacy as a means to expand its global presence by serving as a connection between Eastern and Western cultures (Engelland-Gay, 2023). The extensive Expo 2020 media coverage by WAM and other cultural programs supports this narrative by displaying the UAE's dedication

to innovation, economic diversification, and worldwide partnership (Engelland-Gay, 2023). WAM's cultural diplomacy focus in media stories builds a favorable image of the UAE, attracting international business investors while generating tourism growth and establishing diplomatic alliances.

The evolution of social media networks produced a complete transformation of how soft power operates through continuous worldwide audience interaction. Mavrodieva et al. (2019) explore how social media instruments function as soft power platforms to create global public involvement in climate change issues. WAM employs digital platforms to broadcast its messages to expand its narrative reach to diverse audiences (Abraham, 2012). Social media engagement allows the UAE to demonstrate its position as an advanced and progressive technological country that attracts international partners and produces positive global perceptions. Digital diplomacy represents an advancement in state-sponsored media because WAM uses current communication tools to project soft power per Lovric (2016).

The UAE implements media as soft power through a comprehensive approach combining public relations and mass media messaging, cultural outreach initiatives, and digital interaction and entertainment media distribution programs. International perceptions of the United Arab Emirates are shaped through strategic content distribution by WAM, which serves as the national news agency while remaining consistent with national interests (Hunter, 2009). WAM uses traditional and digital media platforms to increase global awareness about the UAE while establishing its important international position (El-Dabt, 2019). According to the researched literature, state-controlled media demonstrates its effectiveness as a powerful diplomatic tool that allows nations to extend their soft power influence across international borders. The effectiveness of WAM in supporting UAE soft power development through the future depends on how well it adapts to new digital platforms.

2.2 Techniques and Approaches Used by WAM to Impact Worldwide Perceptions and Opinions

The WAM (Wider Arab Media) is an essential organizational tool by which international audiences shape their views about UAE foreign policy initiatives and soft power approaches. The WAM is a fundamental instrument for the UAE in accomplishing its global image projection and worldwide influence expansion goals. The UAE uses its foreign aid activities to achieve soft power aims and branding initiatives as described by Krzymowski (2022). Evidence of WAM's use emerges when it reveals the UAE's global humanitarian efforts and development projects that achieve sustainable development goals (SDGs) from educational to medical infrastructure throughout the Middle East and Africa. WAM directs positive contributions from the UAE toward building a favorable international reputation (Ali Alhashmi, 2019).

Furthermore, WAM serves as a powerful tool in cultural diplomacy. The analysis by Flew (2017) demonstrates how media expansion is an essential element that boosts state cultural and political power in foreign relations. Through WAM, the UAE distributes UAE-made content about its economic and tourism developments, which improves worldwide perceptions and secures international investments (Simons, 2017). According to Al Breiki (2025), the country implements this media approach, which supports its more significant international strategic initiatives through digital news platforms.

2.2.1. Institutionalizing Soft Power through Strategic Narratives

The UAE institutionalizes soft power by establishing government bodies such as Al Shamsi (2017) identified councils that focus on external image management. The UAE government uses WAM as its primary communication channel to deliver its soft power strategy to international viewers. According to Al Shamsi (2017), soft power institutions enable the UAE to maintain global representation by using strategic organization to shape how the world perceives the nation. The WAM institution is a vital mechanism for developing and distributing strategic narratives that build a controlled representation of UAE national identity in international affairs (Rakhmat, 2024). The

carefully crafted narratives delivered through WAM aim to portray the UAE as a country dedicated to peaceful solutions and stable international cooperation and prove its success in economic growth innovative technologies and sustainable development practices.

WAM strategic narratives aims to shape international public perception of UAE and international thinking on critical international issues, such as climate change and regional security. WAM attempts to create the messages that show how the UAE political agenda is reflected in international priority, raising the country as a driving force behind international cooperation. Al Shamsi (2017) refers to the narratives as institutional foundations of the UAE soft power that guarantees extended influence from one off media campaigns to core components of foreign policy (Ohnesorge, 2020).

Rakhmat et al. (2024) study the rise of soft power deployment by the UAE toward Indonesia. Through WAM and other media equipment, educational cooperation, cultural exchange and humanitarian aid networks are enabled. The UAE uses these media platforms to demonstrate its strategic link to Indonesia as well as to show its values of interfaith dialogue and tolerance (Guzansky, 2024). They are part of a worldwide media based effort in making a positive public image and guiding worldwide public perceptions.

2.2.2 Effectiveness of WAM in Shaping UAE's Image and Soft Power

Implementation of WAM significantly boosts the effectiveness of UAE foreign policy. The media approaches of WAM represent fundamental components of UAE soft power outreach that help solidify its international leadership status. The cultural investment activities of the UAE gain public visibility across WAM platforms and create economic and social changes along with international perspective adjustments about the country's role, according to Koshy (2016). The media narratives from WAM shape public viewpoints about how the UAE constructs peace initiatives and international aid programs and its methods of working with foreign partners (Ribeiro, 2021).

The use of WAM as a part of the UAE's strategic soft power strategy illustrates how media can be harnessed for cultural and diplomatic influence. WAM enables the delivery of news, educational content, and cultural narratives that contribute to the further realization of the UAE's broader aspirations of raising its international presence and highlighting its position in forming global opinions consistent with its own political, economic, and social priorities (Li, 2018). The multi-dimensional media use is crucial as a central feature in soft power and international branding strategies.

2.3 WAM's Worldwide Media Initiatives and UAE Foreign Policy

The UAE government's instrumental deployment of WAM (Emirates News Agency) has proven essential in constructing national foreign policy and international diplomatic relationships. As part of its broader soft power strategy, WAM serves as a domestic news outlet and a global player in international media (Antwi-Boateng, 2021). WAM achieves its aims by sharing news in multiple languages and forming media alliances to propagate diplomatic narratives that support UAE foreign policy. The country's global image advances through WAM's media outreach because it internationally showcases the UAE as a progressive and humanitarian economic power (Almezaini, 2024). The UAE achieves a global position as a neutral and influential regional force by letting WAM share news about diplomatic achievements, economic partnerships, and humanitarian work, strengthening diplomatic connections with diverse international regions.

The media initiatives of WAM maintain alignment with the UAE's international soft power objectives for expanding global influence. Media is essential in public diplomacy because it controls how people perceive things. According to Khatib and Dodds (2009), the United States has launched Radio Sawa and Al-Hurra television to shape Middle Eastern public opinion. WAM's media outreach aims to present the UAE as a peaceful force, focusing specifically on its humanitarian work within the Syria and Yemen conflict areas (Khatib, 2009). The United Arab Emirates enhances its diplomatic relations and mediator status in regional disputes through this strategic diplomatic strategy.

