



STRATCOM and Firmness: How Meloni is Redefining Italy's International Profile

Published on 20/06/2026

In an international arena increasingly characterized by media "spectacles" and personalism, Prime Minister Giorgia Meloni is redefining the concept of Italian **strategic communication (StratCom)**. The recent, clear response to Donald Trump's statements — *"My popularity is none of your concern. I suggest you focus on yours"* — is not just a tense diplomatic exchange, but a turning point in the narrative of Italian leadership.

The Message: Authority vs. Noise

The Prime Minister's response is part of a communication strategy aimed at clearly distinguishing between **"political noise"** and **national interest**. By choosing not to fuel the clash on a childish level (the dispute over photos at the G7), Meloni made a precise choice:

- **De-escalation of tones:** By refusing to engage in personal bickering, Meloni elevated her profile, positioning herself as the adult in the room who calls for pragmatism.
- **Focus on the mandate:** By tying her popularity not to the goodwill of allies, but to effectiveness in defending Italy's interests, the Prime Minister conveys a message of self-sufficiency.
- **Operational sovereignty:** The firm emphasis on respecting bilateral agreements regarding military bases sends a clear signal: Italy is a loyal ally, but not a subordinate partner.



Italy as a "Safe Driving" Nation

This stance transforms the perception of Italy on the global stage. Instead of appearing as a country seeking external validation, the current Italian leadership projects the image of a nation that:

1. **Has a solid center of gravity:** Meloni's positions reflect a stability (also internal) that allows her not to waver in the face of pressure from international partners.
2. **Applies Realpolitik:** The call for concreteness (defense of national interest, respect for existing agreements) is a language that speaks directly to an international audience looking for predictable and reliable partners.
3. **Rejects interference:** By declaring that her popularity is not a matter for discussion by other leaders, Meloni establishes an inviolable boundary between domestic politics and

international confrontation, protecting the institutional dignity of the state.

STRATCOM: A New Diplomatic Stance

Meloni's "firmness" is not just a stylistic trait; it is a **strategic communication technique**. In a world where media attention is fleeting, Meloni uses these moments of tension to crystallize the image of an Italy that has stopped asking for "permission" and has started acting according to a clear agenda.

While many European leaders often appear uncertain in managing the mood swings of transatlantic partners, the Italian Prime Minister seems to have found an effective formula: **balance**. It is not about breaking ties, but about positioning. The ability to say "no" or to put an interlocutor — however powerful — in their place with dry and straightforward language has become the hallmark of a leadership that wants to be perceived as authoritative and, above all, sovereign.

In conclusion, the message that emerges is not only directed at Trump but at a global public increasingly keen to understand who, in Europe, is capable of keeping a steady course. For Meloni, firmness is not an obstacle to diplomacy, but the necessary premise for diplomacy that is truly, and proudly, national.