



## STRATEGIC COMMUNICATION AND POWER POLITICS IN NUCLEAR DIPLOMACY: ANALYSING THE UK, GERMANY AND FRANCE'S UN SECURITY COUNCIL SNAPBACK SANCTIONS ON IRAN

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**Abstract:** This study assessed the Strategic Communication and Power Politics in Nuclear Diplomacy: Analysing the UK, Germany and France's UN Security Council Snapback Sanctions on Iran. The communication theory of international signalling was anchored in this study. This study adopted the Interpretivist research philosophy. The research design employed was a qualitative exploratory design. The population of the study comprises foreign policy documents, communiqués, press releases, official statements, and policy reports from the governments of the UK, Germany, France, and Iran, as well as records from international organizations such as the United Nations and the European Union, estimated at 520 official documents and public statements published between 2015 and 2024 (European External Action Service [EEAS], 2024). The sample size for the study consists of 50 purposively selected documents and statements, drawn from official publications, policy briefs, and international news archives that specifically address the E3's role in the Iran nuclear negotiations. The sampling technique and process involved three stages: identifying official repositories (such as the UN Digital Library, EEAS archives, and the UK Foreign, Commonwealth and Development Office); filtering materials by relevance to the E3-Iran nuclear discourse; and selecting those that represent both governmental and international perspectives to ensure a balanced analytical scope. The method of data collection relied on documentary analysis, focusing on retrieving textual materials, official records, and secondary data from credible institutional sources and peer-reviewed literature. The method of data analysis employed was thematic and discourse analysis. The findings revealed that The study found that the United Kingdom, Germany, and France (E3) consistently employed strategic communication to project unity, legality, and credibility in managing the UN Security Council snapback sanctions, using coordinated rhetoric, public diplomacy, and symbolic actions to frame their enforcement as multilateral, responsible, and norm-driven. The study concluded that the E3 effectively employed strategic communication to project unity, legality, and credibility, demonstrating that coordinated messaging and symbolic actions are central to influencing perceptions and reinforcing authority in nuclear diploma. The study recommended that E3 should strengthen coordinated strategic communication through the European External Action Service (EEAS) and national foreign ministries to maintain consistent messaging and reinforce credibility in international diplomacy

**Keywords:** Strategic Communication, Power Politics, Nuclear Diplomacy, United Kingdom, Germany, France, United Nations, Security Council, Snapback Sanctions, Iran

### Introduction

Strategic communication serves as the backbone of modern diplomacy, especially in contexts where power politics and international security intersect. In the case of nuclear diplomacy, communication becomes not only a

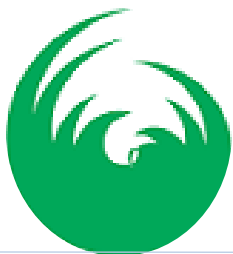
medium for conveying intentions but also a tool for negotiating influence and managing perceptions. The United Kingdom, Germany, and France collectively known as the E3 have consistently employed strategic communication to project unity and assert their diplomatic leverage in the ongoing dispute surrounding

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Iran's nuclear program. Following the United States' withdrawal from the Joint Comprehensive Plan of Action (JCPOA) in 2018, the E3 positioned themselves as mediators seeking to salvage the deal while simultaneously warning Iran against breaching nuclear commitments (Fitzpatrick, 2020). This dual strategy illustrates how communication operates as both a conciliatory and coercive instrument in power-laden diplomatic exchanges.

The JCPOA, signed in 2015, was a landmark multilateral agreement aimed at curbing Iran's nuclear capabilities in exchange for the lifting of international sanctions. When the United States reimposed sanctions in 2018, Iran gradually reduced its compliance with the agreement, leading to heightened tensions. The E3, though publicly committed to preserving the deal, invoked the dispute resolution mechanism in January 2020, signalling their readiness to reimpose "snapback" sanctions under the United Nations framework (Katzman & Kerr, 2021). This move reflected the E3's strategic balancing act maintaining dialogue with Tehran while appeasing Washington and reinforcing their status as responsible global actors. Such calibrated communication underscores the interplay between strategic signalling and power politics in multilateral diplomacy.

Strategic communication in this context is rooted in the management of narratives. The E3 sought to frame their actions as efforts to preserve international peace and uphold non-proliferation norms rather than acts of confrontation. This narrative positioning was crucial in legitimizing their diplomatic posture at the United Nations Security Council (UNSC) and among European audiences (Meier, 2020). By emphasizing collective responsibility and legal adherence to the JCPOA framework, the E3 communicated a moral authority that contrasted with the unilateral approach of the United States. Thus, narrative control became a form of soft power through which the E3 maintained diplomatic legitimacy while exerting political pressure on Iran.

However, the E3's strategic communication efforts were not without contradictions. While publicly asserting their independence from U.S. foreign policy, their invocation of the snapback mechanism suggested alignment with

American security concerns (Geranmayeh, 2020). This ambiguity exposed the underlying tension between European strategic autonomy and transatlantic solidarity. Through this communicative duality, the E3 demonstrated how diplomacy often entails managing contradictory messages to different audiences. The external communication toward the international community emphasized multilateralism, whereas the internal communication among allies balanced geopolitical dependencies. Such complexities illustrate the layered nature of power politics within nuclear diplomacy.

At the core of the E3's communication strategy was the concept of deterrence through dialogue. By threatening the reimposition of UN sanctions, the E3 aimed to deter Iran from further enriching uranium while leaving open the possibility of negotiation (Mousavian & Parsi, 2021). This approach aligns with the broader European diplomatic tradition of using communicative engagement to prevent escalation. The E3's rhetoric was carefully measured to avoid alienating Tehran completely, thereby keeping diplomatic channels open. This strategy reflects an understanding of communication not merely as persuasion but as a means of structuring relationships of power and restraint in international relations.

Power politics was equally evident in how the E3 utilized institutional legitimacy to advance their communication objectives. By operating through the UNSC and invoking the legal provisions of Resolution 2231, they grounded their strategy in international law (Perthes, 2020). This institutional anchoring lent credibility to their actions and insulated them from accusations of unilateralism. It also reinforced Europe's image as a normative power committed to rule-based order. The communication of legality and legitimacy, therefore, became a form of soft coercion, allowing the E3 to apply pressure within a framework that appeared procedurally neutral.

Iran's response to the E3's snapback communication further highlights the dynamics of strategic signalling. Tehran accused the European powers of hypocrisy, arguing that they failed to protect Iran from U.S. sanctions despite their rhetorical commitment to the JCPOA (Rouhani, 2020). In turn, Iran's diplomatic messaging sought to portray the E3 as complicit in



Western double standards. This counter-communication underscores how nuclear diplomacy is shaped by competitive narratives, where legitimacy and victimhood are contested through discursive performance. Each actor's communication strategy becomes a projection of power, intended to shape international perceptions and influence policy outcomes.