The digital transformation of WAM enabled broader outreach through its social media engagement and multimedia content integration. Through modernized approaches, WAM expands its audience participation by reaching governments, markets, and ordinary people from various continents. The UAE uses a carefully balanced combination of media formats between traditional outlets and digital platforms to establish itself as a communal entity promoting global cooperation, international trade, and cultural trade. WAM's media strategies substantially support UAE foreign diplomacy because they enable a compelling presentation of UAE messaging to international audiences.

2.3.1 Soft Power and Media Diplomacy: WAM's Role in Shaping Global Perceptions

The United Arab Emirates utilizes WAM media diplomacy through the theoretical foundation of soft power which Joseph Nye first discussed. The country and its international goals can be achieved through soft power methods by utilizing cultural influence alongside media presence and diplomatic initiatives (Nye, 2002). The UAE utilizes WAM as a soft power instrument to develop a desirable worldwide perception of the nation and build stronger international relations. WAM uses the UAE's productive values of tolerance, development, and peace to establish the country's dominant position in global international relations.

The media strategy WAM employs matches China's approach through its state-funded media platform CGTN to advance its international geopolitical goals per Kimaiyo (2024). The UAE obtains regional credibility which Western media outlets lack due to their skepticism in the Middle East. Public diplomacy initiatives pursued by Americans in the Arab world receive scrutiny according to Rugh (2004) because such media programs are often seen as political propaganda. WAM establishes its media outreach according to the wider diplomatic objectives of foreign policy while maintaining genuine authenticity in media content delivery (Abraham 2012). The UAE achieves successful diplomatic relations by maintaining objective humanitarian media coverage through WAM, which earned the trust of international and regional viewers (Alsaied, 2023).

WAM uses an approach to soft power that extends past conventional media channels. Through its strategic implementation of digital platforms, including social media and multimedia content, WAM improves messaging reach to various audiences worldwide. The platforms enable WAM to create international dialog about UAE peace roles, trade expansion, and economic development tracks (Nye, 2002). The solid and positive media output produced by WAM strengthens the UAE's international reputation as a powerful global force while supporting national diplomatic and foreign policy goals.

2.3.2 WAM's Impact on Cultural Diplomacy and the UAE's Global Image

Both soft power strategy and cultural diplomacy remain essential in the UAE's national success, and WAM functions as their flagship facilitator to advance the UAE cultural perception worldwide. Abraham (2012) explains how countries can use diaspora assets and cultural capabilities for better international recognition while the UAE strengthens its diplomacy by integrating its multicultural employees and diverse expatriate communities. The WAM platform of the UAE actively features the diversity of foreign nationals who came to live in the country including those from India, Pakistan, and the Philippines (Kimaiyo et al., 2024).

The media agency presents a promotional platform that highlights the UAE's cultural population mix and its funding of global cultural events, including film festivals and media production ventures. Soft power production can be influenced through cinematic and digital media, according to Lovric (2014) and Nye (2004). As a component of its cultural diplomacy, the UAE actively uses digital media by operating social media platforms with digital publications and multimedia outlets to connect with audiences worldwide (Alsaied, 2023). Strategic actions enable the UAE to demonstrate its leadership through inventions in art, technology, and innovation, which raises its cultural attraction.

The media initiatives from WAM establish the UAE as a contemporary society that places premium value on education, science, and humanitarian relief. The UAE's commitment to space

exploration and sustainable development and global humanitarian aid receives emphasis through WAM which strengthens the country's position as an innovative and relation-building nation. Strategic messaging from the agency and cultural diplomacy activism positions the UAE as a top international force devoted to peace construction, economic progress, and cultural interaction (Nye, 2002).

Worldwide media initiatives of WAM create extensive diplomatic and geopolitical effects that enable the UAE to develop its global profile and international strategic interests. WAM is a vital force in the global recognition of the UAE through its multimedia diplomatic approaches, soft power endeavors, and cultural outreach activities (Pompilii, 2022). The alignment of media outreach with foreign policy goals enables the UAE to build stronger diplomatic relations, spread values of tolerance and development, and secure a global platform (Warren, 2014). The UAE will maintain its diplomatic standing through WAM's proficient utilization of conventional combined digital media platforms in an evolving media landscape.

2.4 WAM's Negotiation of the Constraints and Possibilities of the New Media Landscape in Its Quest for Soft Power

The modern media environment is an effective mechanism for soft power implementation through the UAE's diplomatic strategies and social media campaigns for climate awareness (Nye, 2002). Soft power growth is increasingly significant to media platforms in the UAE by implementing essential media bodies like the UAE National Media Council (NMC) and strategic social media usage. As a leading member of these initiatives, WAM (Wadi Arabi Media) utilizes media limitations and potential to expand the UAE's global influence (Bleibleh, 2024).

2.4.1 Constraints in the New Media Landscape

WAM and its comparable media outlets throughout the UAE have struggled to control their messaging while they strive to accommodate public involvement. Terry Flew argues that traditional top-down media communication methods fail to meet digital audience requirements because people now need substantial interaction with their media sources (Flew, 2017). Public diplomacy at WAM goes

beyond creating state-approved messages to show expertise in handling social media systems and shared online content between users and producers. WAM faces a delicate situation because it must balance content management responsibilities with user participation to serve UAE soft power promotion objectives.

The literature indicates that media regulatory challenges within the UAE limit public diplomacy efforts because the government balances freedom of expression against its goal of narrative control. Social media platforms such as Twitter, Instagram, and Facebook function in domains that do not necessarily support government interests. According to Mavrodieva et al. (2019), alongside multiple other researchers, media platforms deeply influence public opinion. However, the control structure of the state complicates free expression, especially regarding matters the government deems incompatible with its priorities (Al Breiki, 2025).

2.4.2 Opportunities and Possibilities for Soft Power

The new media environment brings substantial prospects for WAM to increase its message dissemination while expanding its impact. Social media is essential for promoting national culture, values, and policies. The data from Mavrodieva (2019) and other researchers demonstrates that social media platforms have boosted worldwide climate change discussions thus reshaping public awareness (2019). WAM reflects its ability to share UAE cultural expressions, tourism, and foreign policy mandates across a global demographic through social media (Krzymowski, 2022). WAM uses major cultural events such as Middle East Comic-Con and international film festivals to increase the country's reputation as a cultural destination and boost its soft power capabilities.

