

**THE CHANGING NATURE OF DIPLOMACY IN THE DIGITAL AGE**

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**A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF HISTORY  
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## CERTIFICATION

This is to certify that this project work was carried out by **ENIMALODE EDIALE** in the Department of History and International Studies, Faculty of Arts, University of Benin, Benin City

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## **DEDICATION**

I would like to dedicate this work to Almighty God and my lovely family.

## ACKNOWLEDGEMENTS

I would like to take this opportunity to express my heartfelt appreciation to the individuals who have contributed to the success of this project.

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## CHAPTER ONE

### THE CHANGING NATURE OF DEPLOMACY IN THE DIGITAL AGE

#### Introduction

The history of diplomacy is essential to understand its nature, as it can provide insights into the factors that have shaped its development overtime. The origin of diplomacy is often traced to the biblical story of God’s emissaries, the Angels (Angeloi) or messengers who were sent from Heaven to Earth. This view known as ‘Myth-diplomacy’ suggests that diplomacy was first practiced by celestial beings. The argument depicts God as the chief of state and angels as diplomats or envoys. The word diplomacy originated from the Greek verb ‘*diploun*’ which means to ‘fold’. *Diploun* evolved into ‘diploma’.

Archeologists discovered the first written diplomatic document on clay tablets using cuneiform characters that dates back to C. 2,500 BC. An important diplomatic corresponds once from circa 1,300 BC (the treaty between Egypt and the Hittites) was written in Akkadian (Babylonian). The Akkadian term “Marshipri” which first appeared in texts at the end of the 3<sup>rd</sup> millennium BC, may designate a ‘messenger’, ‘envoy’, ‘angel’, ‘deputy’, ‘ambassador’ or diplomat’. Three centuries after Babylonia, Amarna diplomacy emerged. It is usually singled out as having the most developed diplomatic system among the ancient civilization, comprising the main diplomatic techniques, including the sending of representatives, negotiating and the handling out of immunities<sup>2</sup>.

Modern diplomacy began with the peace of Westphalia in 1648, which ended hostilities in the thirty-year war<sup>3</sup>,

Diplomacy is the process of conducting international relations through dialogue, negotiation and other peaceful means with the goal of avoiding war or violence. It involves building relationships, exchanging information and finding common ground between different nations and people. The greatest knowledge of early diplomacy comes from the middle east, the Mediterranean, China and India, records of treaties between Mesopotamian city states dates from about 2850 BC E<sup>4</sup>. Diplomacy can also be viewed as the act and science of maintaining peaceful relationships between nations, groups, or individuals' people who practice diplomacy are called diplomats. Diplomats make all efforts to help their own country foster co-operating between nation and maintain peace. A group of diplomats representing one's country is called a diplomatic mission. A permanent diplomatic mission is called an embassy. An ambassador is the lead diplomat at the embassy<sup>5</sup>.

In today's fast-paced interconnected world, digital diplomacy has stated as an essential tool for diplomacy and statecraft<sup>6</sup>. Digital diplomacy empowers diplomats to communicate directly with citizens without having to rely on traditional media. This has led to greater transparency and increased accessibility for citizens as they can now connect with diplomats more easily than ever before. The 21<sup>st</sup> century has brought with it a range of complex global challenges which can only be addressed through collaborative effort by diplomats around the world. Issues such as climate change, terrorism, cyber

security and pandemic transcend national borders and demand collective actions. In this context, diplomacy involves building coalitions, forging partnership and negotiations agreements to address the global challenges we face. As the world economy has become more interconnected, economic diplomacy has become a critical part of foreign policy. Diplomats are tasked with promoting trade, attracting investment and facilitating economic co-operation between nations. Diplomats play a salient role on the negotiation of trade, settling trade disputes and promoting economic ties to stimulate growth and prosperity.

Digitalization has led to a huge impact on diplomacy since its inception. 'Newness' in diplomacy today has to do with all aspects of communication technologies that have been applied to diplomacy. The heart of diplomacy is being transformed by the application of new communication technologies such as virtual reality technology, artificial intelligence machine learning and big data analytics. These technologies are changing the way diplomats communicate, negotiate and represent their countries. The equilibrium between old and new communication methods in diplomacy has been disrupted<sup>8</sup>. Digital diplomacy is the use of digital technologies by government and diplomats to conduct a range of diplomatic activities such as public engagement on social media, online campaigns, virtual summits and digital cultural exchanges<sup>9</sup>.

In the past, wind-powered sailing vessels served as the medium through which diplomacy was carried out until they were eventually replaced by steamships. Communication methods have evolved into the use of telegraph, telephone, and air mail

to the transmission of diplomatic messages. Currently, the great revolution of the computer and world wide web has signified that modern diplomats have electronic mail and the internet and substitutes at their disposal<sup>10</sup>.

In the ever-changing landscape of international relations, the emergence of Artificial Intelligence (A.I) is positioned to become a defining force, potentially reshaping diplomatic alliances and strategies. The potential of AI to process large amounts of data quickly could revolutionize the way that diplomats make decisions. With access to more information and the ability to process it quickly, diplomats could make more informed decisions and respond more quickly to changing circumstances. The envisioned use of AI-driven tools could help create comprehensive diplomatic intelligence networks allowing nations to forge stronger alliances based on shared interest and values. The potential of AI to aid in conflict resolution is seen as a key way to help ease tensions and foster peace worldwide.

As AI continues to develop, its impact on global diplomatic alliances is expected to be a critical factor in shaping the emerging world order. Nations are expected to develop strategies and framework to harness the full potential of AI, which could transform the way that diplomatic decisions are made and shape a future where data driven decision making and strategic alliances are at the center of international relations<sup>11</sup>.

Social media has also led to a profound impact on diplomacy. Many diplomats and governments have adopted platforms such as Twitter as a way to communicate with the public and with other governments. This has led to the emergence of Twitter

diplomacy, where diplomats and government use social media to communicate with one another and to engage with the public. There may also be challenges that arise as a result of the increasing dependency on technology in diplomacy. For instance, there may be concerns about the security and confidentiality of electronic communication. Regardless of these challenges, it is clear that technology will continue to be an important aspect of diplomacy in the future<sup>12</sup>.

Digitalization has transformed the way that Ministry of Foreign Affairs (MFA) operate revolutionizing their norms, values and working procedures. In the past decade, MFAs have adopted social media, launched virtual embassies, developed algorithms and developed mobile apps. While some larger MFAs have been able to invest heavily in digitalization by establishing dedicated digital ambassadors, smaller and less well funded MFAs have struggled to keep up.<sup>13</sup>

The Covid 19 pandemic has demonstrated the central role that technology and digital tools play in modern life. Diplomacy has no exception to this shift as many activities moved online due to total restrictions. Video conferencing platforms such as Zoom and Google Meet became essential tools for global decision-making conferences and diplomatic meeting<sup>14</sup>.

Technology will continue to play a crucial role in practicing diplomacy in the future with the emergence of new technologies such as Holograms, Artificial Intelligence and Virtual reality, diplomats will have new tools at their disposal to communicate and co-operate with each other. One Significant development is the increasing use of virtual

reality and other immersive technologies in diplomacy. These technologies would allow diplomats to hold virtual meetings and negotiations in a more realistic and interactive way making it easier to build trust and understanding between nations<sup>15</sup>.

### **Aim and Objectives**

The aim of this research will emphasize and continue to contribute to a more nuanced understanding of the complexities and subtleties of digital diplomacy.

The objectives of this project work are;

- 1) To examine the historical evolution of traditional diplomacy and how it has shaped and influenced international relations.
- 2) To explore the emergence of digital diplomacy and how it has transformed.
- 3) To examine the impact of digital diplomacy on international relations including its benefits and challenges.
- 4) To offer recommendations for government, organizations and individuals on how to effectively engage in digital diplomacy.
- 5) To examine the proposition of new approaches and strategies for conducting digital diplomacy in the future.

In summary, the aim and objectives are to shed light on the transformative impact of diplomacy in the digital age and the implication of their involvement in the traditional method of diplomacy.

### **Scope of Study**

The study covers the period of 2002 to 2022. This period of years covers the rise and maturation of digital diplomacy. The study will focus on various aspect of digital diplomacy including the impact of digital diplomacy on the diplomatic process and the impact of digital diplomacy on international relation. The research will likely cover a range of topics including the use of social media, virtual reality, hologram and Artificial Intelligence in diplomacy.

Finally, the study will examine how diplomacy has undergone a significant transition between the period and how it has become increasingly prevalent and powerful.

### **Methodology**

The credibility and authenticity of any research depends on the method employed in that research work. I.e., the process of gathering and analyzing data. The study relies on information gotten from both primary and secondary to draw up the data and fact.

This will include comprehensive review of relevant literature including books, scholarly article reports and policy documents in order to establish a theoretical framework and gain insight into the existing knowledge on the topic.

*Primary sources:* Books, memoirs of diplomats, congressional records, archives from major newspapers.

*Secondary sources:* The secondary sources that will be used in the study includes books, articles, from both online and offline libraries, journals, unpublished journals.

### **Literature Review**

Existing literature on Adam Watson “*Diplomacy: The Dialogue Between States*”<sup>16</sup> In the first assessment of diplomatic dialogue since NICOLSON’S. *Diplomacy in 1939*, Adam Watson traces the changing technologies of diplomacy from ancient times through the diplomatic Society of Europe to the present global system in examining the conventions and Institutions which help to shape the international system. The author aims not so much to preserve diplomatic order which worked well in the past but rather to identify the continuities and the new conditions which will enable the dialogue to function in the future. He pays special attention to the extension of the dialogue into new fields and to the impact of the newly Independent States of the third world. These leads turn to argue strongly that the world’s growing interdependence has increased rather than lessened the scope of diplomacy in the nuclear age.

Jean-Robert Leguey-feilleux “*The Dynamics of Diplomacy*”<sup>17</sup> The book analyses the changing character of diplomacy, the changing ways in which states and other international actors communicate, negotiate and otherwise interact. The world has undergone dramatic change, and some traditional forms of diplomacy are losing their prominence. Our complex global society has turned to new means of interaction to address international problems and some scholars argue that diplomacy is a critical instrument of international relations has been discarded, subverted or supplanted. Hans. J. Morgen than, a prominent political scientist repeated for more than thirty years that “diplomacy has lost its virtuality” and its functions have withered away to such an extent

as is without precedent in the history of the modern State System is it truly the end of diplomacy.

At the core of the concept of diplomacy is the idea of communicating, interacting, maintaining contact and negotiating with states and other international actors. Diplomacy too is an institution. Many of its practices, perhaps initially the result of expediency or simple rationality, were institutionalized over the years and became part of customs and many international laws. They were codified in the 1961 Vienna convention on Diplomatic Relations and in the 1963 Vienna convention on Consular Relations. The subject matter of diplomacy too has vastly expanded for centuries, diplomacy was primarily contained with matters of war and peace, the use of force encompassing high politics and strategic interest. These matters are of course still prominent and now include a question of international security, but a vast variety of other matters have been added to the diplomatic agenda, pertaining to the economy, technology, scientific development education, the arts, law and so much more. There is virtually no aspect of life in society that has not at one at time or the other been on the diplomatic agenda. Interdependence and globalization have greatly contributed to their development. Many issues that once were primarily dramatic such as human rights are now of international concern and of relevance to diplomacy.

