



**Developing a Communication Strategy for Bilateral Relations  
Between UAE and South Africa**

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## ABSTRACT

In order to study the overall impact and develop a communication strategy in reference to bilateral ties, as well as the power game between the UAE and SA to further strengthen the bilateral relation, research has been carried out. The overall aim of this research study was to develop communication management strategies that would help to further strengthen the bilateral relation between SA and UAE and examine how bilateral relation affects the countries. Both countries were selected due to their past record of cooperation and their politically interesting positions. Given the fact that this research was constrained by both time and available resources, primary and secondary methods of data collection were employed to process the findings of this study. Ghauri & Grønhaug (2005) aptly described these methods of conducting research as very cost-effective. Taken into account the nature of the subject matter, it was considered best to use the two methods. Therefore, the primary data were collected with the use of questionnaire and interview method while the content analysis was conducted using published content in newspapers, namely the *Gulf News* and *The National* from the UAE and *Business Day* and *Sunday Times* from SA. Other sources included *Press Reader*, official government press releases, and news from leading, global news sources such as CNN and Bloomberg.

The descriptive analysis and the content analysis concerning both of the countries established that there is a newly-formed ties between the two countries in a positive light. Findings revealed and established the various agents responsible for communication management for bilateral relations which included (UAE Embassy in SA, Ministry of Foreign Affairs and International, UAE, SA Embassy in UAE, Department of International Relations and Cooperation,

South Africa, South Africa traders in UAE, UAE traders in South Africa, UAE diplomat to SA and SA diplomat to UAE) and their effectiveness in their roles between the two countries, on the same vein, the nature of bilateral relation that exist between the two countries have been discussed and established.

The study highlighted in details the social, political and economic impact of bilateral relation between the two countries, while strategic communication has been highlighted in detail. The research findings of this study determined that bilateral ties between the countries are comprised of their overall cooperation in politics, social and economic activities. The relations between the UAE and SA was dated back to 1994, and since then, the two countries have been focusing on cementing their ties, so as to be able to mutually benefit from them. The political, social and economic relations between these two countries have remained strong over the last decade, in terms of economy, there was 37% increase in trade between the two countries in the previous year, with SA being one of the biggest suppliers of food to the UAE. This is, in part, due to the fact that 200 South African businesses are operating within the UAE, while about 100,000 South African expatriates are permanently based there. The political relation between the two countries was evident in the new South African president visit to the UAE in his first official state visit. That visit was marked with significantly positive results: various agreements were signed between the leaders of the two countries. The social impact is evident in the way the citizens of the two countries relates with each other in terms of social gatherings and other social activities

However, it was also established and developed in the study the various communication management strategies that would help to further strengthen the bilateral relation ties between the

two countries, some of the communication strategies developed and established in the study include: the encouragement of inter country marriage; the encouragement of the citizens to invest in UAE and SA and vice versa; the encouragement of sporting activities between the two nations; the adoption of constant dialogue strategy; the adoption of the use constant bilateral conference and finally the creation of Joint Ministerial Commission (JMC) between SA and UAE.

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## **CHAPTER 1: INRODUCTION**

### **1.1 Overview of the Study**

This dissertation sought to develop a communication strategy to further strengthen bilateral relationship between South Africa (SA) and the United Arab Emirates (UAE). This research study identified the various agents and actors of communication management in both countries, evaluate the success and extent of effectiveness of these agents and actors. However, communication strategies were developed to further strengthen these bilateral relations. The significance of this study was to examine and develop communication strategy that would help to further enhance bilateral relationship between a developing and a developed economy and thus, examine ways in which bilateral relations between the countries is significant in the political, social, and economic development of the two countries.

### **1.2 Problem Statement**

The bilateral relations between SA and the UAE have remained strong over the last decade. Therefore, a communication strategy must be developed for both countries in order to further strengthen the bilateral relations between the two countries to be able to mutually benefit from this co-operation through improved political, social and economic opportunities in both regions.

#### **1.2.1 Context of the Problem**

A bilateral relationship between countries is dependent upon strategic communications. Hallahan (2007) has observed the effect of strategic communication and its success in creating bilateral relations. In terms of trade, the bilateral relationship between the UAE and SA is one of the strongest and most successful ties for both countries. Moreover, this relationship has worked

successfully for both countries since 1998 through improved economic co-operation and improvements in diplomatic relations (Annual UAE-Africa trade, 2017). However, due to accessibility and confidentiality factors, it is difficult to fully ascertain the nature and degree of the strategic communication between the two nations. According to Al-Malkawi et al. (2012), a successful bilateral relationship is dependent upon a comprehensive communication strategy among the officials of the countries.

In this context, Al-Mawali (2015) has argued that strategic communication between two countries can be designed to be based upon socio-economic benefits, which can attract heavy political bargaining. However, social communication between the people of two different countries can accelerate the signing of a bilateral treaty.

Moreover, cultural interaction helps to establish communication successfully for two different territories. As Dewandaru et al. (2017) have argued, communication is an important strategic part of the bureaucratic action of bilateral engagement. Within the framework of this criterion, the authors have also observed that the application of appropriate communication strategies enhances political, social, and economic development. Hence, strategic communication can be a catalyst in a bilateral relationship. In this way, officials of the two countries can reduce the differential opportunities in policy, cultural differences, economic-trade opportunities, and political inferences.

The current study is an assessment of the bilateral relationship between the UAE and South Africa, and its impact on these two countries. The diplomatic relationship between the UAE and

SA started in 1998 when Nelson Mandela visited the UAE (Annual UAE-Africa trade, 2017). From then on, Nelson Mandela's successors strived to maintain these relations.

Acaravci et al. (2011) have observed that communication is a key strategy in diplomacy between these two countries, as it enhances political, social, and economic development, which protects the interests of both countries. For instance, SA's oil imports have improved over the years owing to its diplomatic proximities with the UAE; SA has leveraged the diplomatic opportunities for political, social, and economic gains. Consequently, these two countries have extended the initial stage of a bilateral agreement with several Memorandums of Understanding (MOUs). These MOUs illustrate strategic communication at a diplomatic level and have facilitated greater trade volumes, political and social cooperation. Some of the trade data have indicated that the MOUs have contributed to the creation of an undeniably strong bond between the diplomats of SA and the UAE. The relationship has strengthened in spite of the cultural differences this is being seen in the fact that more than 10,000 South Africans are currently employed in the UAE (State visit of the president of South Africa to the UAE, 2018).

The trade relations between these two countries have yielded \$17.5 billion. The UAE houses 210 South African companies, working on major infrastructure projects, and the UAE is the major exporter of oil and petroleum products in SA (State visit of the president of South Africa to the UAE, 2018). This has resulted in the creation of a strong supply chain network between these two countries, including but not limited to regular freight cargo flights. Both the sustainable diplomatic relationship and strong communication have helped the UAE to become an investor in 17 different projects in SA (Annual UAE-Africa trade, 2017).

Aldehayyat and Twaissi (2011) have argued that steady bureaucratic communication can enhance the political, social, and economic development, by means of providing a competitive edge to the corporate sector. This has come to pass through the merger and acquisition of cross-country firms from SA and the UAE, which have equipped new entities to gain momentum with unique values in the competitive market and support in political campaigns and political relationship as well as maintaining both countries' citizen's rights in any of the two countries.

The research problem of this study is to investigate the various dynamics pertaining to the bilateral relationship between the UAE and SA, as well as the repercussions in both countries. Further strategic communication remains relevant for countries engaged in bilateral relations. Bilateral relation is subject to various diplomatic, strategic, political, social and economic repercussions and strategic communication may influence such outcomes or repercussions. The airline industry plays an important role in this since the UAE is a transit connector between Asia and the Middle East. Expansion strategies may yield a loss to South African domestic airlines of 140,000 inbound tourists every year (Maqutu 2016). Hence, strategic communication can mitigate adverse economic issues in bilateral relations. Politically, bilateral relations is seen to be capable of providing and ensuring political support for both countries, which in order way round help to maintain the right of UAE citizens living in SA and vice versa.

### **1.1.2 Research Opportunity**

The current research study contributed to the existing academic literature by addressing previously unexplored aspects of bilateral relations. The major purpose of this study is to evaluate how an effective communication strategy can assist in sustaining bilateral relationships. It has been

observed that in the last two decades, both SA and the UAE have had significant political, social, and economic dealings, a fact that has resulted in a strong understanding between the two countries. The existing studies on bilateral relations have focused on economic development and the impact of this agreement on the economies of the two countries since 1998 (Fanta & Makina, 2016; UAE-RSA relations, 2017). Hence, this research will dive into the political, social, and economic effects of such bilateral relations and how this relationship can be sustained and further improved.

Despite the fact that the current situation has changed, the majority of existing studies does not focus on international communication and the diplomatic relationship between SA and the UAE. Communication has a major influence on establishing a bilateral relation between two countries (Brown, 2013). Within this context, the researcher has observed that past studies have overlooked the impact of international communication on trade. In the past, economic development has been regularly emphasized when evaluating a bilateral trade relationship. Diplomatic development by bureaucrats is the prime requirement for a successful bilateral relationship. According to Debarliev and Trpkova (2011), regular communication around social, political, and economic welfare is an instrument for maintaining a bilateral relationship. The authors also discussed international bilateral relations due to international communication, as well as, other benefits for the negotiating countries.

The bilateral relationship between SA and UAE has been examined in three contexts: social, economic, and political. Past evaluations have afforded this study to connect economic, social, and political influences to bilateral relationships. Hence, this study emphasizes these factors

in order to test the political, social, and economic impact of developing bilateral relations. It has surpassed the objectives of past studies, as they had more narrow objectives. Holtzhausen and Zerfass (2015), have argued that the majority of studies in international relations and communication, evaluate the political supremacy of the leaders and bureaucrats over a period for enticing a bilateral treaty. However, Holtzhausen (2010) has pointed out that the findings of these studies are unable to measure actual impacts in practice. The researcher has emphasized the relevance of the role of communication management within a bilateral treaty.

Moreover, past research on evaluating the impact on trade, as well as the overall economic impact has ignored the impact of bilateral communication between government officials and in terms of social relations as well (Holtzhausen, 2010). Hence, this thesis shall concentrate on measuring the composite impact of these three constructs of the bilateral relations between SA and the UAE. The current study addressed the research gap in the academic literature on accumulating political, social, and economic impact through bilateral relations between two countries; in this instance, between SA and the UAE. This research gap has provided an opportunity to test hypotheses concerning the impact of communication on bilateral relations, and trade between these two countries. Leijonhufvud (2007) has argued that this impact cannot be assessed without taking into consideration the strategic communications that are either manifested by cultural change or manage to influence the cultural interaction of both countries. Seemingly, the scholarly literature is lacking a research-oriented study that focuses on strategic communication processes, and their role in influencing or amending bilateral relations.



## 1.2 Research Objectives and Questions

The collaboration between SA and the UAE political, social and economy has been heralded as a cornerstone of a bilateral relationship. Information gathered about the present context, reveals that the UAE and SA have signed numerous bilateral agreements, which has opened an agenda of co-operation in addition to political, social and economy agreements. Moreover, the development of draft agreements and their amendments by the officials, based upon negotiation between the two countries, is also relevant in the development of a bilateral relationship. The Republic of South Africa and the UAE in the presence of H.H. Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces have signed numerous legal agreements.

### Research Objectives:

The objectives of the study were:

- To identify the communication management agents and actors between South Africa and UAE.
- To evaluate the - level of effectiveness of the activities and roles of these agents and actors in - ensuring good communication for bilateral relations between South Africa and UAE.
- To critically evaluate the political, social and economic significance of bilateral relations between South Africa and UAE.
- To examine the communication management strategies that would help to further strengthen bilateral relations between South Africa and UAE.

The research questions for the current study were discussed below:

- Who are the communication management agents and actors between South Africa and UAE?
- How effective are the activities and the roles of these agents and actors in ensuring good communication for bilateral relations between South Africa and UAE?
- What are the political, social and economic significance of bilateral relations between South Africa and UAE?
- What are the communication strategies to further strengthen bilateral relations between South Africa and UAE?

### **1.3 Approach**

The researcher approached the current study by strategizing its aims and objectives based on the research questions, while the research goals were formulated by creating a research outline, focused on addressing these questions. Different sets of theories, concepts, and models regarding bilateral relations, diplomacy, social repercussions of bilateral treaties, economic repercussions, and political repercussions were included in the literature review. Both generalized and specific theoretical models were assimilated, discussed, and evaluated in the literature review section, in order to present a comprehensive theoretical and academic background of the topics being researched.

Several main themes were explored critically and comprehensively in subsections. The subthemes are included in the literature review, such as challenges to diplomacy, issues pertaining to negotiations, and the utility of strategic communications in resolving issues. Both congruent and

contradictory theories on bilateral relations were explored and evaluated by the researcher to ensure that the current research incorporates existing academic models and theories related to bilateral relations and multilateral relationships. Additionally, theories of bilateral trade patterns, gravity models of bilateral trades, and home market effects were also enumerated. The literature review was inclusive but not exhaustive due to exclusion of certain academic theories and concepts on bilateral relations that are either redundant or are beyond the scope of the current literature.

The study employed the use primary data which include qualitative data through interviews and quantitative data through the administration of structured questionnaire based on the objectives of the study to elicit information on the objectives of the study. The study also involved the use of content analysis to examine the effect of bilateral relations between SA and UAE on the economy of the two countries, this involved the use of secondary data which was assimilated through credible data sources such as government websites, governmental documents on relations agreements, the leading newspapers published in both countries, and other relevant sources such as the World Bank website and the website of the International Monetary Fund. This quantitative data for the content analysis include bilateral trade volumes between the two countries in the form of financial figures of import/export, statistics on economic growth, and changes in unemployment rates. In addition, the study also encompasses the enumeration of change in GDP and its financial repercussions on the indigenous industries of the UAE and South Africa, resulting from bilateral relations. Additional qualitative data was collected by scanning and reviewing actual bilateral agreements between the UAE and SA, relevant news articles, and various press releases from the governments of both countries.

The theories and models discussed in the literature review section were funneled by the researcher in order to re-contextualize theories and models in the context of bilateral relations between these two countries. Since this study is not focused on the creation and development of new bilateral relations theories but entails contextualization of existing theories applied to the relationship between SA and the UAE, the current research was conducted by the methods of deduction.

Moreover, in order to ensure that the results are supported by existing academic theories, models and concepts, relevant theories were discussed, and the findings are going to be linked to these theories or models.

#### **1.4 Research Goals**

Schaufeli *et al.* (1993) noted that research goals must be aligned with research aims, questions, and objectives, in order to ensure that the research does not deviate from the intended purpose. The *primary research goal* of the current research was to develop communication strategy for bilateral relations between UAE and South Africa. Presently, these relations are bound to change due to the largely positive outcome of the meeting of the SA President with the crowned prince of Abu Dhabi.

The *first research objective* was to identify the communication management agents and actors between South Africa and UAE. In nations of the world, there are several agents and actors of communication management with other nations. These set of people are responsible for ensuring good communication with other countries with the major aim to enhance bilateral relations. Schaufeli *et al.* (1993) noted that research goal statements are essential in clearly defining the

research topics, as well as assisting the researchers in determining whether their goals are met. In the current research study, these agents and actors will be identified.

The *second research objective* included the evaluation of the level of effectiveness of the activities and the roles of these agents and actors in ensuring good communication for bilateral relations between South Africa and UAE. This is because strategic communication process effectiveness is based on the actors and agents in both countries. In addition, strategic communications tend to affect the political, social and economic scenarios of the countries engaged, hence, the need for effectiveness in path of this actors and agents in order to ensure bilateral relations. Rana and Barua (2015) in the context of strategic communication, stated, that such communication has both long and short-term implications upon the institutions or entities that are involved. Thus, evaluating and ascertaining the effectiveness of the agents and actors involved will be highly effective and productive.

The *third research objective* was to critically evaluate the political, social and economic significance of bilateral relations between South Africa and UAE. . Bilateral relations and agreements or treaties have serious implications on the political stability, social and economic stability and development of the countries involved. Moreover, countries in bilateral agreements tend to influence one another's political, social and economic scenarios.

Furthermore, the *fourth research goal* was to examine the communication management strategies that would help to further strengthen bilateral relations between South Africa and UAE. This research goal is relevant in this study because it signifies the establishment of communication strategies geared towards strengthening the bilateral relations already establish. There is need for

continuity of this bilateral relation; therefore, there is need for developing or coming up with strategies that would enhance bilateral relation improvement between the two nations.

### **1.5 Research Contribution**

In this dissertation, the researcher sought to develop and examine communication strategy for bilateral relations between UAE and South Africa. The principle contributions of the current research project include:

**Theoretical research contributions:** Despite the considerable financial and economic data available regarding the UAE and SA, there is a lack of academic or formal research on the bilateral relations between these two nations. Moreover, since the economies of the UAE and SA are highly influential in the global economy, a comprehensive research study on an economic, social and political partnership between the two nations is relevant. Thus, the current project fulfilled the requirement of being a comprehensive research study on the bilateral relations between the two nations through the utilization of multi-dimensional perspectives. The repercussion of bilateral relations upon the degree of strategic communication, political scenarios, and socio-economic impacts were analyzed in order to address the research questions and meet the research objective set out in this dissertation.

This study reviewed all the existing bilateral agreements and treaties between the UAE and SA, in light of the academic research, models, theories, and concepts on the political, social and economic implications of bilateral relations. It was also focused on how the recent visit to the UAE by the SA president will change the outlook of future bilateral ties between the two countries. The current research contributed new insights and concepts to the existing academic literature on

bilateral relations, given that there is a serious shortage on that aspect. **Methodological research contributions:** The research questions were addressed through the application and re-contextualization of theoretical concepts and models of political, social and economic relations theories. Existing academic research on the economic, social, and political implications of bilateral treaties were explored. Moreover, the findings derived from survey method (questionnaire administration and interview), and content analysis (quantitative and qualitative analyses) were either supported or contradicted by the concepts considered in the literature review.

**Practical research contributions:** The analysis, concepts, findings, and results of the current research contributed towards the existing academic literature, research, and prevalent theories of strategic communications and its economic, political, and social impacts. The research will also explore strategic communications and its implications on bilateral relations between the UAE and SA. In order to assess the implications of strategic communications, the researcher explored parameters such as political scenarios post bilateral agreements, diplomatic collaborations on global platforms, frequency and outcomes of bilateral agreements.

The current research focused on confirming, expanding, or contradicting existing models, concepts, and theories of bilateral relations as they applied to the existing relations between SA and the UAE. There was a considerable amount of secondary data available regarding the economic impact of bilateral relations between the UAE and SA. This data was collated with all the existing resources available such as academic discussions, models, theories, and concepts of trade agreements, multinational and bilateral relations, and economic theories and concepts. Thereby, the research contributed to the existing academic literature on bilateral relations by

determining the validity of existing theories and models in the case of the UAE and SA. The research also evaluated the nature of the political commitments between the UAE and SA, the nature of bilateral negotiations between the two nations, the degree of economic liberalizations, and the impact of bilateral relations upon the trade barriers of the two countries.

### **1.7 Structure of the Thesis –Chapter Summary**

The structure of current research is presented below:

#### **Chapter 1: Introduction**

This chapter provided an overview of the study along with the nature of research aims, objectives, the structure of the research, rationale of research, and problem statements were created and discussed. The problem statement is going to be evaluated in the introduction. The project analyzes the development of communication strategies for bilateral relationship between SA and the UAE, identify the actors, agents and their effectiveness in communication management between the two countries and to what extent the bilateral relations have impacted the political, social and economic condition of both regions. Moreover, the chapter reflected the opportunities the researcher has discovered while evaluating secondary information in the literature review section. Based on the chosen subject and background details, few suitable objectives and research questions were framed. Moreover, the research approach and goals are also discussed in the current chapter. Lastly, in the “research contribution” section, the significance of and the reasons behind selecting the existing research topic was discussed.

#### **Chapter 2: Literature Review**



In the literature review section, the researcher discussed the primary objectives of the chapter in detail. This section included various theories, models, and concepts relevant to bilateral relations and its determinants. The secondary information collected in the literature portion was distinguished into three different themes. Therefore, the entire literature review section was conducted on a thematic analysis. That is the point where all the secondary details were collected and the researcher evaluated them critically, and taking into consideration the contrasting opinions of different scholars. The information was supported by relevant sources in order to increase the reliability of the data. The augmentative approach helped the researcher identify the pros and cons of the statements, based on which the conclusions can be derived. In this chapter, the opportunity of source identification was taken into consideration.

### **Chapter 3: Research Methodology**

The research methodology section discussed the parameters selected for the data collection process. The study involved the use of survey method (questionnaire and interview methods) and content analysis. The researcher discussed several sampling techniques and procedures in the process of data collection. The chapter also discussed the research paradigms including but not limited to research philosophies, approaches, and designs, through which the nature of the respondents were determined. The researcher supported the use of questionnaire and interview method with content analysis in order to derive effective findings. The data gotten through survey method were analyzed with the use of descriptive method and data analysis. In the quantitative analysis, the numerical data was collected, which helped the researcher gather meaningful facts and figures through the use of structured questionnaire.

For the content analysis, the researcher conducted a secondary data collection process in order to derive effective findings on the effect of the bilateral relations between SA and UAE on the economy of both countries. The data was collected through both the quantitative and qualitative methods. In the quantitative secondary analysis, the numerical data was collected, which helped the researcher to gather meaningful facts and figures. In the qualitative format, the secondary articles published by past scholars were reevaluated with the latest information. In this chapter, both survey method (questionnaire and interview) and content analysis were utilized due to the nature of the research and the research objective.

#### **Chapter 4: Results**

Through the quantitative analysis of data gotten through the use of questionnaire, the researcher derived acceptable and persuasive findings. The researcher collected numerical facts and figures through the use of structured questionnaire in relation to the stated objectives. The data was further re-evaluated with the information gotten from interview method in order to check its accuracy.

Through the content analysis both quantitative and qualitative analysis, the researcher derived acceptable and persuasive findings. In the quantitative data collection process, the researcher collected numerical facts and figures to understand the economic impact of bilateral relationships between these two regions. Moreover, the quantitative data also helped in analyzing the economic facilities both countries are witnessing due to the mutual trade agreement process. In the qualitative process, secondary details were collected from relevant sources. The data of the sources were further re-evaluated with the latest information to check its accuracy.

## **Chapter 5: Discussion**

At that point, the gathered findings through survey method (questionnaire) were discussed with detailed analysis. The quantitative data was illustrated with the aid of tables in order to do so, the researcher searched for effective tables for an accurate figurative representation. Moreover, for its feasibility to be increased, similar data were linked to secondary proven facts that have already been discussed in the literature review section.

For the content analysis, the gathered findings were discussed with detailed analysis as well. The quantitative data was illustrated with the aid of tables; in order to do so, the researcher also searched the latest and most credible internet sources for effective tables and graphs for an accurate figurative representation. Moreover, for its feasibility to be increased, similar data was linked to secondary proven facts that have already been discussed in the literature review section. In the qualitative format, past proven facts from previous scholars were interlinked with the secondary details of the literature review section in order to check its reliability at the present time. The secondary data was backed up by credible sources to improve its validity.

## **Chapter 6: Conclusion**

The conclusion was derived from the findings based on the objectives of the study. Based on the derived conclusion, the researcher was able to identify the opportunities demonstrated by the thesis. Considering the nature of the opportunities, effective strategic recommendations were described, and the limitations of the study were further analyzed, subject to which future scope has been decided.

## CHAPTEER 2: LITERATURE REVIEW

### 2.1 Chapter Objectives

A literature review is a representation of the research that has been conducted on a particular topic. Gotsi and Wilson (2001) argue that a literature review is assimilation and collection of theory, models, concepts, and observations. The literature review for the current study has various applications. The themes, models, and discussions will assist the researcher in the analysis, interpretation, and discussion. The findings of the current study will be analyzed and interpreted, compared to existing academic theories and models. Arvidsson (2010) states that the nature and components of the literature review are dependent upon the research questions, objectives, and the aim to be addressed. In the current study, there are several key themes upon which the theories, models, concepts, and observations are being collected. The sections in the literature review take into account the research objectives to be addressed and research questions to be answered. Several subsections will assimilate various facets of the research themes. A conceptual framework pertaining to the theme of the research and concepts will be created in the current study. Balmer and Greyser (2006) noted that the conceptual framework is a representation of the interrelation between the concepts that have been discussed in the literature review sections. The conceptual framework is a representation of how the different theories and models can be channeled when addressing research questions and fulfilling research objectives.