Al breki's (2025) research demonstrates how media is a vital moderator to the improvement in international relations for UAE. WAM's media shaping capabilities allow the UAE to enhance its soft power through the construction of positive media portrayals of foreign policy actions, alliances and political leadership (Rugh, 2017). WAM's targeted digital campaigns would lead to more international cooperation and trust in regions where the UAE strategy is strategic.

The UAE has a chance to improve its international reputation by showcasing its modern innovative and stable image through the media, which also lends itself to the development of soft power in the form of the power to direct global perceptions.

2.4.3 Navigating the Constraints and Seizing Opportunities

The expansion of interest in the UAE's film culture by the international community alone does, as it has, make this phenomenon essential to the UAE's soft power diplomatic strategy, and WAM should use this to its advantage. Researches by Koshy and Anoop (2016) confirm that Comic-Con events now include having part of the U.A.E.'s soft power strategy with international engagement. Social media and WAM funding to promote the promotion and creation of science-fiction and adventure film productions will help the UAE elevate its cultural value in the global horizon (Krzymowski, 2022). WAM unites participation and eminent leadership roles to make a contribution to worldwide dialogues over culture, entertainment and policy as a way to strengthen UAE soft power.

The possibilities of influence and public diplomacy in shaping soft diplomatic practices and states' power projection are quite high compared to the market limitation that WAM encounters in the digital landscape. Through the strategic use of social media such as Comic Con events and the unifying nature of Comic Cons, the UAE's presence and national values have been evidenced as having strengthened (Rugh, 2017). Proper planning of these initiatives makes the UAE much more influential globally and has much more powerful soft power capabilities. The literature review presents how soft power and media in combination with public diplomacy help advance the UAE's soft power in the global domain. At the same time, Comic-Con and other media tools are used by the UAE to advance its international standing. This chapter claims that soft power has a vital role in media to enhance soft power, which will be analyzed from the field of foreign policy and leadership as well as communication methodology.

2.3. Research questions

- Why is the Emirates News Agency (WAM) crucial in shaping the UAE's soft power and how does its influence compare to other state-run media agencies in the region

- What techniques and approaches does WAM use to impact worldwide perceptions and opinions?

- What effect do WAM's worldwide media initiatives have on UAE foreign policy and diplomatic relations?

- How does WAM negotiate the constraints and possibilities of the new media landscape in its quest of soft power?

3. Research Methodology
3.1.   Research design and instrument

This research has adopted mixed methods in order to conduct the investigation on how the United Arab Emirates News Agency (WAM) manages to develop the soft power through its media channels. Qualitative and quantitative methods were used in research methodology to thoroughly examine WAM's strategic activities in the press for modifying international public consciousness (Hazari, 2024).

The qualitative investigation investigated WAM media content looking at news articles, social media posts, press releases, and other digital content related to diplomatic engagements and the UAE's cultural activities. Moreover, the analysis thoroughly uncovered how WAM manipulates the global perception of the UAE (Mishra, 2022). There were semi structured interviews that drew information from the media international relations experts and foreign policy experts. Some information from these interviews regarding how professionals judged WAM's media strategies as instruments for advancing UAE soft power was found to be crucial. It seemed that Fàbregues's (2021) recommendations to combine research methods that permit more in-depth analysis of social phenomena like the media influence on international relations (Zhou, 2022) were suitable for using qualitative methods.

It surveyed how the WAM's media content influence the foreign public perceptions of the United Arab Emirates. The survey target

group was composed of participants from many fields, including media consumers, academics, and professional in international relations (Susilawati, 2025). The survey responses that measured WAM's media content impact on the worldwide perceptions of the UAE provided statistical understanding of the media content. The methodology followed for the analysis for public opinion media adhering to the research standard of Creswell (2024) collected the qualitative survey results on whether there was a match between qualitative survey result and the quantitative statistical evidence collected to validate or contravene. To ensure the survey was accurate, a small test run was conducted to refine the questions and make them clearer. The reliability of the survey was checked, and it showed a high level of consistency, meaning the results were dependable.

3.2 Data Analysis

Frequency analysis along with percentage distributions was applied to survey data to uncover participants' patterns of survey responses regarding WAM media influence. The research methodology gave us precise inference as to how people pondered WAM's effect on their opinion towards the UAE. The study analyzed data through frequency and percentage calculations to establish patterns regarding the three respondent groups' (media consumers, academics, and international relations professionals) reactions to WAM's content impact on their understanding (Dubey, 2022).

Researchers applied thematic analysis to the interview data for expert response analysis to extract significant patterns within expert responses. The selected analytical method allowed researchers to interpret subtle aspects of the professional understanding of WAM's media tactics. At the same time, they worked in both media fields, international relations disciplines, and foreign policy areas (Dzwigol, 2022). The integrated analysis method provided an all-around perspective on how WAM shapes international opinion.

3.3 Participants

This study used interviews and survey responses totaling 8 and 100 completed instances respectively for a three-month data collection period from February to April 2024. The researchers used purposive

sampling to choose their interview participants because it provided access to professionals and academics who gave meaningful information about WAM's media strategies and UAE perception changes abroad (Mishra, 2022). The researchers interviewed media experts specializing in international relations and foreign policy based on their professional experience and expertise. To enhance the credibility of the study, experts from various disciplines, including media studies, international relations, and cultural diplomacy, were consulted to ensure diverse perspectives were integrated into the research framework.The survey evaluated key global opinions affected by WAM media content whereas the study field measured public perception. The survey consisted of diverse participants, including media consumers alongside academics and international relations professionals, through convenience sampling with snowball effects. The survey team established several requirements for potential participants:

- **Age**: The survey included participants at least 18 years old to achieve demographic diversity among users of regular digital media consumption.
- **Gender**: A survey included participants of both female and male genders to maintain diversity.
- **Occupation:** Our survey participants included media consumers, employees from the UAE news agency, international relations professionals, and academics from relevant fields who offered diverse insights into WAM's media content effects.

The researcher approached participants through various channels, including academic networks, professional circles, and online platforms. The researcher gathered information about demographics and participants to understand better respondents' perspectives regarding WAM's impact on UAE soft power.

3.4. Ethical Considerations

Protecting participants from harm and maintaining research integrity led researchers to handle ethical concerns methodically throughout the study. Survey responders and interview participants received formal permission to participate and assurances regarding study goals and

protection of their privacy rights to confidentiality and anonymity. The study carefully explained to participants that their voluntary participation allowed them to leave the study whenever they wished without any negative consequences (Firdaus, 2021). The gathered information underwent secure storage procedures and researchers used this information exclusively for scholarly examinations. Experts involved in interviews received complete protection by anonymous formatting of their responses. The research ethics committee provided ethical approval for the study because researchers wanted to confirm their activities respected established ethical requirements.

