

## CHAPTER IV

### CONCLUSION

In the first chapter, the writer started her thesis with a question, on **Why does United Kingdom use Future News Worldwide and Global Conference on Media Freedom as an instrument to fulfill its diplomatic leadership in championing media freedom?** The writer can conclude, because through Future News Worldwide and Global Conference on Media Freedom, United Kingdom could promote their commitment on media freedom and rebuilding trust with the media by creating the first ever state-led action, leading the world to tackle the issue, reaching a wider audience not limited to states to deliver their campaign, while rebranding their nation's image in front of international society after the deterioration of the British Press Freedom in the past five years. The writer will elaborate this simple answer to four parts.

First of all, United Kingdom use both of the events as a projection of their commitment to tackle the deterioration of media freedom and to renew its relations with media, especially after the 2014 case with The Guardian. Furthermore, United Kingdom use the platform to nurture young journalists by introducing them to British media environment and culture, therefore, the journalists will use their experience and knowledge as standards of high-quality journalism. Second answer, United Kingdom use the international scale campaign, by inviting every actor to be involved in tackling problems on media freedom. By being able to lobby the countries to signed upon the global pledge, while agreeing to develop a national action plan to ensure a safer environment for journalists and media in their country

and other countries, UK could show their commitment to lead the system, while maintaining trust with the media. United Kingdom's soft power strategy plays a big role to ensure the positive feedbacks from the international society.

The third answer, is United Kingdom could further spread its influence as a country that champions human rights and media freedom, not only to other states, journalists and media, but also to a wider scale of audiences in Future News Worldwide. Moreover, the launch of the **#DefendMediaFreedom** campaign on Twitter will attract young generations to take parts in the online campaign. The last answer, United Kingdom could rebrand their nation's image, after facing with deterioration of media freedom, by establishing the first ever state-led action to tackle media freedom, states, media, organizations and civil society will give positive feedbacks to this initiative. Moreover, by being the first initiator, United Kingdom could lead the campaign and initiatives, while other states will follow the steps provided by the country. Furthermore, by nurturing young journalists as the future of media figures, the participants gave positive reviews about the conference from their articles of experiences. Therefore, United Kingdom have managed to gain their positive image and progressively achieved their diplomatic leadership through both of the international projects.

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