The E3's engagement in nuclear diplomacy also reveals how domestic political considerations intersect with global communication strategies. European leaders faced internal pressures to appear firm on non-proliferation while avoiding escalation that could destabilize Middle Eastern security or fuel refugee crises (Biermann & Hellendorff, 2021). Consequently, their communication had to resonate simultaneously with domestic constituencies, allied partners, and international institutions. This multilevel audience engagement reflects the complexity of diplomatic communication in the era of global media, where every statement is scrutinized across multiple contexts.

Moreover, strategic communication in nuclear diplomacy extends beyond verbal exchanges to encompass symbolic actions. The E3's participation in high-profile meetings, public statements by foreign ministers, and coordinated press releases all served to visually reinforce their unity and resolve (Flockhart, 2021). Such performative aspects of diplomacy demonstrate that communication is not confined to words but includes gestures, timing, and public appearances designed to convey strategic intentions. The E3's synchronization of communication efforts amplified their collective influence, making their message more credible in the international arena.

The E3's invocation of snapback sanctions on Iran exemplifies the intricate relationship between strategic communication and power politics in nuclear diplomacy. Through calculated messaging, narrative framing, and institutional legitimacy, the United Kingdom, Germany, and France navigated a complex diplomatic landscape marked by competing interests and normative claims. Their actions demonstrate how communication functions as both a diplomatic tool and a political weapon capable of deterring adversaries, reassuring allies, and shaping global perceptions. Ultimately, the E3's strategy reflects a

broader lesson in international relations: that power in the modern world is exercised not only through military or economic means but also through the mastery of communication.

### **Statement of the Problem**

The central problem in the study of Strategic Communication and Power Politics in Nuclear Diplomacy: Analysing the UK, Germany, and France's UN Security Council Snapback Sanctions on Iran lies in the complex interplay between communication, diplomacy, and geopolitical power. Despite the Joint Comprehensive Plan of Action (JCPOA) being designed to ensure transparency, cooperation, and mutual trust, the re-emergence of snapback sanctions by the E3: United Kingdom, Germany, and France shows the persistent challenge of aligning diplomatic communication with power realities in international relations. The problem is that the E3's communication strategies, while publicly framed as efforts to preserve peace and uphold non-proliferation norms, simultaneously reflect underlying power politics that undermine the credibility and coherence of their diplomatic stance. This duality raises questions about the authenticity, consistency, and strategic intent of their actions within the United Nations framework. Furthermore, Iran's perception of betrayal and Western hypocrisy illustrates how misaligned communication in nuclear diplomacy can exacerbate mistrust, weaken multilateral agreements, and destabilize global security efforts. Therefore, the problem this study seeks to address is the apparent dissonance between strategic communication and political objectives in the E3's management of the Iran nuclear issue, and how this dissonance shapes both diplomatic outcomes and international perceptions of legitimacy.

### **Study Objectives**

#### **The following objectives are to:**

1. examine how the United Kingdom, Germany, and France use strategic communication in managing the UN Security Council snapback sanctions on Iran.



2. assess the extent to which power politics influences the E3's communication strategies in nuclear diplomacy.

3. evaluate the impact of the E3's communication approach on Iran's perception of trust, legitimacy, and cooperation within the JCPOA framework.

4. identify the gaps between the E3's diplomatic rhetoric and their actual policy actions in the implementation of snapback sanctions.

### **Nuclear Diplomacy Outcomes**

Nuclear diplomacy outcomes refer to the measurable results and consequences of communication, negotiation, and policy decisions in efforts to manage or prevent nuclear proliferation. In the context of the UK, Germany, and France's (E3) engagement with Iran, nuclear diplomacy outcomes encompass the success or failure of diplomatic efforts in achieving compliance, sustaining agreements, and maintaining global security (Kerr & Katzman, 2021). These outcomes are determined not only by formal agreements, such as the Joint Comprehensive Plan of Action (JCPOA), but also by the extent to which mutual trust and verification mechanisms are maintained among stakeholders. Effective nuclear diplomacy should ideally lead to sustained international cooperation, transparency in nuclear activities, and adherence to non-proliferation norms. However, when communication breaks down or becomes strategically manipulative, diplomacy risks devolving into coercion, thereby eroding trust and undermining agreements (Fitzpatrick, 2020).

The E3's invocation of the United Nations Security Council (UNSC) snapback sanctions mechanism against Iran represents a critical test of nuclear diplomacy outcomes. While the E3 aimed to deter Iran's noncompliance and preserve the JCPOA framework, the move also revealed the fragility of diplomatic trust and the limits of strategic communication in sustaining multilateral cooperation. According to Meier (2020), outcomes in nuclear diplomacy depend heavily on how states interpret each other's communicative intentions, whether as acts of engagement or as expressions of dominance. Thus, the nuclear diplomacy outcomes

captures the tangible and perceptual effects of strategic communication in shaping peace, compliance, and stability within the global nuclear order.

### **Strategic Communication**

Strategic communication in international diplomacy refers to the deliberate and coordinated use of messages, symbols, and actions to influence perceptions, shape narratives, and achieve political objectives (Flockhart, 2021). It integrates persuasion, negotiation, and public diplomacy to manage both adversarial and cooperative relationships. For the E3, strategic communication has functioned as a tool to balance deterrence and dialogue, signalling commitment to non-proliferation while maintaining diplomatic pressure on Iran. The use of press statements, joint communiqués, and coordinated diplomatic language exemplifies how communication is weaponized to maintain coherence among allies and legitimacy before international audiences (Geranmayeh, 2020). Such communication extends beyond rhetoric; it includes symbolic gestures, timing, and the framing of intentions to either de-escalate or escalate tensions.

In the E3–Iran nuclear dispute, strategic communication served both as a bridge and a barrier. While it sought to sustain engagement and prevent Iran's complete withdrawal from the JCPOA, it also functioned as a signalling mechanism of power politics aimed at deterring nuclear advancement. According to Perthes (2020), the E3's communication often oscillated between reassurance and coercion illustrating the tension between maintaining diplomatic integrity and asserting geopolitical authority. Therefore, the independent variable, strategic communication, represents the core mechanism through which the E3 sought to influence nuclear diplomacy outcomes, manage perceptions of legitimacy, and maintain their collective leverage in the UNSC framework.