Sasson Sofer “*Old and New Diplomacy*” *A Debate Revisited*<sup>18</sup>. The author Sasson Sofer revised the two popular claims about diplomacy in the modern history of international relations. According to the First World War one constituted a device turning

point in the modern era making the emergence of a new diplomacy distinct in both essence and style from that which had existed previously. The second maintains that diplomacy is in a state of continuous decline. This study proposes that the distinction between Old and New diplomacy is simplistic and inaccurate and that the argument regarding the diplomacy is not a valid one, Raymond Aaron's observation was that "diplomacy in the traditional sense of term, functions up to a certain degree between allies that are hardly any longer than enemies or even between the blocs and neutral nations in only partially connect and reflects it's time of writing at the height of the cold war".

Joseph M Siracus "*Diplomacy; A Very Short Information*"<sup>19</sup> Diplomacy means different things to different people, the definitions ranging from the elegant (the management of relations between Independent States by process of negotiations) to the Jocular (the act of saying nice daggle until you can find a rock) written by Joseph M. Siracus, an Internationally recognized expert this lively volume introduces the subject of diplomacy from a historical perspective providing examples in action, highlighting the milestone in its evolution. This book shows that like war, diplomacy has been around a very long time at least since the bronze age. It was primitive today's standard there were few rules, but it was a recognizable form of diplomacy. Since then, diplomacy has evolved greatly to the extent that the major events of modern international diplomacy have dramatically shaped the world in which we live indeed the case studies chosen have demonstrated that diplomacy was and remains a key element of statecraft and that

without skillful diplomacy political success may remain elusive. The root of the word 'diplomacy' can be traced back to the ancient Greek the normal word for a diplomat in classical Greece was in fact the word for an old man and was later used by the French (diplomatic) to refer to the work of a negotiator. Traditionally, diplomacy has been most importantly concerned with the transition from a state of peace to a state of war and vice versa. In other words, dealing with the interface of conflict and peacemaking and while this is a central aspect of diplomatic activities in the past and present it should also be noted that it is today only one important aspect. Diplomacy has become very much more than the diplomacy of states and governments. Though it is still true that the legal formalities based on the Vienna convention on diplomatic relations acknowledge only the diplomacy of the global economy system from the activities of TNCs (transnational cooperation) to the intervention of the global economy IGOs (intergovernmental organizations) particularly the World Trade Organization. There in turn have diplomatic web which operate both within and outside the traditional system. The same is true of another vast area of diplomatic activities, the diplomatic of civil society organizations.

Didus Wavis "*Understanding the Essence of Modern Diplomacy*"<sup>20</sup>. In summarizing we can say that the transformation of diplomacy happens at high speed. If we take three basic features of diplomacy as the starting part (representing, negotiation and exchange of information) we see major changes twenty years ago the essence of diplomacy was described with the following components. State centric environment

dominant formats of mutual co-operation between countries, ministry of foreign affairs as the exclusive institution for foreign implementation, exclusiveness of diplomatic institution. In representing important government issues, controlling of local-international events, communication by traditional ways of information exchange and presence of generalist during dialogue. However we now see the following changes ministry of foreign affairs has delegated some functions of diplomatic institutions are refined the balance between generalist and specialist is redefined, the influence of information on agendas of foreign affairs is growing global information environment is defining the work of foreign office, the ways of communication are diversified, innovation information technologies are introduced, fast exchange of information minimizes the importance of previously planned policy fast decisions are emphasized experts role in negotiation becomes more important. Considering the aforementioned discussion, the author agrees that the role of diplomacy will be even more important in the future than it has been during the last twenty years.

Langhore R 1992 in his article titled "*The Regulation of Diplomatic Practice the Beginnings to The Vienna Convention on Diplomatic Relation 1961*"<sup>21</sup> diplomats whose horizontal reputation has highly been regarded in earlier times have often been unsavory except perhaps in the immediate aftermath of the first world war, for which catastrophe they were held by some to be blame. The privations of the cold war and the occasional severe maltreatment endured in unsettled states have from time to time since 1945 made them heroes. The change of status has particularly since the nineteenth century been

associated with the rising sense of the belonging a recognizable and separate profession with its own body could be trained. This development was slow in gestation and its first signs cannot be reliably identified until the seventeenth century with the appearance of the first clutch of semi professional manuals from that time, a potential semantic confusion has existed arising out of the use of the adjective 'diplomatic' sometimes to describe the administrative mechanism of diplomacy itself. It was this latter aspect of diplomacy seen separately from the content of policy which from the mid nineteenth century began to attract a new land of attention driven particularly by international lawyers to the point where it was beginning to be seen as desirable to attain a general international agreement as to what were the rules of the game.

Costas M. Constantinou, Woe Cornago and Fiona Mccornels in their article "*Trans professional Diplomacy*"<sup>22</sup> Diplomacy is no longer restricted to a single vocation nor implemented excusably through interaction amongst official representative in exploring the challenges that there transformations produce, this work surveys firstly, the genealogy of diplomacy as a profession, tracing how it changed from a civic duty into a vocation requiring training and the acquisition of specific knowledge and skills. Secondly, using the lens of the sociology of profession, the development of diplomacy as a distinctive professional is examined including its importance for the consolidation of the power of modern nation-states. Thirdly, it examines how the landscape of professional diplomacy is being diversified and enriched by a series of non-state actions with their corresponding professionals, transforming the plane menology of contemporary

diplomacy. Rather than seeing his pluralization of diplomatic actors in negative terms as the de professional nation of diplomacy, we frame these trends as trans professionalization of diplomacy we trace these trends as trends as trans professionalization that is a productive development that reflects the expanded diplomatic space and the intensified pace of global interconnections and networks and new possibilities they unleash for practicing diplomacy in different milieus.

Fatime Roumate in the book titled '*Artificial Intelligence and Digital Diplomacy Challenges and Opportunities*'<sup>25</sup>. The book discuss digital diplomacy and artificial intelligence within the context of global governance and international security rapid digitalization has changed the way international actors interact, offering new opportunities for international and bilateral co-operation and reinforcing the role of the emergent actors with global governance. New phenomena linked to digitalization and artificial intelligence are emerging and this volume brings a multidisciplinary mixed-methods approach to studying them written by globally recognized experts each chapter presents a case study covering an emerging topic such as international regulation of the web and digital diplomacy the interplay of artificial intelligence, cyber security and data sovereignty.

Cornelum Byolam Jennifer Cassidy and Ilan Manor in the article title '*Public Diplomacy in The Digital Age*'<sup>24</sup> As data first became the 'new oil' the opportunities for public diplomacy to grow as a field of practice and real and game changing. Drawing on social informative research, this Article seeks to advance our understanding of how

digital technologies shape the context in which public diplomacy operates by reshaping the medium of public communication, blurring the boundary between foreign and domestic affairs and empowering new actors. Despite inevitable challenges, the future of public diplomacy in the digital age remains bright as digital technologies create tremendous opportunities of public diplomacy to build stronger more diverse and more enduring bridges between offline and online communities.

Andre Banrriha and Thomas Renard in their Article titled “*Cyber-Diplomacy*”: *The Making of An International Society in The Digital Age*”<sup>25</sup> cyberspace has become a major locus and focus of international relations. Most global powers have now streamlined cyber issues. Into their foreign policies adopting cyber strategies and appointing designated diplomats to pursue these strategic objectives. This Article propose to explore the concept of cyber diplomacy. By analyzing its evolution and linking it to the broader discussions of diplomacy as a fundamental institution of international society as defined by the English school of international Relations. It argues that cyber-diplomacy is an emerging international practice that is attempting to construct a cyber-international society as defined by the English school of international relations. It argues that cyber-diplomacy is an emerging international practice that is attempting to construct a cyber-international society, binding the national interests of states with world society dynamic then pre-dominant realm in which cyberspace has evolved in the last four decades.

In the article we aim to discuss the role of diplomatic and diplomacy in addressing cyber issues which in spite of its rising importance has remained a peripheral issue in the International Relation (IR) literature.

Viona Rashica in the article titled “*The Benefits and Risks of Digital Diplomacy*”<sup>26</sup>. As a product of globalization and as a fruit of new public diplomacy, digital diplomacy is considered one of the major trends of the twenty-first century. In diplomatic communication in ICT the internet and social media, the way of realization and presentation of diplomacy has been radically changed and is increasingly removed from the traditional diplomatic elements. The importance of digital diplomacy is based on the usage of ICT, the internet and social media which at the same time represent its base for the strengthening of diplomatic relations. Therefore, knowledge about the value and importance of digital diplomacy. Meanwhile the main focus of the research lies in the classification of its benefits and risks. For the international actors to more than clear how useful is exploitation of digital diplomacy are still covered by benefits, making digital diplomacy a key element for the realization of diplomatic activities, based on all the information over the features of the topic, the primary goal of the paper is to provide sufficient argument for verifying the above-mentioned hypothesis which is also the general hypothesis of the paper.

Corenlia Byola and Marcus Holmes in the Article titled “*Digital Diplomacy Theory and Practice*”<sup>27</sup>. This book analysis digital diplomacy as a form of change management in international politics. The recent spread of digital initiative in foreign

ministries is often argued to be nothing less than a revolution in the practice of diplomacy. In some respects, this revolution is long overdue. Digital technology has changed the ways firms conduct business, individuals conduct social relations and states conduct governance internally, but state are only just realizing its potential to change the ways all aspects of interstate interactions are conducted. In particular, the adoption of digital diplomacy (i.e. the user of social media for diplomatic purposes) has been implicated in changing practices of how diplomats engage in information management, public diplomacy strategic planning, international negotiation or even crises management. Despite these significant changes and the promise that digital diplomacy offers little is known from an analytical perspective about how digital diplomacy works. This volume, the first of its kind bring together scholars and experienced policy makers to bridge this analytical gap. The objective of the article is to theorize what digital diplomacy examines the latent power dynamics inherent in digital diplomacy and assess the conditions under which digital diplomacy informs, regulates or constrains foreign policy. Organized around a common theme of investigating digital diplomacy as a form of change management in the international system. It combines diverse theoretical, empirical and policy-oriented chapters centered on international change.

Birdget Verrekia in her Article titled “*Digital Diplomacy and Its Effects on International Relations*”<sup>28</sup>. This paper seeks to explore the evolving nature of digital diplomacy and determine its effect on international relations. Four (4) In-person interviews and 20 academic sources were used in order to assess the challenges that

digital diplomacy presents. Digital diplomacy has undoubtedly shaped the ways in which diplomats have been able to utilize social media to further the interests of their nations, this paper argues that digital diplomacy is a positive tool that can be used by governments in modern day state craft. However, the traditional method of diplomacy still remains relevant.

Won – Mog Chol in the Article Titled “*Diplomatic and Consular Law in the Internet Age*”<sup>29</sup>. The evolution of diplomacy may include taking advantage of technological developments such as the internet. The internet has become an indispensable means of diplomatic negotiations and communications with various interest groups. In this new environment, the traditional law of diplomacy and consular affairs must also evolve through new interpretation to regulate “internet diplomacy” new rules ought to be created international rules on the inviolability of premises, inviolability of documents and archives freedom of official correspondence, privilege of tax exemption and immunity from judicial jurisdiction must be newly interpreted and applied so as to reflect the cyber diplomacy environment. In addition, new rules of inviolability for the cyber diplomatic or consular bag must be created.