In the current study, a deductive approach will be followed, which will increase the relevance of the literature review. Mead (1994) mentioned that a deductive research approach does not aim to postulate and create newer theories and models, but instead utilizes existing theories

and concepts. Thereby, since the current research processes will entail the utilization of existing models and theories, the creation of an appropriate literature review becomes more relevant. Eisenberg (1984) identified several characteristics associated with literature reviews: demonstration, summarization, and integration. In terms of a demonstration, the literature review illustrates the familiarity with relevant theories and a knowledge base. Integration occurs when separate models and theories are critically analyzed when compared to one another. Furthermore, Harzing (2002) noted that the sources of the models, concepts, and theories are relevant for a particular study. In the current study, the sources for collecting theories and models of literature reviews include peer-reviewed academic journal articles, industry reports, websites, and books. The literature review will contain various sections and subsections based on three themes identified in the current study. Andrews (1994) mentioned that the identification of gaps in the literature and addressing them through research is an essential element of research processes. The current study will be focused on addressing the gaps in the research literature.

What is more, Eisenberg (1984) supports that gaps in academic literature signify insufficient information or discussions regarding a particular topic, which constraints the ability to draw a specific conclusion. The relevant gaps in communication strategies through bilateral relations that pertain to the topic under discussion will be enumerated and addressed at the end of the study. To undertake a critical analysis, the subsections pertaining to each theme have been developed to accommodate a balance of agreements and counterarguments in terms of bilateral relations. The literature review has been structured in order to provide a comprehensive overview of the processes and determinants of bilateral relations.

This study includes various subsections that aim to provide multiple perspectives on a single theme. For instance, in the case of bilateral relations, the factors range from its nature and definition to determinants, to challenges faced. Thereby, the flow of the discussions and the framework of critical reviews in each section are represented. The literature review will focus on several issues regarding bilateral relations, including political, social, economic, geopolitical, and cultural. Since strategic communications are relevant to the current study, discussions of determinants, causes, issues, barriers, and challenges will be explored in the literature review. The strategy for developing this literature review is a "funnel" method whereby the discussions evolve from generic concepts to concepts specific to the current research. For instance, the discussions on strategic communication first include communication between entities and are followed by discussions of strategic communication in the context of bilateral relations.

The themes in the literature review include a host of topics including diplomatic issues, geopolitical factors impacting bilateral relations, economic aspects of bilateral relations ranging from trade and investments, and infrastructural issues. Balmer and Greyser (2006) noted that the literature review is a reflection of the depth and comprehensiveness of the collection of academic and non-academic literature on a particular topic or subject. It also showcases the progression of research on a host of topics, illuminating the introduction of newer theories and concepts while also taking into account amendments made to existing theories and concepts. These concepts and theories have been assimilated from academic sources such as journals, books, and critical discussions, in addition to relevant financial and non-financial data gathered from government

reports, official websites, and relevant media outlets. The use of non-academic sources –in this instance—is appropriate in order to include current data that are yet to be explored.

## **2.2 Bilateral Relations**

Sahib and Kari (2012) noted that bilateral relations increase cooperation between nations, industries, companies, and individuals at various levels of an economy. Yang *et al.* (2008) argued that bilateralism can be considered as the conduct of economic, political, or cultural relations between two sovereign regions. According to Al-Malkawi *et al.* (2012), unilateralism highlights the activity of a single region and bilateral relations highlight the activity of multiple regions. The argument of Harzing (2002) states that when regions recognize one another as sovereign and agree to form diplomatic relations, this tends to create a bilateral relationship. Holtzhausen (2010) asserted that nations with bilateral ties tend to exchange diplomatic agents, such as representatives, to benefit dialogues and cooperation. Moreover, Acaravci *et al.* (2011) stated that in bilateral relationships, the governments of both regions will identify the shortcomings and lagging areas of individual nations; based on this, governments try to move forward bilateral deals to the government of the other nation to benefit from them, and in return, help the other nation overcome their shortcomings. This bilateral relationship is also known as a mutual understanding between the governments of more than one nation, undertaken to serve common interests.

Sahib and Kari (2012) claimed that the common example of bilateralism is economic agreements, such as the Foreign Direct Agreement (FDI) or the Free Trade Agreement (FTA) (Al-Malkawi *et al.*, 2012; Sahib & Kari, 2012). It has been observed that since most economic agreements are signed in accordance with the characteristics of the contracting regions in order to

offer superior treatment to each other. Therefore a circumstantial differentiation is required rather than a comprehensive principle. Via bilateralism, countries can acquire more modified agreements and obligations can only be applied to meticulous contracting states. Nevertheless, it will be a trade-off for the countries forming a bilateral relationship with lower transaction costs than the multilateral policy.

Bilateral relations between countries are generally the political, cultural, economic, and historic. Bilateral relations constitute the founding elements of international relations. Bilateral relations can be observed historically, strategically, and numerically.

First, the historical level is going to be examined. According to Mingst & Arreguin-Toft (2014), the conduct of diplomatic relations between two states through official missions begun in the 17th century between the European monarchies, amounted to what is called "traditional diplomacy" or "old diplomacy." The Westphalian Congress in 1648 recognized equal status for all sovereign states, the mutual recognition of which involves the reception of foreign consular agents. This mainly European bilateral diplomacy, which had prevailed until the First World War, was characterized by the central role of the embassies, a high degree of secrecy in the negotiations, and the weaving of bonds by the marriages between the great ruling families, which accompanied the political *rapprochements*. Colonial empires, then decolonization, led to the development of a multitude of bilateral relations of other forms between Europe and the rest of the world (Mingst & Arreguin-Toft, 2014).

In the era of globalization, bilateral relations, specifically with neighboring countries, are still the base that defines the outline and policies of a state, whether it is defense, trade, economics,



or welfare policies at an international level. This clarifies the importance of bilateral relations for the international community for the sake of international peace (Brown & Ainley, 2005, p. 165). Bilateral relations can be strengthened through the enhanced cooperation between nations and their people at both the public and private levels in sectors like economy, education, and culture. This not only enhances the reputation of states but also their people at the private level in the international community.

International relations is the field of study focused on the dynamics of the global system of complex but mutually interacting components. According to Merriam Webster, International Relations is a branch of political science concerned with the relations between nations and primarily with foreign policies. But then, a question is posed on what does the actual term of International Relations pertain.

Studies demonstrate that there are several definitions, and each scholar has defined international relations in their own way. For some, it is the study of relations between states and their policies, a few think of it as a study of the global system and its institutions. Others define it as the study of the global economy and governance. In actuality, all these characteristics comprise the term International Relations, making it a more diverse field of political science. It cannot be studied without reference to any of the above-mentioned factors. By definition: “international relations is the study of the relations of states with each other and with international organizations and certain sub-national entities (e.g. bureaucracies, political parties, and interest groups) it is related to several other disciplines including political science, geography, history, economics, law, sociology, psychology, and philosophy.”

Initially, International Relations was studied as a part of political science, but in the early 20th century, the changing global dynamics of international politics compelled scholars to consider and study these scenarios as a separate entity of social sciences and developed relations with other sciences (Brown & Ainley, 2005, p 19). The term "International Relations" came into existence at a time when "nation" was considered identical with "state." This identification became much more visible during the second part of the 19th century, when the right of every nation to acquire its own government emerged. This right was particularly outlined at the beginning of the 20th century in the League of Nations Charter, in which the term "state" was actually replaced by "nation." Because the League Of Nations was the first important international organization, this connection between "state" and "nation" was instituted. From this point on and despite the fact that "International Relations" literally refers to relations between nations, the term is widely used to describe the relations between states.

With the creation of international/multinational organizations, came the transformation of the international environment, which changed the role of the state. At this point, international organizations are thought to be one of the primary international actors along with states (Brown & Ainley, 2005, p 19). Due to the shift in influence described above, the term "International Relations" may also refer to the relations between international organizations. In this context, "International Relations" reflects a more limited view, as it mainly comprises political and military relations known as "high politics" and economic relations known as "low politics."

### **2.2.1 Importance of Bilateral Relations**

International relations is an almost a century-old concept, but its importance is growing with every passing day as advanced communication technologies have eliminated the distance and forced international communities to live in interdependence with each other. In such a world where humanity is dependent on other stakeholders at all other levels, the study of international relations has become more important than ever before, specifically for those who want to flourish. In today's world, international relations are valued for providing opportunities for sharing technology sharing, trade, resource sharing, and business (McGlinchey, 2017, p. 8). Moreover, it allows nations to balance the power against their opponents in both the traditional way, by making alliances, or through diplomacy and its economic influence. International relations has brought peace and prosperity to today's world, however, its importance is questioned. What is the importance of the development of International Relations and the role it plays in the life of the human being at the beginning of the 21st century? What role is it called to play in the future of humanity in the short, medium, and long term? Does the field guarantee the minimization of conflicts and the welfare of citizens? What are the challenges to be addressed and what knowledge is to be disseminated? What kind of model of international relations should we address?

The answer to these kinds of questions has changed over time, as well as human culture. To the extent that communications about what happens around the world have been increasingly accessible to everyone, a series of commercial, spiritual, intellectual, and cultural exchanges have generally been unfolding on an unthinkable scale (Brown & Ainley, 2005). Therefore, to some

extent, to rethink the role of International Relations is to play a new kind of diplomacy in the face of the colossal challenges of today and the near future.

Although it is true that International Relations and its study acquired its own personality in the colonial world, today it is the paradigm of interdependence that prevails. It is no longer about who has greater land or population, but who is more efficient and competitive in the development of their assets and talents, in the middle of the scenario of complex complementarity in the world in which we live.

Looking at the future optimistically, we observe that better educated nations solve most of their problems by setting common objectives and goals for their population in the short term, insofar as their joint action leads to the implementation of practice of a sustainable development of its resources and possibilities. It will undoubtedly depend on education and its virtues in transferring practical and useful knowledge to society that will foster a future where the scourges of poverty and discrimination are overcome.

There is no doubt that the prosperity of nations and their economic and social security depends on the wellbeing of neighboring populations. The spirit of coexistence is extremely necessary and requires a new way of thinking and acting harmoniously. The time in which a nation could resolve on a border problem with a neighboring nation on its own is definitely in the past, with no possibility of return. Today, the cooperation and goodwill of countries in conflict are required to resolve a common controversy.

Bilateral relations are considered more important than multilateral relations, and they pertain to more cooperation. It creates an environment of mutual understanding and trust among

the parties for a better level of cooperation, due to the lesser number of stakeholders involved. Mutual interdependence and cooperation can be influential for the whole global community. For example, the mutual relation between the United States and Israel is not new for the international community, and they have developed a strong bond over time. Israel, in spite of injustices, has always remained the apple of the US's eye.

Bilateral relations between nations have always proven to be worthy, especially in the hours of need. In the modern world, relations vary from state to state depending upon mutual interests. They may include defense, strategy, economic, and technological relations. Moreover, certain states act as donor and beneficiary while forming the relation if one country is stronger and the other is weaker in a certain field (normally such relations are developed upon financial bases). Relations are not always based on equality, but they all attempt to create an equitable situation.

### **2.2.2 Bilateral Relations Among Rival States**

Bilateral relations are not just subject to corporations, and it is not a given that they are always friendly in nature. Bilateral relations sometimes develop due to a dispute among rival states. The question arises of why rival states will develop or declare relations bilateral. There are two possible answers. Bilateral relations among enemy states can be developed to enhance mutual understanding and to maintain trust and peace for the betterment of their own states, and the international community. As it was mentioned above, such relations enhance cooperation and trust among nations. There is another possible reason for the development of bilateral relations: to avoid the international pressure in a specific dispute, either if they want a mutually acceptable solution, if they don't want to resolve the matter, or if they do not want someone from the outside to

intervene. In such cases, the economically weaker state declares the specific dispute as a bilateral one. The best example of such a dispute is claims of both India and Pakistan over the territory of Kashmir. In the early 1970s, Pakistan declared Kashmir as a bilateral dispute (Makeig 1987), which legally prohibits the international community from intervening.

### **2.2.3 Challenges and Issues in Bilateral Relations**

Bilateral relations involve several sets of challenges for the nations involved.

#### **Foreign Policy and Immigration**

Hoenen and Kostova (2015) mentioned that the bilateral relationship can be constrained by economic and diplomatic regulations and policy-making processes.

Hao (2010) noted that the rising awareness of human development processes, human rights, and immigration regulations are factors affecting the nature of bilateral relations. Diplomatic and economic ties between two nations may result in challenges such as dissimilar political setups or power frameworks.

#### **Adverse Political Scenarios and Unstable Governments**

Locatelli (2015) mentioned that adverse political scenarios affect bilateral relations on several fronts; these include hostility towards foreigners, and restricted movement within the country for foreign tourists, diplomats, and politicians. Also, Coccia (2014) argued that political stability and political agendas are key factors in the initiation and management of bilateral relationships because political uncertainty affects the economy as investors' skepticism of the financial market performance results in an economic slump. Besides, in a country with a politically

unstable government, when new governments overwrite or adjourn laws of previous governments, there is a risk of non-compliance to bilateral agreements.

#### **2.2.4 Economic, Diplomatic and Political Aspects of Bilateral Relations**

Barston (2014) noted that the nature and organization of a country's financial market are relevant factors in shaping bilateral relations, along with the competitive advantage leveraged by each member nation in a bilateral relationship. For instance, bilateral relations between the US and China have been affected by China's competitive advantage in manufacturing units while the USA derived its competitive advantage through innovations, breakthroughs, and R&D (research and development). Further, Duanmu (2014) argued that requirements for trade volume and procurement of resources and expertise can affect negotiation and its outcomes. This is observed in countries with export-dependent economies who are at a disadvantage in bilateral negotiations with economically developed countries. Further, Meijer (2015) mentioned that favorable bilateral relationships are transformed through the flow of capital as newer capital enters through different sectors and newer investment avenues are created. This has positive repercussions upon the local economy and economic growth, as investments and economic operations in several sectors are positively influenced by bilateral relations. Moreover, Van Bergeijk (2014) observed that the weaker economies in Africa have been able to generate employment through foreign aid and investment. These economic benefits are derived from foreign multi-national corporations (MNCs), including these countries' bilateral and multilateral relationships.

Further, Timothy and Kim (2015) argued that bilateral relationships assist in economic reform, project implementation, and contributions towards particular issues. In addition, sharing

expertise, technological know-how, and a knowledge base may result from creating and managing bilateral relations. While these relationships do not generate immediate results in terms of economic productivity, they do have implications for long-term value creation and economic growth. Cooper (2016) noted that bilateral relationships have a positive impact on a country's infrastructure in pursuance of targets, goals, and objectives of industrialization. This impact is bolstered by adherence towards economic developments that occur after bilateral relations are developed.

However, Susskind and Ali (2014) argued that bilateral relations cannot have significant positive repercussions in economic developments. Also, Duanmu (2014) mentioned that countries with a larger global presence, strong business cultures, and exposure to business opportunities are more likely to benefit than businesses without these privileges. Further, Van Bergeijk (2014) noted that bilateral relationships create opportunities for trade between the two countries based upon various parameters, including reduction or outright elimination of tariffs upon import or export facilities, amendments made in import quota, and reduction of trade barriers. Further, Meijer (2015) mentioned that bilateral relations result in amelioration of trade deficits and relaxations in and compliances and regulations.

Timothy and Kim (2015) argued that cultural factors have underpinnings in bilateral relationships since cultural distances can lead to misinterpretation, miscommunication, and misunderstanding between two parties. For instance, western cultures are predominantly "individualistic" societies, whereas that of China is more "holistic" and prefer focusing on social issues rather than issues affecting individuals. However, Duanmu (2014) mentioned that, at



present, diplomatic relationships are used as a strategy to penalize governments due to humanitarian and socio-economic issues. These issues range from human rights violations that do not abide by international law and violations of government practices. Moreover, Cooper (2016) mentioned that bilateral relations can also affect military alliances and defense based co-operation between parties to the bilateral relations. This results in improved diplomatic relations and bilateral relationships and may lead to the creation of a new strategic partner. Barston (2014) noted that bilateral relations require states to be sovereign to come to an economic or diplomatic agreement; sovereignty is an indication of political stability and position in the global economy or political environment.

Timothy and Kim (2015) argued that bilateral treaties address and manage distinct forms of economic, social, cultural, and political differences. In other words, through bilateral relations, differences are resolved to create effective strategic partnerships. Further, Barston (2014) observed that entering into a bilateral relationship may resolve a variety of a country's problems, however, it also exposes the country to new risks. Thereby, the overall exposure of a country's economy to movements and changes in the global economy is a significant consideration before entering into bilateral relations. Cooper (2016) added that political issues and agenda affect bilateral relations and are affected by bilateral relations. For example, prolonged absence of any form of diplomatic relationship adversely affects a country's foreign policies and increases the risk of political instability, economic downturn, and security issues. Susskind and Ali (2014) stated that political issues are crucial determinants of the nature of agreements at the initiation of a bilateral

relationship, including the agenda of the ruling political party and the legal changes included in the agreement.

## **2.2.5 Recommendations to Overcome the Challenges**

### **Imposing Strict Measures on Confidential Data**

As discussed in the earlier section, the majority of the time, governments fail to impose advanced measures on their regional server to secure their confidential data (Dutt *et al.*, 2013). As a result, international hackers have easy access to private information. In the relationship between the UAE and SA, to reduce this risk, both the UAE and SA governments need to secure confidential information using highly advanced technology. This could allow governments to gain confidence in forming bilateral relationships and enjoying the benefits.

### **Simplifying the Rules and Regulations of Immigration**

As discussed above, immigration has been a major issue that can pose a serious threat to the employment rates of the UAE as well as SA. According to Dutt *et al.* (2013), the UAE has already faced employment issues due to their lengthy immigration verification process. The majority of overseas immigrants have complained against this process and report experiencing harassment. This could also happen to SA immigrants hired as outsourced employees after a bilateral relationship is formed between the two nations. Therefore, it is essential for the UAE government to simplify its immigration process in order to enhance the economic prospects of both countries.

## **2.3 Bilateral Agreements**

Bilateral agreements are agreements signed with the purpose of keeping the trade deficit low. They are also known as side deals or clearing trade (EU bilateral agreements or side deals, 2018). Bilateral agreements vary depending on the requirements, scope, and the parties involved. Bilateral agreements need time and effort to finalize and to create win-win scenarios for the participants. For example, the customer care cooperation agreement between the European Union and New Zealand took 3 years to finalize and made effective. However, there are no specific time requirements or legal formalities for bilateral agreements.

### **2.3.1 Scope of Bilateral Agreements**

Bilateral trade agreements aim at providing access to markets with the view of securing mutual economic growth. Such agreements also create an environment of trust and cooperation between the states. Bilateral agreements allow economic activity to flourish with eliminated tariffs and trade barriers. The agreements involve not stealing the innovative goods of other exporters and adhering to existing copyright and intellectual property laws. Bilateral agreements have both advantages and disadvantages that vary from agreement to agreement.

### **2.3.2 Advantages of Bilateral Agreements**

- Bilateral agreements involve only two countries which make the formation and entering the agreement easier than multilateral trade agreements.
- They allow companies to discover new markets.
- They increase job opportunities for the nations involved.

- They minimize the trade deficit.
- They reduce tax tariffs, which ultimately lowers the price of products for consumers.

### **2.3.3 Disadvantages of Bilateral Agreements**

- The increased competition in the market may suppress a weaker sector of one country by the stronger or comparatively stronger sector of the other.
- Elimination of trade taxes may result in the loss of companies' price advantage.
- A bilateral agreement can result in competing agreements with other countries.

## **2.4 What Is Bilateral Trade**

Bilateral trade is developed between two parties under a mutual agreement of reduced tariffs and fewer restrictions. It eliminates the import quota and restraints over exports, thus providing both nations with new markets. Such agreements encourage economic activity and support healthy market competition, thus ultimately benefiting the customer. Several countries have state departments for bilateral trade. For example, the Office of Bilateral Trade Affairs in the United States is responsible for reducing the trade deficit through negotiation and free trade agreements with new countries along with supporting and improving existing ones. The basic aim of bilateral agreements is to increase economic activity and growth, standardizing business operations.

Bilateral trade agreements are more easily negotiated than multilateral trade agreements due to the number of parties involved. Bilateral trade agreements provide market opportunities and increase economic activities. However, a new agreement often results in competing with existing ones, thus eliminating the advantage of free trade agreements.

Examples of bilateral trade agreements: In October 2014, the United States and Brazil settled a longstanding cotton dispute through the WTO. Brazil terminated the case, relinquishing its rights to countermeasures against U.S. trade or further proceedings in the dispute. Brazil also agreed to not bring new WTO actions against U.S. cotton support programs while the current U.S. Farm Bill is in force or against agricultural export credit guarantees under the GSM-102 program.

#### **2.4.1 Bilateral Trade Agreements and the Interconnectedness of Global Trade**

The purpose of international trade is to provide a nation with the commodities it lacks, while at the same time aims at sharing its resource. The historical evidence of long-distance trade dates back 9,000 years, but it has been enhanced in the modern world, especially after World War II due to the global liberalization of politics and trade.

In past decades, it has been observed that bilateral trade agreements have increased after the Second World War as a result of economic liberalization. It is evident that such agreements have enhanced global economic activities, made resource sharing more efficient, and improved the standards of living. Such agreements not only benefit the contracting parties but also the regional economies. Careful analysis of bilateral trade agreements indicates a correlation with these agreements and interdependence with other international economic activities. At the same time, the gains for both contracting parties are generally imbalanced, which contribute to the complexity of this interconnectedness.

According to the world input-output data, the global value chains are increasing the average income across the globe. This has led to the liberalization of trade more than ever before. It has also been observed that the wealth generated through these services, comes mainly from the

production sector. Thus, governments are trying to get involved in new and better trade deals, especially bilateral deals, to become a more active part of this global value chain. Governments are cautiously revising their trade policies to make their economies more effective.

In the provided global trade scenario, the importance of bilateral trade agreements has increased and become a frequent policy tool, as the countries involved provide each other with better market faculties and lower tariffs. Bilateral trade agreements also eliminate trade barriers such as import quotas or export restrictions. It has also been suggested theoretically that bilateral trade agreements increase market activity and completion (IMF, 2013), benefiting both the consumer and the producer. Bilateral trade agreements also break the glass ceiling of the traditional input-output approach of consumption and production, while they support not only the economic sector but the cultural and political relations between countries.

The effectiveness of bilateral trade agreements varies from state to state and is always dependent upon various factors like economy, politics, defense, and strategic relations. It also depends upon the level of commitment of the parties, interests, and diplomacy. The effectiveness of bilateral agreements can be increased through negotiation. For example, a difference of interests can be observed in the bilateral relations between the United States and China. The former aims to build strategic relations with the countries in Asia-Pacific, while the latter is looking for economic and political influence in the region through trade and investment.

Thus, studies show that bilateral trade agreements also affect the demand and supply linked with the imports and exports sector. This also indicates that the countries connected to more trade blocks will enjoy more benefits than those who are isolated.

## **2.4.2 Importance of Trade Agreements**

Trade agreements are signed by countries to enhance cooperation and resource sharing. Such agreements also allow parties to eliminate or reduce barriers and bring people closer socio-politically. But the question arises: why is it required to sign a formal trade agreement? Over time, the effects of globalization have changed the trade of international systems. Trade agreements in the modern world affect not only the economy but also define a country's international political worth (Grosman, 2016).

Below is a list of reasons trade agreements are important:

### **Trade Volume**

The basic purpose of trade agreements is to reduce or eliminate trade barriers between the party states. They also eliminate quotas and provide an open market situation with a more cost-effective production. Trade agreements also help the agreed parties to measure and record the patterns and volume of trade in order to make these services more effective.