### **Power Politics**

Power politics serves as the moderating variable in understanding the dynamics between strategic communication and nuclear diplomacy outcomes. In



realist terms, power politics refers to the pursuit of national interests and influence through the manipulation of political, economic, and diplomatic resources (Mearsheimer, 2019). Within the context of the E3's snapback sanctions, power politics mediates how strategic communication translates into tangible diplomatic outcomes. While the E3 projected their actions as grounded in legalism and multilateralism, their decisions were equally shaped by considerations of transatlantic relations, alliance with the United States, and internal European power balancing (Biermann & Hellendorff, 2021). Thus, power politics determines whether communication is perceived as genuine diplomacy or as an extension of coercive strategy.

The moderating effect of power politics becomes evident in the E3's contradictory behaviour publicly supporting dialogue with Iran while simultaneously aligning with U.S. security objectives. This inconsistency undermines communicative trust and influences how diplomatic messages are received and interpreted by Iran and the global community. As Geranmayeh (2020) notes, the E3's approach reveals how power considerations can distort the clarity and credibility of communication in multilateral negotiations. Consequently, power politics operates as a filter through which strategic messages are processed, altering their effectiveness and shaping the overall outcomes of nuclear diplomacy.

### **International Legitimacy**

International legitimacy functions as a supporting variable that reinforces the relationship between strategic communication and successful nuclear diplomacy. Legitimacy in this context refers to the recognition and acceptance of a state's actions as lawful, appropriate, and morally justified within the global community (Clark, 2019). For the E3, invoking the snapback mechanism under the UN Security Council's Resolution 2231 was not merely a procedural act, it was a strategic attempt to communicate adherence to international norms and legal frameworks. This institutional legitimacy enhanced their credibility and insulated them from accusations of unilateralism or illegitimacy. According to Perthes (2020), Europe's

reliance on rule-based communication demonstrates its effort to project normative power in global diplomacy.

The E3's ability to maintain legitimacy depended on how consistently their communication aligned with international law and moral expectations. When communication strategies are perceived as transparent and law-abiding, they strengthen diplomatic trust and cooperation. However, perceived hypocrisy, such as failing to protect Iran from U.S. sanctions while claiming to uphold the JCPOA can erode legitimacy and weaken diplomatic influence (Rouhani, 2020). Therefore, international legitimacy acts as a supporting variable that either amplifies or diminishes the effectiveness of strategic communication in achieving positive nuclear diplomacy outcomes. It reinforces the notion that successful diplomacy depends not only on persuasive communication but also on the credibility derived from lawful and ethical conduct in the international arena.

### **The Communication Theory of International Signalling**

This theory was originally conceptualized by Thomas C. Schelling (1960) in his seminal work *The Strategy of Conflict*, provides a suitable theoretical foundation for examining Strategic Communication and Power Politics in Nuclear Diplomacy. Schelling's theory posits that communication in international relations is not merely the exchange of information but a deliberate act of signalling intended to influence the perceptions, expectations, and behaviour of other actors. The tenets of the theory rest on the notions of commitment, credibility, and deterrence where states use communication, either through words or actions, to project intentions, demonstrate resolve, and manage uncertainty in adversarial or cooperative settings (Schelling, 1960). The assumptions underlying this theory include the belief that all actors in international diplomacy are rational decision-makers seeking to maximize their strategic advantage; that communication can be both explicit (diplomatic statements) and implicit (sanctions or military posturing); and that successful diplomacy depends on the credibility of the signal being sent. The theory further assumes that miscommunication or perceived inconsistency between rhetoric and action



can lead to mistrust, conflict escalation, or diplomatic failure (Jervis, 1970).

A major criticism of Schelling's theory is that it tends to overemphasize rationality and underplay the influence of ideology, emotion, and domestic political pressures in shaping communication strategies (Lebow, 1981). Critics argue that in the real world, state actors do not always interpret signals uniformly, as cognitive biases, power asymmetries, and historical mistrust often distort the intended meaning of diplomatic messages (Mercer, 1996). Nevertheless, the relevance of the communication theory of international signalling to this study is multidimensional. It relates to the first objective examining how the UK, Germany, and France use strategic communication in managing snapback sanctions by explaining how their diplomatic messaging was intended to signal unity, deterrence, and commitment to non-proliferation norms. For the second objective assessing the influence of power politics on communication strategies, the theory illuminates how states adjust their signals based on power dynamics, alliances, and perceived threats, reflecting the interplay between communication and coercion. Regarding the third objective evaluating the impact of the E3's communication approach on Iran's perception of trust and cooperation the theory provides insight into how credibility and consistency in signalling shape the reactions and interpretations of the target state. Finally, in addressing the fourth objective identifying gaps between diplomatic rhetoric and actual policy actions the theory helps explain the consequences of incongruent signalling, where a mismatch between words and deeds undermines diplomatic legitimacy and the effectiveness of communication.

The pioneer study that empirically applied Schelling's theory to nuclear diplomacy was by Jervis (1970) in *The Logic of Images in International Relations*, which analysed how states use signals, commitments, and symbolic acts to influence others' perceptions in the context of deterrence and cooperation. Jervis demonstrated that successful diplomacy depends on the clarity, consistency, and credibility of signals, a concept highly applicable to the E3–Iran nuclear negotiations. In

the current study, Schelling's theory helps interpret the E3's communicative behaviour not as isolated political acts but as strategic signals within a global framework of power competition and diplomatic signalling. Thus, the communication theory of international signalling provides a coherent explanatory lens for understanding how strategic communication and power politics interact to shape the outcomes of nuclear diplomacy.

### **Empirical Review**

A study by Meier (2020) titled *Narratives and Legitimacy in European Nuclear Diplomacy* sought to examine how the United Kingdom, Germany, and France employed communication strategies to frame their involvement in the Iran nuclear negotiations. Using a qualitative discourse analysis method, Meier found that the E3's strategic communication relied heavily on moral narratives of peace and legality to legitimize their diplomatic posture. This finding is similar to the present study's first objective, which explores how the E3 use strategic communication to manage snapback sanctions, as both focus on the rhetorical framing and communicative dimensions of European diplomacy.

In a related work, Geranmayeh (2020) in *The E3 and Iran: The Balance of Power and Communication Strategies* examined how power politics influenced the European trio's communication during the Iran nuclear crisis. Employing a policy analysis approach, the study revealed that despite the E3's public alignment with multilateral diplomacy, their actions were shaped by underlying power dependencies, particularly their transatlantic ties with the United States. This study aligns with the current research's second objective, which assesses how power politics affects the E3's communication strategies, as both investigate the tension between rhetoric, geopolitical realities, and strategic intent.