## **CHAPTERIZATION**

To facilitate a through discussion and analysis of this research work, this research has been divided into five distinct chapters as follows,

### **CHAPTER ONE: BACKGROUND TO THE STUDY**

This includes the introduction, aim and objectives of the Study, scope of the work, methodology and literature review.

## **CHAPTER TWO: THE HISTORICAL EVOLUTION OF DIPLOMACY AND ITS TRANSITION INTO THE DIGITAL AGE**

## **CHAPTER THREE: THE IMPACT OF DIGITAL TECHNOLOGY ON DIPLOMACY AND SET POWER**

## **CHAPTER FOUR: THE CHALLENGES AND OPPORTUNITIES OF DIGITAL DIPLOMACY**

## **CHAPTER FIVE: CONCLUSION**

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## **CHAPTER TWO**

### **THE HISTORICAL EVOLUTION OF DIPLOMACY AND IT’S TRANSTION INTO DIGITAL AGE**

#### **Introduction**

The conduct of diplomacy has changed significantly over the past sixty years, prior to the World War II, diplomacy was typically conducted between government without much input from the Public inclusive after government engaging with foreign

populations. Through what is now known as public diplomacy their shift has been driven by the rise of global communications as well as a greater recognition of the importance of public opinion in shaping foreign policy.<sup>1</sup>

Diplomacy is a policy method applied by countries in foreign policy just as foreign policy is seen as one of the sub-disciplines of international relations, diplomacy is a major component of foreign policy and it plays a crucial role in maintaining peace and preventing conflict. Diplomatic theory is an important means of communication and problem solving in the international arena free from bias or discrimination based on race, religion or language in the modern world, there are two main ways to view diplomatic theory.

- Diplomacy in the narrow sense
- Diplomacy in the broad sense.

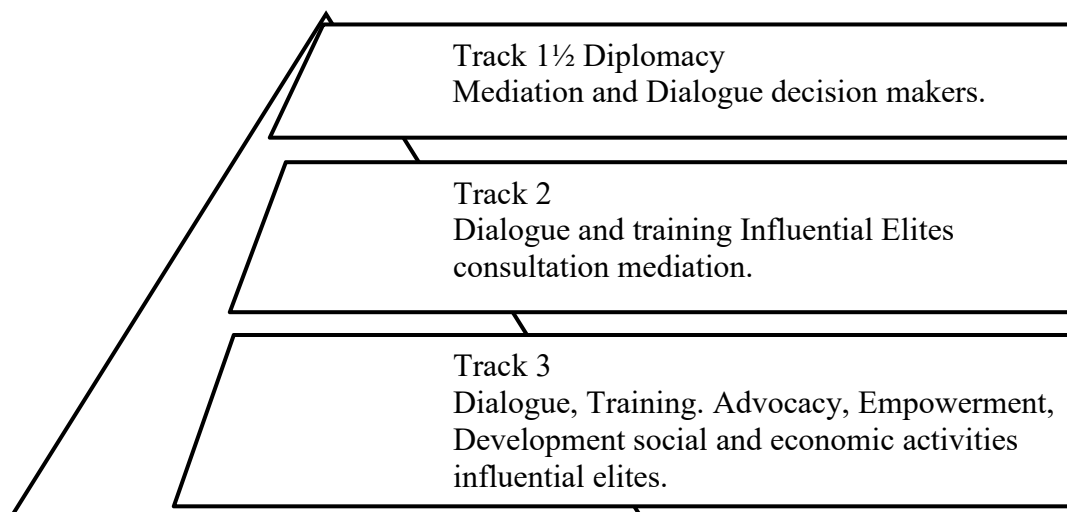
In the narrow sense, definition is usually formed through active diplomatic consultation and agreement executive by a country-foreign ministry and its embassies. In broad sense, diplomacy encompasses all interactions between countries including economic, cultural and other forms of exchange the example of diplomacy in a broad sense is carried out by international organization for example UN, WHO, Tv organization.<sup>2</sup> The term diplomacy originated from the ancient Greek *δίπλωμα* an efficient document contenting a privilege composed of *diplo* meaning 'folded in two' and the suffix meaning 'an object the folded paper expressed a privilege of for a permit to travel on the bear this referred to a document given to a person travelling between countries of a person granted

special privileges the term was later used to describe a representative of a country. The French term 'diplomat' eventually evolved into the modern definition of diplomacy. A diplomat is an official representative of their country who carries out official diplomatic business abroad her practice of sending envoys to foreign countries for political purposes dates back to ancient times and was used by rulers in China and Persia, the specific responsibilities of a diplomat vary depending on their role for example, some diplomats focus on economics while others are responsible for embassy operations or public affairs. However, there are some common duties that all diplomatic might perform including researching international events that could impact or require from the press related to international affairs.<sup>3</sup>

Scholars have offered multiple definitions of diplomacy, yet no single definition has been offered universal acceptance. One common denominator is that a country's foreign policy must be the basis for diplomacy. This means that diplomacy and foreign policy are interrelated and work together to achieve dissertation on the subject called diplomacy, defined the terms as follow the act of business of diplomacy is the management of international relations through negotiation, the way by which their connections are modified and managed by ambassador and envoys and fact in the conduct of offered interaction between government independent status including their dealings with vessels states or to put in another way the peaceful conduct of business between states.<sup>4</sup>

Diplomacy originated from a need to convey messages between societies in a state and reliable manner from its earliest forms, diplomacy has evolved in response to political need and the decisive for peaceful co-operation. This culture continues to this day with diplomacy adapting to new technologies and shifting global dynamos.

One diplomacy was established as a useful mechanism for facilitating peace and relations, it began to influence the way in which governments and other actors conducted their affairs. The specific functions of diplomacy such as negotiation and communication led to the development of new forms of international activity. In other words, diplomacy did not only respond to external needs but also shaped the environment in which it operated.



*Source: cultural diplomacy figure edited by Elvin Aburahnanli.*

Track 1½ diplomacy is one of the best ways to settle conflict issuers in diplomacy for peacekeeping. It was first proposed by former U.S Secretary of defense William Perry who used the term to describe a middle ground between official government-to-government dialogue (Track 1) and informal people-to-people dialogue (Track 2).<sup>6</sup>

The history and evolution of diplomatic protocol in diplomacy dates back to the earliest recorded diplomatic records. Diplomatic protocol refers to the earliest official rules and procedures that govern state affairs and diplomatic settings. Protocol are essentially guidelines that dictate how activities should be conducted, particularly in the realm of diplomacy. While their protocols are often unwritten in diplomatic and government sectors, they outline the expected behavioral in matters of state and diplomacy, ultimately, the purpose of protocols is to create an environment that fosters recognition and appreciation for diplomatic actors the diplomatic protocol practiced today are a consequence of a history long protracted international practice. The significance of these diplomatic protocols cannot be underestimated as they help to pave the way and ‘smothers’ and facilitate diplomatic practice.<sup>7</sup>

The genres of diplomacy can be traced back to ancient myth about divine embassies or angels sent by God. In this view, angels were diplomats sent by the Chief of state which is God to earth. This mythological interpretation implies that humans are essentially diplomats as the angels were merely divine. Extension of humanity. The management of historical records of diplomatic agreements and treaties led to the development of the archival profession as well as the field of paleography or the study of old documents. Eventually, this became known as ‘resdiplomatiza’ or diplomatic affairs. In the 18<sup>th</sup> century, the French began using the term ‘diplomate’ (diplomat/diplomatist) to refers to state negotiators which eventually evolved to the modern term ‘diplomat’.<sup>8</sup>

In the 8<sup>th</sup> century, the importance of archives and their internationalization shifted the focus of archival management from documents to management of international relations which was further developed by Jeremy Bentham in 1792, when he coined the term 'international'. The Armana tablets, discovered in Egypt in 1887 are some of the evident records of the ancient international system. The letters were written in Akkaden uniform and documented diplomatic exchanges between the pharaohs of Egypt and rulers of other near Eastern kingdom. In the 14<sup>th</sup> century BG including Assyria, Babylonia, Hath, Mitanni and Cannon their letters provided valuable insights into the nature of ancient diplomacy and the relationship between these ancient states. The Arma letters primarily discussed the themes of friendship and trade after the Battle of Kadesh in 74BC a peace treaty was signed between the pharaoh and the ruler of the Hitler empire, inscribed on a stone tablet considered to be the earliest examples of an International Peace treaty.<sup>9</sup>

The Greek system of diplomacy was one of the most open and transparent in history. Envoys were allowed to address the citizens of the receiving state directly, allowing for maximum transparency. However, this level of openness can have drawbacks as it may make it difficult to resolve complex problems and make decisions for instance Professor Raymond Cohen a leading historian of diplomacy believes 'the practice of Greek diplomacy was quite rudimentary. This in comparison with Persian Cosmopolitanism, Greek diplomacy was provincial and unpolished, but the ancient Greek diplomacy was not developed or improved like other old diplomatic affairs in Egypt,

Persian or Byzantine empire. Regardless of these factors lately, modern diplomacy has used the elements of old Greek diplomacy which are openness and diplomacy.

As a fundamental source of the diplomatic history, ancient Greek diplomat created 'diplomacy' definition established representatives, institutes in order to improve diplomatic affairs among city states. Ancient Greek diplomacy is also considered as a key for entrance of Roman diplomacy and law and also the old elements of Greek diplomacy are observed in the contemporary public diplomacy. Roman diplomatic activities ensured to accept the Greek formula "Friendship for all time" in the peace of Apamea concluded with the Seleucid empire of 188BC.<sup>10</sup>

The Italian renaissance diplomacy was driven by commercial interest and many of the diplomatic were bankers and traders. However, the diplomatic corps, also included well-known writers and thinkers such as Dante, Petrarch, Boccaccio, Machiavelli and Guicciardini, whose work shaped the development of diplomatic thought and practice. According to diplomatic historians, the first permanent diplomatic mission was established in 1455 when the Duke of Milan sent Nicodemo Dipentremolito Florence to represent him in negotiation with Cosmode' Medici – Resident ambassadors were crucial in gathering intelligence and developing diplomatic relations in a world without newspaper or other forms of mass communication. Their tasks included reporting on the movement of goods and people, court politics, military activity and the opinions and moods of the public. They also needed to have excellent manners and the ability to speak persuasively Ludovico Sforza, the duke of Milan, famously stated that 'the work of a

Prince was seen in the men he sent to represent him abroad” as diplomacy became more complex, a new ministry of foreign affairs begins to emerge with an increasingly sophisticated system of collecting and analyzing information, coordinating diplomatic actions and representing the state’s interest abroad.

Diplomatic immunities and privileges were established during the renaissance to protect diplomatic from harm and ensure the safety and security of the communications. These immunities included protected for the person, premises and communication of the diplomat”.<sup>11</sup>

The invention of the printing press closely linked to the reformation had a major impact on diplomatic practices and methods of communications. The printing press challenged the Church’s control over parchment-based communications leading to a decline in its involvement in diplomacy. Literary became more widespread, the role of clergymen in diplomacy began to diminish. In the era of slow transportation and limited communication, diplomats were often the only people who could travel to distant lands to gather information and spread knowledge. Diplomats thus played a crucial role in the transmission of ideas and news across long distances.