### **New Jobs**

With the expansion of the market, increased production, and economic activity, it is inevitable to involve a larger workforce to meet the demands of the market. Moreover, the enhanced economic activity will ultimately raise the average living standard, which leads to more consumption, which also leads to more jobs.

### **Product Quality and Variety**

The improved economic conditions will increase market competition as producers are forced by the rules of demand to be more innovative and to produce quality products. Moreover,

the increased standard of living will also increase the consumption of luxury products, which ultimately leads to new products entering the market.

### **Economic Growth**

Trade agreements are meant to reduce trade barriers between states, which opens up new market opportunities for the producer. The results could only be characterized as positive as it will mean less unemployment, higher flow of goods and services, and improved standards of living—all of which will ultimately raise economic conditions directly or indirectly.

### **Reputation in the International Community**

In the present-day scenario of globalization, countries with a stable economy, improved standard of living, high productivity, and better economic relations are considered more reputable than those having military strength, as it was in the past. Thus it can be assumed that better trade relations will help a nation gain a more reputable place in the international community. Japan and Switzerland are the best examples, with almost zero military strength compared to other nations, but both have an excellent reputation globally due to their having strong economic conditions.

### **Bilateral Economic Relations**

Economic relations between two states are known as bilateral economic relations. Economies are currently liberalized, which has made it almost impossible for countries to survive while in standalone economies. That compels countries to develop relations with other countries so as to be able to increase cooperation and share resources in order to get what they need and sell their surplus. Relations developed, as a result, may vary in nature and number of the parties involved. The relations that are bilateral in nature and serve the purpose of supporting and



enhancing the economy are bilateral economic relations. Bilateral economic relations play a strategic role in the growth and development of an economy. Some of the major benefits of bilateral economic relations are advantages of cost, economies of scale, and employment. Many countries across the globe have established strong bilateral relations with other countries (Beeson, 1997).

Bilateral relations provide an opportunity for new markets. Developed nations gain most through access to the markets of developing nations. In return, the consumers of developing nations enjoy better products. On the other hand, the workforce is the most important commodity for developing nations. The workforce can be traded in the international market, through which developing nations earn a lot of foreign reserves as well as improves the living standard of these workers and their families. Moreover the semi-finished products and raw material are major commodities of developing nations, which they are unable to convert into finished products due to lack of technological advancement and resources. Bilateral economic agreements allow the economic and business community of developing nations to learn, grow, and enhance their own businesses.

Bilateral trade is one of the major components of bilateral economic relations, which allows the flow of goods and services with minimal trade barriers and eliminated import quota and better export opportunities. Thus it makes production more cost-efficient and the market more competitive. Results of such trade agreements are an enhanced economy, better products, increased consumption, and higher consumer satisfaction. It also provides an economic resource sharing opportunity to the economies of both party states. This is the reason that in the present era of

globalization and liberalized trade, many countries have opened up their markets to allow a better flow of services and goods.

Bilateral relations are also the reason behind foreign direct investments. The influx of foreign direct investments is an important factor that supports developing economies (IMF, 2013). Many states have liberalized their market policies in order to encourage the flow of foreign investments. Additionally, these direct investments are also proven beneficial for the investors, as they allow them to decrease production costs through cheap labor and raw material.

Hence it can be concluded that bilateral economic relations in today's modern world are the most important type of relations at an international level. They are not just beneficial for countries to sort out economic issues, but they have proven to be the political strength of the state. It almost impossible for a state to survive without bilateral economic relations.

## **2.5 Diplomacy**

The word diplomacy is generally understood to be the way that international relations are conducted and foreign policy is formed. Throughout the process of establishing diplomatic relations, international relations are formed between nations. The simplest way of doing so is the recognition of the state. By doing so it is announced that diplomatic relations have been formed and sooner or later diplomats will be exchanged. For a better understanding of diplomacy, it can be said to be “the process between the actors (diplomats, usually representing a state) who exist within a system (international relations), and engage private and public dialogue (diplomacy) to pursue their objectives in a peaceful manner” (McGlinchey, 2017, p. 20).

“Diplomacy is the management of international relations by means of negotiations; the method by which these relations are adjusted and managed by the ambassadors and envoys the business or the art of diplomats” (Harold Nicholson, qtd. in *Diplomacy: meaning, nature, functions, and role in crisis management*, n.d.)

Diplomacy is often described as the art of telling lies or maneuvering the truth to serve one’s own national interests; as Stalin once said: “A diplomat’s words must have no relation to the action. Otherwise what kind of diplomacy is it? Good words are the mask of concealment of bad deeds; sincere diplomacy is no more possible than dry water or wooden iron” (Josef Stalin, qtd. in ‘*Diplomacy: meaning, nature, functions, and role in crisis management*’, n.d.). Diplomacy is the art of serving the interests of and building relations within the international system.

### **2.5.1 Bilateral Diplomacy**

Bilateral diplomacy pertains to the discussion and agreements formed between two nations. It tends to be focused on the embassies and can be cultural exchanges, trade agreements, joint military exercises, or simply talking between heads of state. Goals of bilateral diplomacy may be to make the country look good, increase tourism, gain access to the market of another country, protect citizens traveling the country, have a joint protection treaty, get development money, or have the country follow a value another country espouses (such as democracy or communism). Bilateral relationships are like a bank account. If the investments are there (goodwill from aid money or popular movies) then hopefully the relationship remains strong after a withdrawal (like a prominent person criticizing the country). In the past, bilateral diplomacy focused on the government-government relationship but it is increasingly focused on getting private citizens in

the country to like your people. Getting a prominent musician to perform there can be more effective than two presidents saying nice things about each other.

### **2.5.2 The Pillars of Diplomacy: Understanding and Dialogue**

Diplomacy is always aimed at building a better relationship between states through cooperation and sharing of resources. This can only happen when there is trust between the party states (McGlinchey, 2017, p. 20). Thus, in order to resolve issues, both sides must show goodwill and understand of each other's point of view.

If neither party is ready to cooperate, a bridge of understanding should be built between the parties in case of a serious crisis. In order to avoid such a situation, the neighboring states should maintain continuous diplomacy. Consequently, it can be derived that good diplomacy is a bridge between nations that provides a better perspective of each other's views and allows states to cooperate better.

### **2.5.3 Importance of Diplomacy in International Affairs**

Diplomacy is a term that is used to explain the interaction of states, the methodologies of communication, and the way they interact. These interactions and relationships are collectively known as international relations. Diplomacy is not only a method of interaction, but a way of influencing foreign governments through dialogue to serve one's own interests, to resolve disputes, and avoid violence (McGlinchey, 2017, p. 20). Moreover, diplomacy benefits the cultural, economic, and military relations between states. Thus the purpose of a diplomat is to support the state's narrative before others and to serve the interests of one's own state. It is also part of diplomacy to minimize the risk of strife and increase mutual trust.

The largest purpose of diplomacy is to serve one's own interest through every possible means, which may involve coercion; for example, economic threats in peacetime or trade barriers on the weaker countries. Sometimes a powerful state capable of unilateral decisions also threatens military application during diplomacy in order to force other governments to agree upon the provided terms. However, diplomacy normally seeks to develop goodwill toward the state it represents, nurturing relations with foreign states and peoples that will ensure their cooperation or—failing that—their neutrality.

#### **2.5.4 Tools of Diplomacy**

Tools of diplomacy are methods through which diplomacy can be enacted, the most common of which are the following:

##### **TREATIES**

Treaties must be passed by parliament and approved by the president. It helps finding solutions for territorial disputes. A fine example is the India Bangladesh Treaty of land exchange.

##### **CONVENTIONS**

Conventions often include many signatories for which the original signatories encourage other countries to join long after the original agreement is reached. In 1973, for example, representatives of 80 countries agreed on a Convention on International Trade in Endangered Species (CITES) to protect rare plants and animals around the world.

##### **ALLIANCES**

Alliances among nations are often formed for the benefit of mutual economic, political, or security, and can be multilateral or bilateral. The North Atlantic Treaty Organization (NATO) was

formed in 1949 to serve as a bulwark against threats by the communist Warsaw Pact in Eastern Europe. Since the fall of the Berlin Wall in 1989 and the dissolution of Pact nations, many Eastern European nations have joined NATO, thus changing and expanding its defensive outlook. A bilateral example is the US-South Korea Mutual Defense Treaty of 1953.

## **ACCORDS**

Accords are voluntary agreements that countries enter into instead of a treaty, or while they try to work out the terms of a treaty. The Paris Accord is an agreement among nations to limit the emissions of greenhouse gases (Wu, 2016).

### **2.5.5 Objectives of Diplomacy**

The objectives of diplomacy are mainly divided into two major types: political and non-political (Diplomacy: meaning, nature, functions, and role in crisis management, n.d.), depending on their core nature and how they function in the global arena.

#### **Political Objectives of Diplomacy**

Diplomacy is always aimed towards the fulfillment of requirements of the foreign policy of a state which solely depends upon the national interest of the very state. Political motives of foreign policy which are followed by diplomacy are to gain influence over other states and act as a hegemon over the weaker state. For this purpose, several measures and methods are and can be used. Such influence can be gained two possible ways:

1. A state can form alliances to make itself politically strong and act as a regional hegemon over its rival states. Blocs are formed as the result of such diplomacy and the opponents are seen to be weaker on political grounds. For example, during the disarmament

conferences, the two superpowers (US and USSR) during their talks and discussions tried to embarrass the other states by concealing their basic motives, plans and goals diplomatically.

2. A state may not have friendly relations on a global level with other states, but still, through political moves and diplomatic relations with the rival state, try to dominate it politically. This may involve treaties and contracts in its own favor with rivals or building relationships with a specific group of that state in order to oppose the rival government by dividing the enemy into smaller groups serving different political or economic interests. This methodology is known as divide and rule. For example, India during the war of Bangladesh played a diplomatic role of dividing Pakistan into East Pakistan and West Pakistan. At the same time, India established good relations with Bangladesh and left Pakistan friendless (Diplomacy: meaning, nature, functions, and role in crisis management, n.d.).

Still, the basic purpose of political diplomacy remains unchanged: to confront differences and gain an edge over the opponents politically instead of through violence.

### **Nonpolitical Objectives of Diplomacy**

Diplomacy is always aimed at serving the national interest and gaining power for the nation through peaceful means. The modern globalized world is highly interdependent, and no state can survive on its own resources. Diplomacy always tries to develop economic and trade relations through persuasion and other diplomatic measures to enhance the socio-economic condition of the state.

The centrality of the bilateral relationship in diplomacy can be addressed through its strategic role, in that it promotes the national interest and structures international negotiations. Bilateral diplomacy, through the ministries of foreign affairs, embassies, and consulates. The importance of international relations in the commercial, political or cultural field has reached, on a global level, a deep meaning, to the extent that we can not speak only of goods exchange but of integration programs. International Trade allows a country to have a greater quantity of goods than those that could be produced in isolation, with a scarce endowment of productive resources. The more favorable is the real exchange relation for a country, the greater the benefit that international trade will produce compared to those obtained by the other countries.

## **2.6 The Concept of Strategic Communication**

Strategic communication is a term used to indicate the higher-level concerns behind communicative efforts by organizations or agencies or to advance a predicted mission (Kaiser, 2015). In other words, strategic communication is an umbrella term used to define the activities of disciplines related to management communication, public relations, and promotion. However, Gotsi and Wilson (2001) noted that strategic communication is also becoming a subfield of communication. According to Arvidsson (2010), strategic communication is vital, and not limited to organizations, but also may be applied to communication between two nations. Balmer and Greyser (2006) mentioned that interacting across different cultures is demanding—every culture has its rules that its people take for granted. Cultural imprinting begins at a very early age, and several rules, norms, beliefs, values, objectives, knowledge, phobias, traumas, and anxieties are explicitly taught, and the majority of the information is learned subconsciously.



Mead (1994) posited that there are significant challenges to making international announcements unless proper strategies are applied. Moreover, Gotsi and Wilson (2001) claim that universal business organizations focus on strategic interaction not just due to internationalization, but also due to rising percentages of domestic, diverse techniques, cross-cultural ethnicity, and understandings. Arvidsson (2010) argued that cultural dissimilarities are ameliorated through regional interaction.

### **2.6.1 Defining Institutions of Strategic Communication**

The study of institutions has attracted huge interest among scholars in international relations. The primary issue has been to better understand the pattern of interaction between two or more actors. Why do states accept certain rules and norms guiding behavior, thereby decreasing their freedom of action? What characterizes the rules and norms that become observable patterns or formalized into conventions or international laws? Are the institutions we observe optimal responses, or merely anything preferable to completely uncoordinated behavior? It seems rather clear that despite the considerable efforts to explain the emergence and continued existence of international institutions, no generally accepted explanations have been put forward. In fact, not even a precise definition of what constitutes an international institution has emerged, or rather; various scholars have suggested a plethora of definitions. None of these have taken clear precedence over the others. Other concepts, such as for example international regimes, have furthermore been introduced, although the difference between regimes and international institutions seems unclear (Haas 1980; Ruggie 1982; Krasner 1983; Young 1991; Levy 1995; Feinberg 1999).

A rather broad understanding seems to have emerged within rational choice analysis of institutions, however, of the advantage of distinguishing between organizations and institutions (North 1998). Organizations are physical entities such as, for example, the World Trade Organization (WTO) or the European Bank of Reconstruction and Development (EBRD), while institutions are either structures that restrict the freedom of action of the actors or the outcome of the interaction between actors. Organizations can be actors, but never structures, while institutions can never be actors. When institutions are perceived as restrictions put on the actors, these restrictions serve to delimit the number of available strategies among the actors, thus making it easier to coordinate their behavior. In other words, the institutional structure increases the information available to the actors. Without an institution, the formation of mutual expectations about the behavior of others becomes more difficult (Rogowski 1999).

Institutions are typically beneficial to most of the actors involved. Without them, coordination and the potential of the actors to make reasonably probable predictions about other actors' choice of strategies would be most difficult. These difficulties would produce losses, since the cost of obtaining additional information about the preferences of other actors would decrease net benefits from any potential concerted action. The fact that an institution is valuable to the actors concerned is not, however, an explanation why it has emerged. Sometimes this functional fallacy has led observers to jump to the conclusion that the materialization of an institution has been explained. But this is not a valid conclusion, since it would not necessarily be rational for the individual to contribute to the creation of an institution, even though he might gain from its existence.

The simple explanation is that the same individual would gain even more, if others bore the costs of institution creation, provided that the benefits generated by the institution are collective (Olson 1965). Several scholars - Hayek is probably the most often cited - have suggested that that if we assume for the moment that an institution has emerged, this institution would be functionally optimal (Hayek 1978). The mechanism making it optimal is, in simple terms, evolutionary pressure. In analogy with the Allchin notion of competition among firms in a perfect market, institutions are assumed to be evolutionary pressured into optimality. Those not adapted to their environment will succumb to the competition among institutions.

The result would thus be an optimal solution, that is, no other kinds of institutions would be preferable from a societal point of view. It is not obvious, however, that the analogy between firms in a market and institutions in the international system is valid. In fact, they could be understood as opposite outcomes of a Prisoner's Dilemma game. In a perfect market, the firms have strong incentives to cooperate with each other, to collude.

The most lucrative situation for each of them would be to achieve a monopoly status. However, since consumers are assumed to always choose a given product at the lowest price, competition among the firms will force them to sell at marginal cost. The perfect market is, in other words, the result of a failure among the firms to cooperate. Flourishing institutions, on the other hand, are the results of successful cooperation between relevant actors. The analogy with the market would thus rather be with a market failure, where the actors are colluding effectively, since the corollary to the creators of the institution is the firms, and not the consumers. If it were true that institutions are not exposed to an evolutionary pressure that over time makes them optimal,

we have no reason to believe that social optimality would be an accurate characterization of existing institutions.

Because of the lack of valid micro foundations explaining the behavior of the individual actors in several of the most common approaches (e.g. regime analysis, epistemic communities, traditional realism), neither the emergence of international institutions, nor the adaptation of them to changing external conditions have been adequately explained. The most important reason for this is that the individuality of the actor's interests has not been modelled in a consistent way. Outcomes at the macro level have often not been logically deduced from micro assumptions regarding individual actors. This is somewhat odd, since the explanatory power of neoclassical economics, for example, is directly derived from such a separation between analytical levels.

The functions of a perfect market are, very simplified, explained by the self-interest of the individual producers. The functions of international institutions have not, however, similarly been based on the incentives facing the individual actor. Consequently, the characteristics of international institutions have not been sufficiently explained.

Recently, however, adequate micro foundations designed to explain macro observations have been suggested (Knight 1992; Sened 1998). This approach takes the assumptions about individual rationality and utility-maximizing behavior as its point of departure. It is assumed that the individual actors will only contribute to the creation or change of institutions if it is in their private interest to do so. This means that individual actors will in general not contribute to the creation of institutions aimed at creating collective goods, since they are trapped in collective action dilemmas. They will only do so in so far as (1) private net gain from collaboration is positive

and (2) the strategic situation does not make it rational to free ride. The individual actor will thus not intentionally create collective good institutions. Instead, the emergence of institutions is a side effect of rational actors' seeking private gain (Knight 1992). These institutions would in the characteristic case not be optimal societal solutions, but rather reflections of actors' preferences and nature's restrictions.

Game theory is a powerful tool to model interdependent interaction between actors that are assumed to act in accordance with utility-maximizing criteria. Not only can complex single situations be formulated as games, but also sequential and repeated types of interaction can be formalized (Kreps 1990).

One of the most fertile areas of research during the last two decades or so has been the application of rational choice theories to the analysis of institutions (Knight 1992; Calvert 1998; Sened 1998). It has been suggested in this field of study, that institutions can be defined as strategic (Nash) equilibria in an iterated sequence of underlying games (Schotter 1981; Calvert 1998).

Firmly in line with traditional rational choice assumptions, the emergence of institutions can thus be explained as the result of various actors' pursuit of individual self-interest in the setting that nature endows them with. The individual actors choose strategies in accordance with their private, self-interested utility functions. When it is in their private interest to choose strategies that stimulates the creation of institutions they will do so, otherwise they will not.

This will be elucidated by the following example on trade strategies, which is limited to only two actors in order to simplify the line of reasoning. The general conclusions, however, are also valid for larger sets of actors. In modern game theory terminology, Nash equilibria have been

re-labeled to strategic equilibria, since the latter gives clearer connotations as to what is actually meant. Both terms are, however, in current use.

It could be noted that precisely this example, where an actor cannot choose trade strategy without taking other actors' choices of strategy into consideration, was given attention to by one of the founding fathers of modern economics, Antoine Augustin Cournot, as early as in 1838: The question will no longer be the same if the establishment of a threshold for the benefit of A producers might provoke, by way of retaliation, the establishment of another threshold for the benefit of B producers, against whom the first threshold was raised. The government of A would then have to weigh the advantage resulting from the first measure to the citizens of A against the drawbacks caused by the retaliation. (Cournot 1899:164. Cited in Shubik 1989:121). The tools of game theory had at that time, however, not yet been developed. The same analytical situation will therefore be presented below, but here it is described and analyzed within a game theoretical framework.

Suppose two states, say Sweden (S) and Poland (P), are negotiating a trade agreement. For simplicity, it is assumed that these two states have no history of trade agreements, which in this case means that their behavior is not influenced by previous interactions. They both know that it would be preferable for each of them if a free trade (FT) agreement was reached, compared with a breakdown in negotiations which would result in no agreement reached, and mutual trade barriers (TB) remaining unchanged. The most preferable outcome to both states, however, would be if the other state adopted a FT policy while keeping TB for itself. The worst outcome for both states would be if a FT policy were adopted, while the counterpart kept its TB policy.

## **2.6.2 Determinants of Strategic Communication**

### **Engagement**

It is noted in Shim *et al.* (2017), that strategic communication is often considered when making important strategic decisions. Hsiao *et al.* (2018) mentioned that strategic communication is a process, not an event—the key element in the process is the engagement of different organizational bodies throughout the agreement. Governmental engagement tends to generate additional input and facilitates commitment to the end plan (Ahmad, *et al.* 2013). Therefore, it is essential to consider domestic resources when evaluating the economic potentials of nations.

### **Stability**

If there are broader cultural differences between countries the likelihood of disagreements and ego clashes increases (Leudar, 1981). Therefore, an effective strategic communications effort will consider both the sensitivity and vulnerabilities of both parties. Shim *et al.* (2017) argue that strategic communication can help both parties to remain logical in negotiations to retain stability. This can facilitate agreements that address the preferences of both parties, so they will both enjoy over time.

### **Interpersonal Relationships**

Strategic communication also helps both parties to form a strong interpersonal relationship with each other. Rutsaert *et al.* (2014) indicate that strategic communication can also help parties forming a bilateral relationship to show respect towards each other. This attitude facilitates the parties in trusting each other, forming a strong relationship, and enhancing confidence in trade agreements. It also encourages a long-term relationship and developing future trade actions.

### **2.6.3 Efforts to Form Strategic Communication in Bilateral Relations**

In order to systematize and supervise strategic communications, the culture must acknowledge that the government is a normal and entirely integrated part of the procedures and strategic processes (Renard, 2015). This culture also needs to be guided by a shared implied awareness of the function and value of strategic communications. Moreover, this environment must also have strong and convincing leadership with accountability that is not looking to exert total control over the 'message' or 'medium' of strategic communications (Zhong & Lu, 2013). Schwarz and Fritsch (2014) observed that, within this environment, people at all levels, including both civilian and government agents, should be empowered, trusted, and trained to be efficient strategic communicators.

On the other hand, Steinberg and O'Hanlon (2015) asserted that there should be one specific end to government communications, rather than diversified conflicting aims. If several strategic objectives are in play, then each should be addressed in its discrete area within the overarching common purpose (Renard, 2015).

As an inherent part of national policy, strategic communications should be clear and reliable. According to Schwarz and Fritsch (2014), a doctrinal approach will help socialize the practice of strategic communications across a regional government. During times of crisis, the government should be able to consider the concerns of ad hoc committees or coordinating bodies to supervise the communications strategies of different departments and agencies. Renard (2015) argued that in order to ensure the focus of strategic communications remains on planning and action, stability operations must include strong relationships between political leaders,



commanders, and communicators. Zhong and Lu (2013) denoted that civilians of these regions should be offered positions that allow them to contribute.

Furthermore, Steinberg and O'Hanlon (2015) also stated that there is a need for better recognition of the capability for strategic correspondence in those outside government via domestic engagement and outreach between communities and populations.

#### **2.6.4 Role of Strategic Communication in Bilateral Relationships**

##### **Improves Business Opportunities**

It has been argued that to form a bilateral relationship, it is essential to utilize effective strategic communication to form new business opportunities. Moreover, it has also been identified that international business communication necessitates an understanding of other cultures (Renard, 2015). For example, in Eastern regions, establishing relationships plays an important role in business transactions. Consequently, establishing individual relationships with businesspeople using electronic communiqué creates opportunities to enjoy successful business transactions.

Applying these topics to the relationship between the UAE and SA, it will be important for these two governments to identify each other's regional cultures before officially initiating a treaty (Zhong and Lu, 2013). Strategic communication between governments can create equilibrium, which can enhance business opportunities. In July 2018, the South African President visited the UAE and both countries agreed to strengthen bilateral ties between them when the UAE promised a US \$10 billion investment in SA's mining and tourism industry. This agreement is expected to make a significant impact on the economies of both countries to mutual benefit.

##### **Fixing Deals with New Product Lines**

In addition to the benefits listed above, strategic communication in bilateral relations would also allow the governments of both the UAE and SA to purchase and re-sell previously unavailable products. Zhong and Lu (2013) introduce an example: bamboo flooring, which is generated cheaply in China, is shipped overseas by the government and sold at a premium price. This transaction is possible due to strategic global business communications, which have helped the Chinese government to resolve trade barriers and dismantle language impediments as well.