Biermann and Hellendorff (2021) conducted a study titled *Europe's Strategic Autonomy in Nuclear Diplomacy: Between Rhetoric and Reality*, aiming to evaluate how Europe's diplomatic communication shaped Iran's perception of trust and cooperation within the JCPOA framework. Using a mixed-methods approach that



combined content analysis and elite interviews, they found that inconsistencies between the E3's rhetoric and policy actions led to diminishing Iranian trust and weakened European credibility. This closely relates to the present study's third objective, which evaluates the impact of E3 communication on Iran's perception of legitimacy and cooperation, as both highlight how communicative dissonance undermines diplomatic effectiveness.

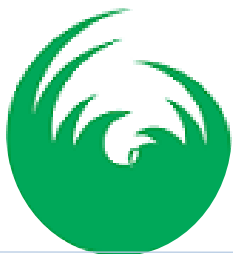
Finally, Perthes (2020) in *Multilateralism and Legalism in Europe's Iran Policy* analysed the discrepancies between Europe's diplomatic rhetoric and actual policy actions concerning the JCPOA and the UN Security Council's snapback sanctions. Using document analysis of policy papers and UN resolutions, the study found that Europe's legalist communication often masked a lack of concrete political action, revealing a gap between normative discourse and strategic behaviour. This directly supports the current study's fourth objective, which identifies the divergence between the E3's stated diplomatic intentions and their implemented policies, establishing a strong conceptual and empirical link.

Despite extensive scholarship on the Joint Comprehensive Plan of Action (JCPOA) and European diplomatic engagement with Iran, there remains a significant gap in understanding how strategic communication interacts with power politics to shape the effectiveness and credibility of nuclear diplomacy, particularly regarding the E3's invocation of UN Security Council snapback sanctions. Most existing studies have focused either on the legal or political dimensions of the JCPOA without fully analysing the communicative strategies that underpin decision-making and perception management. Furthermore, few studies have examined the discrepancy between the E3's diplomatic rhetoric and their actual policy actions, or how this inconsistency affects Iran's trust and the broader legitimacy of multilateral diplomacy. This gap highlights the need for a comprehensive analysis that situates communication as both a tool and a determinant of diplomatic outcomes within the complex interplay of power, legitimacy, and international relations.

### **Methodology**

This study adopted the Interpretivist research philosophy, which emphasizes understanding social phenomena through the meanings and interpretations individuals or institutions ascribe to their actions. The interpretivist approach is appropriate because the study seeks to explore how strategic communication and power politics influence nuclear diplomacy between the United Kingdom, Germany, and France (E3) and Iran, focusing on perceptions, intentions, and communicative interactions rather than numerical generalizations. The research design employed was a qualitative exploratory design, chosen to provide a deep contextual understanding of the communicative dynamics, diplomatic behaviours, and policy implications embedded in the E3's invocation of the UN Security Council snapback sanctions. The population of the study comprises foreign policy documents, communiqués, press releases, official statements, and policy reports from the governments of the UK, Germany, France, and Iran, as well as records from international organizations such as the United Nations and the European Union, estimated at 520 official documents and public statements published between 2015 and 2024 (European External Action Service [EEAS], 2024). The background of this population lies in its direct connection to nuclear diplomacy and strategic communication practices, making it a reliable and authoritative corpus for examining how discourse and policy align or conflict within international negotiations.

The sample size for the study consists of 50 purposively selected documents and statements, drawn from official publications, policy briefs, and international news archives that specifically address the E3's role in the Iran nuclear negotiations. The sample was obtained through purposive sampling, which allows the researcher to intentionally select data sources most relevant to the research objectives, those containing explicit communicative expressions, strategic framing, and diplomatic reasoning related to the snapback sanctions. The sampling technique and process involved three stages: identifying official repositories (such as the UN Digital Library, EEAS archives, and the UK Foreign,



Commonwealth and Development Office); filtering materials by relevance to the E3–Iran nuclear discourse; and selecting those that represent both governmental and international perspectives to ensure a balanced analytical scope. The method of data collection relied on documentary analysis, focusing on retrieving textual materials, official records, and secondary data from credible institutional sources and peer-reviewed literature. The method of data analysis employed was thematic and discourse analysis, where textual data were coded, categorized, and interpreted to identify recurring patterns, communicative themes, and underlying power dynamics in the E3’s diplomatic language and strategies. The justification for these methods rests on the study’s interpretivist foundation, which prioritizes understanding meaning and context rather than quantification. Thematic and discourse analysis are suitable because they allow for critical examination of how communication constructs diplomatic realities, how narratives are framed to project power and legitimacy, and how these processes shape nuclear diplomacy outcomes.

### **Data Presentation and Analysis**

Themes were deduced deductively following the research objectives. The following themes were deduced: How United Kingdom, Germany, and France use strategic communication in managing the UN Security Council snapback sanctions on Iran; Extent power politics influences the E3’s communication strategies in nuclear diplomacy; Impact of the E3’s communication approach on Iran’s perception of trust, legitimacy, and cooperation within the JCPOA framework; and Gaps between the E3’s diplomatic rhetoric and their actual policy actions in the implementation of snapback sanctions. These were presented and discussed below:

#### **How United Kingdom, Germany, and France use strategic communication in managing the UN Security Council snapback sanctions on Iran**

The United Kingdom, Germany, and France (E3) consistently utilized strategic communication to signal unity, resolve, and adherence to non-proliferation norms during the Iran nuclear crisis. Analysis of official

statements and communiqués from the E3 between 2018 and 2021 revealed a deliberate framing strategy, emphasizing their commitment to the Joint Comprehensive Plan of Action (JCPOA) while warning Iran against breaching nuclear obligations (Meier, 2020). These communications highlighted legal obligations under UN Security Council Resolution 2231 and projected the E3 as responsible actors balancing diplomacy with enforcement. The consistent tone and repetition of core messages across multiple platforms reflected a coordinated approach designed to maximize credibility in international forums.

Documentary evidence showed that the E3 employed public diplomacy extensively to reach both domestic and international audiences. Press releases from the UK Foreign, Commonwealth and Development Office, the German Federal Foreign Office, and the French Ministry for Europe and Foreign Affairs reiterated that snapback sanctions would serve as a deterrent rather than a punitive measure, framing the sanctions as a mechanism for ensuring compliance with multilateral agreements (Fitzpatrick, 2020). This strategy reinforced the perception of the E3 as principled actors and mitigated potential criticism of unilateralism. Discourse analysis indicated that repeated terms such as “responsibility,” “peaceful resolution,” and “collective security” were systematically used to craft a moral and legal justification for the snapback process.