The Roman developed a unique form of diplomacy that embodied principles which later became important in diplomatic practice and they include respect for treaties, good faith, equivalence, personal contact, formal meetings and protocol. However, the Romans also relied heavily on offensive diplomacy using the threat of military force to achieve their objectives without resorting to actual fighting.<sup>13</sup>

Roman diplomacy (609BCF to 14CE) primarily involved establishing trestles of peace, alliance and general agreements as well as sending and receiving embassies to resolve grievances, build alliances, declare war and ensure the security of the roman empire. The Romans also engaged in interstate mediations of disputes and wars. The vocabulary of Roman diplomacy evolved from primitive practices overseen by Priests known as fetiales who regulated foreign relations between Rome and other Italian states. The practice of deditio in which states were forced to surrender unconditionally to the will of Rome and to accept its terms of surrender may have originated in ancient Italian practices.

Overall, the Romans developed a sophisticated system of diplomacy, establishing numerous informal ‘friendships’ with other states and signing formal alliances on raver occasions. They were often willing to act as brokers of interstate mediations but were less likely to accept such mediations themselves.<sup>14</sup>

The greatest knowledge of early diplomacy comes from Mesopotamia, the Mediterranean, China and India. Mesopotamian city states had treaties dating back to 2850BCE and the Akkadian language served as a diplomatic Lingua Franca for the middle East until the emergence of Aramaic. In the 14<sup>th</sup> century BCE, diplomatic correspondence was found on cuneiform tablets in Akkadian between the Egyptian court and Hitter king though neither spoke. Akkadian as their first language. The oldest surviving treaties dating to about 1280BCE were between Rames 11 of Egypt and Hittle teachers. There is also significant evidence of Assyrian diplomacy from the 7<sup>th</sup> century

BCE as well as documentation in the Bible of the relations between Jewish tribes and other peoples' traditional diplomacy focused on managing the interfere between conflict and peacemaking. The history of diplomacy shows that it has evolved to encompass more than just the diplomacy of states and government. Modern diplomacy began with the peace of Westphalia in 1648, which ended the thirty years' war. Following this; legations, embassies, foreign ministries and diplomatic relations between states were created. This distinction between public and official diplomacy is defined and the creation of treaties and conventions is discussed. International law, the Vienna convention on the law of treaties and the United Nations charter are all important elements in understanding the evolution of diplomacy.<sup>16</sup>

The French adopted the Italian tradition of the 17<sup>th</sup> and 18<sup>th</sup> centuries, clandestine negotiations and a gradual professionalization of diplomacy. The French introduced confidentiality in relation to information gathering, restricting of protocols and diplomatic corps despite all of this important refinement, the French diplomatic to more at a leisurely pace.

“Going native” or Localitis” is a syndrome that affects diplomats when they become too immersed in the culture of the host country and begin advocating for that country's interests rather than those of their own. To avoid this problem, diplomatic assignments are typically limited to four years or less. ‘Anti-Localitis’ is a phenomenon in which diplomats develop an overly negative or hostile view of the host country and its interests often due to difficult living conditions or negative treatment by the host country.

This can lead to blurred and inaccurate information being sent to the diplomats' home country, which the diplomats home country can be detrimental to foreign policy objectives. Therefore, it is important for diplomats to interact positively with the host country, in order to build rapport and provide accurate information.<sup>17</sup>

The Aithashastra, an ancient Indian text on statecraft written by Kautilya describes the diplomatic system of ancient India and its focus on espionage, diplomacy and military might. The text classified states according to their power and proposed four different approaches to diplomatic relations: conciliation, seduction, subversion, and coercion, it also outlined size different policies that a state could pursue: peace, war, non-alignment, alliances, shows of force and double-dealing. The text also had it that ancient India had three types of diplomats: plenipotentiaries who had full authority to conduct diplomacy on behalf of the states envoys who were sent to accomplish a specific task and royal messages. It also mentions two types of spies those who collected intelligence and those who engaged in covert action. The Arthashastra also describes rules governing diplomatic immunity and privileges as well as the inauguration and termination of diplomatic missions. It also provides detailed instructions on how to select envoys and the duties they are expected to fulfill.

The first records of Chinese diplomatic practices dates back to the 1<sup>st</sup> millennium BC. By the 8<sup>th</sup> century BC, the Chinese were already engaging informal diplomatic dialogue between their many kingdoms, including the use of resident envoy who acted as guarantors of good behavior. This tradition which emphasized ethical conduct in

international relations is well documented in the Chinese classics perhaps the best expression of its ideals is found in the teachings of Zhuangzi, who in the 3<sup>rd</sup> century BC advised that the best way for a state to exert influence abroad was to develop a society that was morally virtuous and worthy of admiration by other nations. They believed that if states were virtuous enough other nations would naturally want to learn from its example.<sup>18</sup>

Early societies shared many characteristics with states and the first principles of international law were shaped by interactions between different tribes. They established rules governing marriage, trade and hunting. Messengers and envoys were accorded special status and protection often bearing a token such as a message stick and treated with elaborate ceremony. Women were sometimes chosen as envoys due to the perceived sanctity and influence they held and were often tasked with the important role of negotiating peace between tribes due to lack of sources it is difficult to fully describe the diplomacy of early utilizations. However, there are some evidence of Egyptian diplomacy dating back to the 14<sup>th</sup> century BCE. Thus, evidence includes diplomatic correspondence and records of peace treaties.<sup>19</sup>

In the Byzantine empire, “the office of Barbarian Affairs” was responsible for diplomatic activities in Byzantine which evolved from adhoc to organized government activities. This office, which was responsible for all interactions with foreign states, could be seen as a precursor to modern-day foreign ministries. It included translators and interpreters who helped prepare Byzantine envoys for mission abroad and analyzed

reports from those envoys. The office also handled the visits of foreign dignitaries to Constantinople and drafted international treaties. One key difference between modern diplomacy and Byzantine diplomacy was that the Byzantine diplomacy did not maintain permanent diplomatic missions. Some of the Byzantine employed public diplomacy methods are still in use today. These included converting nomadic tribes to Christianity using ceremonies to impress foreign dignitaries and educating future rulers from neighboring countries in Constantinople's elite schools. The empire was particularly skilled at using protocol and ceremonies to create a sense of awe and respect among foreign visitors for example the impressive architecture of Constantinople including the Hagia Sophia and the Hippodrome still impresses Visitors today.<sup>20</sup>

The Byzantine period is often seen as a pivotal moment in the history of diplomacy. This period bridged the gap between ancient and modern diplomacy combining the traditions of Mesopotamia, Egypt, Greece and Rome with the new innovation that laid the foundation for the diplomacy of the Renaissance and beyond. The Byzantine empire played a crucial role in the development of diplomatic practices and traditions that are still used today.<sup>21</sup>

“The longer you can look back, the further you can look forward” this quote from Winston Churchill could be a tweet about the interplay between diplomacy and technology.<sup>22</sup>

The practice of dollar diplomacy evolved to the changing geopolitical landscape and shifting power dynamics of the 20<sup>th</sup> century, following World War 1, the United

states emerged as a leading economic power and its financial influence became increasingly influential in international affair.<sup>23</sup>

Cultural diplomacy is a key too for connecting with other, identifying common interest, building trust and fostering co-operation. Studies have shown that a diverse workforce is more effective, creative and innovative especially for diplomats who need cultural understanding and credibility to be successful. During the cold war, cultural diplomacy was transformed from a tool of cultural propaganda that had been so prevalent during the war was now seen as a threat and needed to be careful in their diplomacy as a result culture became an important part of diplomacy.<sup>24</sup>

The traditional image of a diplomat engaging in private conversations behind closed doors is being replaced by a more dynamic and transparent approach. Social media has become a powerful tool for diplomats to connect with the public, promote cultural exchange and discuss global issues, platform like Twitter (X) have enabled leaders to communicate directly with citizens creating a sense of openness and accessibility in diplomacy. Twitter (X) in particular has transformed diplomatic communication by providing real time updates on negotiations offering insights into decision making processes and even allowing for public conversations with counterparts.

The G20 summit held virtually in 2023 demonstrated the potential of virtual diplomacy to enable meaningful global discussions world leaders joined from their own countries, sharing perspectives and collaborating on pressing issues. The virtual format also allowed for the inclusion of a wider range of voices, including experts, civil society

representatives and business leaders. This expanded the scope and depth of the diplomatic discourse.<sup>25</sup>

Digital diplomacy expands the traditional practice of government-to-government communication to include a wider range of actors, including the public. It allows for direct engagement with domestic and foreign publics making diplomacy refers to the adoption of digital tools in diplomatic practice as well as the broader impact of digitalization on diplomacy. This process has reshaped how diplomats communicate, collaborate and engage with the public. Diplomacy has been a key tool for conducting foreign policy for centuries and it has been transformed by the rise of digital technologies. The term 'Digital diplomacy' has emerged to describe the use of these technologies to achieve diplomatic objectives. This is especially relevant in light of Covid 19 pandemic which has accelerated the shift towards digital diplomacy, some scholars argue that traditional diplomacy is not antiquated but rather traditional and digital diplomacy complements each other. In the future, diplomats will need to be proficient in both offline and online environments, creating a hybrid approach that combines the best of both worlds. The hybrid approach will improve the overall effectiveness of diplomacy and contribute to more effective foreign Policy.<sup>26</sup>

Digital Diplomacy, a fast-moving field is reshaping global interactions.<sup>27</sup>

Since the birth of diplomacy in Europe, in the thirteenth century diplomacy has been a fundamental tool of international relations for countries but it's evolution over the years has been remarkable. The traditional tools and methods of diplomacy are no longer

sufficient to meet the needs of modern diplomacy. Contemporary diplomacy is more complex, requiring the use of new tactics and approaches to achieve lasting results. Diplomacy is a non-violent approach to managing international relations that relies on dialogue, negotiation and compromise. The goal of diplomacy is to achieve objectives without resorting to violence, propaganda or legal means because of the need for states to co-operate. Diplomacy has become an indispensable tool of foreign policy even as its role evolves and expands. This highlights the significance of diplomacy and diplomats as key players in the international arena.<sup>28</sup>

During the periods of crises or tension, digital platforms can provide a space for immediate communication and collaboration among diplomats, governments and international organizations. In times of crisis, real-time updates, online discussions and digital diplomacy can help to defuse tensions and prevent further escalation. In addition to enabling communication between government and their citizens through open government initiatives, digital platforms allow for greater transparency and public participation in decision-making processes. Citizens can use these platforms to voice their concerns, provide feedback and contribute to policy discussions leading to a more participatory and inclusive diplomatic environment.<sup>29</sup>

Diplomacy has been an essential tool for nations to manage their relationships with other countries for centuries. It has evolved overtime to keep up with the changing nature of the world from ancient civilization to the present-day Islamic history has a rich tradition of diplomacy, dating back to the time of the Prophet Muhammad in the 7<sup>th</sup>

century. One example is the Treaty of Hudaibiyyah, which was signed between the Muslim community in Medina and the Meccan tribe of Quraysh. The development of international laws and protocols also played an important role in reshaping diplomacy during the Middle Ages. One of such examples is the Congress of Westphalia in 1648 which laid the foundations for the modern system of international diplomacy and law. The Treaty of Utrecht in 1713 also established important principles such as non-interference in the internal affairs of other states. Additionally, the enlightenment period promoted the use of reason and rationality, in diplomatic relations. The enlightenment's emphasis on reason and logic which led to a shift in diplomacy moving away from religious or monarchical impulses. This shift gave rise to the principle of the balance of power which held that the stability of the international system depends on a balance of power between states. Another example of this shift was the establishment of international organizations like the Congress of Vienna which sought to promote peace and stability in Europe through a system of alliances and treaties. Major global events such as the expansion of colonialism and the two world wars had a significant impact on diplomacy in the 19<sup>th</sup> and 20<sup>th</sup> centuries.