### **Wider Exposure**

Another role of strategic worldwide business interaction is the potential to efficiently do business with foreign regions. Schwarz and Fritsch (2014) determined that domestic products are no longer constrained to geographic regions or countries that have identical cultural norms and values; with the rising trend towards global business communication, foreign populations can easily purchase the products of other regions. Strategic communication in a bilateral relationship helps nations enhance sales of its domestic products and generate more revenue than if the products were only sold in local markets.

### **2.6.5 Identified challenges**

#### **Chances of Cyber Attacks**

Taddeo (2017) noted that cyber-attacks will be a chief threat to both UAE national security and the SA population. Pipyros *et al.* (2016) stated that America has already been the victim of the bilateral relationship. As a worldwide leader, America's private and public institutions have continued to be the primary targets for cybercriminals. Pipyros *et al.* (2017) observed that the likelihood and the strength of these attacks differ widely. It can vary from an individual hacker

shoplifting financial information to overseas governments conducting complex cyber espionage. The results of a cyber-attack could be ruinous for regional governments and businesses. Many would be unable to recover from the loss of intellectual property and confidential resources. It is therefore recommended that the UAE and SA governments refrain from disclosing confidential details so that they can prevent losses from cyber-attacks to outweigh the benefits of their relationship.

### **Employment Issues**

It has been recognized that SA is a developing region, therefore, despite having highly skilled and hardworking labor forces, the government has failed to increase the average wage income of the population. Therefore, to some extent, it has been predicted that the bilateral relationship between these two countries would help both regions stabilize their employment rates. Since the standards of living in the UAE are better than in SA, labor forces can be easily outsourced to the UAE for a better job perspective, and the UAE would receive a qualified and skilled workforce at an affordable margin. However, a report published in 2012 stated that the government of the UAE has made its immigration laws stricter (Employment issues in the United Arab Emirates, 2012). It stated that if someone plans to enter the UAE and work for a long duration, they must get proper sanction including both an Employment Visa and a Residence Permit (Employment issues in the United Arab Emirates, 2012). These documents would be further approved by the LLC if the employer is based in the UAE mainland, or the pertinent Free Zone Authority if the employer is in a Free Zone (Employment issues in the United Arab Emirates, 2012). Hence, this can improve the employment issue.

## **2.7 Theoretical Framework**

### **2.7.1 The Balance of Power (BOP) Theory**

The Balance of Power (BOP) theory was created around the middle of the 16th century during the Renaissance era (Schweller, 2018). It is based on the natural struggle between nations to establish their power or fight the status quo to establish their power. In the real world, with the presence of political and military powers, the BOP theory is complicated and can cause considerable political unrest and policy changes. The theory holds that each nation-state will constantly try to improve power whenever there is an increase in the power of any one of the nation-states in the region, to make sure no one state holds the superior power. If one state holds more power, this will constantly threaten other states in the region (Schweller, 2018).

However, over the years it has become apparent that the power of alliances is always greater than the power of an isolated nation. Given this fact, if nation-states work together, they can withhold the power of their adversaries and garner support for themselves. The BOP in this regard is closely linked to establishing strong bilateral ties and clear communication among nations, which will help define the adversary position (Morgenthau, n.d.). The BOP strongly affects international relations, and a strategic approach towards managing these relations can help in strengthening one nation's position in the region—the theory of the BOP is linked to this dissertation in that it facilitates exploration of the relations between the UAE and SA. In the course of this discussion, we will also analyze the motivation for the UAE to establish strong relations with SA.

This detailed discussion of bilateral relationships is also supported by the BOP International theory. Caporaso (1992) defined the BOP framework in International Relations: it reveals that national security is increased when deference potential is so wide so that no other region can get enough power to take control. Selnes (1998) noted that if one state becomes significantly more powerful than other regions, the framework indicates that the state would take advantage of their superior strength and attack less powerful neighbors, inducing those neighbors to join in a defensive alliance. Moreover, Weitz and Jap (1995) posit that some realists prefer to maintain the stability of individual strength, and violence would be rejected in case there was an equilibrium of supremacy between the contender coalitions.

In the opinion of Baylis *et al.* (2017), when tackled by a major external threat, regions that prefer to form alliances might "balance" or "bandwagon," rallying with the other nations near the existing threats, and regions that have bandwagon might align with the threat. According to Hoenen and Kostova (2015), states might also utilize other coalition tactics, such as chain-ganging and buck-passing. An ongoing debate among the realists is how the divergence of an arrangement impacts on which approaches regions should use. In bipolar systems, each authority has no alternative but to unswervingly tackle the other (Jørgensen, 2017). In a similar context, Caporaso (1992) maintained that a balance of power system is most successful when alliances are fluid: easily formed or broken on the foundation of expediency, regardless of religion, history, values, or form of government. Infrequently, a single state plays the role of balancer by shifting its support to whichever state or alliance is strongest. A weakness of the BOP notion is the complexity of measuring actual power.

### **2.7.1.1 Traits of Balance of Power**

#### **Equilibrium in Power Relations**

It has been recognized that the term Balance of Power indicates that ‘equilibrium is focused on steady and continuous transformation.’ In short, Özdemir and Dalkıran (2017) determined that although BOP positions for equilibrium, it further includes a number of disequilibria. As a result, different scholars describe the concept as creating immediate equilibrium in imbalanced power relationships (Mingst & Arreguín-Toft 2013).

#### **Temporary and Unstable**

In the context of the current state, Luard (1992) mentioned that a BOP is always provisional and unbalanced. Moreover, Richardson and Mazey (2015) continued that an exact BOP exists only for a short period of time.

#### **Achieved Actively**

It has been recognized that the BOP must be attained through the lively interference of people (Gilpin, 2016); it is not due to any supreme miraculous power. Therefore, regions cannot sit back and wait for the balance of power to “happen” (Hunter, 1953). It must be secured through individual efforts.

#### **Favors Status Quo**

BOP supports the status quo in authority positions of main supremacy (Sanchez, 2016). It also tends to preserve a balance in its power associations. However, Baye *et al.* (2016) determined that, in order to be efficient, a foreign strategy of BOP must be fluid and continually relevant with the passing of time.

### **Test of BOP is War**

According to Jessop (1995), genuine BOP rarely exists. The only means to examine a balance is a conflict—and the moment a conflict erupts, the balance comes to an end (Roach, *et al.* 2014). War is the primary situation in which balance of power tends to put off a state and when the BOP is interrupted there are numerous discomforts and uncertainties (Gilpin, 2016).

### **Actors of BOP**

In the background of the existing assertion, Luard (1992) suggested that BOP is not a principal mechanism of tranquility, as it utilizes war as the medium for retaining balance. Moreover, Özdemir and Dalkıran (2017) stated that in the BOP method, the powerful regions are recognized as the main players. The small powerful regions are either seen as observers or the fatalities of the game.

### **Multiplicity of States as an Essential Condition**

Mingst and Arreguín-Toft (2013) noted that the BOP system usually operates when there is the presence of a number of foremost powers, each of which is resolute in upholding an exacting balance in its power associations.

### **National Interest is its Main Basis**

The BOP is considered to be a strategy that can be followed by any region or state. According to Luard (1992), the foundation that leads to the Balance of Power is the national interest in the surrounding lands.

### **2.7.1.2 Methods used for BOP Framework Are Discussed Below:**

#### **Compensation**

The BOP is also considered as a territorial compensation (Lasswell & Kaplan, 2013). It generally entails the capture or division of different territories of the region whose supremacy is for a threat to the stability of the region. According to Broer *et al.* (2014), in the 17th and 18th centuries, this mechanism was frequently utilized for retaining the balance of power that is used to be troubled by the protective attainments of any region. In continuation, in the latter periods of the 19th century, and after every World War of the 20th century, regional reimbursement has been the mechanism for deteriorating the supremacies of the states whose events led to the violation of the BOP (Zhu, 2015). It was also used by the imposing powers to clarify its activities aimed at retaining its strengths.

#### **Alliance and Counter-Alliances**

Punch and Oancea (2009) noted that alliance-making is a main technique of BOP. Through alliances, groups of regions establish a suitable BOP by entering into defense pacts intended to supplement individual force vis-a-vis the authority of their opponents (Adler-Nissen & Pouliot, 2014). Nonetheless, an association amongst a group of regions usually leads to the development of a counter-alliance by their rivals (Odell, 2014). In 1945 associations such as NATO, SEATO, and the Warsaw Pact were efficient devices for BOP (Legro, 2016). NATO and SEATO were developed by the USA and the Warsaw Pact was introduced by the former USSR to strengthen their authority during the cold war.

#### **Intervention and Non-Intervention**



Oneal and Russett (2015) defined intervention as the tyrannical intrusion into the interior affairs of one more regions, in order to create a situation either destructive or constructive to their opponents. Hirst (2014) noted that sometimes during combat between two regions, no effort to intervene is made by opponent regions, to make the two warring states weaker.

### **Divide and Rule**

The strategy of divide and rule has been a technique of BOP. Holsti (2016) claimed that it is a time-honored policy of deteriorating one's enemies. It is when a nation attempts to keep its rivals feeble through divide and rule. For example, the French strategy towards Germany and the British strategy towards Europe can be seen as an example of divide and rule (Drieschova, 2016). At present, wealthy and influential states do not abstain from divide and rule as a strategy in the fresh states of Africa, Latin America, and Asia (Legro, 2016).

### **Buffer Regions**

The other technique of BOP is establishing a buffer region between two enemies (Lasswell & Kaplan, 2013). The buffer is a small state created in order to keep two opposing states disconnected from each other (Webber & Smith, 2014).

### **Armaments and Disarmament**

Falkner (2017) determined that every extremely influential nation exerts immense focus on armaments as the medium to maintaining power relations with other regions. They have also been used to keep away a probable enemy. Nevertheless, an armament competition between two opponents can lead to extremely risky circumstances that may accidentally result in war. In this manner, an armament contest can be a threat to the world's peace and security (Lasswell & Kaplan,

2013). As a result, in recent times, Disarmament and Arms Control have been considered as improved mechanisms for retaining world peace and defense.

### **2.7.2 Social Responsibility Theory: A Brief History**

Research literature has it that the social responsibility theory was born as a result of problems created by its predecessor, the libertarian theory of the press. This was in the twentieth century. The libertarian theory of the press as the theory that held sway at the time, gave journalists excessive freedom to publish whatever they like. At the time, political authority rests with the individual. Government's role is to provide the domestic and foreign peace, but the individual is supreme in politics, a belief spelled out in the US Constitution.

With these assumptions, Patterson and Wilkins (2005) posit that the theory reflects Milton's concept of the "marketplace of ideas" where anyone could operate a printing press, particularly anyone aligned with a political group. Anyone who ran the presses of the day, because they were partisan, would provide partisan versions of reality. With time, people started finding faults with the prevailing theory due to factors like the industrial revolution, multimedia society, and growth of intellectualism. By this time, the press was observed to have abused this freedom; it had become irresponsible and the victim of a number of negative practices which culminated into a negative media operation christened "yellow journalism". This was epitomized by sensationalist practices, irresponsibility and character assassination by the media practitioners. Then came a clarion call for the revisitation of the libertarian theory.

Thus in the 1940s, a group of scholars were commissioned to look into this issue – the Hutchins Commission – funded by the founder of *Time* magazine, Henry Luce. The commission

which had no journalist as member, was led by the then-president of the University of Chicago, Robert Hutchins. This commission deliberated for four years before settling in 1947 on five guidelines for a socially responsible press. They first observed that the number of media outlets is limited and that people are often self-interested and sometimes lazy. After reviewing what the real functions of the press to society should be, the Social Responsibility theory was proposed and introduced. They came out with a report they titled “A Free and Responsible Press”. The commission listed five goals for the press, including the need for truthful and complete reporting of all sides of an issue. The commission concluded that the American press’ privileged position in the Constitution means that the press must always work to be responsible to society. The rise of the social responsibility theory also gave rise to journalism professional associations such as the American Society of Newspaper Editors, the Society of Professional Journalists and the Sigma Delta Chi (Bittner, 1989).

### **2.7.2.1 Basic Assumptions and Postulations of The Social Responsibility Theory**

This theory, regarded as a western theory incorporates part of the libertarian principle and introduces some new elements as well. The underlying principle of the social responsibility theory of the press is that the press should be free to perform the functions which the libertarian theory granted it freedom to perform, but that this freedom should be exercised with responsibility (Okunna & Omenugha, 2012). If the media fail to meet their responsibilities to society, the social responsibility theory holds that the government should encourage the media to comply by way of controlling them. Bittner (1989) has it that the theory held that “a press has the right to criticize

government and institutions but also has certain basic responsibilities to maintain the stability of society”. In the same vein, but in a slightly different angle, Dominick (2009) writes that,

This approach holds that the press has a right to criticize government and other institutions, but it also has a responsibility to preserve democracy by properly informing the public and by responding to society’s needs and interests. The press does not have the freedom to do as it pleases; it is obligated to respond to society’s requirements...

The Commission on Freedom of the Press which formulated the Social Responsibility theory while noting that the press does not fulfill her basic societal roles of providing information, enlightenment, serving as watchdog, advertising, entertainment, and self-sufficiency, called on the media to:

- Provide a truthful, comprehensive and intelligent account of the day’s event in a context which gives them meaning.
- Serve as a forum for exchange of comment and criticism
- Project a representative picture of the constituent groups in society
- Be responsible for the presentation and clarification of the goals and values of the society.
- Provide full access to the day’s intelligence.

These goals according to Peterson and Wilkins (2005) were troublesome to journalists who think that these goals are ambiguous and unattainable at the time. How should the forums operate? Whose values should be presented and clarified? How could they provide ‘intelligent discourse

about the day's events' in a nightly newscast of less than 23 minutes? And on and on the confusion went. Perhaps this is one weakness inherent in the theory at the earliest stages.

From the foregoing, it is palpable that the fundamental principles of the social responsibility theory could be summarized thus: "be self-regulated, practice responsibly, or the government will control you". In other words, freedom should be exercised with utmost responsibility to societal interest.

#### **2.7.2.2 Social Responsibility Theory: A Theory of Media Ethics?**

Without question, the social responsibility theory of the press bothers on journalistic ethics. Its introduction was what gave rise to professional journalistic associations who have self-formulated codes of ethics and official journalistic standards designed to encourage responsible behavior by their members. As Moemeka (1991) pointed out "this theory places due emphasis on the moral and social responsibilities of persons who, and institutions which, operate the mass media". Let us remember that its provision for self-regulation revolve around the concept of ethics. Ethics generally is the moral philosophy concerned with the standards of good and bad conduct, the rightness or wrongness of an action. Toeing this line, Okunna (2003) emphasizes that ethics is self-legislation as opposed to official or government legislation through outside compulsion, which is characteristic of law". McQuail (1987, p. 117) cited in Okunna & Omenugha (2012) gave a list of basic tenets guiding this theory and which further drive home this ethical dimension of the social responsibility principle, to include accepting and carrying out certain societal duties; setting high professional standards of truth, accuracy, objectivity, balance and in formativeness; regulating itself in accordance with the law; having media pluralism – multiplicity of voices – to represent

divergent viewpoints; accountability to society, their medium and others; and that people have the right to expect them to perform creditably.

The media have been entrusted to discharge certain public-interest functions essential to a democratic society and, by conferring this trust, society is entitled to judge whether it is being honored. In Western liberal democracies, the media enter into an inherent compact with the societies they serve. Under this compact, the media promise that in return for the freedom to publish, they will meet certain core functional obligations: the terms of this compact are embodied in the Social Responsibility theory of the press as earlier argued. They may be thought of as ethical or “soft obligations”, not enforceable at law, as opposed to “hard obligations”. The soft obligations require attention to be paid to issues that are central to recurring controversies about media performance: bias, invasion of privacy, dishonest or careless presentation of information, violations of standards of public taste, suppression of material which it is not in the publisher’s interest to publish, and incapacity to penetrate public-relations spin.

Indeed, there is no other better way to then summarize this theory in relation to media ethics, as the argument has shown, than with the words of Bittner (1989) which affirm that “within the framework of open and free press criticism, codes of ethics or government regulation, and guidelines for responsible action on the part of members of the press, lies the Social Responsibility Theory”.

## **2.8 Research Approach**

The selection of a research approach is significant in any form of a formal research study. The approach determines the research strategies formulated and how the findings will be analyzed.

The selection of a research approach depends on various factors including the nature of data collected (quantitative, qualitative, or mixed), the nature of the research hypothesis, and the degree of utilization of academic resources. Hair *et al.* (2007) noted that when selecting research approaches, an inductive research approach entails moving from specific research paradigms to a more generalized paradigm. The authors also noted that if the research presents arguments based solely upon experience and observations, then the inductive research approach is essential. Saunders *et al.* (2007) described a deductive research approach as focused on generalized theories/concepts/models in order to derive specific research insights, and Sekaran and Bougie (2016) stated that a deductive approach is appropriate when the research presents arguments based upon laws, rules, generalized principles/theories, or widely accepted concepts.

Vanderhoven *et al.* (2016) clarified that in a deductive approach, the researcher applies a “top-down” research model that begins with a review of existing theories, then moving on to hypothesis testing, and finally adding to or contradicting the existing theory. The authors added that an inductive research approach follows a “bottoms up” research model, whereby the researcher builds broader themes and generates new theories that interconnect with these themes. Different sets of research approaches are not mutually exclusive and may facilitate exploration of the same research questions from different perspectives. Hence, the study employed qualitative and quantitative methods, these were done with the use of descriptive analysis, inferential analysis and content analysis.

## **CHAPTER 3: METHODOLOGY OF THE RESEARCH**

### **3.1 Research Design**

This research work involved the use appropriate procedures and methods for the collection of data, analysis of data and data presentation in a bid to obtaining factual data and correct results. The research design for this study was based on survey research design. This involved gathering, analysis and application of facts in order to achieve the objectives of the study. Descriptive method of data analysis were used to analyze data gotten from questionnaire and interview method. Content analysis was used to analyze secondary data collected in order to derive effective findings on the economic effect of the bilateral relations between SA and UAE.

### **3.2 Sources of Data Collection for Descriptive Method**

For the purpose of this, primary source of data collection was relied upon which included the followings: Questionnaire, Interview method, Participant Observation and Personal observation to elicit information from respondents which were analyzed.

### **3.3 Sample/Population for Descriptive Method**

The population of the study comprised of the total population of the agents and actors responsible for communication management for bilateral relations in both the UAE and SA.

### **3.4 Sampling Techniques and Procedure for Descriptive Method**

Samples were taken from agents and actors responsible for communication management for bilateral relations in both the UAE and SA. The sampling concept of Taro Yamane (1967) was used to calculate the number of questionnaires needed for the research.



Using Taro Yamane sampling concept, a total of 20 copies of questionnaire were administered to the staff of UAE Embassy in SA, a total of 20 copies of questionnaire were administered to the staff of SA Embassy in UAE, in the Department of International Relations and Cooperation, South Africa a total of 20 copies of questionnaire were administered to the staff, at the Ministry of Foreign Affairs and International UAE, a total of 20 copies of questionnaire were administered to the staff. The respondents in the above stated places were selected with the use of convenient sampling technique, this sampling technique was used because of the busy nature of the staff, and hence, the available ones who are willing to respond to the questionnaire were selected. On the same vein, using convenient sampling technique, a total of 20 South Africa traders in UAE and a total of 20 UAE traders in South Africa were selected to respond to the questionnaire as well. On the same vein, with the use of purposive sampling technique, 1 UAE diplomat to SA was selected to respond to the questionnaire while 1 SA diplomat to UAE was selected to respond to the questionnaire.

This simply means that a total of 122 respondents were selected for the study; hence 122 copies of questionnaire were administered altogether in order to elicit information on the objectives of the study. The questionnaire was also supported with the use of interview method.

Table 3.1: Administration of questionnaire

S/N	Places of questionnaire administration	Number of questionnaires to be administered
-----	--	---

1	UAE Embassy in SA	20
2	SA Embassy in UAE	20
3	Department of International Relations and Cooperation, South Africa	20
4	Ministry of Foreign Affairs and International, UAE	20
5	South Africa traders in UAE	20
6	UAE traders in South Africa	20
7	UAE diplomat to SA	1
8	SA diplomat to UAE	1
	<b>Total</b>	<b>122</b>

Source: Researcher's Compilation, 2020

### 3.5 Research Instrument for Descriptive Method

The research instrument is the questionnaire which was supported by interview method. A structured closed ended questionnaire was employed in this study to collect necessary information, the questionnaire was grouped into two, and the first group was administered in UAE, while the other group was administered in SA. The questionnaire was in five different sections; these sections were based on the objectives of the study. Section one elicited information on the respondent's data, section two elicited information on the first objective which is the identification of the communication management agents and actors between South Africa and UAE, the third section elicited data on the second objective of the study which is the evaluation of the level of effectiveness of the activities of these agents and actors in ensuring good communication for

bilateral relations between South Africa and UAE, the fourth section was on the third objective which is the evaluation of the political, social and economic significance of bilateral relations between South Africa and UAE. Lastly, section five elicited information on the examination of the communication management strategies that would help to further strengthen bilateral relations between South Africa and UAE. Interview method was done to collect more information based on the objectives of the study.

### **3.6 Validation of Research Instrument for Descriptive Method**

Questionnaire employed in this study was subjected to strict scrutiny by my supervisor and other experts in the field in order to measure up to standard and to ensure the questionnaire is adequate enough to achieve the stated objectives of the study.

### **3.7 Methods of Data Collection for Descriptive Method**

As earlier said, the research instrument that used to collect the primary data is the questionnaire; this was administered to the identified as stated above. The researcher visited the two countries, and located the respondents, but in case some of them were difficult to find and locate, they were contacted on phone and a copy of questionnaire was sent to them online via email, whatsapp etc. On the same vein, interview was conducted and the key points on the interview were recorded in written which were further used to support the view of the responses given by the questionnaire respondents.

### **3.8 Methods of Data Analysis**

The data collected with the use of questionnaire was analyzed systematically. The data was analyzed in sections based on the objectives of the study. The first objective was analyzed, followed by the second objective of the study, in the same vein, the third objective was analyzed, while lastly the fourth objective was analyzed. The analysis was done with the use of quantitative method of data analysis. This was done with the use of frequency tables and percentage tables. And at the end, new communication strategies for improvement of bilateral relations were developed.

### **3.9 Content Analysis**

Content analysis has been described as a method of analyzing written, verbal, or visual communication messages (Cole, 1998). Elo and Kyngas (2007) noted that content analysis was first used for the close study and analysis of hymns, newspapers and magazine articles, advertisements, as well as political speeches of the 19th century. Since then, content analysis has come a long way and is now employed in sociology, psychology, and business. Throughout the span of these past few decades, the use of content analysis has continued to increase (Neundorf, 2002). Content analysis as a research method is a systematic and objective means of describing and quantifying phenomena (Krippendorff, 1980; Downe-Wamboldt, 1992; Sandelowski, 1995). It is also known to be a superior method of analyzing documents. Content analysis allows the researcher to test theoretical issues to understand the data better and optimize their use. Through

content analysis, it is possible to distill words into content-related categories. It can be assumed that words and phrases in the same categories share similar meanings (Cavanagh, 1997). Content analysis is a research method used to make replicable and valid inferences from data to their context, to generate knowledge or new insights, be a representation of facts, or a practical guide to action (Krippendorff, 1980). Content analysis is undoubtedly the most widely used qualitative research method.

There are three different approaches to qualitative content analysis: conventional, directed, and summative. They are all used to interpret meaning from the content of textual data and therefore, adhere to the naturalistic paradigm. This paradigm takes a holistic approach to research and makes it easier for the researchers to determine the factors affecting upper-level content creation. The major differences between the approaches are coding schemes, origins of codes, and issues of credibility. In conventional content analysis, coding categories are derived directly from the textual data. With a directed approach, the analysis starts with a theory or relevant research findings as guidance for the initial codes. Summative content analysis involves counting and comparisons, usually of keywords or content, followed by the interpretation of the underlying context (Hsieh & Shannon, 2005). However, these approaches might not render some of the qualitative value judgments about the given text, which is a barrier.