4. Theoretical framework

4.1 Definition

Soft power describes how nations activate their power of attraction while persuasion to influence other nations' preferences without using military force according to Nye (2004). A nation achieves foreign policy aims by utilizing its cultural political and media outputs to affect the preferences of others positively. The media significantly shapes international perceptions, while media channels help nations to strengthen their soft power capabilities. The UAE presents itself as an attractive global force through WAM (Emirates News Agency) the state-run media organization which produces news content to create positive foreign perception. The Emirates News Agency (WAM) influences worldwide perceptions through its presentation of UAE achievements, cultural content, and policy initiatives that foster constructive foreign audience engagement (Koshy, 2016). Through public diplomacy as soft power a country employs media tools to perform diplomatic outreach with international audiences to create global images that support their national goals.

4.2 Framework

Soft power use in international relations is the theoretical foundation of this research because it leverages multiple theoretical perspectives on using media as an influence tool. Joseph Nye (2004) introduced soft power as the basis for comprehending non-coercive international influence methods beyond military or economic pressure. According to Nye's approach nations use attraction-based power through cultural,

and social media influences to change general perceptions toward their strategic goals (Nye, 2002).

The study incorporates soft power theory while drawing from Manheim's (1994) research on government-controlled information dissemination for shaping international public opinions. According to Manheim, news media functions as an essential tool for states when they need to convey their values, political ideologies, and top priorities to international audiences. The theory maintains strong significance within the UAE framework of utilizing WAM to advance its foreign diplomatic goals.

The model draws from Al Breiki (2025) theory of public diplomacy that demonstrates the importance of state-controlled communication to influence foreign public opinion. The traditional public diplomacy strategy focused on cross-cultural exchange and cultural outreach but modern digital media now uses worldwide media strategies to guide foreign opinion and assist diplomatic work.

McCombs and Shaw's (1972) agenda-setting theory functions as the central research framework in this investigation. Media cannot force its viewers to adopt certain thoughts but it strongly shapes the matters which capture their attention. The media content produced by WAM pushes foreign audiences to focus on certain issues and policies and particular narratives, which in turn modifies global priorities and international understanding of the UAE (Engelland-Gay 2023). These theories when combined generate a comprehensive model for understanding the UAE's state-run news agency method of using soft power to build its international reputation.

4.3 Key Variables

The study focuses on media influences through the Emirates News Agency (WAM) because these factors determine how audiences perceive the United Arab Emirates and increase its soft power capabilities. The mechanism by which WAM distributes UAE narratives operates through its content output and these narratives affect how international audiences perceive the country (Krzymowski, 2022). The research analyzes public diplomacy methods in combination with media functions in international communication

activities. The research considers WAM's news agendas because they establish priorities through their selective presentation and news framing which guides what international audiences prioritize. The investigation analyzes these key factors to determine WAM's capability in utilizing media tools so it can modify worldwide understanding and fulfill UAE foreign policy requirements (Flew, 2016).

4.4 Interview Question Design

The interview questions were formulated while keeping in mind that the interviewees are leaders in media and media industries along with their experience in foreign policy and international relation discipline. The study challenged how WAM constructs UAE perception globally and its ability to use media assets for soft-power diplomacy (2022). The interviews focused on WAM's key messaging goals that are relevant to the improvement of the depiction of foreign public in its assistance to the United Arab Emirates. Structured questions were avoided in order to elicit as much detail as possible, dairy feedback regarding the overall influence of WAM on shifting the perception of international observers.

5. Finding and Analysis

The findings and analysis section disseminates the data and information collected from the quantitative method where 100 participants filled a questionnaire and qualitative method where 8 participants were interviewed. The survey results offer a quantitative picture of how the public perceives the WAM, its mission in promoting UAE image internationally, shaping its foreign policy, and operating under new media paradigm. The qualitative data contained in the interview can much better facilitate getting detailed pictures about personal perceptions of WAM strategies and their effects. Both set of data is used in order to provide a broader perspective of WAM's efforts in marketing the UAE soft power globally.

5.1.   Quantitative analysis

Section 1: The Role of WAM in Enhancing the UAE's Global Image

#	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Emirates News Agency (WAM) plays a significant role in enhancing the UAE's global image.	40%	35%	15%	5%	5%
2	WAM's media presence helps improve the perception of the UAE internationally.	45%	35%	10%	5%	5%
3	WAM is an effective tool for promoting the UAE's values and culture globally.	50%	30%	10%	5%	5%

Table 1 : The Role of WAM in Enhancing the UAE's Global Image
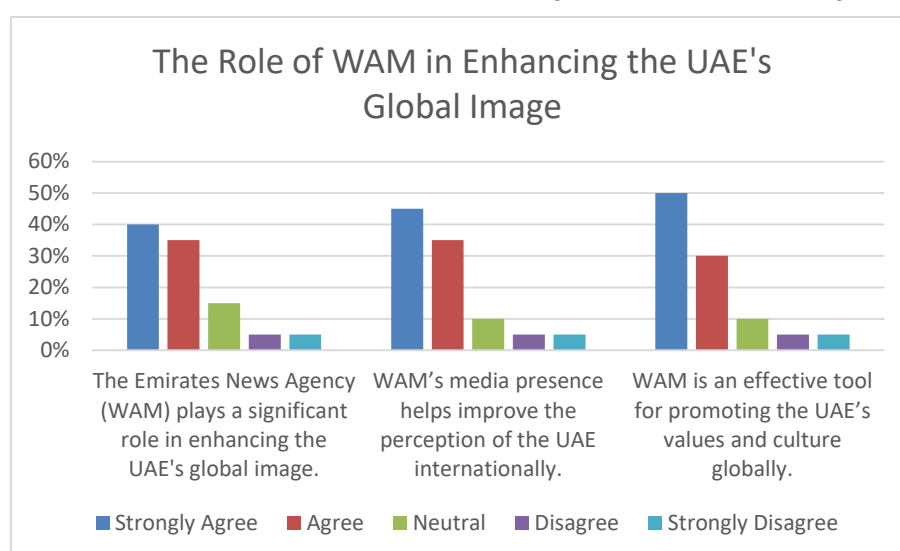
The following is a view of the role that the Emirates News Agency (WAM) plays in the process of marketing the UAE internationally. The first question shows that a statue of 75% believes strongly or partly that WAM contribute tremendously in enhancing the UAE's reputation globally. This implies that WAM is well established as one of the factors through which people in other countries view the UAE. This gives us a total of 100% for WAM with only 10% of the respondents remaining neutral opinion or disagreement to WAM's

influence. The second question reaffirms this statement in a way, as 80% of respondents felt that WAM's media presence benefits the UAE's image abroad. In all the responses pertaining to the extent to which WAM enhances the UAE's image, the notion that WAM helps in presenting the UAE in a positive light in the media is upheld. Similarly, in the third question, 80% of respondents also had a positive opinion about WAM as a tool to disseminate the UAE's values and culture internationally. These results collectively indicate that WAM is highly regarded as an essential element in the UAE's soft power strategy.