The World Wars had a profound impact on diplomacy in the 20<sup>th</sup> Century leading to the collapse of empires and the emergence of new nation-states. During WWI, diplomacy focused on negotiating peace treaties and alliances. However, World War II ushered in a new era of multilateral diplomacy with the formation of the United Nations as a key turning point. This shift was evident in the creation of specialized agencies such

as the WHO and FOA to address specific global issues. Modern diplomacy is a complex and dynamic field that encompasses a range of activities, these include representing agreements and protecting and promoting national interests. Unlike traditional diplomacy, which was limited to government-to-government interaction, modern diplomacy involves a variety of actors, including non-state actors and international organizations in addition to government representatives. Civil society, media, the private sector and individuals play an important role in modern diplomacy. The advent of technology and social media has also given role to the concept of `digital diplomacy` which refer to the role of digital platforms to conduct diplomacy with the rise of digital diplomacy, engagement now diplomatic occurs not only between state but also between diplomats and the public.<sup>30</sup>

Diplomacy is a vital part of political life influencing the lives of billions of people. It is a powerful force that can either create devastation and suffering and bring about peace and prosperity. Diplomacy has been called 'an art' because it requires announce understanding of the situation as well as the ability to influence persuade and negotiate, diplomats must navigate a complex web of interest and objectives using a combination of empathy, persuasion and other skills.

Ultimately diplomacy is about finding a mutually acceptable solution to a given issue or situation in recent decades, technological advances have ushered in a new era of communication which has had a significant impact on diplomacy this communication age has replaced the hard power approaches of the past with the soft power of diplomacy which emphasized attraction rather than coercion. the concept of new diplomacy was not

born out of the systematic crises in the European balance of power that elevated the United States and the Soviet Union to prominence.

While the nature of politics and diplomacy has evolved overline, the fundamental goal of diplomacy. The management of relations between states has remained the same. The international community has formulated and modified diplomatic protocol at key moments in history such as 1815, 1918 and the early 1960's. while 1815 built on the achievement of part diplomacy, 1918 represented a revolutionary vision for a new diplomatic order. The fundamental difference between traditional and new diplomacy is that the latter involve a wider range of actors and negotiation are no longer strictly bilateral. The emergency of new diploma was associated with several key goals including disarmament, free trade and self-determination. There were considered essential for building a more peaceful and prosperous international system.<sup>31</sup>

The roman catholic church maintains active diplomacy during the decline of the Byzantine empire and in its struggle against the holy roman emperors in the 13<sup>th</sup> century. The church statue was such that its emissaries took precedence over secular envoys and its lawyers develop rules for the conduct of papal envoys that were late adapted for secular use. Rules develop for church council were later applied to international conferences, there for the church played an important role in shaping diplomatic practices and protocol that are still used today.<sup>32</sup>

The transition of diplomacy into digitalization refers to the long term and wide-ranging impact of digital technologies and instead encompasses the changes in norms and timeframes that result from their use.<sup>33</sup>

## **Conclusion**

In conclusion the evolution of modern diplomacy was influenced by the diplomatic tradition of the Greek city-states, the Italian city states, the roman and the French. Before and the French. Before the emergence of the Greek system, communication between kingdom was limited to messengers and merchant caravans. The Italian system introduced resident mission within the Italian city-states and throughout medical Europe. The French professionalized diplomacy, although this was not without its challenges such as excessive secrecy, hereditary appointment, and localities. The church Islam, Byzantines, Chinese also brought their development to the transition of diplomacy.<sup>34</sup> The transition of diplomacy into the digital age was largely influenced with the advent of the internet and social media especially twitter (X) they revolutionized the way that diplomats communicate and collaborate. These technologies have increased the speed and volume of information exchange making it easier for diplomats to share data and ideas. Additionally, social media has given diplomatic a new platform to engage with the public both in their home countries and around the world and also the invention of the Artificial intelligence has played a major role on the digitalization of diplomacy.<sup>35</sup>

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## CHAPTER THREE

# THE IMPACT OF DIGITAL TECHNOLOGY ON DIPLOMACY AND SOFT POWER

## Introduction

Digital technologies are a game changer for public diplomacy, enabling states to gather and analyze vast amounts of data, streamline consular services and respond quickly and effectively to emergencies and disasters. By harnessing the power of digital tools, states can make more informed decisions, improve efficiency and strengthen their relationships with stakeholders, helping to build trust and resilience in times of crises.<sup>1</sup>

The emergence of technology in diplomacy has become more prevalent and impactful with virtual meetings and social media now key components of diplomatic practice. Technology has created new opportunities for communication, collaboration and negotiation between diplomats and other stakeholders. These developments have transformed the way diplomacy is conducted, making it more efficient and effective. Technology has transformed society in many ways from the way we communicate and work to the way we interact with one another. This transformation has also had a major impact on diplomacy, reshaping the way that diplomats communicate and collaborate with each other.<sup>2</sup>

Digital culture has expanded the ways in which countries can use ‘soft power; in international relations. With the advent of digital diplomacy, countries can use modern communication technologies to influence global discourse and promote their national interest, this has changed the way in which countries conduct diplomacy with new

opportunities arising from the use of digital technologies. The ability to reach a wide audience, control the narrative and bypass traditional gatekeepers makes digital diplomacy an important tool in the tool book of foreign policy.<sup>3</sup>

Information technology has had a profound impact on international changing the way countries interact and introducing new concepts such as technological sanctions and electronic warfare. Access to information and the ability to control it has given non-state actors more power and influence and soft power has become prevalent in international politics. Technology has also transformed diplomacy, making communication faster and more efficient and making it easier for countries to resolve issues and build stronger relationships, technology has redefined the international distribution of power and the concept of war and peace. It has also brought new challenges such as the need for a legal framework to regulate cyberspace activities and the emergence of new sanctions and currencies. To effectively manage the impacts of technology on the international community, civil actors should be involved in the governing and regulatory process of cyberspace.<sup>4</sup> The advent of the internet has ushered in a new era of diplomacy commonly referred to as 'internet diplomacy' owing to its portal role in modern communication. Factors such as widespread access to telecommunication equipment have contributed significantly to this phenomenon enabling broader participation in diplomatic exchanges. The internet has streamlined diplomatic negotiations by facilitating logistical contacts during the preparatory stages, thus saving time and cost for diplomats. Additionally, the conduct of negotiations over the internet reduces the need for extensive travel, further

minimizing associated time and cost. The asynchronous nature of online communication tends to foster a less confrontational atmosphere compared to face to face debates, potentially facilitating smoother negotiation process.<sup>5</sup>

The Global time poses no obstacle for online negotiations. They can initiate offers during their working hours via email, receiving responses from counterparts in different time zones overnight. Diplomacy also extends to public opinion through technology or the internet, offering opportunities for greater outreach to the general public. Diplomatic communities can leverage online platforms to educate the public opinion through technology or the internet, offering opportunities for greater outreach to the general public. Diplomatic communities can leverage on relevant issues and garner consensus on diplomatic matters. Increased public connectivity to the internet enables better-informed decision-making, contributing to diplomacy with domestic public support and robust policy making through public scrutiny and commentary.<sup>6</sup>

One of the impacts of digital technologies in diplomacy is on cyber diplomacy and cyber-diplomacy is the art science and practice of using diplomatic tools and interactives in the ever-evolving landscape to safeguard interests, promote relations and maintain peace. It involves the use of shared rules, protocols and behaviors to facilitate communication between different actors in the public and private sectors. Cyber diplomacy helps countries navigate the uncharted territory of cyberspace, promoting peaceful international relations while pursuing their political, economic, cultural and scientific goals.<sup>7</sup>

Diplomacy has evolved to include new areas of policy, particularly cyber security. This has led to the development of cyber diplomacy where states interact with public and private entities on a global scale using accepted standards and protocols. As nations become increasingly digital cybersecurity has become a crucial element of their foreign and security policies. Therefore, international communication through cyber diplomacy is now more important than ever as the threats and challenges in this domain are expanding rapidly - cyber diplomacy also known as e – diplomacy or digital diplomacy refers to the use of diplomatic methods and strategies in cyberspace to protect interests and promote peaceful relations. This involves utilizing digital technology as a tool for interaction between countries, individuals and businesses, in areas such as politics, economic, culture and science. The goal is to achieve positive outcomes through digital engagement while maintaining peaceful relations. Cyber diplomacy is a global effort that involves an under range of stakeholders from different countries and sectors working to get her to address international cybersecurity challenges. For instance, the European Union (EU) has a robust cyber diplomacy strategy led by Germany, demonstrating the importance of international co-operation in the cyber realm. In this way, the concept of cyber diplomacy aims to facilitate co-operation among nations and different actors in order to tackle cyber threats and ensure cyber security. The history of cyber diplomacy, the United States took the lead with its international society for cyberspace in 2011.

The strategy for the use of diplomatic instruments and resources to address cyberspace making it the first official justification of a cyber-diplomacy. As a result, the US State Department created the office of the coordinator for cyber challenges which was the world's first foreign office dedicated solely to cyber issues. The first individual to hold this position, Christopher Painter, became the first cyber diplomat in history paving the way for more countries to follow suit and embrace cyber diplomacy.<sup>8</sup>

While the internet and digital technologies have brought immense social and economic benefits, their widespread use has also opened up new security threats. These threats range from state-sponsored cyber-attacks to non-state actors employing sophisticated methods, posing a significant danger that is constantly evolving. At the same time, governments are using these technologies to undermine democratic processes, suppress online discourse and control internet freedom. These developments threaten not only the internet's structure and governance but also its very nature as a global, open platform for communication and innovation.<sup>9</sup>

Artificial intelligence (AI) has the potential to both support and reshape diplomacy in the digital age. As a tool, it can assist diplomats in their everyday tasks and enhance their effectiveness in a wide range of diplomatic functions. At the same time, AI is poised to significantly impact the global landscape, potentially becoming the most influential technology of our era – German think tanks have recognized the rapid evolution of AI and its far-reaching implications, urging foreign ministries to begin developing strategies to address the challenges and opportunities that AI present to

international affairs. In the digital age, social media platforms can be powerful tools for navigating diplomatic crises. They enable embassies and foreign ministries to rapidly access the situation, make informed decisions and manage public expectation during crises. Miss information poor co-ordination and inconsistent messaging can quickly undermine crises management efforts. It is therefore curtailing for digital diplomacy to strike a balance between the advantage of this platform and the risk associated with their use in crises situation. During diplomatic crises. AI System can act as valuable assistant to diplomats by extracting insights from large amount of data to understand the nature and scope of events (descriptive analysis) and identify potential patterns or outcomes (predictive analysis) this can help diplomats make more informed decision allowing them to respond quickly and effectively to evolving situations. However, it's important to remember that AI systems are only as good as the data they are trained on, and their conclusions should be carefully validated by human experts before been relied upon.

