



# Emotional Diplomacy: Official Emotion on the International Stage

By Todd H. Hall

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**Emotional Diplomacy: Official Emotion on the International Stage** By Todd H. Hall

In *Emotional Diplomacy*, Todd H. Hall explores the politics of officially expressed emotion on the international stage, looking at the ways in which state actors strategically deploy emotional behavior to shape the perceptions of others. Examining diverse instances of emotional behavior, Hall reveals that official emotional displays are not simply cheap talk but rather play an important role in the strategies and interactions of state actors. Emotional diplomacy is more than rhetoric; as this book demonstrates, its implications extend to the provision of economic and military aid, great-power cooperation, and even the use of armed force.

*Emotional Diplomacy* provides the theoretical tools necessary for understanding the nature and significance of state-level emotional behavior and offers new observations of how states seek reconciliation, strategically respond to unforeseen crises, and demonstrate resolve in the face of perceived provocations. Hall investigates three specific strands of emotional diplomacy: those rooted in anger, sympathy, and guilt. Presenting original research drawing on interviews and sources in five different languages, Hall provides new insights into the 1995–1996 Taiwan Strait Crisis, the post-9/11 reactions of China and Russia, and relations between West Germany and Israel after World War II. He also demonstrates how his arguments can be extended to further cases ranging from Sino-Japanese relations to diplomatic interactions in Latin America. *Emotional Diplomacy* offers a unique take on the intersection of strategic action and emotional display, offering a means for making sense of why states appear to behave emotionally.

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## **Editorial Review**

### Review

"With a study that is rife with political lessons and rich with analytic achievements, Todd H. Hall has done more than one profession a great service. Combining rationalist and constructivist political science with contemporary history, he defines "emotional diplomacy" as "coordinated state-level behavior that explicitly and officially projects the image of a particular emotional response toward other states." (2) Hall's concept expands the study of state-level encounters, specifically among heads of state, by focusing on the premises, expressions and consequences of emotional practice as an element of political competence."<sup>2</sup> Steffen Rimner, *New Diplomatic History* (November 30, 2015)

"In *Emotional Diplomacy*, Todd H. Hall explicitly recognizes that official emotion is not just the aggregation of individual emotions but is used strategically to achieve political goals. He provides engaging historical cases in which official emotion is salient and interprets these cases to challenge standard rational-choice models of diplomacy."<sup>3</sup> Clark McCauley, Bryn Mawr College, coauthor of *Why Not Kill Them All? The Logic and Prevention of Mass Political Murder*

"Todd H. Hall argues credibly in *Emotional Diplomacy* that, when conveying emotions, states engage in action that cannot otherwise be readily explained and finds that such emotional diplomacy sometimes has unexpected consequences. I found Hall's empirical accounts<sup>4</sup> of China's anger in the Taiwan Straits, Russian and Chinese sympathy for the United States in the wake of 9/11, and guilt shown by West Germany in its support for Israel<sup>5</sup> convincing, and they provide strong evidence that emotional diplomacy can sometimes be effective."<sup>6</sup> Natasha Hamilton-Hart, The University of Auckland, author of *Hard Interests, Soft Illusions: Southeast Asia and American Power*

"Todd H. Hall's groundbreaking book on 'emotional diplomacy' explains the nature, significance, and consequences of the strategic use of emotion in international politics. It exploits the best work on rational signaling, intersubjective meanings, and psychology to create a theory of emotional diplomacy backed with rigorous empirical cases. This is a creative and important book."<sup>7</sup> Jonathan Mercer, University of Washington, author of *Reputation and International Politics*

### About the Author

Todd H. Hall is Associate Professor in the Department of Politics and International Relations and Tutorial Fellow in Politics, Saint Anne's College, at the University of Oxford.

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