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## LAW

## THE COMPARISON OF THE DIGITAL DIPLOMACY AND TRADITIONAL DIPLOMACY

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## СРАВНЕНИЕ ЦИФРОВОЙ ДИПЛОМАТИИ И ТРАДИЦИОННОЙ ДИПЛОМАТИИ

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## ABSTRACT

Digital diplomacy refers to the broad use of technology, particularly the internet and other information and communication technologies based innovations in the conduct of diplomacy.

## АННОТАЦИЯ

Цифровая дипломатия относится к широкому использованию технологий, в частности интернета и других информационных и коммуникационных технологий, основанных на инновациях в ведении дипломатии.

**Keywords:** digital, diplomacy, international relations, digital diplomacy.

**Ключевые слова:** цифровой, дипломатия, международные отношения, цифровая дипломатия.

Diplomacy has been an indispensable part of global affairs, as it is what makes it about relations between global nations. One easier way to connect with the world is digitally in this age of technology. The digital revolution has impacted all aspects of life including International relations. States articulate their identity and foreign policy interests in the international relations system, seeking to influence the perceptions of others and to create an environment in which their goals and efficacy as an actor are viewed as legitimate and can influence their own narratives in the global stage. In the age of mass communication technologies and new media, the diplomacy initiatives utilized digitalization to communicate these narratives onto the digital platform.

Nowadays internet usage of social media is growing day by day and bringing us together with the world. It is convenient and easy to handle modern media platforms that have become a radical medium for conveying our thoughts and ideas. Digital diplomacy is a revolutionary improvement in the methods of traditional diplomacy, with twitter and facebook (a social network banned on the territory of the Russian Federation, as a product of the Meta organization, recognized as extremist - ed.) becoming the language of digital diplomacy. The functioning of foreign ministries around the globe has entirely changed. Now people address their concerns and interest on social media, and ministers and diplomats address them there themselves. Social media has also contributed to ease of doing business by granting businesses to

serve people around the globe. It has reduced the limitations and traditional methods of conventional diplomacy. One of the best things about the introduction of digital diplomacy is that it has absolutely changed the confidentiality associated with conventional diplomacy. [1]

It is now all about influencing people and their judgment towards certain subjects and policies. It is verified to be the best tool for campaigning and nation branding. Everything new on social media platforms is trending and brings attention. Likes and shares are two essential aspects of the online world. Digital diplomacy and social media can together contribute to establishing and communicating a country's foreign policy implications to domestic and foreign audiences. There are a scope of reasons why these approaches exist, data arrangements fundamentally oversee issues of wellbeing, trust, security, possession rights, social incorporation, support, and record keeping. Inside these more extensive subjects are basic regions identified with security, e-investment, democratization, access and commitment. Although the current approach climate resolves numerous issues of protection, security, exactness, and documenting in some detail, a significant part of the arrangement identified with the utilization of social media originates before the production of social media innovations. Subsequently, a significant number of the current approaches don't sufficiently address the mechanical limits, tasks, or elements of social media. Further, as social media gives

better approaches to join already inaccessible or potentially independently looked after information, there are presently cross-dataset worries that sway various strategy issues. At long last, consider that social media administrations are private endeavors with their own worthy use, information use, openness, and protection approaches that regularly don't adjust to government prerequisites. [5]

On the one hand the rapid development of technologies, coupled with contemporary tendencies to globalization, the digital age provides more political, economical, cultural, scientific, and other opportunities to people who never before could enjoy so many freedoms and access to sources of information. On the other hand, in the modern world, the demands from diplomats are growing every day. They need not only to have an elite education, classification and practical skills, but also digital technology.

The problem is that contemporary diplomats have to communicate, not only with representatives of governments, but also with a wider audience, consisting of people who are not directly involved in politics. Computer technologies have made it an obligatory aspect of their professional activity. The idea is that diplomats of today not only have to solve problems but also must account for their actions before a global audience. They are under the unceasing scrutiny of the international community that tracks all their actions and estimates them.

The rise of digital diplomacy in the past decade cannot be separated from the technological context in which it has developed. Three features of the process of digital transformation stand out, among others, for understanding the evolution of digital diplomacy and the challenges it continues to face under the influence of the changing technological landscape. Speed is the first one and refers to the fast rate at which new digital technologies enter the market and the swiftness by which they are adopted by individuals, companies and institutions. [4]

World leaders and diplomats use social media, and Twitter in particular, to speak and engage directly to the audience they seek to influence. Also, diplomatic activities are increasingly supported by Internet tools. The Internet can be considered by governments as a unique diplomatic instrument; through its proper use they can "advertise" not only their positions on different issues, but also promote their ideas worldwide. Such a function, if used in the right way, helps the embassy, and as a result the state that it represents, to create a positive image in the host state". Diplomats rely on the Internet to find information, communicate with colleagues via e-mail, and negotiate draft texts in electronic format; diplomats are also increasingly using new social networking platforms such as blogs and Facebook (a social network banned on the territory of the Russian Federation, as a product of the Meta organization, recognized as extremist - ed.). Social media have added an important real time

dimension to diplomacy, making communication ultra-fast and, by necessity, often less precise. [1]

Digital diplomacy, which occurs with the use of internet, communication and information technologies, has many benefits, as well as some risks. The benefits and risks of digital diplomacy are briefly as follows: First of all, thanks to digital diplomacy, states have the opportunity to address a wider network in international politics. By using digital diplomacy, states find the opportunity to influence many actors such as international institutions and individuals, nongovernmental organizations, ethnic groups, supranational movements and even individuals. In this sense, it is possible to have the opportunity to conduct public diplomacy with large audiences without space limitations through websites, blogs and social media. In addition, the fact that digital diplomacy is very effective and fast and becomes profitable if a certain infrastructure is provided financially constitute another advantage of digital diplomacy. Moreover, digital diplomacy can be seen as an important tool for states other than the great powers to express themselves. On the other hand, it should be underlined that digital diplomacy has some risks and dangers. Above all, digital diplomacy can also become an important weapon for radical organizations, terrorists and foreign ideologies. In this sense, states must have a certain power in digital diplomacy, just like other power types. In addition, cyber attacks constitute one of the biggest weaknesses of digital diplomacy.

Today, digital diplomacy is a foreign policy essential. The world is such that state and non-state entities all compete for influence and power in the same online space. That space now hosts more than 3 billion people, most of whom only access the internet through their mobile phone. When used properly, digital diplomacy is a persuasive and timely supplement to traditional diplomacy that can help a country advance its foreign policy goals, extend international reach, and influence people who will never set foot in any of the world's embassies.

Moreover, digital diplomacy does not always require financial investments. On the contrary, it is often aimed at reducing costs. Much of the work of foreign ministries around the world continues to be managed through the normal processes of diplomacy: instructions to embassies in foreign countries; meetings and negotiations which are not in the public focus; collecting, reporting, and disseminating relevant information; patient and slow building of constituencies of interest; and the resolution of many technical issues through intergovernmental procedures, such as international conferences, international and regional organizations, or technical working groups.

Thus, digital diplomacy will not replace classical diplomacy, but, if handled with skill, this tool can strengthen the work of the state in international relations and foreign policy in a faster and more cost effective way. [2]

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