Others have described two approaches to content analysis: inductive and deductive. The inductive approach is used when there is insufficient knowledge about a subject or knowledge that is only available in bits and pieces (Lauri & Kyngas, 2005). Deductive content analysis is used

when the structure of the analysis is operationalized based on previous knowledge and the purpose of the study is testing the theory (Kynga's & Vanhanen, 1999).

The content analysis method can be used with either qualitative or quantitative data. Content analysis has been defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding (Berelson, 1952; GAO, 1996; Krippendorff, 1980; & Weber, 1990). Holsti (1969) offers a broad definition of content analysis and describes it as "any technique for making inferences by objectively and systematically identifying specified characteristics of messages" (p. 14).

Based on Holsti's definition, employing the content analysis technique does not mean the researcher has to be restricted by textual analysis, but they may also wish to reach out to other areas such as coding student drawings (Wheelock, Haney, & Bebell, 2000), or coding of actions observed in videotaped studies (Stigler, Gonzales, Kawanaka, Knoll, & Serrano, 1999). To allow for replication, however, the content analysis can only be applied to substantial data. According to GAO, content analysis allows the researcher to sift through large volumes of data systematically and with more ease. It can be a useful technique for discovering and describing the focus of groups, individuals, institutional or social attention (Weber, 1990). Often, content analysis can also help in collecting data that will then be analyzed through other methods of research.

According to Stemler (2001), content analysis may also be used for identifying authorship through compiling texts with suspicious authorship and comparing them to known texts or to identify a correlation in the writings and establish authorship. Secondly, Stemler (2001) argued

that content analysis also helps to analyze trends in documents appearing over time, in order to observe patterns.

One of the main reasons for any company to use content analysis is the possibility of developments in socio and psycholinguistics, which play an integral role in the development of artificial intelligence. Additionally, this method of analysis provided to various forms of news may be able to provide valuable insight into the overall state of affairs and the way news reports are generated.

Krippendorff (1980) went further and listed six important questions that must be asked before conducting a content analysis.

- 1) Which data are to be analyzed?
- 2) How are they defined?
- 3) What is the population from which they are drawn?
- 4) What is the context relative to which the data are analyzed?
- 5) What are the boundaries of the analysis?
- 6) What is the target of the inferences?

He also described three problems a researcher might face when collecting data for content analysis. First, when a substantial number of documents from the population is missing, the content analysis must be abandoned. Second, inappropriate records (e.g., ones that do not match the definition of the document required for analysis) should be discarded, but a record should be kept detailing the reasons they were discarded. Finally, some documents might match the requirements

for analysis but are un-codable because they contain missing passages or ambiguous content (GAO, 1996).

Stemler (2001) stated that perhaps the most common notion in qualitative research is that a content analysis simply means doing a word-frequency count. The assumption made is that the words that are mentioned most often are the words that reflect the greatest concerns. While this may be true in some cases, there are several counterpoints to consider when using simple word frequency counts to make inferences about important matters. This technique is used to study a broad range of ‘texts’ from transcripts of interviews and discussions in clinical and social research to the narrative of films, TV programs, and the editorial and advertising content of newspapers and magazines (Macnamara, 2005).

Media content analysis was initially introduced by Lasswell (1927) as a systematic method to study mass media and propaganda. More recently, Weber (1990) offered a very apt definition. “Content analysis is a research method that uses a set of procedures to make valid inferences from the text” (p. 9). Quantitative content analysis collects data from media content such as volume and frequency of mentions, ‘messages’ determined by keywords in context (KWIC), and circulation of media (audience reach). Quantitative content analysis should consider the type of media in its analysis—for example, visual media such as television uses more sophisticated semiotic systems than printed text and, thus, are generally regarded as having a greater impact on viewers.

Kuthiala (2010) addressed the overall relevance of content analysis to media analysis and communication:



“The first application of content analysis was perhaps carried out during World War II in Europe. Radio broadcasts were analyzed to determine the level of the morale of the population in and around the area of the broadcast. The language, music, words used and nature of the content indicated the level of occupation. Communication between Japan and various island bases were carefully tabulated and any increases in the volume of messages indicated that some new operations were being planned. This method was also used to verify the authenticity of various documents” (p. 48).

Kuthiala (2010) further explained that content analysis was used to study propaganda, direct or indirect, in the media as well as in religious texts, which were analyzed to determine the major principles enunciated by a particular sect. Immediately after World War II, content analysis became an established method of research into communication activities. It also became an important subject taught in journalism courses. In academic circles, it gained so much importance that *in 1968 it was reported that the most common topic of master’s theses was the content analysis of newspapers*. Studies of the portrayal of minorities, women, obscenity, and violence in media has also been analyzed through content analysis (Kuthiala, 2010).

Content analysis has been chosen as the method of analysis in this dissertation, due to the following benefits. The first and foremost advantage of this method is that it allows a researcher to quickly analyze already published data and information, as compared to other methods where data must be collected through interviews, surveys, etc. (Ghauri & Grønhaug, 2005). These methods consume a significant amount of time during which the researcher has to establish research criteria, find the right audience, conduct the research, collect all information, organize it

for analysis, analyze and evaluate it to determine the conclusion. Content analysis based on secondary research is simpler because it uses already existing credible findings and evaluates data as per the research criterion. With the availability of data and textual information through the internet, the process of collecting has become even quicker. Additionally, utilizing already published information is less costly than using financial resources to collect data through interviews and surveys (Ghauri & Grønhaug, 2005).

The articles analyzed in this dissertation were found by meticulous and thorough research of newspapers. The articles chosen were significantly important and had numerous clicks because they addressed the hardcore issues on the topic of this project.

Ease of accessibility is another benefit of content analysis. With the availability of fast information services, there is easy access to a wealth of information without even visiting a library or looking through a pile of books or newspapers. Another argument in favor of content analysis is that it facilitates the generation of new ideas and insights based on previous analysis (Fabregues, 2013). Analysis of available data allows the researcher to reach new conclusions or confirm previous verdicts.

Regrettably, content analysis is accompanied by specific limitations, which have also been taken into consideration to avoid or address biases in this research. The first major disadvantage is the collection of irrelevant or inappropriate data which is not useful for the research question and objectives. That being said, the data might better answer an alternate research question than the one being researched (Denscombe, 2007), so the researcher must attempt to find data relevant to the research topic. The second-largest limitation is the actual lack of control over the data quality

and the availability of information. Since the data has been compiled previously by other researchers for perhaps a different purpose or question, the researcher will have no control over the quality of information available (Saunders, 2009).

These issues can be addressed by ensuring that meticulous research is conducted to analyze the available archives, to optimize the probability of collecting the most appropriate articles available. Clutter will be reduced to a bare minimum and the content available for analysis will be appropriate and relevant to the given research topic. Although both provide a chance for the researcher to gain first-hand information from a target audience, and additionally, the information collected were in alignment with the research objectives, there are disadvantages to these methods which cannot be ignored in this research study.

### **3.9.1 Sampling Techniques used for data collection for content analysis**

News stories from newspapers in both countries were published. The researcher highlighted the pattern of bilateral relations between SA and the UAE, by taking into consideration the communication and relationship between the two countries in economic topics. Using purposive sampling technique, newspaper stories from the leading newspapers of both countries, *The National* and *Gulf News* from the UAE and *Sunday Times* and *Business Day* from SA, were analyzed. These newspapers were chosen for the collection of our research data because they are credible, and respectable newspapers and both are available in English. In the same vein, using purposive sampling technique the researcher also included government-published works, and publications from the World Bank and International Monetary Fund websites, among others because they are highly credible and frequently updated news sources.

The official newspaper of the UAE, *Al-Ittihad*, was not chosen because it is published in Arabic, and the language barrier would have somewhat hindered the efforts to attribute accurate information. The next most significant newspaper, *The National*, was chosen instead. This newspaper was previously published under a government-owned media agency but was later bought by a private media company. The newspapers selected from SA were the *Sunday Times* and *Business Day*. *Business Day* is the national daily newspaper of SA and provides all national and international news with a special focus on the South African economy and business sector, corporate news, and financial markets (About Business Day, n.d.). The second choice, *Sunday Times*, is the biggest Sunday newspaper in SA and is considered the most circulated newspaper in the nation.

Initially, the researcher was going to study the circulation of those newspapers and collect all news about the UAE and SA from any perspective over a period of six months. However, due to respective country visits of both SA and UAE officials, the time frame was extended to eight months. This included all news stories of economic, business, social, and political relations and communications between these two countries. The news stories were reviewed and analyzed from daily, weekly, and special publications, if any. The period is from January 2018 to August 2018.

Newspapers are widely used as a source for content analysis because they are easily accessible, while compared to other published content. Riffe (2014), in his journal article “Analyzing Media Messages,” discussed a study by Scheufele, Haas, and Brosius (2011), who explored the “mirror or molder” role of media coverage of stock prices and trading; specifically, they investigated the short-term effect of media coverage on subsequent market activity. Data on

coverage in four leading German daily papers and the two most frequently visited financial websites were matched with stock prices and the trading volume for companies ranging from Blue Chip, Daimler, and Chrysler to lightly capitalized and traded companies.

Another study cited in Riffe's work (2014) examined how "compliant" the press and Congress were in responding to the official U.S. government stance on the 2004 Abu Ghraib prison scandal. Rowling, Jones, and Sheets (2011) systematically examined White House speeches, interviews, press conferences, and press releases; statements made on Congress stand, and recorded in the Congressional Record; and news coverage by CBS News and *The Washington Post*.

Taking all the examples above into consideration, the chosen leading newspapers from SA and the UAE such as *The National*, *Gulf News*, *Business Day* and *Sunday Times* were useful for the research and analysis sources of this dissertation. The use of news stories allowed the researcher to collect information about the ongoing situations and progress in the economic relationship between these two countries and presented an overview of how this relationship has progressed over the period of eight months, as well as any major improvements or setbacks that may have occurred. It also allowed the researcher to analyze a single news report from the perspective of either country. Since the UAE is a developed country, providing aid, and SA is a developing country that is receiving aid, this analysis revealed the vast differences in how events are presented, and items of news are managed in either country.

## CHAPTER 4: RESULTS

This chapter presents the results of the data collected with the use of structured questionnaire and participant interview, as stated, a total of 122 copies of questionnaire were administrated. The administration of questionnaire was done in 2018, with the use of six research assistance over the period of three months. However, 100% of the questionnaire which simply means all the 122 copies administered were retrieved back after administration.

The analysis comprised of all the sources listed in the methodology section. Descriptive analysis results was first outlined and followed by Content analysis.

### Descriptive Analysis

#### Section A: Demographic characteristics of respondents

**Table 4.1: Sex of the Respondents**

	<b>Freq</b>	<b>%</b>
Male	68	55.7
Female	54	44.3
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.1, 55.7% of the respondents were male while on the other hand, 44.5% were female, this implies that majority of the respondents who were available to respond to the questionnaire were male.

**Table 2: Marital Status of the Respondents**

	<b>Freq</b>	<b>%</b>
Single	30	24.6
Married	56	46
Widow	10	8.2
Widower	6	4.9
Divorced	20	16.4
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

The data in table 4.2 revealed that 24.6% of the respondents were single, 46% were married, 8.2% were widows, and 4.9% of them were widower while 16.4% of the respondents were divorced. This implies that majority of the respondents were married.

**Table 4.3: Age of the Respondents**

	<b>Freq</b>	<b>%</b>
20 years and below	-	-
21-40 years	65	53.3
41-60 years	39	32
61 and above	18	14.8
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It was revealed in table 4.3 that 53.3% of the respondents were between the age ranges of 21-40 years which made up the larger percentage of the respondents, 32% of them were between

the age ranges of 41-60 years while 14.8% of the respondents were between 61 years. This implies that majority of the respondents were mature enough to have adequate understanding of the subject matter.

**Table 4.4: Education Status of the Respondents**

	<b>Freq</b>	<b>%</b>
No formal education	-	-
Primary school certificate	-	-
Secondary school certificate	-	-
Tertiary certificate	100	82.0
Others	22	18.0
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher’s Fieldwork, 2018

In table 4.4, the data revealed that 82% of the respondents were highly educated as they have tertiary education, while just 18% had other certificates. However, none of them had secondary school certificate. This implies that the respondents were educated enough to provide adequate answers to the questionnaire to the best of their knowledge.

**OBJECTIVE 1: Identification of Communication Management Agents and Actors between South Africa and UAE**

**Table 4.5: I consider myself as a Communication Management Agent between SA and UAE**

	<b>Freq</b>	<b>%</b>



Yes	122	100
No	-	-
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.5, all the respondents were of the opinion that they considered themselves as a communication management agent between South Africa and UAE, this means that all the identified potential agents of communication between the two countries were all agents of communication between both countries, they included: UAE Embassy in SA, Ministry of Foreign Affairs and International, UAE, SA Embassy in UAE, Department of International Relations and Cooperation, South Africa, South Africa traders in UAE, UAE traders in South Africa, UAE diplomat to SA and SA diplomat to UAE.

**Table 4.6: Serving Capacity as an Actor or Agent of Communication**

	<b><u>Freq</u></b>	<b><u>%</u></b>
Staff of Embassy (SA)	20	16.6
Staff of Embassy (UAE)	20	16.4
Staff of MOFAIC (UAE)	20	16.4
Staff of DERCO (SA)	20	16.4
South Africa traders in UAE	20	16.4
UAE traders in SA	20	16.4
UAE diplomat to SA	1	0.8
SA diplomat to UAE	1	0.8
Total	122	100%

Source:

Researcher's Fieldwork, 2008

The data represented in table 4.6 revealed who the actors of communication management are between SA and UAE. It was revealed that the communication management agents include the following: staff of UAE Embassy in SA, staff of the ministry of Foreign Affairs and International Cooperation UAE, staff of SA Embassy in UAE, staff of Department of International Relations and Cooperation SA, South Africa traders in UAE, UAE traders in SA, UAE diplomat in SA and SA diplomat in UAE. However, 16.4% of the actors were staff of UAE Embassy in SA, 16.4% of the actors were staff of the Ministry of Foreign Affairs and International Cooperation UAE, 16.4% were staff of the Department of International Relations and Cooperation SA, 16.4% of the actors were SA traders in UAE, 16.4% of the actors were UAE traders in SA, 0.8% of the actors were UAE diplomat to SA and 0.8% of the actors were SA diplomat to UAE.

**Table 4.7: I am a recognized Communication Management Agent between SA and UAE**

	<b>Freq</b>	<b>%</b>
Yes	92	75.4
No	30	24.6
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

The data in table 4.7 revealed that 75.4% of the respondents were of the opinion that they are recognized as communication management agents between SA and UAE. On the other hand, 24.6% of the respondents had a different opinion. This implies that majority of the agents identified

see themselves as an agent that fosters bilateral relation between the two countries through the provision of adequate communication management between the two countries.

**Table 4.8: I am a registered and government approved body, agent, institution, ministry or individual to foster Communication between SA and UAE**

	<b>Freq</b>	<b>%</b>
Yes	80	65.6
No	39	32
Maybe	3	2.5
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher’s Fieldwork, 2018

In table 4.8, 65.6% of the respondents made it known that they were registered and government approved body, agent, institution, ministry or individual to foster Communication between SA and UAE. However, 32% of them were of a different opinion, while 2.5% were indifferent. It could be noted that those who were of the opinion that they were recognized by the government included that traders in the two countries. This was because many of them were not government approved even as they carry out international business between the two nations.

**Table 4.9: Length of activeness in the role**

<b>Length of activeness</b>	<b>Freq</b>	<b>%</b>
1-5 years	20	16.4
6-10 years	65	53.3

11-15 years	25	20.5
16- 20 years	6	5.0
21 years and above	6	5.0
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher’s Fieldwork, 2018

It was further revealed in table 4.9 that 53.3% of the respondents have been in this role as an agent of communication management between these two countries for about 6-10 years, 20.5% of them have been in the role for about 11-15 years, 16.4% of them for about 1-5 years while 5% and 5% were 16-20 years and 21 years and above respectively. However, this implies that majority of the respondents have been in the role for quite a long time, hence this justifies the validity of the information they provided in this research.

**Table 4.10: I am very active in the role**

	<b>Freq</b>	<b>%</b>
Strongly agreed	101	83.0
Agreed	21	17.0
Strongly disagreed	-	-
Disagreed	-	-
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher’s Fieldwork, 2018

It was also made known in table 4.10 that 83% and 17% of the respondents reveal that they are active in this role. With this finding, it can be concluded that almost all the identified agents

are still active in their roles as agents of communication management for bilateral relations between SA and UAE.

**OBJECTIVE 2: Effectiveness of the Activities of the Agents or actors of their roles in Communication Management for Bilateral Relation between South Africa and UAE**

**Table 4.11: General rate of effectiveness of activities**

	<b>Freq</b>	<b>%</b>
Very effective	65	53.3
Effective	52	43.9
Not effective	5	4.1
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.11, it was revealed that 53.3 and 43.9% of the respondents were said to be effective in the role they play as communication management agent between the two nations. While just 4.1% of them were of a different opinion. This however implies that majority of their activities are still very effective in ensuring communication management for bilateral relations between the two nations.

**Table 4.12: I engage in conflict resolution between SA and UAE**

	<b>Freq</b>	<b>%</b>
Yes	91	75.0

No	31	25.0
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.12, 75% of the respondents made it known that they engage in conflict resolution between SA and UAE, while just 25% of them said they do not. Hence, it can be said that a good number of these agents engage in the resolution of conflict which has helped to improve bilateral relation between the two nations.

**Table 4.13: Frequency of involvement**

	<b>Freq</b>	<b>%</b>
Very often	56	62.0
Often	30	33.0
Not often	5	5.0
<b>Total</b>	<b>91</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It was revealed in table 4.13 that out of the 91 respondents that revealed that they engage in conflict resolution between the two nations, 62% of them made it known that they involve in this very often, while 33% of them get involve often. On the other hand, 5% of the respondents were of the opinion that they do not engage often in conflict resolution among the nations. However, it implies that many of these communication agents involve often in the management of conflict in between the two nations.

**Table 4.14: Rate of effectiveness of involvement**

	<b>Freq</b>	<b>%</b>
Very effective	65	71.0
Effective	26	29.0
Not effective	-	-
<b>Total</b>	<b>91</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It was revealed in table 4.14 that out of the 91 respondents that revealed that they engage in conflict resolution between the two nations, all of them made it known that their involvement is always very effective. This implies that these agents have helped to foster conflict management between the two nations which has helped to promote bilateral relation.

**Table 4.15: I engage in political talks between SA and UAE**

	<b>Freq</b>	<b>%</b>
Yes	85	70.0
No	37	30.0
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.15, 70% of the respondents made it known that they engage in political talks between SA and UAE, while just 30% of them said they do not. This however implies that the good number of the agents have been working and involving in political talks between the two nations.

**Table 4.16: Frequency of involvement**

	<b>Freq</b>	<b>%</b>
Very often	50	59.0
Often	30	35.2
Not often	5	5.8
<b>Total</b>	<b>85</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It could be seen in table 4.16 that out of the 85 respondents that made it known that they engage in political talks in between the two nations, 59% and 35% of them involve often in these talks. While a little of 5.8% revealed that they do not involve frequently in political talks among the nations. This implies that the identified agents involve in political talks most especially the ones within the government such as the diplomats etc.

**Table 4.17: Rate of effectiveness of involvement**

	<b>Freq</b>	<b>%</b>
Very effective	70	82.4
Effective	15	17.6
Not effective	-	-
<b>Total</b>	<b>85</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It could be seen in table 4.17 that out of the 85 respondents that made it known that they engage in political talks in between the two nations, 82.4% and 17.6% of the respondents were of



the opinion that their involvement have been effective and helpful in ensuring bilateral relation between SA and UAE.

**Table 4.18: I engage in economic talks between SA and UAE**

	<b>Freq</b>	<b>%</b>
Yes	90	74.0
No	32	26.0
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.18, 74% of the respondents made it known that they engage in economic talks between SA and UAE, while just 26% were not. This implies that the agents have been fostering bilateral relation by engaging in economic talks between the two nations. And this is majorly done by the diplomats and those in helm of the economic affairs of the two nations.

**Table 4.19: Frequency of involvement**

	<b>Freq</b>	<b>%</b>
Very often	68	76.0
Often	10	11.0
Not often	12	13.0
<b>Total</b>	<b>90</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It could be seen in table 4.19 that out of the 90 respondents that made it known that they engage in economic talks in between the two nations, 76% and 11% of them involve often in

economic talks. While a little of 13% revealed that they do not involve frequently in economic talks among the nations. This implies that the identified agents involve in economic talks most especially the diplomats and those in helm of the economic affairs of the two nations. This has fostered the improvement of the economy of SA as discussed in the content analysis.

**Table 4.20: Rate of effectiveness of involvement**

	<b>Freq</b>	<b>%</b>
Very effective	51	57.0
Effective	38	42.0
Not effective	1	1.0
<b>Total</b>	<b>90</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

It was revealed in table 4.20 that out of the 90 respondents that revealed that they engage in economic talks between the two nations, 57% and 42% were of the opinion that they have been effective in carrying out this role in between the two nations, on the other just 1% of them were of a different opinion. This however implies that these agents have helped to economic talks in between the two countries, and this can be evidently seen in the way in which the economy of SA have been sporadically developed through the influence of UAE

**Table 4.21: I help to protect rights of citizens of SA or UAE living, working or visiting SA or UAE**

	<b>Freq</b>	<b>%</b>
Yes	120	98.4
No	2	1.6
<b>Total</b>	<b>122</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

In table 4.21 , 98.4% of the respondents were of the opinion that they have been involving in the protection of the rights of citizens of SA or UAE living, working or visiting SA or UAE, while just 1.6% of them said they do not. As some of them were interviewed, it was revealed that the rights of the citizens of SA living and working or visiting UAE and vice versa are been protected by the treatment of the visitors equally without any need for racism. Equal privileges are most times being accorded to them as made known by these respondents.

**Table 4.22: Rate of effectiveness of involvement**

	<b>Freq</b>	<b>%</b>
Very effective	80	67.0
Effective	40	33.0
Not effective	-	-
<b>Total</b>	<b>120</b>	<b>100%</b>

Source: Researcher's Fieldwork, 2018

The data in table 4.22 revealed that out of the 120 respondents involving in the protection of the rights of citizens of SA or UAE living, working or visiting SA or UAE, 67% and 33% made it known that their involvement have been very effective and effective respectively. This implies

that, bilateral relation between the two nations has been further improved by the citizens and government officials of the two nations helping to protect the rights of their visitors from UAE or SA as the case maybe.

**OBJECTIVE 3: Political and Social Significance of Bilateral Relation between South Africa and UAE**

**Table 4.23: Possible Political and Social Significance of Bilateral Relation between South Africa and UAE**

Items	Possible political and social significance of bilateral relation between SA and UAE	Strongly agreed	Agreed	Strongly Disagreed	Disagreed
1	It enhances social security improvement	60	51	5	6
2	It enhances political advice	75	25	12	10
3	It paves way for domestication of new method of governance	91	16	5	10
4	It enhances the avoidance of war	98	16	2	6
5	It enhances the avoidance of political conflict	100	20	2	0
6	It enhances provision of support during elections	78	40	1	3
7	It fosters domestication of new technologies	87	23	6	6
8	It enhances tourism activities	112	5	2	3
9	It enhances holiday travels	99	23	0	0

10	It enhances social meetings between the citizens of the two countries	67	45	6	4
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Source: Researcher's Fieldwork, 2018

The Political and Social Significance of Bilateral Relation between South Africa and UAE was revealed in table 4.23. It could be seen in the table that 60 and 51 of the total respondents supported the view that bilateral relation between the two nations enhances social security improvement, while just 5 and 6 of them had a different view. From that it could be said that bilateral relation between these two nations is a driver of social security improvement in the two nations.

The item 2 on the same table revealed that 75 and 25 of the respondents were of the opinion that bilateral relation between SA and UAE has helped in getting political advice. On the same vein, 12 and 10 of the respondents were indifferent. Over the years, with the relationship that exists in between the two nations which has been extended into their politics, the leaders of the two nations often have meetings for political advice in order to improve the governance of the nations.