Section 2: Techniques and Strategies Used by WAM to Influence Global Perceptions

#	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
4	WAM uses effective techniques and strategies to shape global perceptions of the UAE.	48%	35%	12%	3%	2%
5	WAM's media initiatives are important for influencing international public opinion on the UAE.	50%	35%	10%	3%	2%
6	WAM's content successfully presents a positive image of the UAE to the world.	52%	33%	10%	3%	2%

Table 2: Techniques and Strategies Used by WAM to Influence Global Perceptions
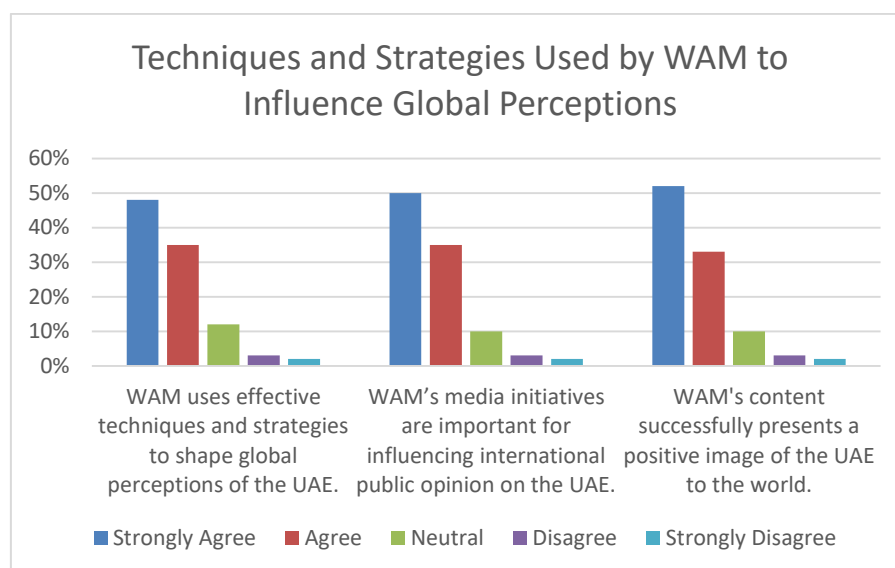
This survey also examines the techniques and strategies used by WAM to influence global perceptions. The responses indicate strong support for WAM's efforts in shaping the UAE's image. A majority, 83%, either strongly agree or agree that WAM employs effective techniques and strategies to influence global perceptions. This reflects the agency's strategic approach in promoting the UAE's narrative internationally. Likewise 85% of the respondent appreciated that WAM's media initiatives are instrumental in setting agenda for the shaping the perceptions of outsiders about UAE internationally. Furthermore, 85 % of participants think that WAM's content effectively portrays the UAE in a positive light, which supports the idea of using WAM as an instrument of cultural and diplomatic diplomacy. For example, WAM include digital storytelling, where narratives about UAE's achievements are shared through engaging visuals and videos on platforms like YouTube, interactive social media campaigns, enabling real-time engagement with global audiences, and data-driven content that tailors messages based on audience insights to enhance impact.

Section 3: The Impat of WAM's Media Initiatives on UAE Foreign Policy and Diplomatic Relations

#	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7	WAM's international media activities positively influence UAE foreign policy.	45%	35%	15%	3%	2%
8	WAM's media initiatives help strengthen diplomatic relations between the UAE and other countries.	48%	35%	12%	3%	2%
9	The content produced by WAM is aligned with the UAE's diplomatic goals and strategies.	50%	30%	15%	3%	2%

Table 3: The Impat of WAM's Media Initiatives on UAE Foreign Policy and Diplomatic Relations
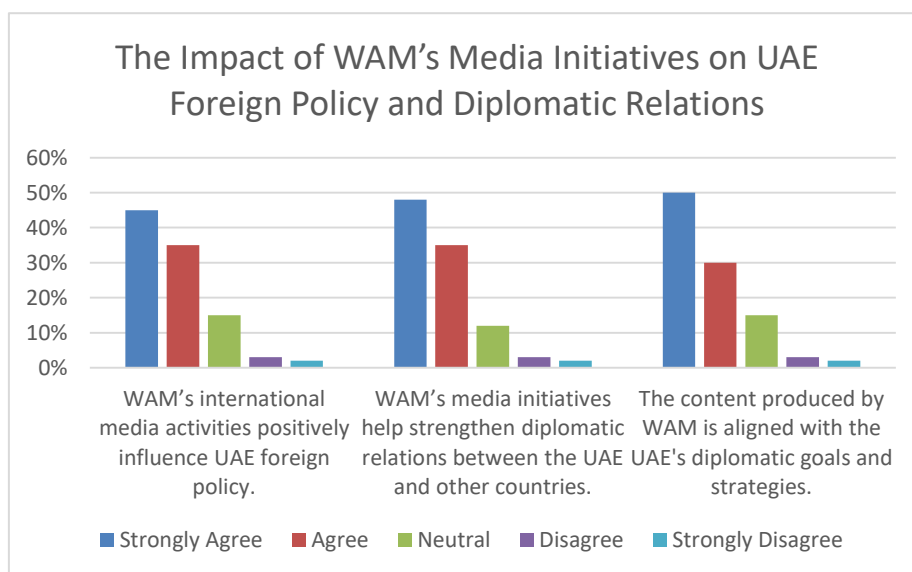
The survey looks into how WAM's media initiatives affect UAE foreign policy and diplomacy. The responses made show a remarkable level of confidence in the ability of WAM's activities to have positive effects. Overall, 80% of respondents either strongly affirmed or affirmed the statement that WAM's international media efforts are beneficial to UAE foreign policy. This implies that respondents have developed an appreciation of the role WAM plays when it comes to

matters of international relations of the country. In the second question, 83% of participants found that WAM's media initiatives are helpful for enhancing diplomatic relations between the UAE and other countries, further highlighting the significance of the agency. Also, 79% of WAM's readership respondents were satisfied with the content that represents the UAE's diplomatic policy and strategy; thus implying that the agency is proactively involved in the promotion of the country's foreign policies. For example, Some of these media strategies include; Packaging of news stories to suit the diplomatic agenda of UAE, The news stories are translated in various international languages to ensure they are understood in different world regions, Control of social media influences where WAM directly manages key accounts such as the Twitter and Instagram accounts to post diplomatic messages about UAE. Such strategies factor brings out a revelation that WAM stands as a significant tool in the improvement of the UAE's diplomacy and its engagement with the outside world.