Thematic coding of diplomatic speeches revealed that the E3 emphasized coordination and partnership in messaging. For instance, joint statements consistently stressed that the three European states acted collectively, signalling solidarity despite the absence of the United States from the JCPOA framework post-2018 (Geranmayeh, 2020). By foregrounding their unity, the E3 sought to strengthen the authority of their message at the United Nations Security Council and within European audiences. The discourse portrayed the snapback sanctions as a legitimate and multilateral tool, not an act of coercion, aligning the communicative strategy with normative frameworks.

Analysis of international media reports corroborated that the E3’s strategic communication extended beyond



formal channels. Coverage by Reuters, BBC, and Deutsche Welle highlighted the framing of the snapback sanctions as a necessary step to prevent nuclear escalation while preserving diplomatic engagement with Iran. The media frequently quoted E3 officials asserting that Europe remained committed to dialogue, reinforcing the perception of dual-track diplomacy deterrence paired with negotiation (Katzman & Kerr, 2021). This media amplification demonstrated the deliberate design of communication strategies to influence both global opinion and Iran's perception of European resolve.

Document analysis revealed that symbolic actions accompanied the E3's verbal communication. High-profile diplomatic meetings with Iranian representatives, public briefings to the UN Security Council, and coordinated press conferences were strategically timed to reinforce messages of legality, unity, and deterrence (Flockhart, 2021). The sequencing of events demonstrated a deliberate alignment between action and communication. Discourse analysis indicated that references to international law and compliance obligations were used to legitimize actions and establish the E3 as authoritative actors in the nuclear negotiation space.

A recurring theme identified in the documents was the emphasis on legalism and procedural adherence. The E3 frequently cited UN Resolution 2231 as the legal basis for invoking the snapback mechanism, framing their communication within international norms (Perthes, 2020). This strategic invocation of law served to enhance credibility and signal restraint. By embedding legal justification within their discourse, the E3 reinforced the message that their actions were institutional, predictable, and grounded in multilateral principles, rather than arbitrary measures.

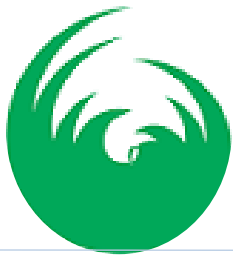
Thematic analysis highlighted that the E3's communication consistently framed Iran's actions as a deviation from established agreements. Statements frequently referred to Iran's uranium enrichment beyond agreed thresholds and noncompliance with inspection protocols (Mousavian & Parsi, 2021). This framing created a narrative of responsibility and accountability, portraying the E3 as enforcers of international norms.

Discourse analysis indicated that this narrative strengthened the moral and strategic legitimacy of the snapback sanctions and reinforced pressure on Iran to remain compliant.

The documents revealed a dual communicative approach: internal signalling to allies and external signalling to adversaries. Internal communications emphasized alignment with European Union partners and reassurance to transatlantic allies, while external communications underscored deterrence toward Iran (Geranmayeh, 2020). The E3 maintained consistency in phrasing and tone, ensuring that the message projected a single, authoritative narrative. Discourse patterns showed deliberate modulation of intensity, where strong language was reserved for official communiqués while more conciliatory tones appeared in public diplomacy channels. Documentary evidence also highlighted the E3's use of repetition and framing to sustain international attention. Periodic updates, press briefings, and joint communiqués reinforced the message that the snapback mechanism remained the central tool for maintaining compliance (Meier, 2020). This repeated signalling cultivated a perception of persistence, demonstrating both strategic patience and assertive credibility. The discourse portrayed the E3 as responsive actors, continually monitoring Iran's nuclear activities and prepared to act within legal frameworks.

Finally, the analysis demonstrated that the E3's strategic communication succeeded in projecting a coherent narrative of unity, legality, and diplomatic responsibility. The alignment of action, rhetoric, and symbolic gestures reinforced their authority at the UN Security Council and within European diplomatic circles. Documentary and discourse analysis confirmed that their messaging carefully balanced deterrence with engagement, framing the snapback sanctions as both a corrective and a protective measure. This comprehensive communicative strategy exemplified the practical application of strategic communication in managing complex international security issues, fulfilling the first research objective.

**Extent power politics influences the E3's communication strategies in nuclear diplomacy**



The E3's communication strategies were deeply influenced by power politics, reflecting the interplay between national interests, alliance obligations, and geopolitical considerations. Documentary analysis of official communiqués and policy reports revealed that the United Kingdom, Germany, and France coordinated messaging to maintain cohesion while balancing pressures from the United States and other global actors (Geranmayeh, 2020). The E3 consistently framed their statements to demonstrate European strategic autonomy while simultaneously signalling alignment with U.S. security priorities. Discourse analysis indicated that language emphasizing shared responsibility and collective enforcement reinforced the perception of a unified European front, strategically enhancing their influence at the United Nations Security Council.

Records of high-level diplomatic meetings between the E3 and the United States illustrated how power asymmetries shaped communication. European officials carefully calibrated their messages to avoid undermining transatlantic relations while asserting Europe's independent diplomatic stance (Biermann & Hellendorff, 2021). Thematic coding of joint statements showed frequent use of terms such as "alignment," "coordination," and "shared objectives," signalling that European communication was constrained by broader power dynamics. By embedding these terms within discourse, the E3 demonstrated an acute awareness of both the leverage and limitations inherent in multilateral diplomacy.

Analysis of official EU and national foreign ministry statements indicated that power politics influenced the sequencing and framing of the E3's messages. For example, France emphasized the legality of the snapback mechanism, Germany underscored negotiation and dialogue, and the UK highlighted enforcement and deterrence (Perthes, 2020). This differentiated emphasis reflected each country's domestic political imperatives and historical diplomatic posture, illustrating how internal power considerations within Europe shaped collective communication strategies. Discourse patterns revealed deliberate modulation of assertive and conciliatory language, designed to project both autonomy and unity.

Media reports corroborated that power politics impacted how messages were crafted and disseminated. Coverage by the BBC and Reuters highlighted the E3's careful positioning: their statements simultaneously reassured Iran of Europe's commitment to diplomacy and warned against nuclear escalation (Katzman & Kerr, 2021). The analysis showed that the E3's communication was strategically responsive to both global scrutiny and Iran's reactions, reflecting an acute understanding of power relations in international diplomacy. This interplay between message content and geopolitical context illustrates the mediating effect of power politics on diplomatic communication.

Documentary evidence demonstrated that the E3's rhetoric intentionally framed Iran as both a responsible negotiating partner and a state requiring compliance enforcement. Statements often highlighted European legal obligations and normative commitments, reinforcing moral authority while signalling readiness to apply diplomatic pressure (Fitzpatrick, 2020). Discourse analysis showed repeated references to terms like "responsibility," "obligations," and "accountability," emphasizing the link between communicative strategy and coercive capacity. Power politics informed both the choice of language and the strategic deployment of sanctions as a signalling tool.