The item 3 in the table 4.23 revealed that 91 and 16 of the respondents supported the view that bilateral relation between SA and UAE has enhances the domestication of new method of governance. While 15 of them had a different view, with this, it could be said that bilateral relation has been a driver that has helps in achieving the use of new methods of governance in the two nations, most importantly at SA which is regarded as a developing country while UAE is seen as a developed nation.

On the same table 4.23, item 4 revealed that 98 and 16 of the respondents were of the opinion that bilateral relation between the two nations is helping to avoid the occurrences of war in between the two nations; however, just 8 of the respondents had a different view. This implies that, bilateral relation has been serving as a key to the peace experiencing in between the two nations.

The table also revealed in item 5 that a total of 120 of the respondents supported the view that bilateral relation has been a key for the avoidance of political conflict in between SA and UAE, while, just 2 of the respondents had a different opinion. Politically, it could be observed that SA and UAE have good relationship, this is as a result of good communication that has helped in improving political activities between the two nations, hence helping to avoid inter country political chaos.

Item 6 also revealed that a total of 78 and 40 of respondents agreed strongly and agreed respectively that bilateral relation in between the two nations has enhance the provision of supports for both countries during elections, while 4 of the respondents were of a different opinion. This could be seen in the provision and sending of election observers from SA to UAE and vice versa during elections in order to enhance and improve the quality of the electioneering process in the countries.

In table 4.23, it can also be seen in item 7 that 87 and 23 of the respondents made it known that bilateral relation has fosters the domestication of new technologies in the two nations; however, just 12 of the respondents were of a different view. Seeing that UAE is a developed nation, hence, SA being a developing nation is deriving the new technical knowhow from their

relationship, this has been made possible through bilateral relations fostered by communication management between the two nations.

In the table 4.23, item 8 revealed that 112 and 5 of the respondents strongly agreed and agreed respectively that the bilateral relation between the two countries has helped to improve tourism activities, while just 5 of the respondents were of a different view. Seeing that UAE is a nation that is endowed with several tourism opportunities and attractions, the citizens of SA has been visiting for tourism activities over time, this is because there is good communication management between the two countries.

Item 9 in table 4.23 revealed that all the respondents supported the opinion that the bilateral relation between the two countries has helps in enhancing holiday travels between both countries. Overtime, there is increase in the quest for holiday travels by most of the citizens of UAE and SA, the bilateral relation between the two countries has been helping in the citizens' choice of places for holiday travels. Many of the SA citizens often choose UAE as locations for their holidays and vice versa most times.

The last item in table 4.23 revealed that 67 and 45 of the respondents strongly agreed and agreed respectively that the bilateral relation between the two countries has helped in the organization of inter country social meetings between the citizens of the two countries over time. On the other hand just 10 of the respondents had a different view. It could be noted and observe that visitors to SA from UAE often have a good social relation and meetings with each other and vice versa, it implies that this has been made possible made because of the bilateral relation between SA and UAE.

**OBJECTIVE 4: Development of Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE**

**Table 4.24: Possible Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE**

Items	Possible Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE	Strongly agreed	Agreed	Strongly Disagreed	Disagreed
1	Encouragement of inter country marriage between the citizens of the two nations	64	56	2	0
2	Encouragement UAE citizens to investment in SA and vice-versa	82	27	3	10
3	Organization of sporting activities between the two nations	59	45	9	9
4	Establishment of a constant dialogue between the two nations	68	47	17	10
5	Encouragement of bilateral conference between the two nations	53	54	7	8
6	Establishment of Joint Ministerial Commission between the two nations	72	38	10	2

Source: Researcher's Fieldwork, 2018

The respondents made their opinions known on the possible Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE in table 4.24. In item 1, 64 and 56 of the respondents strongly agreed and agreed respectively that the bilateral relation between the two countries can be further improved by the implementation of inter country marriage



between the citizens of the two countries, while just 2 of the respondents disagreed. With the use of inter country marriage, both countries would know that they have their daughters and sons married to the other country, this will help to discourage any possible or potential occurrence of war or conflict between the two nations, hence, this could be seen as a good communication strategy that would help to further improve bilateral relation between South Africa and United Arab Emirate.

Item 2, in the table 4.24 revealed that a good number of about 82 and 27 of the respondents strongly agreed and agreed that encouragement UAE citizens to investment in SA and vice-versa is a good communication strategy to further strengthen bilateral relation between the two nations. This implies that if people of UAE are encouraged to invest in SA and vice versa, it could be a good strategy of communication that would help to boost bilateral relation between the two nations, seeing that economy is one of the major booster of bilateral relation between nations of the world.

In the same table 4.24, majority of the respondents supported the view that organization of sporting activities such as soccer, field and track events between the two nations is a good communication strategy that would help to boost the bilateral relation between the two nations. Sporting activities has been seen as a major means of conflict resolution among nations of the world, hence this also applies to these two nations in that if employed, it would be a good strategy of communication to improve bilateral relation between SA and UAE.

Item 4 showed that 68 and 47 of the respondents which are the majority of the respondents supported the view that the establishment of a constant dialogue between the two nations is a good

communication to further enhance the strengthening of the bilateral relations between SA and UAE. On the other hand, a total of 27 of the respondents had a different view. This implies that if there is a means of constant dialogue, the cord of bilateral relation of the two countries could be further improved.

It was also shown in item 5 that a total of 107 of the respondents combined agreed that arrangement of bilateral conference between the two nations would be a good communication strategy to improve bilateral relation between the two nations. However, a total of 15 respondents combined were of a different opinion. This implies the use of bilateral conference if held between the two nations constantly would help to further improve the bilateral relation cord between SA and UAE.

From table 4.24, item 6 showed that a total 110 of the respondents combined supported the view that establishment of Joint Ministerial Commission between the two nations is a good communication strategy that would help to further improved bilateral relation between the countries; however, 12 of the respondents had a different view. This however implies that creation of Joint Ministerial Commission (JMC) between SA and UAE is a communication strategy that would help to improve bilateral relation.

### *Interview Method Analysis*

*Question 1: Do you think there is any significant relationship between bilateral relation and communication management?*

The respondents when asked this question made it known that there is significant relationship between bilateral relation and communication management, they cited an example of strength of the relations, as well as the cooperation between the United Arab Emirates and South Africa, can be derived from the fact that SA has an Embassy, inaugurated in 1995, in Abu Dhabi, as well as a consulate in Dubai, opened in 1999. The relations between SA and the UAE have always been strong and stable, allowing both countries to enjoy two-way trade and a peaceful work environment for expatriates. According to the International Relations and Cooperation website from the Republic of South Africa, this harmonious collaboration between these two countries goes as far back as 1994. Hence, this corroborates with the findings of the study.

***Question 2: What are the political significance of bilateral relation between South Africa and UAE?***

In answering this question, many of the participants interviewed were of the opinion that there are several political significance of bilateral relation between South Africa and UAE, they stated that the relationship that exists in between the two nations which has been extended into their politics, the leaders of the two nations often have meetings for political advice in order to improve the governance of the nations. Some of the respondents noted that the South Africa President's state visit renews political ties with UAE," (2018) reported that "President Ramaphosa's first visit to the UAE constitutes a step in further enriching the strong bilateral ties between the two countries. The discussion between the two leaders also extended to the avenues of military and defense, whereby the leaders from both countries agreed on "boosting a joint strategic partnership" in military and defense.

***Question 3: What are the social significance of bilateral relation between South Africa and UAE?***

From the interview conducted, it was gathered from the respondents and participants that there is social significant of the bilateral relation between SA and UAE, bilateral relation between the two countries has helped in the organization of inter country social meetings between the citizens of the two countries over time. However, this findings was supported by the article quoted Sisulu, the international relations and cooperation minister for SA: "The discussions centered on the strategic importance of the relationship between the Republic of South Africa and the UAE and the successful outcome of the state visit by President Cyril Ramaphosa to the United Arab Emirates on 13 July 2018," (SA, UAE strengthen bilateral relations, 2018). An agreement was signed to cooperate on social development between SA and the UAE. The cooperation will focus on early childhood intervention, research and social studies, teenage development, services to people with disabilities, and other areas of mutual interest (SA, UAE strengthen bilateral relations, 2018).

***Question 4: What are the economic significance of bilateral relation between South Africa and UAE?***

In this section, the participants made it known that, there is great economic significant of bilateral relation between the two nations, they explained that relations that are bilateral in nature serve the purpose of supporting and enhancing the economy are bilateral economic relations. Bilateral economic relations play a strategic role in the growth and development of an economy.

Some of the major benefits of bilateral economic relations are advantages of cost, economies of scale, and employment. Many countries across the globe have established strong bilateral relations with other countries and this was also supported by (Beeson, 1997).

***Question 5: Do you think there is need for further development of communication strategies to further improve bilateral relation between SA and UAE?***

On this, the respondents explained that in order for the two countries to continue enjoying the benefits of bilateral relation, there is need to further improve the bilateral relations by developing more communication strategies. They supported the opinion that this culture needs to be guided by a shared awareness of the function and value of strategic communications. Moreover, there must be strong and convincing leadership with accountability that is not looking to exert total control over the 'message' or 'medium' of strategic communications this was supported by Schwarz and Fritsch (2014) who observed that, people at all levels, including both civilian and government agents, should be empowered, trusted, and trained to be efficient strategic communicators in order to improve bilateral relation among nations of the world.

***Question 6: How effective are the current communication strategies put in place by SA and UAE for bilateral relations?***

From the participants' response, it could be noted that the current communication strategies put in place between SA and UAE in considerably effective from the level of the relationship over time, nevertheless, there is still dire need to improve on the communication strategies in order to further strengthen the bilateral ties that exist between the two countries as made known by the

interviewees. This conformed to Steinberg and O'Hanlon (2015) who asserted that there should be more need for further communications strategies, rather than diversified conflicting aims. If several strategic objectives are in play, then each should be addressed in its discrete area within the overarching common purpose (Renard, 2015).

***Question 6: Do you totally agree that the possible communication strategies proposed in the questionnaire will help to further strengthen bilateral relation between the two countries?***

The interviewees further stated that the proposed communication strategies such as the encouragement of inter country marriage between citizens of these two nations; the encouragement of the citizens to invest in UAE and SA and vice versa; the encouragement of sporting activities between the two nations; the adoption of constant dialogue strategy between the two nations; the adoption of the use constant bilateral conference and finally the creation of Joint Ministerial Commission (JMC) between SA and UAE would be important tool to further help to achieve and strengthen the bilateral relation between SA and UAE.

In the case of SA and UAE, there have been good economic, political and social relationship over time because of the good relationship that have exist in between the two countries, it could be noted that there are citizens of SA who invested in UAE, while there are citizens of UAE who invested in SA. The incessant visit and agreement between the governments of the two nations is something that is commendable worth of emulation by other countries of the world. SA has derived great economic, social and political benefit from UAE, because SA is regarded as a developing nation compared to UAE.

According to Bridgat.com, among the top 37 countries that the UAE exports to, SA stands 24th, with an estimated trade value of \$336,288 USD (United Arab Emirates major trade partners, 2018). Among the top 36 countries that the UAE imports from, SA stands 14th with imports equaling \$3,299,266 USD and a 2.40% share of the total imports of the UAE (United Arab Emirates major trade partners, 2018). In 2012, the South African gross domestic product grew by 2%, whereas growth rates in the UAE were double that, according to the World Bank. Sultan bin Saeed Al Mansouri, Minister of Economy, in UAE, mentioned during a keynote address that the non-oil trade between the two countries has a marked increase of 23 percent last year (2017) to \$3.2 billion USD from \$2.6 billion USD in 2016, boosted by UAE re-exports to SA (*UAE Ministry of Economy*, n.d.), this has been fostered by good communication management. Hence, there is significant relation between communication management and bilateral relation.

## Explanation of the Content Analysis

### Content Analysis on the Economic Effects of the Bilateral Relation between SA and UAE

Content was analyzed from the following newspapers: *Gulf News* (UAE), the *National* (UAE), *Sunday Times* (SA), and *Business Day* (SA), as well as other leading and reliable sources, including official governmental websites and records. The results are summarized in the table below:

**Table 4.24: Content Analysis**

Title	Date	Author/Publication (link)	Type	Short Analysis	Key words
UAE Newspapers and publications					
UAE, South Africa models for	13 <sup>th</sup> July 2018	Gulf News (Government)	News report	UAE and SA are both models for successful development. There was an	Bilateral, mutual interest, joint co-



development, say Mohammad and Ramaphosa		<a href="https://gulfnews.com/news/uae/government/uae-south-africa-models-for-development-say-mohammad-and-ramaphosa-1.2250958">https://gulfnews.com/news/uae/government/uae-south-africa-models-for-development-say-mohammad-and-ramaphosa-1.2250958</a>		agreement to increase joint cooperation through all avenues including defense and military. UAE called it an important step in bolstering bilateral ties between the two countries. UAE and SA are important partners in maintaining peace in both regions.	operation, development
South Africa President's state visit renews strong ties with UAE	14 <sup>th</sup> July 2018	The National  <a href="https://www.thenational.ae/uae/south-africa-president-s-state-visit-renews-strong-ties-with-uae-1.750139">https://www.thenational.ae/uae/south-africa-president-s-state-visit-renews-strong-ties-with-uae-1.750139</a>		President Ramaphosa's first visit to the UAE constitutes a step in further enriching the strong bilateral ties between the two countries.' It marked the beginning of a new chapter in the long-standing relations with his country. The fact that both countries are partners in development and peace and stability in the regions was endorsed.	Visit, bilateral ties, mutual respect, partnership, partner, development, progress, prosperity, tolerance, regional, international
UAE to invest \$10 billion in South Africa	14 <sup>th</sup> July 2018	<i>Gulf News</i> , Tourism  <a href="https://gulfnews.com/business/sectors/tourism/uae-to-invest-10-billion-in-south-africa-1.2251211">https://gulfnews.com/business/sectors/tourism/uae-to-invest-10-billion-in-south-africa-1.2251211</a>	News report	After a slump in the investor's confidence and business in SA, president Ramaphosa is trying to stabilize the economy with investment from various strategic partners including the UAE. UAE has pledged to invest USD\$10 billion in the tourism and mining sectors.	Investor, investment, tourism, mining
Gulf Airlines in talk with South African Airways.	22 July 2018	<i>Gulf News</i> , Bloomberg  <a href="https://gulfnews.com/business/aviation/gulf-airlines-talking-with-south-african-airways-city-press-says-1.2255271">https://gulfnews.com/business/aviation/gulf-airlines-talking-with-south-african-airways-city-press-says-1.2255271</a>	Gulf News Aviation	Both Emirates and Etihad Airways in talks with the South African carrier, which needs a partnership to revive its business. The talks are being facilitated by UAE's embassy in Pretoria. This is seen as a possible way to take SA airlines out of its ongoing financial crisis.	Airlines, Emirates, Etihad, partnership, UAE Embassy, Pretoria, Financial crisis, investment, 10 billion, economy
Emirates denies plans to buy a stake in South African Airways	23 <sup>rd</sup> July 2018	<i>Gulf News</i> , Aviation  <a href="https://gulfnews.com/business/aviation/emirates-denies-plans-to-buy-a-stake-in-south-african-airways-1.2255815">https://gulfnews.com/business/aviation/emirates-denies-plans-to-buy-a-stake-in-south-african-airways-1.2255815</a>	News Report	South African Airlines has been a code sharing partner and since 1997 one of Emirates Airline's oldest partners in the South African market. The airline has however denied that it is buying any stake or equity in the SA airline.	Airline, emirates, South African airlines, cooperation
UAE bans some South African meat imports	7 <sup>th</sup> March, 2018	<i>Gulf News</i> , Environment  <a href="https://gulfnews.com/news/uae/environment/uae-bans-some-south-african-meat-imports-1.2184251">https://gulfnews.com/news/uae/environment/uae-bans-some-south-african-meat-imports-1.2184251</a>	News Report	The government of UAE has banned meat imports from two South African countries after a listeria outbreak in SA.	Meat, environment, SA, UAE
UAE South Africa Business forum Held	14 <sup>th</sup> July 2018	Press Reader, UAE  <a href="https://www.pressreader.com/uae/gulf-news/20180714/281719795353944">https://www.pressreader.com/uae/gulf-news/20180714/281719795353944</a>	UAE Press	The press released a report about a business forum held at the Emirates Palace in Abu Dhabi where businessmen belonging to both the UAE and SA met to discuss business relations and opportunities for both countries. The highlights of the meeting were that UAE-SA non-oil trade has risen by 23% from US \$2.6 billion in 2016 to US \$3.2 billion in 2017. The minister of economy encouraged South African businessmen to directly invest in the UAE. He also confirmed the participation of SA in the 2020 Dubai expo.	UAE, SA, business



South African Newspapers and Publications

State visit of the President of South Africa to the UAE	14th July 2018	The Presidency Republic of South Africa  <a href="http://www.thepresidency.gov.za/press-statements/state-visit-president-south-africa-uae">http://www.thepresidency.gov.za/press-statements/state-visit-president-south-africa-uae</a>	Official news agency	An official report of the President's visit to the UAE, briefing UAE's commitment to developing trade, infrastructure, transport, mining, and tourism. Announcement of USD \$10 billion investment by the UAE in the SA economy	Relations, bilateral ties, trade, transport, infrastructure, development, peace, stability, mining, tourism, invest
Despite Cyril Ramaphosa's best efforts, the new dawn has not yet arrived	5 <sup>th</sup> September 2018	<i>Business Day</i> , Business live SA  <a href="https://www.businesslive.co.za/bd/opinion/2018-09-05-despite-cyril-ramaphosas-best-efforts-the-new-dawn-has-not-yet-arrived/">https://www.businesslive.co.za/bd/opinion/2018-09-05-despite-cyril-ramaphosas-best-efforts-the-new-dawn-has-not-yet-arrived/</a>	Opinion	It is believed that before the foreign direct investment comes in, it is essential that SA also raises its domestic funding. So far, SA has collected USD \$10 billion each from the UAE and Saudi Arabia, along with \$15 billion USD from China	Foreign direct investment, Saudi Arabia, China, UAE, tourism, mining
Ramaphosa does it again: UAE invest a further \$10 billion in SA	14 <sup>th</sup> July 2018	The South African  <a href="https://www.thesouthafrican.com/ramaphosa-does-it-again-uae-invest-a-further-10-billion-in-sa/">https://www.thesouthafrican.com/ramaphosa-does-it-again-uae-invest-a-further-10-billion-in-sa/</a>	News report	The South African president is set to secure investments in SA of \$100 billion USD over the next five years in various fields of the economy. With already a pledge for an investment of US \$10 billion from Saudi Arabia, President Ramaphosa was able to secure another \$10 USD billion pledge from the UAE.	Investment, energy, foreign funding, funding
Cementing SA's place in Brics	25 <sup>th</sup> July 2018	<i>Business Day</i> , Business Live  <a href="https://www.businesslive.co.za/bd/opinion/editorials/2018-07-25-editorial-cementing-our-place-in-brics/">https://www.businesslive.co.za/bd/opinion/editorials/2018-07-25-editorial-cementing-our-place-in-brics/</a>	Opinion	SA is gearing up to gain investments from other BRIC countries after Saudi Arabia, the UAE, and China.	Investment, UAE, BRICS, China.
Talks with airlines have not been about selling a stake in SAA, the company says	23 <sup>rd</sup> July 2018	<i>Business Day</i> , Business Live  <a href="https://www.businesslive.co.za/bd/companies/transport-and-tourism/2018-07-23-emirates-has-no-plans-to-invest-in-struggling-saa/">https://www.businesslive.co.za/bd/companies/transport-and-tourism/2018-07-23-emirates-has-no-plans-to-invest-in-struggling-saa/</a>		South African airlines has denied its plan to sell any stake to other airlines.	South African Airline, UAE, investor
UAE pledges to invest \$10bn in SA	15 <sup>th</sup> July 2018	South African Government News Agency  <a href="https://www.sanews.gov.za/south-africa/uae-pledges-invest-10bn-sa">https://www.sanews.gov.za/south-africa/uae-pledges-invest-10bn-sa</a>	Official News Agency	The official news agency of SA reported that the UAE has pledged to invest USD \$10 billion in mining, tourism, and other key sectors of SA, including infrastructure, trade, transport, and investment. The two sides pledged to work closely and stabilize peace and tranquility between the two nations.	Invest, key sectors, mining, tourism, bilateral relation, cooperation, cultural

The table below is divided into two sections: the first collects information gathered from newspapers and news sources operating in the UAE, and the second collects information from news published in SA. To provide a clear view of the research data, the table below has been divided into several sections: the subject of the content of the newspapers, the newspaper

publishers, and results from both countries divided again based on the source of the information which may include newspaper, official news agency or the press. This allows a systematic structuring of the data gathered from the content analysis of the newspapers.

**Table 4.24: SA and UAE Newspapers Content Analysis**

SA Newspapers: Business Day, Sunday Times, The South African, and the South African news agency

UAE Newspapers: Gulf News, The National, and the Press Reader

The duration of the sample: February 2018- August 2018.

Tool	Newspapers								
Subject	Investment	Aviation	Business/Trade	Political	Tourism	Mining	Bilateral relations	Environment	Transport
	0	3	1	2	4	3	4	1	1
Results from Countries	United Arab Emirates		South Africa						
	7		6						
Newspapers	Gulf News		The national		Business day		The South African		Sunday Times
	5		1		3		1		0
The type of information	News Reports		Opinions		Official News				
	8		2		3				

The Source of the information	News Paper	Official news agency	Press		
	10	2	1		
Major Key Words	Bilateral ties	Investment/Investor/ Invest	Tourism	Cooperation	
	4	8	4	2	

### Explanation of Content Analysis Tables

The significance and strength of the relations, as well as the cooperation between the United Arab Emirates and South Africa, can be derived from the fact that SA has a consulate, inaugurated in 1995, in Abu Dhabi, as well as a consulate in Dubai, opened in 1999. The relations between SA and the UAE have always been strong and stable, allowing both countries to enjoy two-way trade and a peaceful work environment for expatriates. According to the International Relations and Cooperation website from the Republic of South Africa, this harmonious collaboration between these two countries goes as far back as 1994. *The National* in its news article “UAE a significant partner for South Africa,” reports that as per the SA president’s office records, the two-way trade between the countries stood at 13 billion Rand in 2011 and jumped to double after only 4 years at 27 billion rand in 2015 (Venage, 2017).

With globalization resulting in boosting trade like never before, trade is considered an instrument of peace and stability between the parties involved (Martin, Mayer, & Thoenig, 2010). Venage (2017) further observed that in 2011 as per the governmental records, SA was the 13th largest food supplier to the UAE and a CNN documentary emphasized that the UAE was the fastest growing market for South African food products. It is noteworthy to mention that a news story

published by CNN “Biltong, Steak & Braai: South Africans Cook Up a Recipe for Tasty Profits in UAE” mentioned that in 2015 there were as many as 100,000 expatriates from SA in the UAE, and roughly 200 South African companies operating (Jensen & Court, 2015). At that time, the records of the South African embassy in Abu Dhabi stated that the bilateral trade stood at \$3 billion USD. The news article further quoted: “Our relationship with the UAE is growing,” says Mpetjane Kgaogelo Lekgoro, the South African ambassador to the country. “With trade growth of an average of 22% year to year from 2009, and actually, in 2013 to 2014, we recorded an increase of 37 %”( Jensen & Court, 2015).

During the 8 months under review, the major highlight was the official state visit by the South African President to the UAE, which fortified the already strong ties between the two countries. Multiple news stories focus on various facets of this visit, during which important meetings were held, and decisions made to strengthen bilateral relations and communication between the two countries.

The *Gulf News*, in their news story “UAE, South Africa models for development” (2018), say Mohammad and Ramaphosa, mentioned that the UAE considers SA to be an important strategic partner, and both SA and the UAE demonstrate successful developments. The crown prince of Abu Dhabi, Sheikh Muhammad, described the UAE and SA as having common traits of tolerance and openness with others. Leaders from both countries agreed that strengthening values of tolerance, understanding and mutual respect between peoples and countries around the world is essential for coexistence and bolstering the foundations of global peace, security, and stability.