As data is turning into the 'new oil' in the modern digital age with this new reality public diplomacy is evolving to embrace digital technologies and capitalize on the power of data to reach and engage in target audiences. The ability of harness the right time will be crucial in assuring that one message is heard, understood and followed in the digital space.<sup>10</sup>

States and their proxies exert their power cyberspace by controlling access of data, regulating the technology that underpins the internet and shaping international norms, particularly with areas related. State and their proxies exert their power in cyberspace by

controlling access of data regulating the technology that under pin the internet and shaping international norms, particularly in areas, related to surveillance or information gathering. These actions of states allow them to advance their interest and agendas in the digital realm, while also influencing the activities and behavior of other state actors within cyberspace. Cyber diplomacy is the attempt by state representatives to establish a set of norms to regulate the behavior of states and non-state actors in cyberspace. It also strives to ensure that the benefits of rapid digitization are shared equitably and fairly, recognizing the potential for cyber superpowers and their proxies to leverage the domain for power projection and influence.<sup>11</sup>

As the world emerges from the Covid-19 pandemic, diplomacy is poised to enter a new stage of digital transformation. This phase, which we call hybrid diplomacy, envisions a seamless integration of physical and virtual engagements where face to face interactions are enhanced by digital tools and technologies. Digital tools are expected to complement and augment traditional forms of diplomacy, enabling more effective and efficient international communication and co-operation. Over the past decade, diplomats have increasingly turned to digital technologies as part of the growing trend known as digital diplomacy'. Since 2001 foreign ministries have experimented with various digital initiatives such as virtual embassies, social media channels, smartphone apps and data analytics units. Such practices highlight the extent to which digital diplomacy has become a standard tool in modern foreign policy. Scholars have explored the various ways in which digital technologies impact diplomacy and diplomatic institutions. Some

have focused on how digital functionalities and imitations shape diplomatic action in areas such as international negotiations and peace keeping. Others have studied how social media has altered the spaces in which diplomats interact and collaborate and the ways in which digital tools have influenced the working procedures and logic of diplomatic institutions. Normatively, scholars like Hopke, Hestres, Bos and Melissen have argued that digital technologies have democratized' diplomacy by empowering non-state actors such as a society groups and the general public, to challenge traditional sources of authority, including diplomatic institutions and states. Similarly, Byola manor and Adiku have posited that social media have empowered diaspora communities to more effectively engage with the diplomatic institutions of their countries of origin, resulting in various configurations of political economic and cultural interactions between these communities and MFAs or embassies. Not only can digital technologies to manage their daily tasks and activities, the patterns of interaction and expectations within MFAs can shift. For example, Hedling and Bremberg have observed that digitalization has changed what is considered diplomatic action' this highlights the potential for digital technologies to alter the very nature of diplomacy itself. The capacity of digital technologies to both shape and be shaped by diplomatic tasks and objectives, reshape the environment in which diplomacy occurs and influence diplomatic behavior demonstrates their profound and multifaceted impact on the practices and institutions of diplomacy. These technologies are not just tools but also agents of change that can modify the very nature of diplomacy, requiring a nuanced understanding of their influence and implications.

Many diplomats were reasonably prepared for the shift to virtual meetings during the Covid – 19 pandemics. This may be due, in part, to the digital media training programs that were put in place during the previous stage of digital adaption in foreign ministries. There programs helped equip diplomats with the skills and knowledge needed to successfully navigate the rapidly changing technological landscape.

The transition to virtual meetings during the pandemic was indeed abrupt and intense as confirmed by the survey responses of our diplomacy at sample. An impressive 70% reported that they had attended more than 25 virtual meetings within the previous six months, engaging in both bilateral and multilateral discussions. This rapid shift to online interactions reflects the immediate and far-reaching impact of the Covid – 19 pandemics on the practice of diplomacy.

Diplomats identified some significant drawbacks to the virtual meetings environment. Notably, they observed that their meetings tended to hinder progress on negotiating agendas and the development of relationship. The survey result suggests that diplomacy is still undergoing a digital transformation. Despite the widespread adoption of virtual meetings during the pandemic there is evidence to suggest that these changes are not yet complete and that there are landscape. The challenges and limitations identified by growth and refinement in the use of digital technologies for diplomatic purposes. Research could shed light on the most effective configurations of hybrid diplomacy for successful negotiations.<sup>12</sup>

Digital diplomacy is the practice of leveraging digital technologies and platforms such as social media, online campaigns, virtual summits and digital cultural exchanges to foster international dialogue and advance national interest on the global stage. This umbrella term encompasses a diverse array of activities that leverage the power of the internet and digital tools to connect with foreign audiences, sway public opinion, engage in diplomatic negotiations and promote cultural soft power. Digital diplomacy offers powerful nations a range of strategic advantages in the conduct and better management of their foreign affairs. Digital channels enable government to respond to global events and engage with international audiences in real time, allowing them to craft and shape narratives that align with their interests and agenda. Through digital platforms, powerful nations can reach and influence worldwide, transcending physical and temporal boundaries. Digital diplomacy initiatives often require fewer resources than traditional forms of diplomacy, making it a viable and efficient alternative for government working with limited budgets or resources. By leveraging digital channels and tools, government can achieve significant diplomatic impact without incurring the high cost associated with traditional forms of diplomacy. Digital Diplomacy campaigns use governments use digital channels to launch targeted public diplomacy campaigns aimed at promoting their culture often include multimedia content such as videos, infographics and interactive websites.

The ever-evolving nature of the 21<sup>st</sup> century global village has brought about a paradigm shift in the field of international relations as nations utilize digital diplomacy to

advance their interests and address complex global challenges. Recent successful applications of digital diplomacy by Nigeria, demonstrating how it is transforming the face of diplomacy in the digital era. Nigeria's swift response to the attack of its diplomatic premises in Accra, Ghana in June 2020 demonstrated the country's effective use of digital diplomacy Nigeria's foreign minister; Geoffery Onyeama harnessed the power of social media (X formerly known as Twitter) to condemn the attacks and urge Ghana to the swift action against the perpetrators. Through this strategic engagement, Nigeria was also able to quickly and effectively communicate its position to a global audience, underscoring the country's commitment to protecting its interest and engaging in diplomatic dialogue. The ENDSARS protests in Nigeria were bolstered by social media platforms, particularly X (Formerly known as Twitter) which enabled activist to spread their message both within the country and among the Nigerian diaspora. The protests gained international attention and galvanized support due to the viral nature of the protest.<sup>13</sup>

In the age of technological advancement, nearly every facet of modern life, from communication to work, has been touched by innovation. Diplomacy, a critical component of global affairs, has undergone significant changes as a result of the increasing digitalization of our world. Diplomats now have a vast array of tools and platforms at their disposal which have revolutionized how they interact and conduct their work both at home and abroad. The rapid rise of the internet and various digital communication technologies have had a profound impact on the practice of diplomacy.

Perhaps the most notable change has been the increased use of email and instant messaging which have made communication between diplomats and governments faster and more efficient. This has also paved the way for virtual meetings and video conferences, which are the new common place in diplomatic circles. With these advancements, diplomats can collaborate and connect in real time, regardless of geographical distance. Social media has become a powerful tool in the field of diplomacy, with many diplomats and governments embracing platforms such as Twitter to engage with the public and other governments. This has given rise to ‘Twitter diplomacy ‘where their digital channels are used for diplomatic communication and public engagement. The integration of social media and other digital technologies into the practice of diplomacy has revolutionized the way diplomats work, enabling faster and more efficient communication, as well as direct public engagement. As technology evolves, it is expected to have an even greater impact on the practice of diplomacy. The emergence of new technologies undoubtedly shape how diplomats communicate and interact both with each other and with the general public. One promising area of development is the potential use of virtual reality and other immersive technologies in diplomacy. These technologies may enable diplomats to hold more realistic and engaging virtual meetings, allowing for deeper levels of communication collaboration and understanding between nations. Technology has increasingly become a vital component of modern diplomacy, facilitating communication, overcoming geographic barriers and promoting global co-operation with the rise of digital diplomacy and public diplomacy. Technology has

transformed the way diplomats engage with international audiences and share information fostering dialogue and understanding. The potential applications of technology in diplomacy are expected to grow even more diverse and sophisticated, shaping the course of international relations. By embracing technological innovation and adapting to the changing landscape of diplomacy nations can better achieve their goals on the global stage. Technology has demonstrated its ability to revolutionize the field of diplomacy and the nation of international relations. As such it is crucial for diplomats and policy makers to adapt to the changing landscape of technology and continues to explore and adapt new ways to use it in their work by doing so, they can ensure that their effort are more effective and efficient in addressing the complex challenges of our interconnected world, and contribute to better understanding among nation.<sup>14</sup>

It is evident that images are gaining greater prominence in online communications and digital diplomacy due in part to their ability to attract more attention and engagement for users. With an ever-growing volume of information available on the internet, images serve as a visually appealing and efficient way to convey messages particularly given that people tend to linger on and remember visual content more easily than text, this trend toward images-based communications can be attributed to both practical and cognitive factors. On one hand, social media has made information overload a pervasive issue, prompting the need for concise and visually striking content that can break through the noise. It is essential to understand the role of images in digital diplomacy by first examining their nature, composition and effect on our cognition and social perception. in

essence, images serve as cognitive frameworks that enable us to comprehend and interprets visual signals fillings in information gaps and offering models for signals, fillings in information gaps and offerings models for social interaction. By considering images as visual texts we can begin to appreciate their significance in shaping and informing digital diplomacy and how they influence the way we make sense of the word and interact with others. The impact of images in digital diplomacy lies in their visual storytelling, treated through a combination of components most digital images consist of four elements, a protagonist a state, poly maker or a group of peoples a message a contextual background and a moral perspective. In digital diplomacy images depict the protagonist as the total point of the visual narratives conveying an important message to the target audience which is informed and shaped by the contractual background, and the moral position of the images. Given the increasing prevalence of images in digital diplomacy, it is crucial to gain a deeper understanding of the strategies that inform their usage and how the elements of image work in harmony to produce a powerful visual narrative. It is vital to explore how the emotions expressed by these images contribute to, rather than hinder, diplomatic relations. An image has the potential to evoke strong emotions in viewers. It is important that for diploma to ensure that their visual strong telling alien with the goal and messaging of their respective countries, while also taking into account the cultural political and sensitivities of the target audience.<sup>15</sup>

Throughout history technological advances have had a major impact on the practice of diplomacy. Before the advent of modern communication technologies,

messengers and letters. Were the primary means of communication between nations. The printing press revolutionized information disseminations, making it easier to produce and distribute diplomatic documents. This transformed the way the nations communicated and helped to spread news and information about international events. The invention of the printing press was in the 15<sup>th</sup> century. The invention of the telephone in the 19<sup>th</sup> century. Was a game changer for diplomats. It not only made it easier to communicate but also allowed for real times communicate. This led to the rise of teleconferencing which changed the way that diplomats interacted with one another.<sup>16</sup>