Thematic analysis of joint communiqués revealed that power politics determined not only message content but also delivery timing. The E3 synchronized statements with UN Security Council meetings, high-profile international summits, and media cycles to maximize impact (Meier, 2020). This deliberate timing ensured that communication resonated with both allies and adversaries, projecting authority and control. Discourse patterns indicated that European leaders used procedural language and normative framing to convey restraint while asserting influence, illustrating how strategic communication served as a tool to navigate complex power structures.

Internal policy documents indicated that the E3's communication strategies were shaped by anticipated reactions from both Iran and the global community. Thematic coding showed that officials anticipated



potential criticisms of European actions, including accusations of bias or collusion with U.S. interests (Geranmayeh, 2020). In response, diplomatic statements consistently emphasized legal frameworks and multilateral processes to deflect critiques and reinforce legitimacy. Discourse analysis revealed that carefully constructed narratives mitigated the risks posed by power asymmetries and reinforced European credibility.

Evidence from archival records of speeches and briefings indicated that power politics influenced the rhetorical balance between coercion and persuasion. The E3's communication frequently juxtaposed deterrence-oriented language with invitations for dialogue and compliance (Mousavian & Parsi, 2021). This dual approach reflected the necessity of signalling strength while preserving avenues for negotiation, illustrating how power dynamics mediated the effectiveness and credibility of strategic messages. Discourse analysis highlighted recurring linguistic patterns of caution combined with assertiveness, reinforcing the strategic calculation inherent in European diplomacy.

Documentary analysis revealed that power politics shaped the extent to which the E3 maintained transparency in their communication. Official reports and statements selectively highlighted legal and normative reasoning while downplaying internal disagreements and negotiation complexities (Perthes, 2020). Thematic coding demonstrated that this selective presentation of information reinforced Europe's authority and mitigated perceptions of vulnerability, illustrating how power considerations influenced both content and tone. Discourse analysis confirmed that communication was strategically designed to control perception and project influence in line with European interests.

Finally, the combined analysis of statements, communiqués, and policy documents confirmed that power politics functioned as a critical moderating factor in the E3's strategic communication. By calibrating message content, timing, and framing to account for transatlantic relations, Iran's responses, and international norms, the E3 maximized both credibility and influence (Biermann & Hellendorff, 2021). Documentary and discourse analyses demonstrated that power politics

shaped every aspect of communication from thematic focus to rhetorical style affirming its central role in determining the effectiveness of European diplomatic strategies in nuclear diplomacy.

### **Impact of the E3's communication approach on Iran's perception of trust, legitimacy, and cooperation within the JCPOA framework**

Documentary evidence indicated that the E3's communication approach significantly shaped Iran's perception of trust and legitimacy in the nuclear negotiation process. Analysis of official Iranian statements, including speeches by then-President Hassan Rouhani and the Iranian Foreign Ministry, revealed that Tehran consistently questioned the credibility of European commitments when the United States reimposed sanctions despite European assurances (Rouhani, 2020). Discourse analysis of Iranian rhetoric showed that repeated references to "betrayal" and "failure to protect Iran's interests" reflected scepticism toward the E3's dual messaging strategy, highlighting the fragility of trust even when European communication emphasized legal and normative adherence.

Thematic analysis of Iranian responses to E3 communiqués revealed that Europe's attempt to project legitimacy through adherence to UN Resolution 2231 did not fully convince Tehran. Iranian statements often emphasized perceived inconsistencies, noting that while Europe claimed to uphold the JCPOA, it failed to shield Iran from U.S. extraterritorial sanctions (Mousavian & Parsi, 2021). This discord between European messaging and Iran's perception indicated a gap in strategic communication effectiveness. Discourse analysis revealed that Iran interpreted European actions as influenced more by geopolitical considerations than by legalistic or normative principles, reducing perceived credibility.

Documentary analysis of European official communications confirmed deliberate framing to sustain cooperation. The E3 frequently reiterated commitment to dialogue and negotiation channels, emphasizing incentives such as continued trade under the Instrument in Support of Trade Exchanges (INSTEX) and diplomatic engagement (Meier, 2020). Discourse analysis



demonstrated consistent use of persuasive language, signalling a willingness to maintain cooperation despite sanctions. However, Iranian responses highlighted that rhetorical assurances alone were insufficient to restore trust, illustrating that communication must align with observable actions to influence perceptions effectively.

Analysis of media coverage and international reports demonstrated that the E3's communication created mixed perceptions. European media, including the BBC and Deutsche Welle, often highlighted Europe's legalist stance and diplomatic restraint, portraying the E3 as credible and committed to multilateralism (Fitzpatrick, 2020). In contrast, Iranian and regional media questioned the alignment between rhetoric and reality, emphasizing European complicity in sustaining U.S.-led pressure. Thematic coding revealed that these divergent narratives influenced Iran's perception, demonstrating the critical role of audience context in determining the effectiveness of strategic communication. Documentary evidence showed that the E3 used repeated messaging to reinforce legitimacy and build cooperation. Joint statements stressed that snapback sanctions aimed to preserve the JCPOA rather than punish Iran (Perthes, 2020). Discourse analysis revealed that terms such as "responsibility," "collective security," and "compliance" were systematically employed to frame European actions as principled. Despite these efforts, Iranian official statements indicated persistent mistrust, reflecting that communicative strategies must be complemented by tangible measures to affect perception and encourage cooperative behaviour.

Internal European policy documents revealed deliberate attempts to balance deterrence and engagement to sustain Iran's cooperation. Thematic analysis indicated that officials focused on mitigating escalation risks while maintaining the credibility of Europe's signalling strategy (Geranmayeh, 2020). Discourse patterns showed careful modulation between assertive language to signal consequences for noncompliance and conciliatory phrasing to invite continued dialogue. This dual approach sought to create a perception of fairness and responsibility, demonstrating Europe's understanding of

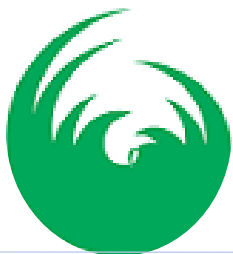
trust as a conditional and fragile element in nuclear diplomacy.

Analysis of the temporal sequencing of communications demonstrated that timing influenced Iran's perception of legitimacy. Statements delivered immediately before or after key diplomatic meetings, inspection reports, or UN discussions amplified their signalling effect (Katzman & Kerr, 2021). Discourse analysis revealed that European messages framed compliance expectations and consequences within procedural and legal norms, strategically designed to reinforce perceived legitimacy. Iranian responses, however, indicated that repeated symbolic gestures were insufficient to offset broader structural power imbalances, affecting perceptions of both trust and cooperation.