Section 4: WAM's Adaptation to the New Media Landscape in Pursuit of Soft Power

#	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
10	WAM has adapted well to the challenges posed by the new media landscape (e.g., social media, digital platforms).	45%	35%	15%	3%	2%
11	WAM effectively uses social media platforms to increase its global reach and influence.	50%	35%	10%	3%	2%
12	The changing media environment has opened up more opportunities for WAM to strengthen the UAE's soft power.	52%	33%	10%	3%	2%

Table 4: WAM's Adaptation to the New Media Landscape in Pursuit of Soft Power

WAM's Adaptation to the New Media Landscape in Pursuit of Soft Power
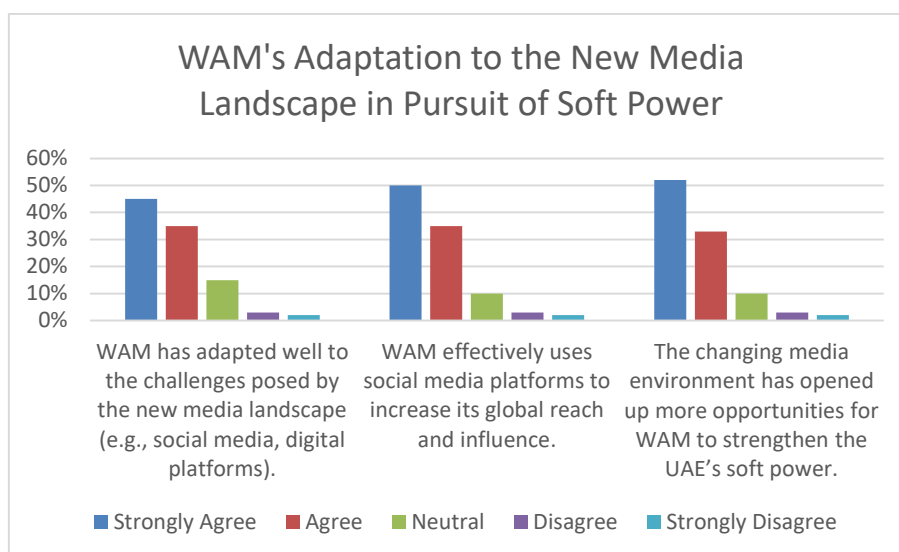
This survey also assesses how WAM has remained relevant in the changing media context in its quest for soft power. The responses according to the interviews suggest that WAM has well managed to address the above challenges. Most of the respondents, 80%, confirmed that WAM has embraced change and adapting to the changes occasioned by the new media platforms like social media and digital media. Likewise, 85% of participants support that WAM has appropriately adopted the social media to increase its visibility and reach across the globe to capture the global market for clients, meaning that the agency has embraced digital to market itself. Also, 85% of respondents concurred with the view that the changing media environment has led to more opportunities for WAM to boost the soft power of the UAE meaning that the adaptation of WAM to the new changes has enhanced it's a role in selling the image of the UAE and advancing diplomacy.

5.2. Thematic Analysis

This paper employs interview responses from eight participants to dissect the global soft power boosting role of the Emirates News Agency (WAM). Through evaluation of results, four major areas in relation to WAM's strategic role and cultural diplomacy missions along with the effects on the international status and the entity's digital transition and UAE foreign policy goals emerged from the

interviews. All these identified theme show how WAM can improve the soft power operations of UAE and adapt to the dynamic media environment.

5.2.1. **WAM's Strategic Influence**

WAM helps in enhancing the image of the UAE in the international community which was the most recognized theme as per the participants. WAM serves as an essential instrument for molding how the world sees the UAE on its international stage according to all interviewed participants. Media coverage from WAM functions as a vital resource for presenting the UAE's vision of stability alongside economic strength according to Krzymowski (2022). The UAE advances internationally through WAM this organization directs its strategic approach to showcase national achievements within and outside national borders which makes the UAE appear as a forward-thinking global nation. The UAE message achieves mass reach because WAM operates through various communication platforms as participants observed (Pompilii, 2022). During its content selection process the agency creates conditions for the UAE to establish itself as a powerful diplomatic force which supports the nation's foreign policy influence objectives.

5.2.2. **Cultural Diplomacy and Global Perception**

The interviewed participants identified cultural diplomacy and global perception as a second significant theme. According to multiple participants, WAM serves as a vital organization for UAE cultural heritage preservation and value promotion. The media content at WAM shows active promotion of the UAE as an innovative tolerant state dedicated to modernity while moving past political and economic information (Rugh, 2017 according to interviewees). The cultural diversity of the UAE together with its worldwide initiatives on sustainability education and human development finds expression through WAM content. The UAE receives positive international perception because of its image portrayed through WAM media. WAM presents Expo 2020 Dubai and UAE humanitarian programs in the world which positions the nation as a prominent cultural diplomat and peace creator according to Bleibleh (2024). The activities fit

within the worldwide understanding of the UAE as a forward-thinking country that embraces generosity and openness.

5.2.3. **Adaptation to the Digital Landscape**

The evaluation revealed WAM's successful adjustment of its operations toward digital media expansion. Multiple participants noted that WAM effectively implements current media tools to increase its global outreach. Global media narratives have experienced radical transformation since social media platforms joined forces with digital news outlets and online video content as described by Lovric (2016). WAM utilizes digital platforms strategically according to interviewee reports to expand its international outreach. WAM utilizes the social media platforms Twitter, Instagram and YouTube to connect with new global audiences according to Enser (2016). Participants recognized how digital media adoption by WAM enables the agency to share recent news promptly alongside event responses which in turn constructs on-the-spot discussions about UAE soft power initiatives. WAM adopted this transformation because it recognized its importance as a relevant news provider for attracting additional international readership (Khatib, 2009).