As the digital age progresses, public diplomacy is gaining increasing prominence in diplomatic discursive with social media at the forefront of this evolution. While social networking sites have undoubtedly revolution the landscape of public diplomacy the potential of digital technology extends far beyond there platform. Innovations in digital technology extends far beyond there platforms. Innovation in digital technology holds tremendous untapped potential for revolutionizing the way governments. Interact with global adventure and further advancing the effectiveness of public diplomacy. As it is council for governments to say at the for front of emerging digital trends and incorporate them into their public diplomacy strategies to remain relevant and impactful in todays interconnected world.<sup>17</sup>

Hologram calling, also known as holographic telepresence, is possible with current technology, although it is still a relatively new and expensive technology which improves diplomat communications with each other. Holographic telepresence which

creates the illusion of two or more individual being in the same room despite physical distance. Hologram calling is an emerging technology that utilizes holograms to facilitate real time communication using technology, individual's holographic images are projected into physical space, allowing them to interact with each other as if they were physically present despite being separated by vast distances. This type of communication, known as hologram calling, is currently possible with existing technology but remains a relatively new and expensive innovation.<sup>18</sup>

## **Conclusion**

In summary, chapter three illustrates the significant impact of digital technology on public diplomacy and soft power. The use of technology in public diplomacy and soft power. These technologies ranging from the use of digital technologies to allow government to reach a wide and more diverse audience than ever before and also the impact of technology transforming the society. In many ways, from the ways we communicate and work to the way we interact with each other and most importantly how technological advances have had a major impact on the practice of diplomacy.

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## **CHAPTER FOUR**

### **THE CHALLENGES AND OPPORTUNITIES OF DIGITAL DIPLOMACY**

#### **Introduction**

In the ever-evolving landscape of international relations diplomacy has become increasingly prominent. Diplomacy, involving negotiations and communications between governments or states, is often done behind closed doors, and it is focused on achieving specific policy objectives. This chapter delves into the multifaceted nature of the challenges and opportunities posed by the digitalization of diplomacy and also provides insights on how digital diplomacy contributes to shaping international relations in the 21st century.

#### **Challenges Posed by Digital Diplomacy**

One key criticism of digital diplomacy is its excessive reliance on social media as it means to influence public opinion, often at the expense of exploring other digital tools. This concern is compounded by the fact that many diplomats are not well-versed in these specific properties and capabilities of the social media platforms. They are using them for sub-optimal usage. For instance, while Twitter can be a powerful tool for diplomats and

embassy to respond quickly to global events, it can also restate their capacity for in-depth deliberation with their respective foreign ministries, given its focus on brevity and rapidity. In addition to its ambiguous impacts on shaping public opinion, the efficiency of digital diplomacy via social media is also called into question. Despite the numbers of tweets and sent by embassy most failed to garner significant engagement, such as or retweets from the intended audience. In some cases, this can result in unintended consequences such as the global campaign to force the girls kidnapped by Boko Haram which inadvertently elevated formally known regional terrorist organization to global prominence without affectively, bringing them to justice for their crimes.<sup>1</sup>

The Internet's inherent culture of anonymity is a significant obstacle for digital diplomacy as it enables individuals to adopt any persona address or attack others under the veil of anonymity. This lack of accountability can lead to situations where people impersonate others engage in Malaysia's behavior undermining the credibility of diplomatic efforts. In such an environment, it becomes increasingly difficult for diplomats to effectively engage with audiences and build trust, the authenticity of their interactions can be called into question. Digital diplomacy has several pitfalls, including the risks of data breach, cyber-attack, and the anonymity of online users. Finance, the WikiLeaks scandal is a prime example of information, leakage, where sensitive diplomatic, communications and documents were exposed to the public without permission resulting in international embarrassment and strained relations between government. This incident highlights the fragility of digital communication channels and

serves as a cautionary tale for diplomats navigating the complex landscape of digital diplomacy.

Hacking is another risk that has existed since the advance of the advent of the Internet and its presents is significant threats to digital diplomacy. Recent example of this vulnerability was the hacking attack on Yuli Edelotem's personal website who has the Israel minister for public diplomacy and diaspora affairs plays a role in representing Israel's interest.<sup>2</sup>

In the modern age of digital advancement, engaging in digital diplomacy is increasingly difficult due to the sensitive and confidential nature of diplomatic efforts. A key obstacle in digital diplomacy is the cautious mindset of diplomats when it comes to taking risks. Digital diplomacy faces the obstacle of depending heavily on information. The Internet has led to a shift in how knowledge, data and information manage in diplomatic services. Usually, there was a on using internal information collected by diplomats, but now there is a greater reliance on external information that is accessible on the Internet. Authenticating resources in digital diplomacy is more challenging due to the orange restricted access to the Internet. Additionally, maintaining secrecy is a fundamental aspect of diplomacy, notable example of the challenges that can arise in digital diplomacy, was when former Secretary of State Hillary Clinton use the private email account for official communications during her tenure under President Obama.<sup>3</sup>

While many officials and diplomats have embraced Twitter as a two for digital diplomacy. The lack of understanding of the platforms and unique dynamics can lead to a

disconnect between the size of the following and their actual influence. Ambassador Dyalal Indonesia, who has amassed a large Twitter following, provide a perfect illustration of this disparity. Despite his extensive rich, he ranks lower in terms of influence than many of his counterparts with fewer follower's, social media training seems to offer a fervent solution to the challenge. The double-edged sword of information dissemination, which enables the rapid and widespread sharing of information on digital platforms, presents a significant challenge for digital diplomacy. While this level of communication can be advantages, it can also leave government and diplomats vulnerable to cyber security threats, such a data breaches and hacking attacks. This risk has created a sense of caution among online users who must be mindful of potential threads and steps to protect the information in the digital space. The growing risk to cyber security has fueled concern among diplomats that digital diplomacy may not be a viable approach, giving the potential danger associated with online communication. The fair of data breaking also led to some of the questions of safety and efficiency of digital diplomacy, particularly in high stakes international contexts where inform security is of utmost importance. The risk of digitalization has brought about a significant shift in the traditional role of diplomats. Prior to the digital era, diplomats primarily served as representatives of the governments while abroad, collecting and transmitting information upon the return home. The limitations on communication while away meant the reports upon return were highly valued as fresh and important insights. However, in the edge of digital diplomacy, diplomats must adapt to a new role, one that requires Constant

engagement and the ability to communicate directly with the governments, making their contributions less singular and more ongoing. In the age of digital communication. The role of diplomats as the primary sources of information about foreign countries has become increasingly diminished. The advent of social media and other digital platforms has enabled anyone to report on events happening around the world, whether there are professional journalists or ordinary citizens with a smart phone. As a result, diplomats no longer who monopoly on transmitting information about international development and as information providers become less central. This shift highlights the importance of diplomats to adapt and discover new roles in the digital age. In light of these changes, diplomats and less empowered to independently shape and manage the relationship between their home country and the country they are stationed in. This shift has made foreign ministries to gain greater access to information previously gathered by diplomats search as report on local development and event as a result, the traditional diplomatic rule of establishing and maintaining international relationship has become less autonomous requiring diplomats to navigate a new balance of power and influence the respective governments.<sup>4</sup>

Digital diplomacy not only brings new opportunities, but also challenges, particularly in the realm of transparency with the growing trend of individuals, saving their lives and opinions on social media, there has been a growing demand for government to be equally transparent in the diplomatic dealings. This has overrated, delicate balancing act for diplomats, who must navigate the tensions between the need for

confidentiality in international relations and the public desire for openness and accountability. In today's world, where technology has made it easier to disseminate and assess information, government must find new ways to reconcile the conflicting demand of secrecy and transparency, in order to maintain public trust and stronger, diplomatic relations.<sup>5</sup>

Digital diplomacy is faced with unique challenges by the widespread use of automated systems such as bots and algorithms. Bots, which are programmed to mimic human behavior and put contents on social media, can distort discourse and interfere with diplomatic efforts. Algorithms which tailor online experiences of users can also create echo chambers limit exposure to diverse perspectives of the diplomats.<sup>6</sup>

The advent of social media has transformed the landscape of diplomacy, making secrecy and confidentiality increasingly difficult to maintain. In this new era of distribution, diplomats must contend with a public that is not only more informed and engaged but also more vocal and critical of government policies. The instantaneous dissemination of information across the globe can be both a blessing and a curse, presenting opportunities for engagement while also amplifying the impact of missteps and controversies. Despite the benefits of digital diplomacy, it is not without its flaws. Social media platforms in particular can be breeding grounds for insults, threats, and provocative messages that detract from meaningful discourse. As a result, many political leaders and diplomats find themselves embroiled in bitter disputes hindering progress and fostering mistrust. In addition to the Malaysia behavior of some users, the Internet poses

a threat to truth and accuracy, the abundance of Dubious information and misinformation obscuring the real issues at hand. The Internet, while serving as a tool for cross, cultural communication and diplomacy, has also been exploited by extremist groups to spread their ideology and recruit members in this sense social media can serve as a double-edged sword, offering opportunities for global dialogue while also serving as a platform for harmful propaganda. Critics argue that digital diplomacy opens the door to a Trojan Horse of extremism and manipulation, threatening to undermine the very values and norms that diplomats seek to promote through their online efforts.

Globalization of information has positive and negative implications on the negative aspect, it's enables extremist and xenophobic groups to propagate their ideologies and recruit supporters through the same digital channels. The challenge for digital diplomacy is to harness the potential of globalization while mitigating the negative effects of harmful activity.<sup>7</sup>

One Major downside of digital diplomacy is the increased vulnerability to cyber-attacks, which can compromise, sensitive information and diplomatic efforts. This makes it crucial for states to invest in robust cyber security measures and adopt best practices in digital communication in order to protect themselves and the citizens from malicious actors to exploit the vulnerabilities of digital platforms.<sup>8</sup>

### **Opportunities presented by Digital Diplomacy**

The advantages of digital diplomacy should be evaluated by examining the convenience. It has added to the modern world in the ram of diplomatic interactions. One of the most significant benefits of digital diplomacy is the fast and effective communication enabled by modern communication technologies through end-to-end encrypted messaging platforms, knowledge, events and messages can quickly spread and protect national interests in an ever-changing global environment. This instantaneous exchange of information is especially crucial when unexpected events or development, threatening the delicate balance of international relations as timely communication can make the difference between effective crisis management and disastrous outcome, diplomat services have found great value using social media platforms to reach out to foreign audiences as it allows them to advance, political or economic goals. Through social media, diplomats can also observe, global events, analyze policies, using AI methods, gathering information from various sources and identify important influences.<sup>9</sup>

Digital diplomacy is not just a passing trend, it's a reflection of our times while it doesn't replace traditional diplomacy, it adds another layer to eat, making diplomatic, interactions, richer, and more nuanced. As with all its efficiency depends on its wielder which a thoughtful approach, nations can harness the full power of digital diplomacy, making the world a more connected and understanding place.<sup>10</sup>