According to *WAM*, the president of SA, Ramaphosa, confirmed that both countries will be working together in the future to enhance mutual interests. The UAE is dedicated to fostering relations with the SA government in the fields of “investment, economy, culture, and others to meet the aspirations of both countries’ peoples, as well as achieve sustainable development, progress and prosperity” (UAE, South Africa models for development, 2018).

*The National* in its news story, “South Africa President's state visit renews strong ties with UAE,” (2018) reported that “President Ramaphosa’s first visit to the UAE constitutes a step in further enriching the strong bilateral ties between the two countries.” The discussion between the two leaders also extended to the avenues of military and defense, whereby the leaders from both countries agreed on “boosting a joint strategic partnership” in military and defense.

Keeping in view the BOP theory, it can be seen here that the UAE leader Sheikh Muhammad pointed out that they are partners in achieving peace and stability in their regions. This is due to the fact that SA, in spite of being a developing country, has a strategically important and significant role in the African continent (UAE, South Africa models for development, 2018). A publication by *Africa Portal*, “South Africa’s role in Africa,” highlights that “South Africa has played a significant role in international affairs concerning South West Africa and is one of the most developed countries in Africa...” (Egeland, 1967).

In newspaper articles published by various news outlets, we witness the strategic importance of SA in Africa as a whole. A news article by *The Conversation*, “It’s time South Africa tuned into Africa’s views about its role on the continent,” noted that SA describes itself as “the gateway into the continent.” The article goes on to say that SA sees itself as a spokesperson

for Africa, given its membership in the alliance with Brazil, Russia, India, and China: BRICS and the G20. BRICS is, in fact, the pioneer of the “African Agenda,” which endorses the fact that any country, willing to establish stable and positive relations with the African continent, must ensure good relations with SA (Schoeman, Kefale & Alden, 2018).

The facts mentioned above are reestablished as *The National* news story mentions that “The UAE aims to create partnerships with African countries, but Sheikh Mohammed stressed that the UAE has prioritized its ties with South Africa, which is an important and effective partner in the African continent.” It can be seen here that to establish good relations with the African countries, the United Arab Emirates believes that it must first ensure strong ties to SA, which will then be a gateway to the rest of the continent. Another article by *The National*, “Strong ties with a revitalized South Africa are mutually-beneficial,” (2018) detailed the ways with which the bilateral ties between the two countries are beneficial to each other. SA is recovering both economically and politically from the effects of a corrupt government, and the new government is still struggling to stabilize the country.

At that point, the new government must support the failing economy and the constant decline in the mining, agricultural, and manufacturing sectors. Also, unemployment is at 26.7% (Strong ties with a revitalized South Africa are mutually-beneficial, 2018). At such desperate times, SA is looking towards its more prosperous friends to gain their support. In the same article, *The National* also reported that “On Friday, he visited Abu Dhabi, where bilateral talks reaffirmed a commitment to co-operation on trade, mining, culture, and infrastructure development. It built on already strong ties embodied by the joint commission between the UAE

and South Africa, which meets annually.” It is important to note that SA has already been assured of support by the government of Saudi Arabia in the form of a \$10 billion investment in energy projects and trade. UAE is the second country extending support to SA when the president is geared up towards achieving support from various economies of about \$100 billion (Strong ties with a revitalized South Africa are mutually-beneficial, 2018). Considering how it is beneficial for the UAE, this article goes on to mention:

Again, SA is depicted as a gateway to the African continent. The UAE understands that if it plans to proceed with investments in Africa, it must first establish strong ties with SA. The UAE also understands that these ties will not develop overnight. The UAE must maintain strong and stable relations over a long-term period to secure a firm footing in this continent in the future.

It was an important move by the UAE government to demonstrate its continuous alliance with the newly elected South African government in February 2018. The SA president’s visit to the UAE in the same year was the first official visit by a SA President, and it was an ideal opportunity for the UAE to reaffirm its continuous support of SA and to demonstrate confidence in the new government, otherwise facing negative forecasts from around the world regarding their ability to stabilize the UAE economy after the exit of the corrupt government under Zuma. The affirmation of this continuous support is a reassurance that the UAE was and will continue to be an important strategic partner of SA.

The Dubai Chamber of Commerce has claimed that non-oil trade with SA has risen by 700% since 1992. The Dubai Chamber’s president and CEO Hamad Buamim stated: “Dubai is well-positioned to take advantage of economic trends shaping Africa, given the fact that the

emirate serves as a major hub for African companies that trade with the GCC and use the city as a strategic hub to access key growth markets in Asia and Europe” (Dubai Chamber, 2019). Furthermore, he went on to say that Dubai has been relying on SA for the same reasons. The changing economic trends in SA will be a foundation for investments whose profits will be reaped in the years to come.

The UAE visit was fruitful for SA and President Ramaphosa, the most important outcome being the major investment promised by the UAE government. It was agreed between the leaders that the UAE would invest a total of USD \$10 billion in the South African economy with a special focus on tourism and mining. The leaders of the UAE, in this instance, are following Saudi Arabia’s lead, when they promised the same amount of investment to SA for sustainable economic development. The South African government news agency reported on their website: “The leadership of the two countries reaffirmed their deep commitment to further consolidate their strong bilateral relations across a variety of fields, including trade, transport, infrastructure development, tourism, mining, investment and cultural cooperation” (Kedem, 2017).

An interesting point of consideration is that the UAE is not only increasing its investment in SA, it is increasing its investment in the major projects of SA. A business news report from *Arabian Business*, “Why UAE is leading the change in Africa” described the current investment plan. It mentions some important statistics in the making. “The Gulf state is ahead of the rest of the Middle East—and much of the world—when it comes to capitalizing on Africa’s investment opportunities” (Kedem, 2017). It also quoted the 2017 Africa Investment Report by the UK Financial Times’ FDI Intelligence when it stated that the total value of investments in



Africa has risen to \$92.3 billion USD after a 40% increase. The UAE is the second-largest country, after China, with the largest number of investments in SA (Kedem, 2017).

The article also indicated that by 2016, the total value of the UAE investment in SA was \$11 billion USD of capex (capital expenditure) giving it a 12% market share. China in comparison had a 39% market share, but the report demonstrated that the UAE -led FDI rose a substantial 161% from 2015 when it pumped \$4.2 billion USD of capex into African projects. The increase in investment value reveals a lot about how the UAE is strategically placing itself as an important ally of SA. It is also of significant value, at this point, to note that the total investment by Middle Eastern countries in SA amounted to \$15.7 billion USD of capex in 2016, out of which \$11 billion USD came from the UAE alone (Kedem, 2017). This means the UAE is holding up to 70% of the investments in the country—marking its importance in the region. This indirectly implies that when designing policies for trade and economic development, the government of SA will prioritize the UAE, and consider their perspective.

A *Press Reader* article stated that trade between the UAE and SA reached \$3.2 billion USD in 2017, up from \$2.6 billion in 2016. The UAE Vice President thanked the South African president, confirming his participation in the Dubai Expo 2020 as well as encouraged South African businessman to directly invest in UAE. An extradition treaty was also signed by the two countries on 26th September 2018, as reported by *The National* in the news report titled, “UAE and South Africa sign extradition treaty that could target Guptas” (2018). The government of the United Arab Emirates is ready to extend its help to the South African government to take the necessary steps to eradicate government corruption and punish the culprits. The Minister of Justice

for SA, Mr. Masutha, stated, “These agreements will promote judicial and legal sector cooperation, in the best interest of the two friendly nations” (UAE and South Africa sign extradition treaty that could target Guptas, 2018). It is believed that the treaty will help in arresting the Gupta brothers, who have been charged with corruption and stealing millions of Rands from the South African government assets, along with the former president.

A news article by *AllAfrica.com*, “SA, and UAE Strengthen Bilateral Relations” mentioned that a joint commission was held with both countries on 21st and 22nd October 2018, where they agreed to further strengthen their ties in economy and infrastructure. The article also mentioned that the commission was preceded by a senior officials' meeting which saw sub-committees focused on economics, trade and investment cooperation, politics, security, transportation, food security, science and technology, social development, arts, and culture. The article quoted Sisulu, the international relations and cooperation minister for SA: "The discussions centered on the strategic importance of the relationship between the Republic of South Africa and the UAE and the successful outcome of the state visit by President Cyril Ramaphosa to the United Arab Emirates on 13 July 2018," (SA, UAE strengthen bilateral relations, 2018). An agreement was signed to cooperate on social development between SA and the UAE. The cooperation will focus on early childhood intervention, research and social studies, teenage development, services to people with disabilities, and other areas of mutual interest (SA, UAE strengthen bilateral relations, 2018).

An opinion article published in a South African news agency publication, *Business Report*, titled “SA and UAE share values and a strong bond” (2018) mentioned some important facts that contribute to the strong ties between the nations, such as:

- The growing people-to-people ties between both countries, supported by a vibrant aviation sector with a total of 63 direct weekly flights operated by UAE airlines to SA.
- The aviation sector represents an excellent launching pad to facilitate business and development.
- These ties around aviation will increase the number of Emirati tourists traveling to SA, which in 2017 was approximately 2,500.
- There are around 20,000 South Africans who call the UAE their home, while almost 80,000 visited the country in 2017 (Opinion: SA and UAE share values and a strong bond, 2018).

The relationship between these countries is exemplary when it comes to demonstrating trust, confidence, and friendship even in the most trying times.

## CHAPTER 5: DISCUSSION

### Introduction

Strategic communication between nations continues to be a matter of importance for all nations throughout the world. Strategic ties and alliances continue to shape foreign policy and have a significant impact on all stakeholders involved in strategic agreements. These stakeholders include not only the states or countries represented but also the general public. Every outcome of those communication links trickles down to the public, which is why communication channels are so important and crucial for global affairs.

Strategic communication, therefore, should be duly dissected and investigated to develop a holistic understanding of the sequence of events leading up to effective strategic communication. Bilateral ties leave a strong impact on economies and states and have resulted in far better conditions on the Human Development Index (Holtzhausen, 2010).

This fifth chapter will provide a detailed overview of the previous chapters and will interpret their findings. The first 4 chapters, namely Introduction, Literature Review, Methodology, and Results, were summarized in the initial paragraphs. This chapter presented a research outline for this topic and critically explore the research findings from the content analysis that had been conducted.

The first part of this chapter provided a detailed look into the research aims and purposes of this study. The second and third parts delineated the research aims, limitations, and suggestions for further research on this topic. The fourth part of this chapter provided a detailed discussion of

the findings of this study. The final part was an analysis of the literature review linked to the research findings.

The methodology used for the research in this dissertation was survey method (questionnaire and interview) for the primary data and secondary data analysis sourced from leading newspapers and officially published news resources, from which information has been collected, regarding the existing pattern of bilateral ties between the United Arab Emirates and South Africa. The data collected from these sources was analyzed based on keywords, and the results of this analysis have revealed information about the relationship between these two countries, which has then been interpreted using communication theory.

The content analysis of the newspapers revealed that strong bilateral ties do exist between these countries in trade, cultural co-operation, and military and that there has been an agreement for these ties to be further strengthened over the next few years. That can only be accomplished with cooperation in investment, tourism, mining, infrastructure, and defense to stabilize and support the economy of SA and help it strengthen its foothold in regional and global affairs.

### **Research Limitations**

The survey method of data collection (questionnaire and interview) which was analyzed with the use of descriptive method of data analysis and the secondary research method allowed the researcher to use existing data and material and analyze it to give answers to the relevant research questions. In order to ensure this study's reliability, the data sources used were gathered only from leading newspapers in both of the countries for the content analysis. Another reason the secondary research method or content analysis was chosen to examine the economic effect of bilateral relation

between the two nations in this study was the because of the time, cost, and information availability limitations.

Due to time limitations and the time required to collect data applicable for such a study, it was important to choose a few people as sample for this study because of the need to move from one country to the other for data gathering. The amount of time and financial expense required for such a process was cumbersome, hence, the need to select small sample size.

### **Recommendations for Future Studies**

Taking into account all the limitations listed above, it is highly recommended that future studies should include a wider scope of information sources in their research. That could be done through the use of larger sample size for adequate coverage and widespread of information sources. In the same vein, there is need in the future for the additional of secondary research such as content analysis of speeches and statements from government officials and the news broadcasts by official national news channels of the countries involved.

One of the findings of this research study was that the ties between the UAE and SA have been determined to be a foundation for potential ties between China and the UAE, due to the fact that China is now recognizing the UAE as an important trade partner. Without the UAE it would not be possible for Chinese products to be able to reach SA. That is accomplished by the use of the Al Jebel port of the UAE which transports goods to the rest of Europe and Asia. The significance of the UAE in this potential development cannot be ignored; China is now readily extending offers of cooperation with the UAE in order to strengthen its position in the region and facilitate a smoother flow of trade. For these reasons, future studies should include exploration of

the ties between the trio of the United Arab Emirates, South Africa, and China, especially considering the developments of last year, as China was already established as the fastest growing economy in the world, easily threatening the position of the USA. China and its growing relationship with the UAE might be brewing something large. This would be best analyzed through the collection and evaluation of data based on research objectives specifically designed to focus on this topic.

### **Implications for Communication Theory**

The research conducted in this dissertation utilizes the Social Responsibility Theory of mass communication to perform a content analysis of the newspaper texts. In the mid-20th century, most developing countries and third-world nations used the Social Responsibility Theory of the press which was associated with “the Commission of the Freedom of Press” in the United States in 1949. In the book *Four Theories of Press* (Siebert, Peterson, & Schramm, 1984) it is stated that “pure libertarianism is antiquated, outdated and obsolete” (qtd. in *Social responsibility theory*, n.d.).

This 1984 text paved the way for the replacement of the Libertarian theory with the Social responsibility theory. According to the Social Responsibility Theory, freedom of the press is established without censorship, but at the same time, the content should be discussed through public panels and the media should accept any obligation from public interference or professional self-regulation, or sometimes both. The theory gives the media total freedom on the one hand but is subject to external pressures (*Social responsibility theory*, n.d.).

The Social Responsibility Theory is in line with the findings of this study, whereby it was meticulously observed and strictly vetted that each leading newspaper that were analyzed from published responsible news facts that ensure the news' reliability. It was also observed that the news published by newspapers and through the official government press releases were in accordance and in no way contradicted each other. There was no room for discrepancies or misguidance. In addition, in other sections of these sources, *Business Day* for instance, if the personal opinion was used, it was made sure that it was based on factual information relevant to the subject. Under the Social Responsibility Theory, the media must be socially responsible, and if they are not, then the government or other organizations must do so.

### **Research Findings**

In this section, the research findings and the content derived from it were discussed in conjunction with the research objectives of this study taking the objectives one after the other.

For the first objective of the study, it was revealed that agents of communication management for bilateral relation between the two countries included: UAE Embassy in SA, Ministry of Foreign Affairs and International, UAE, SA Embassy in UAE, Department of International Relations and Cooperation, South Africa, South Africa traders in UAE, UAE traders in South Africa, UAE diplomat to SA and SA diplomat to UAE, this was supported by Holtzhausen (2010) who asserted that nations with bilateral ties tend to exchange diplomatic agents, such as representatives, to benefit dialogues and cooperation. On the same vein, diplomacy was said to be “the process between the actors (diplomats, usually representing a state) who exist within a system (international relations), and engage private and public dialogue (diplomacy) to pursue their



objectives in a peaceful manner” (McGlinchey, 2017, p. 20). Hence, these correspond and establish these actors as agents of communication management for bilateral relation between SA and UAE.

For the second objective of the study, it was discovered that that majority of their activities are still very effective in ensuring communication management for bilateral relations between the two nations. In the same vein, it was revealed that good number of these agents engage in the resolution of conflict which has helped to improve bilateral relation between the two nations. Furthermore, a good number of the agents have been working and involving in political talks between the two nations. Results also revealed that the agents have been fostering bilateral relation by engaging in economic talks between the two nations. And this is majorly done by the diplomats and those in helm of the economic affairs of the two nations. It was also made known that the rights of the citizens of SA living and working or visiting UAE and vice versa are been protected by the treatment of the visitors equally without any need for racism. Equal privileges are most times being accorded to them as made known by these respondents. Furthermore, Steinberg and O'Hanlon (2015) stated that there is a need for better recognition and effectiveness of the capability and activities of agents of communication management among nations of the world, as the level of effectiveness of their activities determines the strength of bilateral relation that exist among the nations.

For the third objective, it was revealed that the bilateral relation between these two nations is a driver of social security improvement in the two nations. Over the years, with the relationship that exists in between the two nations which has been extended into their politics, the leaders of the two nations often have meetings for political advice in order to improve the governance of the

nations. However, Ross (2016) argued that bilateral relations have diverse political and social impacts. Moreover, Jiani (2017) added that bilateral relations are shaped and influenced by geographical factors, political factors, engagements in diplomacy, and geopolitical factors. However, bilateral relation has been a driver that has in achieving the use of new methods of governance in the two nations, most importantly at SA which is regarded as a developing country while UAE is seen as a developed nation. On the same vein, it was revealed that bilateral relation has been serving as a key to the peace that is being experienced in between the two nations. Bilateral relation was also revealed as a major factor that has help in improving political activities between the two nations, hence helping to avoid inter country political chaos. Yang *et al.* (2008) argued that bilateralism can be considered as the conduct of political or social relations between two sovereign regions. Consequently, the study also made it known that bilateral relation in between the two nations has enhance the provision of supports for both countries during elections, these have been in form of provision of security operatives and observers during election. Moreover, Cooper (2016) mentioned that bilateral relations can also affect military alliances and defense based co-operation between parties to the bilateral relations. This results in improved diplomatic relations and bilateral relationships and may lead to the creation of a new strategic partner. Renard (2015) argued that in order to ensure the focus of strategic communications remains on planning and action; stability operations must include strong relationships between political leaders, commanders, and communicators. Zhong and Lu (2013) denoted that civilians of these regions should be offered positions that allow them to contribute. It was also revealed that bilateral relation has fosters the domestication of new technologies in the two nations. Meanwhile,

bilateral relation between the two countries has helped to improve tourism activities, UAE which is regarded as one of the major tourism and holiday visit centers in the world, bilateral relation between the two countries has been helping in the citizens' choice of places for holiday travels. Many of the SA citizens often choose UAE as locations for their holidays and vice versa most times. Finally, it was made known that the visitors to SA from UAE often have a good social relation and meetings with each other and vice versa and this has been made possible made because of the bilateral relation between SA and UAE.

For the fourth objective, findings made it known that there are some communication management strategies if implemented and encouraged in between the two nations would be helpful in strengthen further the bilateral relation between the two nations, these communication strategies include: with the use of inter country marriage, both countries would know that they have their daughters and sons married to the other country, this will help to discourage any possible or potential occurrence of war or conflict between the two nations, the encouragement of the citizens to invest in UAE and SA and vice versa would be a good strategy of communication that would help to boost bilateral relation between the two nations, seeing that economy is one of the major booster of bilateral relation between nations of the world. Encouragement of sporting activities would be a major means of conflict resolution among nations of the world; hence this also applies to these two nations in that if employed, it would be a good strategy of communication management to improve bilateral relation between SA and UAE. In the same vein, the use of constant dialogue strategy would be a good communication strategy which would also help to improve bilateral relation between the two nations. Timothy and Kim (2015) argued that bilateral

treaties address and manage distinct forms of economic, social, cultural, and political differences through constant dialogue. In other words, through constant dialogue, differences are resolved to create effective strategic partnerships. Further, Barston (2014) observed that entering into a bilateral relationship may resolve a variety of a country's problems. It was also noted that, the use constant bilateral conference between the two nations is a good communication strategy which would help to further improve the bilateral relation cord between SA and UAE. Finally, the study revealed that the creation of Joint Ministerial Commission (JMC) between SA and UAE is a communication strategy that would help to improve bilateral relation, this was supported by the theory of Balance of Power (BOP) which is closely linked to establishing strong bilateral ties and clear communication among nations, which will help define the adversary position (Morgenthau, n.d.). The BOP strongly affects international relations, and a strategic approach towards managing these relations can help in strengthening one nation's position in the region. The BOP could be achieved with the use of Joint Ministerial Commission (JMC) as a communication management strategy between SA and UAE.

Reviewing the table in the Results section of the content analysis section of this dissertation which examined the economic effect of bilateral relation between SA and UAE, it is evident that most of the chosen newspapers positively contributed to the published news about the UAE and SA. It was observed that the newspapers from the UAE had the greatest number of publications. *Gulf News* was the newspaper that was most actively publishing texts about the notable turn of events between the SA and the UAE. The newspaper published articles on various subjects from environmental news, to new investments and tourism, and most importantly and

frequently, bilateral ties between the two countries, including the recent visit by the South African president. The newspaper with the next highest activity of text on the subject was *Business Day*, SA's national newspaper with the largest circulation in the country. This paper also provided an opinion overview based on the news and current scenarios.

The findings of this study gauged the strength of the ties between the United Arab Emirates and South Africa and measured the impact of these relations on both nations. The relations between the two countries are the foundation for the extensive history of cooperation between the two countries during recent decades. The findings of this study have helped to establish that both countries have extended their cooperation in maintaining peace, secure investments, aid mining or tourism, and even aviation. It has been observed that the new government of SA was keen on reestablishing the continuous support from the UAE, which has been an important partner since 1994. Analysis of these newspapers presented insight into the details of the multiple agreements signed between the leaders of the two countries, promising cooperation in various sectors of the economy.

During the period of the sample chosen for this study, the first and foremost event covered by those newspapers was the South African President's visit to the UAE. The findings of this study demonstrate that there were high expectations attached to the South African President's first state visit to the UAE—and rightly so, as this visit turned out to be very significant. The *Gulf News*, *The National* and *The South African* considered that meeting as a crucial step in bolstering the bilateral ties between the two countries. The meeting resulted in an agreement to increase cooperation in

the areas of military and defense. The leaders of the UAE acknowledged the positive efforts of SA in maintaining peace in the region.

However, as per the reports of *Gulf News*, *Business Live* and *The National*, the major development during this visit was the promise by the UAE government to invest \$10 billion in the SA economy. The *Gulf News* reported that the African President planned to stabilize the South African economy after the previous government's exit amidst corruption allegations. The new government has been facing a slump in investors' confidence, so an impending investment on behalf of the UAE played an important role in boosting the South African economy. The UAE government has promised to help SA with its mining and tourism sectors as well, and an agreement was signed that the UAE would aid SA to make those sectors flourish, given the fact that tourism is a major industry in the UAE as well.

The *Gulf News* and *Business Day* also highlighted that the president of SA has already secured investment pledges from Saudi Arabia and China, and in fact, the UAE was the third country to pledge investment, theirs being in South African trade, infrastructure, and transport.

The *UAE Press Reader* reported that a business forum was held with leaders from the UAE and SA governments, including the South African president, and members of the business communities of both countries. The UAE government encouraged businessmen from SA to invest directly in the UAE and utilize its position as the central re-export hub for the Middle East and Asia.

The UAE Minister of Economy pointed out a major achievement for both countries over the last year. He announced that the non-oil trade in the UAE and SA was at an all-time high,

standing at \$3.2 billion USD in 2017, up from \$2.6 billion USD in 2016, marking a 23% increase. He also mentioned that South Africa would participate in the Expo 2020 held in the UAE. (Dubai expo 2020, 2017).

On June 22, 2018, the UAE and SA signed a deal for space exploration. *Trade Arabia* reported that the UAE Space Agency signed its first memorandum of understanding (MoU) with the South Africa National Space Agency (SANSA) that outlines a framework for cooperation in the peaceful exploration and use of outer space. Some of the goals outlined in the MoU include the organization and exchange of information, data, expertise, laws, and regulations. The document also aims to support human capital development plans, including the exchange of engineers, experts, and academics. As part of the MoU, both parties will work together to identify projects of common interests. The UAE and SA will also hold joint conferences and symposia, promote educational activities in space science and technology, and enhance the collaboration between their space sector and industry bodies.

It was also observed that one of the most important Gulf aviation companies, Emirates Airlines, assured the South African Airlines of continuous cooperation and code-sharing to facilitate passengers and provide them the best travel experience between the regions. As per the code-sharing agreements, passengers of the South African Airline can earn or redeem miles and rewards from Emirates Airlines.