5.2.4. **Alignment with Foreign Policy Goals**

WAM demonstrates complete agreement with all foreign policy targets the UAE government sets. The interviewees uniformly noted that WAM's media messages match the diplomatic objectives of the UAE government. According to participants WAM operates as both media institution and strategic instrument that defends national foreign policy strategies (Ohnesorge, 2020). The agency's media initiatives deliberately showcase the UAE's international diplomatic positions, including its involvement in the TED Nations, Italian assistance programs, and regional geopolitical status. The UAE's foreign policy coordination with WAM proved essential for achieving its target of strengthening its international impact. The media outreach conducted by WAM represents a necessary element of the UAE international strategy because it helps shape perceptions to support both political and economic aims according to Al Breiki (2025).

The analysis demonstrates that WAM harnesses different media platforms to build multiple elements of UAE soft power capabilities. Through the four key themes WAM demonstrates its capabilities to form effective global perceptions about the UAE. The strategic messaging of WAM together with its cultural diplomacy work supports UAE values and foreign policy through digital adaptation to serve as a protective force for international audience perceptions. The study's results demonstrate how WAM plays a vital role in advancing UAE soft power initiatives.

6. Discussion

This questionnaire has offered valuable information on how the WAM contributes to the promotion of UAE image and soft power internationally. An inspection of the responses to the different research questions outlines the overall understanding of WAM's calculated approach towards shaping perceptions of the UAE internationally (Krzymowski, 2022). Overall, the themes are interrelated and effectively elucidate the active role of the agency in branding the UAE internationally, promoting its values, and advancing foreign policy agendas. This discussion is to use the survey results and the theoretical framework in an iterative manner to examine the functionality of WDAM and to contribute to the emerging media environment.

From the survey result it is clear that WAM is a very important tool in improving the image of the UAE abroad and 75 % of the respondent supports that this agency has a lot in helping to change the image of the country. This represents the Strategic Influence of WAM, where the participants pointed at the agencies' mission to protect the UAE as the progressive, stable and economically developed country (Mavrodieva, 2019). WAM serves a significant purpose of is in portraying the UAE to the world in the various successes and achievements in stable political arena, diplomatic activities that put the country in the world political map. This means that 80% of the respondents are in concordance with the assertion that WAM's media initiatives help augment the image of UAE in the world, stressing more on the importance of the agency in the elevation of the country's status internationally (Rugh, 2017). This shows a direct correlation

between media activities and the strengthening of soft power, which Nye Joseph (2004) describes as the ability of nations to influence the perceptions other nations without having to use force.

WAM's ability to select and communicate positive messages about the UAE's development in different sectors spanning economics, environment, and social responsibility underscores the general goals of public diplomacy. According to Abraham (2012), public diplomacy include informing foreign publics on a country mission and vision with a view of enhancing its reputation and WAM does this through global media engagement. Through presentations on twitter, Instagram, YouTube, WAM guarantees that their message will get to the targeted population but more especially the youthful people who are familiar with social media (Warren, 2014).

The findings of the survey also corroborate the extent to which WAM's media campaigns influence the global population. Overall, 83% of the respondents have attested that WAM applies proper strategies in shaping the perception people have of the UAE internationally. The other dominant theme identified by Alsaied (2023) covers the agency's priority areas of cultural diplomacy and international relations. Some participants mentioned that WAM is not just limited to the political and economics of the UAE; it also focuses on the culture, humanitarian works, and principles such as sustainability and education.

From the perspective of Alsaied (2023) available at www.elsevier.com/locate/ijre These governments use media instrumentally to influence international opinion; therefore, WAM's role. WAM presented the UAE through Expo 2020 as a great example of cultures, ideas, and progress. These cultural narratives are most important for the UAE's soft power as they uphold the country's position as an economic and cultural hub (Ohnesorge, 2020). This way WAM's content supports the U.A.E.'s diplomatic goals of portraying the country as friendly, progressive, Branding the country as cosmopolitan, interested and actively participating in global issues (Antwi-Boateng, 2022)

The survey also revealed that 85% of the respondents feel that WAM successfully serves to put forward a positive image of the UAE. This perception draws attention to the fact that the agency avoids posting content that may put the UAE in a bad light and thereby build goodwill with other countries. It aligns with Schmidt and Risse's (2009) understanding of soft power in which influence is achieved through affectivity, the attractiveness of a country's norms and values over others in world politics. Through the construction of tolerant, innovative, and philanthropic imagery in relation to the media, WAM positively contributes to the UAE's soft power. This study aligned with qualitative finding of Al Breiki, (2025), stating that public diplomacy is the hub of strengthening soft power and international relations, where media and communication play an important role in boosting soft power and international relations (Al Breiki, 2025).

Based on the recommendations from the survey, WAM shows its agility in the dynamic media landscape. The transformation of audiences through the use of the new technologies and the internet has altered news media consumers across the globe (Antwi-Boateng, 2021). Hence, the deployment of social media effectively enables WAM to share the stories with the rest of the world in real times. Recognizing this shift towards new media platforms WAM was considered to have increased communication scope by 85% of participants.

The development of digital platforms has had its impacts and implications on traditional media with reference to WAM. However, the agency has been keen to adopt digital strategies that have helped it to remain relevant in the promotion of the UAE's image internationally (Ali Alhashmi, 2019). It also provided WAM with the means to directly engage with younger audiences and address the occurrences on social media in real time while framing them for a domestic audience. For instance, with live coverage of humanitarian aid and diplomatic negotiations, WAM guarantees the UAE's immediate response while painting the country in a positive light, boosting the nation's soft power. This study aligns with qualitative findings from Gökalp's (2020) analysis, which highlights how the UAE strategically utilizes humanitarian aid to enhance its

international stature and influence (Gökalp, 2020)This is in line with McCombs and Shaw (1972)'s agenda setting theory that postulates that media can tell the people what to think by telling them what to think about. WAM's policy of politicization of particular elements of UAE policy – humanitarian aid, cultural programs, and the environment – shapes international audiences' perception of these as priorities of the nation's foreign policy (Ohnesorge 2020). By providing timely and relevant content on key topics, WAM assists to shape the global discourse through advancing the UAE's image as a force in diplomacy and international relations.

Lastly, the survey outcomes evince the harmonious relationship between WAM's media work and the UAE's foreign policy agenda; 80% of the respondents observed that WAM's content responds to and supports the UAE's diplomacy and international positioning. It is important to note that this theme of Alignment with Foreign Policy Goals captures how WAM helps the UAE in achieving its overall goal of strengthening its soft power (Li, 2018). It is forced to do that in unison with the country's diplomacy as it seeks to promote the diplomatic and economic interests of the UAE through politically-aligned media platforms.