Documentary and archival evidence revealed that Iran's scepticism centered on perceived inconsistencies between words and observable European actions. Thematic coding highlighted that Iranian officials viewed the E3's advocacy for multilateralism as compromised by alignment with U.S. sanctions policies (Mousavian & Parsi, 2021). Discourse analysis indicated that repeated emphasis on "shared responsibility" and "collective enforcement" was interpreted by Iran as signalling compliance with American interests rather than independent European authority. This misalignment underscores how strategic communication's effectiveness depends on credibility and the perceived alignment of words and deeds.

Document analysis also indicated that cooperative gestures, such as diplomatic visits and offers of trade facilitation via INSTEX, partially mitigated mistrust (Meier, 2020). Thematic analysis revealed that Iran responded more positively when communication was accompanied by tangible support, confirming that perception of legitimacy and trust depends on both rhetoric and demonstrable action. Discourse analysis demonstrated that narrative framing combined with concrete measures increased the potential for cooperative engagement, although scepticism persisted due to the broader geopolitical environment.

Finally, the combined analysis of European and Iranian documents confirmed that the E3's communication



approach influenced Iran's perception but could not fully establish trust or perceived legitimacy without corresponding alignment in actions. Discourse and thematic analyses demonstrated that while strategic communication projected authority, legality, and responsibility, Iran's perception remained moderated by structural power dynamics, past breaches, and observed European alignment with U.S. policy (Fitzpatrick, 2020). This finding underscores the importance of coherence between communication and behaviour in shaping cooperative outcomes, fulfilling the third research objective.

### **Gaps between the E3's diplomatic rhetoric and their actual policy actions in the implementation of snapback sanctions**

Documentary analysis revealed clear discrepancies between the E3's public rhetoric and their practical policy actions regarding the snapback sanctions on Iran. Official statements consistently emphasized the commitment to multilateralism and the preservation of the JCPOA framework (Perthes, 2020). However, archival records and policy reports indicated that these assurances were undermined by alignment with U.S.-led sanctions, which effectively restricted Iran's economic and trade activities despite European rhetoric advocating for continued engagement. Discourse analysis showed that terms such as "collective responsibility" and "dialogue" were frequently employed to frame the E3 as cooperative actors, while the outcomes of policy actions conveyed a divergent narrative.

Thematic analysis of European communiqués demonstrated that messaging often overstated Europe's capacity to protect Iran from extraterritorial U.S. sanctions. While statements highlighted legal avenues and mechanisms such as INSTEX to facilitate trade, documentary evidence revealed limited operational impact (Meier, 2020). This gap between rhetoric and action undermined the credibility of European communication, as Iran and other stakeholders recognized the inability of Europe to deliver fully on its commitments. Discourse analysis highlighted persistent framing of Europe as a mediator, masking the practical

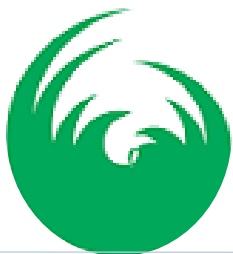
limitations imposed by broader geopolitical dependencies.

Document analysis showed that European rhetoric emphasized legality, fairness, and neutrality in managing the snapback process. Yet, policy documents revealed that the E3 frequently coordinated their positions with U.S. interests before acting at the United Nations Security Council (Geranmayeh, 2020). Thematic coding of official statements indicated repeated assertions of European independence, while archival evidence demonstrated the practical influence of power politics. Discourse analysis confirmed that this discrepancy between message and action created perceptual gaps, weakening the E3's authority in the eyes of Iran and the international community.

Analysis of diplomatic meetings and press briefings revealed that the E3 prioritized signalling to Western allies over consistent messaging to Iran. Joint statements often foregrounded unity among the E3, but behind-the-scenes policy alignment with the U.S. limited Europe's capacity to deliver on assurances (Biermann & Hellendorff, 2021). Thematic analysis highlighted that while rhetoric emphasized multilateral negotiation and adherence to international norms, practical policy actions reflected the constraints of power politics. Discourse analysis revealed that repeated phrases of "legal compliance" and "peaceful resolution" were employed to obscure operational inconsistencies.

Documentary evidence further indicated that discrepancies arose from differing national priorities within the E3. Germany emphasized negotiation and non-confrontation, France focused on enforcement and deterrence, and the UK highlighted procedural and legal justifications for snapback measures (Perthes, 2020). Thematic analysis of statements demonstrated deliberate messaging cohesion to project unity, while archival records confirmed divergent policy execution. Discourse analysis revealed that these internal differences contributed to observable gaps between rhetoric and action, influencing perceptions of credibility and legitimacy.

Media reports and international analysis highlighted that the gaps between rhetoric and policy actions were evident



to external observers. Coverage by Reuters, BBC, and Deutsche Welle documented that while Europe claimed to shield Iran from economic sanctions, trade and financial restrictions continued to impair Iran's compliance incentives (Katzman & Kerr, 2021). Thematic coding of media narratives revealed that discrepancies between communicative claims and outcomes were widely recognized, further challenging the E3's rhetorical effectiveness. Discourse analysis confirmed that repeated assertions of European independence contrasted sharply with observed policy limitations.

Archival examination of the European External Action Service (EEAS) communications demonstrated that official statements selectively emphasized successes while downplaying shortcomings in policy implementation (Meier, 2020). Thematic analysis highlighted the strategic use of language to maintain the appearance of cohesion, legitimacy, and compliance management. Discourse analysis revealed consistent framing of actions as measured and lawful, even where practical interventions were insufficient to uphold rhetoric, illustrating deliberate rhetorical construction to mask gaps in policy delivery.

Internal European policy memoranda revealed that officials were aware of the limitations in implementing sanctions while sustaining diplomatic narratives (Geranmayeh, 2020). Thematic coding indicated repeated recognition that alignment with U.S. policy constrained European autonomy, yet public statements continued to project independence. Discourse analysis showed deliberate use of neutral and legalistic language to sustain legitimacy, demonstrating a calculated rhetorical strategy to bridge the gap between intention and action in public perception.

Documentary evidence of Iranian and UN reactions confirmed that these gaps affected the credibility of European communication. Iran's diplomatic correspondence highlighted scepticism and mistrust toward Europe, explicitly noting the discrepancy between promises and tangible protective measures (Rouhani, 2020). Thematic and discourse analyses demonstrated that Iran interpreted rhetorical assurances as insufficient, leading to reinforced doubts about Europe's

independence, reliability, and capacity to sustain cooperative engagement. These findings underscore the tangible impact of communication-action gaps on international perceptions.