One of the key advantages of digital diplomacy is the ability to engage with a diverse range of actors on the global stage, international organizations, and NGOs to

grassroots movements and individuals. By leverage in the power of the internet and social media, states can reach out to a broader audience and ship the native on key issues, resulting influence on a scale that was once unthinkable. Digital diplomacy provides an unprecedented opportunity to engage in public diplomacy on a large scale, overcoming traditional spatial limitations, and reaching a global audience through websites, blogs, and social media. This allows for a more direct and personalized the approach to diplomacy, enable states to connect with people from our walks of life and foster of shared understanding and common purposes. Do you to diplomacy has the potential to level the playing field, allowing smaller states to punch above their weight on the global stage by leverage the power of social media and Internet, even the smallest of nations can make the voices heard and engage with other actors on an equal footing, giving them the opportunity to ship the discourse on key issues and exert influence in Ways that where once unimaginable. Diplomacy has become an indispensable part of modern foreign policy, revolutionizing the way that states can project the power and influence on the world stage, promoting their values, interest and objectives in the way that is both cost effective and far reaching. Digital diplomacy serves as a powerful complement to traditional diplomacy, enabling countries to extend, they are rich beyond the physical borders and engage directly with global audiences. By leveraging, digital and platforms, states more effectively, the foreign policy objectives, and engage in cross, cultural dialogue, and ship the international discourse on key issues, reaching people and communities who might otherwise be out of their sphere of influence. Successful digital

diplomacy requires strategic planning and resource investment, but the payoff can be enormous. States that embrace digital tools and platforms and use them effectively can reap significant reward, in terms of enhanced global reach, improved relationships with key stakeholders, and greater influence on the international stage. In short, digital diplomacy is a valuable tool that can help states achieve their foreign policy objectives and build a brighter future for all.<sup>11</sup>

Digital diplomacy presents an opportunity for governments, ministries of foreigner affairs and embassy to reap considerable benefits without incurring significant financial cost. With the continuous advancement of technology, the costs of utilizing digital tools have decreased significantly, making it more feasible for diplomatic entities to invest in these resources. Moreover, some aspect of digital diplomacy, such as using social media platforms, like Twitter can be cost effective or even cost saving. These platforms can serve as powerful tools for uncovering pressing issues and exposing those responsible, ultimately driving public media and political diplomatic engagement for positive change. In today's Rapidly changing world, digital technologies, play a crucial role in gathering, processing and disseminating information related to diplomatic activities, making them in dispensable tools for modern diplomats. Governments can leverage digital tools to monitor events and anticipate the potential impact on their countries, enabling Swift, and effective response to crisis. For example, during a crisis ambassadors can use platforms like holograms, and it's likes to communicate with each other. Digital diplomacy is not intended to replace traditional forms of diplomacy, but to

complement them, Hansen, the effectiveness and efficiency of foreign policy. And today's increasingly interconnected world, social media, and digital diplomacy have become vital tools for governments to engage directly with the public, Global networks and build or reinforce relationships. The ability to interact with non-actors, such as NGOs businesses and individuals, provide governments with unique opportunities to increase their legitimacy and foster collaboration in addressing global challenges.<sup>12</sup>

The digital world provides a powerful platform for countries to showcase identity, share their rich cultural heritage and promote their value and policies on a global stage. By utilizing digital tools and platform states can reach new audiences, build bridges across cultural divides and ultimately advanced the national interest in ways that are both compelling and impactful.<sup>13</sup>

The advent of digital diplomacy not only offers financial benefits, but also contribute to a greener, more sustainable future with the increase availability of telecommunication technologies, such as Skype and FaceTime, physical travel is no longer in necessity for holding meetings or engaging in diplomatic discussions. This not only reduces the need for costly air travel, but also minimizes the environmental footprints associated with international diplomacy. Foreign offices can reinvest the savings into other areas while also contributing to a more environmentally friendly world. In the face of mounting concerns, concerns about the impact of air travel on the planet, digital diplomacy presents a win-win scenario for both governments and the environment.<sup>14</sup>

The advantages of digital diplomacy are numerous and multifaceted facilitating the advancement of foreign policy goals to fostering closer ties between world leaders, and citizens, digital tools have proven invaluable in the modern diplomatic landscape. Whether it's collecting and processing information for diplomatic activities or providing rapid communication during critical situations, digital diplomacy, has revolutionized the way in which governments and people connect, and collaborate on a global scale. Its transformative power and potential for progress make it a key aspect of modern diplomacy, and a promising avenue for the future. Diplomacy, leverages the power of information and communication technologies, including the Internet and social media, to enhance diplomatic ties and achieve various goals from knowledge management and public diplomacy to information management and consular communications, digital tools play a crucial role in strengthening international relations. In times of crisis, digital diplomacy can also facilitate disaster response provide for Internet, freedom and connect diplomats to resources and policy planning digital diplomacy is a vital component of modern diplomatic efforts, driving progress and understanding in rapidly evolving global landscape. Although digital diplomacy can benefit Any states, it's particularly advantageous for smaller states that might otherwise struggle to gain foothold In the international Arena. By Haning, the power of digital tools, these states can effectively amplify their voices, engage with key stickers and advance their foreign policy goals on the global stage. This democratization of diplomacy has helped to level the playing field and promote a more inclusive and diverse, diplomatic landscape, where even the smallest

states have the potential to make a significant impact. In today's world diplomacy has emerged as a powerful tool for exercising soft power and international relations. By combining digital diplomacy with smart power, governments leverage the full potential of digitization while also ensuring that's proper safeguards are in place to mitigate the risks associated with these technologies. This means harnessing the benefits of digital tools to communicate, engage and build relationships while also developing comprehensive strategies to protect against cyber threats, misinformation and other potential harm that may arise from these platforms. The digital age is here to stay and such, governments must embrace digital while also being vigilant and adaptive in the face of new challenges.<sup>15</sup>

The widespread adoption of digital diplomacy is evidence enough of its potential value. One of the most alluring aspects of digital diplomacy is its capacity for bidirectional communication. Unlike traditional form of diplomacy, which tended to be top down and one directional, digital diplomacy facilitates two-way dialogue between governments and their foreign publics, allowing for a more open and interactive exchange of ideas and perspectives. The Netherlands ambassador to the United States, Rudolf Bekink emphasizes the power of digital diplomacy in transforming traditional one-to-one conversations with vibrant dialogues with entire communities. This enhanced communications capacity breaks down the barriers that have long hindered effective cross-cultural engagement, creating unprecedented opportunities for diplomatic leaders to engage with a broader range of individuals and groups. The advent of social media

platforms like twitter has revolutionized diplomacy, opening new avenues for direct communication between government officials and specific audiences and individuals. This newfound ability to exchange information in both directions enables citizens to influence their governments in unprecedented ways, through these conversations, governments can better understand the public stance on various issues, leading to more informed and responsive foreign policies. By embracing social media and digital diplomacy, governments can tap into the collective intelligence of their citizens and create more inclusive, participating decision-making processes that align with the public values and process and aspirations. One shining example of this approach was demonstrated by the UK's former foreign secretary, William Hague who leveraged his twitter account to initiate the 'meet the foreign secretary program'. This innovative initiative sought to engage with citizens directly through the popular social media platform, fostering a more personal and dynamic form of diplomacy that transcended traditional boundaries. By using twitter to communicate with the public, Hague helped to modernize and democratize UK foreign policy, reinforcing the country's reputation as a leader in digital diplomacy.

Social media has had a transformative impact on diplomacy, allowing diplomatic and world leaders to rapidly expand their networks and cultivate strategic relationship with greater ease than ever before. The rise of digitalization has decentralized the flow of information, depriving diplomats of their once exclusive role as gatekeepers of knowledge. This shift has opened up new opportunities for governments to engage with a

diverse range of stakeholders, including citizens, NGO's, Private sector actors, and even other nations, in ways that were previously unimaginable. The democratization of information has paved the way for a more dynamic and interconnected world of diplomacy, with social media playing a vital role in this transformation. The increasing digitalization of our world has led to the emergence of a novel form of networking aptly named 'Twiplomacy' This term refers to the phenomenon of forming relationship between individuals or organizations simply by following each other on twitter, creating a unique kind of digital diplomacy. intrigued by the potential implications of this trend, researchers have started investigating the impact of these digital connections on international relations. By studying the social media interactions of heads of state, diplomats and other key players in the world of diplomacy in the world of diplomacy, scholars hope to gain insight into the ways in which social media is shaping modern global politics. A fascinating example can be found in how the United States regained its relationship with Cuba after several years of issuing an embargo.<sup>16</sup>

## **Conclusion**

In conclusion, chapter four explores the intricate landscape of challenges and opportunities that digitalization as brought fought to diplomatic practices. Diplomacy since its inception played an increasingly significant role in shaping global affairs. Diplomacy poses the capacity to provide negotiation and mediation active representative, intelligence gathering and cultural exchange among states. Striking a balance between the

challenges and opportunities of digitalization, it has been proved beyond reasonable doubt that the opportunities outbalance the challenges.

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## **CHAPTER FIVE**

### **CONCLUSION**

In culmination, this study provides a comprehensive examination of diplomacy in the digital age, revealing their profound significance across the spectrum of global affairs. The historical evolution of diplomacy and its transition into the digital age, the impact of

digital technology on public diplomacy soft power and cybersecurity as well as the challenges and opportunities of digital diplomacy has been explored. As this investigation concludes, the synthesized findings prompt reflection on the broader implications of digital diplomacy in contemporary international relations.

Commencing with chapter one, the history of diplomacy and its importance, its nature, its origin which is traced to the biblical story of God's emissaries, the angels (Angeloi) or messengers who were sent from Heaven to Earth, the ascendancy of modern diplomacy and the growing influence of digital diplomacy in the digital age the historical perspective underscore participation of diplomats in various diplomatic process and their adapting roles to new tools in diplomacy.

Chapter two introduces a comprehensive evolution of diplomacy and its transition into digital age, unveiling the importance of digital technologies in traditional diplomatic practices. Ranging from traditional diplomatic practices to the invention of Artificial intelligence (AI) and the major role it has played in the digitalization of diplomacy.

Chapter three delves into a profound impact of digital technologies on public diplomacy and soft power. The ability of diplomacy to advance with technology and affect or change the traditional method of diplomatic practices with these new technological inventions. This transformation has also had a major impact on diplomacy, reshaping the way that diplomats communicate and collaborate with each other and the great influence it has on states and how they formulate policies.

Nonetheless, as illuminated in chapter four, the ascent of diplomacy in this digitalized world presents both challenges and opportunities. The changing contours of diplomatic practice characterized by power shifts and technological advancement offer promise and quandaries alike issues related to hacking, risk of data breaches, cyber-attacks and anonymity of online users. In an era marked by interdependence and complexity, diplomats are compelled to adopt and navigate the intricate tapestry of global politics.

This study recommends that the international community should acknowledge the indispensable roles played by technology in the digitalization of diplomacy providing new and relevant tools to diplomats has over the years embraced the ethical standards and practices that technology has brought.

In summary, this exploration underscores the undeniable significance in digitalization of diplomacy, and also the fervent impact it has had on diplomatic practices. It encompasses complexities that warrant continuous introspection and adaptation. As this study concludes, it is safe to say that the benefits of digitalization of diplomacy out weights the challenges it posed.

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