In the context of UAE's multifaceted foreign policy relationships WAM remains an essential tool in shaping the country's media image according to its international agenda. For instance, WAM can report on the UAE's participation in humanitarian missions or its stance on certain geopolitical issues which are in tandem with its official political perspective (Almezaini, 2024). Through this synergy of media and foreign policy, the UAE is able to boost its foreign power and develop more diplomacy with other nations. WAM is not mere news agency that gather and provide information but a diplomatic tool that serves the state interests of the UAE in its foreign policy objectives.

This questionnaire has strong proof that the Emirates News Agency (WAM) helps to strengthen the soft power of the UAE abroad. :In this respect, positive mindset reflects the idea that through its strategic media initiatives, WAM builds positive understanding of the UAE i.e creates a progressive image of the country (Nye, 2002)). The results

reveal the effective way of using media as a tool to increase the reach of the agency and its impact worldwide. WAM's continued support for the UAE's foreign policy objectives helps to solidify its position in the global diplomatic arena, particularly where the country's diplomacy is concerned. In the continually evolving context of Media Diplomacy, WAM's strategic soft power approach will also prove to be immensely valuable for the UAE's diplomatic endeavor's.

7. Conclusion

According to the research analysis, Emirates News Agency (WAM) remains a key tool for promoting UAE's image and soft power respectively. It thus plays the key role of publicizing the country's values, successes and diplomatic activities in sync with the general foreign policy of the UAE. It is evident from survey data that WAM is successful to perform identification function effectively by using different media outlet to positively brand UAE in the international community. Moreover, its versatility in transformation towards digital means that the agency stays relevant for the changing media environment. Thus, while WAM has achieved its goals to a great extent, there are some spheres which can be improved in terms of effectiveness.

7.1 Observations and Recommendations

• **Strengthen Engagement with Emerging Digital Platforms:**

With the increasing popularity of new platforms such as TikTok and other media formats shifting towards video content, it is essential for WAM to expand its presence in these domains. It is important to pointed out that these platforms are very popular among the youth and they will help WAM to reach out for a larger audience around the world. Thus, WAM can enhance its soft power and more effectively engage with the international society, which include youth audiences, who play an active role in forming perceptions. The inclusion of features such as interactive videos, live streams and other user generated content will enhance WAM's message to its audience and make them stand out in the social media platform. Also, the help of influencers or key opinion leaders can also be applied in these

platforms to expand the diplomatic outreach and cultural appeal of the UAE.

- **Enhance Cultural Diplomacy Initiatives**: The UAE should cultivate other cultural activities like the Comic-Con, and use them as tools to exert soft power. When fan events seek to promote Emirati culture, the country will be enhancing international relations to foster itself as a cultural base. Such a company should host more of such events and enter into partnerships parrying media and entertainment.

- **Implementing rapid Crisis Strategies**: In light of the fact that information is disseminated at a very fast pace across the world, WAM ought to ensure that it has an effective crisis communication plan in place. This includes the establishment of operational real-time monitoring mechanisms to follow up on events in the world and immediately produce adequate content for the agency. This would mean that WAM will be able to dictate how the Foreign policy of the UAE is presented in case of a diplomatic crisis or any international conflict. The global concerns can be managed efficiently when media teams are trained for regular trainings on crisis communication.

7.2 Final Remarks

In this case, WAM plays a huge part in the legionization of soft power since it disseminates information regarding the UAE's economic growth, culture, and diplomacy. As the UAE media agency working within the context of PD, WAM plays an important role of forming the country's image abroad, thus strengthening its position on the international stage.

Yet, due to the constant changes in the media consumption patterns WAM must employ new strategies that include new technologies, future markets, and varying content plans. This paper has detailed how WAM can continue to enhance the position of the UAE within the global media as well as diplomatic structures if it adopts the recommendations made in this discussion.

Further research should be conducted to determine how advanced technologies such as artificial intelligence can complement WAM's media communication plan in delivering more personalized and timely content. Yet another domain can be identified as the role of social media in building the image and promoting the idea of soft power. Nevertheless, further, studies can be conducted to understand the possibility of leveraging Virtual Reality or Augmented Reality to support applications that will help to build up UAE's better image at the international level. Lastly, comprehending how WAM can address its mechanisms for media diplomacy and various regions of the world may provide some insights to improve efficiency when it comes to international relations and cooperation.

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Appendices

Appendix 1: Questionnaire Survey

#	Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The Emirates News Agency (WAM) plays a significant role in enhancing the UAE's global image.	☐	☐	☐	☐	☐
2	WAM's media presence helps improve the perception of the UAE internationally.	☐	☐	☐	☐	☐
3	WAM is an effective tool for promoting the UAE's values and culture globally.	☐	☐	☐	☐	☐
4	WAM uses effective techniques and strategies to shape global perceptions of the UAE.	☐	☐	☐	☐	☐
5	WAM's media initiatives are important for influencing international public opinion on the UAE.	☐	☐	☐	☐	☐
6	WAM's content successfully presents a positive image of the UAE to the world.	☐	☐	☐	☐	☐
7	WAM's international media activities positively influence UAE foreign policy.	☐	☐	☐	☐	☐
8	WAM's media initiatives help strengthen diplomatic relations between the UAE and other countries.	☐	☐	☐	☐	☐
9	The content produced by WAM is aligned with the UAE's diplomatic goals and strategies.	☐	☐	☐	☐	☐
10	WAM has adapted well to the challenges posed by the new media landscape (e.g., social media, digital platforms).	☐	☐	☐	☐	☐
11	WAM effectively uses social media platforms to increase its global reach and influence.	☐	☐	☐	☐	☐
12	The changing media environment has opened up more opportunities for WAM to strengthen the UAE's soft power.	☐	☐	☐	☐	☐

Appendix 2: Interviews Questions

- How would you describe the role of WAM in shaping the global perception of the UAE?
- In your opinion, what specific strategies or techniques does WAM use to promote the UAE's image internationally?
- How do you think WAM's media presence influences foreign policy and diplomatic relations for the UAE?
- How effective do you think WAM's media initiatives have been in building diplomatic ties with other countries?
- What impact has WAM had on the UAE's cultural diplomacy and its representation of local values abroad?
- How has WAM adapted to the evolving media landscape, especially with the rise of digital and social media platforms?
- What role does social media play in WAM's strategy to enhance the UAE's global influence?
- Do you believe WAM's content is aligned with the UAE's broader diplomatic and foreign policy goals? How so?
- How does WAM navigate the challenges of delivering consistent and positive messaging in an increasingly competitive media environment?
- In your view, what future opportunities do you see for WAM in strengthening the UAE's soft power through media?