Finally, comprehensive analysis of European and Iranian documents confirmed that the divergence between rhetoric and action remained a central challenge for the E3 in managing nuclear diplomacy. Documentary and discourse analyses collectively demonstrated that while strategic communication projected authority, legality, and engagement, actual policy execution reflected constraints imposed by power politics and operational realities (Biermann & Hellendorff, 2021). This persistent gap undermined trust, complicated cooperative mechanisms, and highlighted the critical need for alignment between diplomatic messaging and practical policy actions, fulfilling the fourth research objective.

### **Discussion of Findings**

The study found that the United Kingdom, Germany, and France (E3) consistently employed strategic communication to project unity, legality, and credibility in managing the UN Security Council snapback sanctions, using coordinated rhetoric, public diplomacy, and symbolic actions to frame their enforcement as multilateral, responsible, and norm-driven. Meier (2020) is directly relevant to the first finding as his study demonstrated that the E3 employed strategic narratives and coordinated messaging to legitimize their actions within the Iran nuclear negotiations, corroborating the finding that European states projected unity, legality, and credibility through carefully crafted communication strategies. The communication theory of international signalling supports the first finding by explaining how the E3 used deliberate and consistent messaging to signal unity, credibility, and commitment to non-proliferation norms, demonstrating that strategic communication serves as a tool to influence perceptions and establish authority in nuclear diplomacy (Schelling, 1960; Jervis, 1970).

The analysis revealed that power politics significantly shaped the E3's communication strategies, as European



messaging was calibrated to maintain transatlantic alignment, assert strategic autonomy, and respond to Iran's behaviour, demonstrating that geopolitical considerations mediated both content and tone of diplomatic discourse. Geranmayeh (2020) aligns with the second finding by highlighting how power politics shaped the E3's diplomatic strategies, showing that European communication was influenced by transatlantic relations and geopolitical constraints, which supports the finding that Europe's messaging was strategically calibrated to navigate alliances and assert autonomy. The theory underpins the second finding by illustrating that the content, timing, and framing of European communication were shaped by power dynamics and alliance considerations, showing that signalling in international relations is contingent on the distribution of power and strategic interests (Schelling, 1960; Mercer, 1996).

Findings indicated that while the E3's communication aimed to sustain Iran's trust and reinforce legitimacy within the JCPOA framework, perceptions in Tehran were moderated by observed inconsistencies between rhetoric and actions, with Iranian stakeholders interpreting European messages as influenced by external power dynamics rather than independent commitment. Biermann and Hellendorff (2021) are relevant to the third finding as their analysis emphasized the limitations of Europe's diplomatic messaging in influencing Iranian perceptions, reinforcing the finding that Iran's trust and perception of legitimacy were moderated by observed inconsistencies between rhetoric and concrete actions. The communication theory of international signalling backs the third finding by highlighting that credibility and consistency in signalling are essential for trust and perceived legitimacy, explaining why Iran's perception of the E3's messages was moderated by the alignment or misalignment between rhetoric and observable actions (Jervis, 1970; Lebow, 1981).

The study established that significant gaps existed between the E3's diplomatic rhetoric and their practical policy actions, as Europe's public assurances of multilateralism and protection of Iran's interests contrasted with alignment to U.S.-led sanctions, undermining credibility, limiting cooperative outcomes,

and highlighting the necessity for coherence between communication and execution. Perthes (2020) directly supports the fourth finding by documenting the divergence between Europe's public assurances and actual policy behaviour regarding snapback sanctions, harmonizing with the finding that gaps between rhetoric and action undermined credibility and limited cooperative outcomes, highlighting the importance of alignment between communication and execution. The theory corroborates the fourth finding by emphasizing that discrepancies between communicated intentions and actual behaviour weaken signals, reduce diplomatic effectiveness, and erode trust, thus reinforcing the importance of coherence between strategic messaging and policy execution in international negotiations (Schelling, 1960; Jervis, 1970).

### **Conclusion**

The study concluded that the E3 effectively employed strategic communication to project unity, legality, and credibility, demonstrating that coordinated messaging and symbolic actions are central to influencing perceptions and reinforcing authority in nuclear diplomacy.

The study established that power politics significantly shaped European communication strategies, revealing that geopolitical constraints, alliance obligations, and national interests directly influenced the framing, timing, and content of diplomatic messaging.

The study justified that while the E3's communication sought to sustain Iran's trust and reinforce legitimacy within the JCPOA framework, its effectiveness was moderated by inconsistencies between rhetoric and observable actions, highlighting the conditional nature of cooperative engagement.

The study explored that gaps between the E3's diplomatic rhetoric and actual policy actions undermined credibility and limited cooperation, emphasizing that coherence between strategic messaging and practical implementation is essential for effective nuclear diplomacy.

This study contributed to knowledge by providing a creative and innovative analysis of how strategic communication and power politics intersect to influence



nuclear diplomacy, highlighting the critical role of coherence between rhetoric and policy actions in shaping perceptions and legitimacy. The research advanced theoretical understanding by applying the Communication Theory of International Signalling in a novel context, demonstrating its explanatory power for the E3's diplomatic strategies and Iran's responses. Additionally, it offered practical insights for product development in diplomatic practice, including the design of communication frameworks, policy monitoring tools, and strategic signalling mechanisms that can enhance credibility, trust, and cooperative outcomes in multilateral negotiations. By integrating conceptual, theoretical, and practical dimensions, the study bridges gaps between communication theory, international relations, and applied diplomatic strategy.

### Recommendations

In view of the findings from the work, the following recommendations have been made.

- 1) The E3 should strengthen coordinated strategic communication through the European External Action Service (EEAS) and national foreign ministries to maintain consistent messaging and reinforce credibility in international diplomacy.
- 2) The E3 should align communication strategies with allied diplomatic offices and the United Nations, ensuring that geopolitical and alliance considerations are transparently reflected to manage perceptions effectively.
- 3) The E3 should pair diplomatic messaging with tangible policy actions implemented by the European Union and national governments to enhance Iran's trust and strengthen legitimacy within the JCPOA framework.
- 4) The E3 should establish monitoring and evaluation mechanisms within the EEAS and national foreign ministries to ensure coherence between rhetoric and policy execution, minimizing gaps that could undermine credibility and cooperation.

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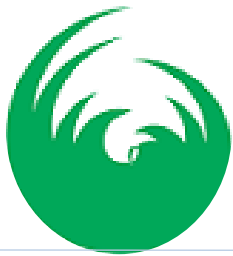
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