The content analysis was able to clarify the answers to the economic impact of bilateral relation between the two countries. It has been established that bilateral relations between the two countries have greatly impacted both economies, and the benefits have been particularly fruitful

for the financial and economic well-being of both countries. It has been demonstrated that the strong bilateral relations between the two are mutually beneficial. There are initiatives by both countries to improve the tourism industry, especially since –as it has been stated before— according to the recent agreement between the UAE and SA, the sum of \$10 billion will also be directed towards improving tourism in SA. Moving forward, it can be said that the relations between the countries will be key in the changing dynamics of the regions of Africa and the Arab world. This will help to reshape the future of trade routes and trade relations throughout the entire region, with the involvement of China as a major player.

### **Literature Linked with Findings**

In this section, data collected from the research study were analyzed against the literature discussed in the Literature Review. The findings of this study demonstrate multiple different developments in the bilateral ties between SA and the UAE. The recent trajectory of these nations is a reflection of the seriousness of their determination to expand their overall ties.

In the latest development, the UAE pledged as much as USD \$10 billion to SA after Ramaphosa’s visit to the Middle East. The UAE further plans on investing its USD \$10 billion in key sectors in SA’s economy, including tourism and mining, to boost the sustainable development of this region. This step helped the two nations to tread together towards a new chapter in their long-standing relations. This was essentially done to support the SA economy and to give them credit for supporting peace and stability in the African continent. In addition to the monetary benefits, these countries also pledged to support each other for a better future for their future generations.



Given the fact that SA has been aiming at increasing its foreign direct investments over the past few years, the investment pledge by the Sultan bin Saeed Al Mansouri, currently being the Minister of Economy in the UAE, was quite a breakthrough and is meant to render positive results for both states in the near future. Furthermore, the UAE has also acknowledged SA's attempt to become the world's largest solar energy industry by the year 2030. Additionally, the UAE has expressed solidarity with SA in light of the SA economy shrinking in the first quarter of 2018 due to a decline in agriculture, mining, and steel production sectors

Therefore, it can be observed that the latest developments between the two countries have been positive and provide evidence that both nations and their leaders are striving to create a progressive trend in their relationship, in addition to helping one another to achieve their respective aims and objectives.

Recent developments hint that the bilateral ties between the nations are being taken to the next level; however, historically, these nations have had a continuous relationship. For example, in 1995, the UAE founding father, Sheikh Zayed bin Sultan Al Nahyan, met the former President of Africa, Nelson Mandela. During that meeting, he presented Mandela with the Zayed Medal. Since that historic event, these nations have maintained their bilateral ties. In 2018, these nations joined hands to celebrate the 100th anniversary of their great leaders, including Sheikh Zayed and Nelson Mandela. They recognize these ties by recognizing their shared values, treasured by the people of both nations.

The overall impact of the political, social and economic reformation between the two nations can be best described as collaborative and synergizing in terms of the overall impact

anticipated by the parties involved. This impact revolves around trade and other regulations that make it easier for corporations to succeed. For instance, in 2017, the non-oil commercial exchange between the countries reached around \$3.2 billion USD, with a growth of 26% from 2016. The increasing bilateral connections between these nations make their way into ensuring that economic growth is plausible for both nations. There has been made a significant effort by Abdullah Al Saleh, Under-Secretary of the Ministry of Economy for Foreign Trade Affairs, and Paul Mashatile, the Treasurer General of the African National Congress in the Republic of South Africa. The overall contribution to forming and further strengthening economic ties between these nations ensures that they are *en route* to achieving a stronger economic footing.

There is further evidenced in the recent past of the overall impact of these regulations on SA's relations with the rest of the world. Back in 2009, Home Minister Malusi Gigaba made changes to immigration rules, including new visa waiver agreements with an increasing number of countries. The goal of these changes was to further reinforce and establish SA's economy and pull it out of the recession.

The much-anticipated visit of the South African President to the UAE was also a major landmark event. The new SA government was trying to gain its footing in the unstable economic and business conditions and required strong friends whose support would be guaranteed and unwavering. Similarly, after its new government was formed, SA needed reassurance from its previous allies concerning their continuous support and allegiance to their mutual political and economic objectives it was evident that a visit such as this one would be most beneficial. Sahib and Kari (2012) state that bilateral relations have the potential to increase cooperation between the

nations. These events support that theory. This landmark visit signifies the increasing cooperation between the two states, which demonstrates the cooperation that stems from bilateral relations as presented by Sahib and Kari (2012).

As presented in Zhong and Lu (2013), to ensure a strong relationship between nations, it is important to have strong leadership that works within the framework of accountability. This has been demonstrated in the leadership of SA and the UAE, in the sense that their leadership has been a dedicated and strong approach, moving towards building and maintaining the existing bilateral ties.

The South African president was invited by the government of the UAE for a state visit and on 13th July 2018 made an official visit to the United Arab Emirates. It is important to note that the president of SA had already been to Saudi Arabia and China before. This meant that the UAE followed the lead of Saudi Arabia in aiding SA when needed. A significant motivation for the UAE to help out SA is because SA is the only country from the African continent which is a part of G20 and BRICS. The BRICS forum was initially only known as BRIC, representing Brazil, Russia, India, and China. SA's membership in BRICS makes SA important globally. As stated by the World Bank, the economy of SA is officially acknowledged as a rising economy and was predicted to increase by 1% in the year 2017 from a nominal GDP of \$3653.7 billion USD in the year 2016. This implied that alliances with SA were more important than ever—both China and SA have strong bilateral ties as a result of their alliance in BRICS. This has resulted in China being the topmost investor in the SA economy (World Bank, 2018).

Another theory, the BOP, is only achieved through the active and lively interference of people (Zhong & Lu, 2013). This has been exemplified by the leadership of SA and the UAE. An article in the Arabian newspaper titled, “*Why UAE is leading the charge to Africa,*” determined that the UAE has immense strategic importance in the Gulf and is considered an important country in maintaining peace, trade relations, and balance in the region. The article further stated that, according to the Dubai Chamber of Commerce and Industry, Dubai has been banking in Africa for some time. Non-oil trade with Africa has risen steadily by more than 700% since 2002. Dubai Chamber’s president and CEO, Hamad Buamim states that “Dubai is well-positioned to take advantage of the economic trends shaping Africa, given the fact that the emirate serves as a major hub for African companies that trade with the GCC and use the city as a strategic hub to access key growth markets in Asia and Europe” (Kadem, 2017). Bilateral relations with SA are of significance to the UAE because SA uses the UAE as a hub for trade with the rest of Europe, Asia, and the Middle East. The SA booming economy will eventually be able to benefit the UAE.

Secondly, it has been revealed by Casporo (1992) that the UAE has been increasing its investment in major projects in SA and giving up smaller ones. This change in strategy demonstrates that the UAE has been gradually shifting its focus to larger projects that require larger and lengthier investments with higher rewards.

The South African ambassador to the UAE has stated, “I believe that our growing trade relationship can be further expanded to other sectors. The excellent air links between our two countries position us to further enhance trade, especially in fresh produce, including fresh flowers” (Sahib & Kari, 2012). Commenting on the overall trade and investment scenario between the two

countries he further commented, “The cross-investment culture between SA and the UAE is gaining momentum and must be encouraged. Therefore, the element of advantages accrued in the form of economic betterment for both nations is most likely the major highlight here” (Sahib & Kari, 2012). At present, 17 FDI projects were recorded as investments into South Africa from the UAE, representing a total capital investment of Dh600 million. South Africa is also a significant investor in the UAE. Between January 2003 and June 2015, 27 FDI projects from South Africa to the UAE were recorded, representing a total capital investment of Dh1 billion: “I truly believe that more can still be done” (Samuel, 2016).

As per the new agreement, the UAE would be investing in the trade, infrastructure, transport, and specifically in the tourism and mining sectors. As discussed in the previous chapter, the UAE plans to use SA as a Launchpad for its investments in the African continent. SA is considered to be a representative of the entire African continent, designing policies and negotiating what is best for the entire region. However, it should be strategically decided as to how these benefits will be spanned across the course of time, and how they can play to the advantage of both parties involved, as indicated by Richardson and Mazey (2012).

An article from the Dubai Chamber of Commerce states that “The UAE is scrambling to control ports in Africa” (2019). They noted that the UAE is among the top Gulf countries investing largely throughout the African continent in developing ports and infrastructure to give way to added trade. The largest port controller, DP World, is owned by more than 80% by the Dubai based ruler of the UAE. Considering that, it is important for the UAE to establish strong ties with SA, especially since the “Dubai chamber of commerce and industry is banking on Africa” (Dubai

Chamber, 2019). The continent has vast resources that are yet to be explored. Given the strong ties of China with several countries around the world, and due to the changing trade dynamics shifting towards China, the strongest Gulf country must be able to establish the right BOP in the regions. It is without a doubt that China being the topmost investor in SA easily makes it to the favorite list of an economy that is fast growing and if it continues, it will greatly impact the trade dynamics in the region.

Another important reason for as much as a \$14 billion USD investment pledged by China for SA is because both China and SA are member-countries of BRICS. To maintain peace, stability, and BOP in both the Gulf and the African continent, the countries must work harmoniously towards mutual benefits. It is for that reason that the UAE called SA an important strategic partner in the recent visit by the president, while the visit itself was heralded as the beginning of a new chapter between the countries (Dubai Chamber, 2019). However, it should be considered how capable both nations are of extrapolating synergy from these ties, to have a BOP in perfect balance and control (Gilpin, 2016).

The importance of the relationship between the two countries is also evident from the fact that the recent presidential visit and the UAE pledge of investment were not discussed only by the two nations' newspapers and sources. On the contrary, media outlets across the globe, large and small, published the news. The Chinese President was quick to follow the South African president to the UAE, and leaders of China and the UAE met to discuss trade and cooperation with SA and other BRICS members. An article by *Arab News* remarks that, after leaving the UAE, the Chinese President Xi Jinping traveled to Senegal, Rwanda, and SA to attend the 10th BRICS summit. This

tour was extremely important for Beijing and the Gulf States as they sought out to further the African development. Strategically located between the West and the Far East and between Europe, Russia, and Africa, the UAE's geography, vibrant economy, political stability, and cutting-edge logistics infrastructure have made Abu Dhabi and Dubai invaluable trading hubs that link the BRICS members. The UAE has also played a pivotal role in connecting China and Russia to the "Global South," with 60% of Sino-Emirati trade being re-exported to Africa and the Middle East (Karasik, 2018).

According to Özdemir and Dalkıran (2017) with the BOP method, the powerful regions are the main players. In China's recent offer to extend cooperation to the UAE, it can be observed that China and the UAE are the main players and there is a tussle between them to get a stronger foothold in SA. Karasik (2018) called the Chinese President's visit to both the UAE and SA as a shift towards a new world order (Karasik, 2018).

The impact of the presidential visit is not limited to these two countries as it impacts the global economy as well. As Karasik (2018) states:

On its 10th anniversary, the BRICS are entering a new phase. As South Africa's six largest sources of oil and a major agricultural and metals market, the UAE is extremely important to Pretoria. The UAE's recently announced plan to invest \$10 billion in South Africa highlights Abu Dhabi's determination to play a pivotal role, along with China and Russia, in the country's development. Five years ago, discussions were held in the UAE regarding its place in the bloc's future. Thus, the UAE and South Africa's mutual economic interests have also led to Abu Dhabi and

Pretoria exploring a more robust defense partnership to anchor the two countries’ security cooperation in Central Africa and elsewhere (Karasik, 2018).

These ideas connect to the theory by Mingst and Arreguín-Toft (2013) that if the BOP is applied, where there are numerous powerful players, there is a need for a system that will allow the existence of BOP. This is particularly true in the case of China and the UAE which must co-exist as two powerful players within the African region.

The ideas and details discussed in this section are evidence of what was established in the Literature Review, regarding the nature of the relationship and the theories given for the ties between two of the economically important countries of the world, the UAE and SA.



## CHAPTER 6: CONCLUSION

The research findings and results obtained from the descriptive analysis, inferential analysis and content analysis are both comprehensive and self-analytical. Those data indicate that the bilateral ties between the UAE and SA have been strong for a long time, and there is no reason for this formula to be disrupted. The findings relate directly to the research questions and objectives, which were fundamentally based on the idea of examining the overall nature of formulating and maintaining communication strategies between different economies. Furthermore, the analysis defined a trajectory for future research. Those findings may be used for matters pertaining to a variety of global communication channels already formed between different countries.

The descriptive and the content analysis concerning both of the countries have established that there is a newly-formed ties between the two countries in a positive light. The two analysis done have effectively covered the objectives of the study and identified and established the agents responsible for communication management for bilateral relations (UAE Embassy in SA, Ministry of Foreign Affairs and International, UAE, SA Embassy in UAE, Department of International Relations and Cooperation, South Africa, South Africa traders in UAE, UAE traders in South Africa, UAE diplomat to SA and SA diplomat to UAE) and their effectiveness in their roles between the two countries, on the same vein, the nature of bilateral relation that exist between the two countries have been discussed and established.

The study highlighted that in details the social, political and economic relations between the two countries, while strategic communication has been highlighted in detail. It can also be

deduced from the findings that political, social and economic factors play a vital role in establishing bilateral ties between the two countries and contribute significantly to the trade and diplomatic relations between them. On the other hand, it was also discussed that bilateral relations has served as a means through which the two countries have benefitted in terms of social, political and economy. Therefore, based on the research impediments stated in this study, it can be established through an in-depth assessment of the findings that the bilateral ties between the two countries are immensely strong. Those ties have had a major impact on the economy of both countries whereby the non-oil trade has grown as much as 23% from 2016 to 2017 (UAE-South Africa business forum held, 2018). The SA economy, on the other hand, has benefitted from investments from the UAE, which is the second-largest investor in SA.

The ties between SA and the UAE go back to almost two decades, and both sides are keen to maintain these ties in the face of changing world politics and partnerships. These ties have largely helped in maintaining the BOP in their respective regions, and have allowed them both to mutually benefit; a more developed country like the UAE has successfully found golden opportunities to invest capital which can reap large profits because SA has a fast-growing economy and has been able to fulfill rising domestic demand by fast increasing trade with the UAE. SA, on the other hand, can garner support for its unstable economy when needed, and the new government has been able to get off to a good start. The economy of both the countries will be benefited in the long run, given their strong bilateral relations and they can only move forward after that.

Even in the case of some sectors that cooperation has not been established yet, the seeds are there and ready to flourish by the UAE and SA bilateral relations. The environmental and

educational sectors, for instance, have not yet found a way to develop a bridge of communication between these countries, but the foundation is there. Since mining agreements have been signed, in order for the cooperation to be smooth an environmental plan should be compiled given the fact that there cannot be successful mining endeavors without securing the viability of the environmental parameters. Similarly, in the Education sector, it has been noted that there are not any significant forms of exchange of scientific notions and ideas. Education is one of the most important sectors in a state as it safeguards the future of that state and both sides seem to know about it. Solely the fact that many SA citizens are based and operate within the UAE ground, signifies that an exchange of ideas and scientific minds is already taking place, even though official documents haven't been signed yet.

The South African president has helped to bolster global confidence in the country's economy. Major economies in the world like the UAE, China, and Saudi Arabia have willingly shown their support for SA, and have promised to propose an investment plan and that is a major achievement for the new government. The support from those countries is an indicator of the long-term changes in trade patterns by the new economic leaders of the future. Perhaps studies in the future will also be able to explore how these relationships are changing the global dynamics of trade, investments, and politics, but for the present it is enough to ponder on the importance on having, maintaining and safeguarding bilateral relations between the UAE and SA.

However, it was also established and developed in the study the various communication strategies that would help to further strengthen the bilateral relation ties between the two countries, some of the communication strategies developed and established in the study include: the

encouragement of inter country marriage; the encouragement of the citizens to invest in UAE and SA and vice versa; the encouragement of sporting activities between the two nations; the adoption of constant dialogue strategy; the adoption of the use constant bilateral conference and finally the creation of Joint Ministerial Commission (JMC) between SA and UAE.

### **Summary**

In order to study the overall impact of a communication strategy in line with bilateral ties, and a power game between two given nations, the research was conducted to analyze the impact of bilateral relation on the political, social and economic of the two nations which later led to the development and identification of communication strategies to further improve the bilateral relation ties between the two countries. Those countries were chosen because of their history and their strategically-important position. To conduct this research study, the primary and secondary methods of data collection were adopted and the data was gotten from limited samples because of the time constraints and limited resources. Additionally, as pointed out by Ghauri & Grønhaug (2005), these methods of conducting research are very cost-effective. Considering the nature of the subject matter, it was considered best to use both primary and secondary data gotten from limited sample but nonetheless the data were reliable and effective. The content analysis was conducted using published content in newspapers, such as *Gulf News* and *The National* from the UAE and *Business Day* and *Sunday Times* from SA. Other sources included *Press Reader*, official government news agency announcements, and news from other global leading news sources such as CNN and Bloomberg.

The research findings established that bilateral ties between the countries are comprised of cooperation in politics, social and economy aspects. The relations between the UAE and SA was dated back to 1994, and since then, the two countries have focused on strengthening the ties and increasing cooperation so as to be able to mutually benefit from their ties. The trade relations have remained strong over the last decade, with as much as a 37% increase in the previous year and SA being one of the biggest suppliers of food to the UAE. This is in part due to the fact that about 100,000 South African expatriates are based in and as many as 200 South African businesses are operating in the UAE. The landmark in the relations between the two countries was when the new South African president visited the UAE in his first official state visit. The results of the visit were positive: agreements were signed between the leaders of the two countries that encompassed trade, investment and, other sectors of the economy. The president of SA, Ramaphosa, was able to secure a USD \$10 billion pledge by the UAE for investments to SA over the course of the next 5 years in various sectors, with a special focus put on tourism and mining. The UAE government has also invited businessmen from SA to directly invest in the UAE.

SA is an important partner of the United Arab Emirates in the African continent and therefore their relations are of strategic importance. The significance of these relations is apparent in the fact that the UAE is the second-largest investor in SA with the largest political and social relation, only after China, and has been increasingly investing in several large-scale projects in SA.

What can be concluded from the facts derived from this research is that SA and the UAE are important partners in the Middle East and the African continent. The cooperation between the

countries has not only benefitted their inter-trade relations but has also led to various investment opportunities, social and political benefits for both nations. Hence, these ties can be further strengthened by the encouragement of inter country marriage between citizens of these two nations; the encouragement of the citizens to invest in UAE and SA and vice versa; the encouragement of sporting activities between the two nations; the adoption of constant dialogue strategy between the two nations; the adoption of the use constant bilateral conference and finally the creation of Joint Ministerial Commission (JMC) between SA and UAE.

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**APPENDIX I**  
**QUESTIONNAIRE**

Dear Sir/Ma,

I am a Ph.D. student of University of Pretoria, South Africa. I am conducting a research on developing a communication strategy for bilateral relations between UAE and South Africa.

I wish to solicit for your kind assistance, understanding and cooperation in completing the attached questionnaire. Your quick response would be highly appreciated. I also wish to assure you that the information you provide would be treated with absolute confidentiality.

Yours faithfully,

Aamena Bulhoon

**Section A: Demographic Characteristics of Respondents**

**N.B:-** Please tick(  ) as appropriate.

1. Sex: (a) Male (b) Female
2. Marital Status: (a) Single (b) Married (c) Widow (d) Widower (e). Divorced
3. Age: (a) 20 years and below (b) 21-40 years (c) 41-60 years (d) 61 and above
4. Educational Qualification: (a) No Formal Education (b) Primary School Certificate (c) Secondary School Certificate (d) Tertiary Certificate (e) others

**Section B: Identification of Communication Management Agents and Actors  
between South Africa and UAE**

5. In what capacity are you serving as an Actor or Agent of communication between SA and UAE? (a) Staff of UAE Embassy in SA (b) Staff of Ministry of Foreign Affairs and International, UAE (c) Staff of SA Embassy in UAE (d) Staff of the Department of International Relations and Cooperation, South Africa (e) South Africa traders in UAE (f) UAE traders in South Africa (g) UAE diplomat to SA (h) SA diplomat to UAE
6. Do you consider yourself as a communication management agent between SA and UAE? (a) yes (b) no (c) maybe



7. Are you recognized as an agent or actor of communication between SA and UAE? (a) yes  
(b) no (c) maybe
8. Are you a registered and government approved body, agent, institution, ministry or individual to foster communication SA and UAE? (a) yes (b) no (c) maybe
9. How long have you been in this role? (a) 1-5 years (b) 6-10 years (c) 11-15 years (d) 16-20 years (e) 21 years and above
10. I am very active in this role. (a) Strongly agreed (b) Agreed (c) Strongly disagreed (d) Disagreed

**Section C: Effectiveness of the Activities of the Agents or Actors and their roles in Communication Management for Bilateral Relations between South Africa and UAE**

11. How can you generally rate the effectiveness your communication management activities between SA and UAE? (a) very effective (b) effective (c) not effective
12. Do you engage in conflict resolution involving SA and UAE? (a) yes (b) no
13. If yes, how often? (a) very often (b) often (c) not often
14. If yes, how can you rate the effectiveness of this? (a) very effective (b) effective (c) not effective
15. Do you engage in political talks between SA and UAE? (a) yes (b) no
16. If yes, how often? (a) very often (b) often (c) not often
17. If yes, how can you rate the effectiveness of this? (a) very effective (b) effective (c) not effective
18. Do you engage in economic talks involving SA and UAE? (a) yes (b) no
19. If yes, how often? (a) very often (b) often (c) not often
20. If yes, how can you rate the effectiveness of this? (a) very effective (b) effective (c) not effective
21. Do you help to protect the rights of citizens of SA or UAE living, working or visiting SA or UAE? (a) yes (b) no (c) maybe

22. How effective is your involvement or any other actors or agents involvement in the protection of the rights of SA or UAE living, working or visiting SA or UAE? (a) very effective (b) effective (c) not effective

**Section D: Political and Social Significance of Bilateral Relation between South Africa and UAE**

Choose from the options below the level of your agreement on the possible political and social significance of bilateral relation between SA and UAE.

/N	Possible political and social significance of bilateral relation between SA and UAE	Strongly agreed	Agreed	Strongly Disagreed	Disagreed
23	It enhances social security improvement				
24	It enhances political advice				
25	It paves way for domestication of new method of governance				
26	It enhances the avoidance of war				
27	It enhances the avoidance of political conflict				
28	It enhances provision of support during elections				
29	It promotes cultural relations				

30	It enhances ethnical relations				
31	It fosters domestication of new technologies				
32	It enhances tourism activities				
33	It enhances holiday travels				
34	It enhances social meetings between the citizens of the two countries				

**Section E: Development of Communication Strategies to Further Strengthen  
Bilateral Relation between South Africa and UAE**

Choose from the options below the level of your agreement on the possible Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE

/N	<b>Possible Communication Strategies to Further Strengthen Bilateral Relation between South Africa and UAE</b>	<b>Strongly agreed</b>	<b>Agreed</b>	<b>Strongly Disagreed</b>	<b>Disagreed</b>
35	Encouragement of inter country marriage between the citizens of the two nations				
36	Encouragement UAE citizens to investment in SA and vice-versa				

37	Organization of sporting activities between the two nations				
38	Establishment of a constant dialogue between the two nations				
39	Encouragement of bilateral conference between the two nations				
40	Establishment of Joint Ministerial Commission between the two nations				

## APPENDIX II

### INTERVIEW QUESTIONS

1. Do you think there is any significant relationship between bilateral relation and communication management?
2. What are the political significance of bilateral relation between South Africa and UAE?
3. What are the social significance of bilateral relation between South Africa and UAE?
4. What are the economic significance of bilateral relation between South Africa and UAE?
5. Do you think there is need for further development of communication strategies to further improve bilateral relation between SA and UAE?
6. How effective are the current communication strategies put in place by SA and UAE for bilateral relations?

7. Do you totally agree that the possible communication strategies proposed in the questionnaire will help to further strengthen bilateral relation between the two countries?