DIGITAL DIPLOMACY IN INTERNATIONAL RELATIONS: THEORETICAL AND PRACTICAL DISCOURSE

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Annotation. An analysis of the role and significance of digital-diplomacy in the modern system of international relations is presented. The author draws attention to the theoretical and methodological aspects of the study of the formation of digital diplomacy, as well as the degree of influence of digital diplomacy in international relations.

Keyword: digital diplomacy, Twitter-diplomacy, Facebook-diplomacy, pandemic.

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Research on the use of information and communication technologies, the Internet and other modern communication channels in foreign policy, foreign economic and domestic political activities is gradually becoming the most relevant and popular, as the constant development of ICT has an impact on world politics and international relations. On the other hand, scientific and theoretical understanding of modern international relations without taking into account the role of information and communication technologies looks impossible. The development of information technologies in the XXI century has changed the architecture of international relations: potential opportunities have emerged for the main actors of international relations, primarily national States – the use of online environments and information and communication technologies for the implementation of foreign policy.

The most significant technological breakthrough is considered to be the information revolution, since information technologies have created an effective global network of communications, which involves state governments, enterprises, organizations, universities, schools and billions of citizens around the world.1

The use and active use by States and international organizations of information and communication technologies, social networks, blogs and forums in foreign policy contributed to the formation and development of digital diplomacy.2 Digital diplomacy involves the use of social networks, blogs and other channels of modern ICTs by state institutions and their representatives, foreign policy agencies, political institutions, and political parties in the process of implementing the state’s foreign and domestic policy objectives. Digital diplomacy acts as an innovative tool of foreign policy, necessary for conducting dialogue and negotiations.

The information processes of globalization have changed the course and nature of the actions of the nation state in international relations, which is connected, firstly,

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with the growth of international information, which makes the national States to adopt and use digital technologies in the planning and implementation of foreign policy objectives for the short, medium and long term, secondly, the advent of digital diplomacy has become an integral part of foreign policy and used in making important decisions, including international character.

Digital diplomacy provides opportunities for subjects of international relations to carry out foreign policy tasks on the Internet. Digital diplomacy complements traditional diplomacy with new tasks and functions that can help States advance their foreign policy priorities, expand international audiences, and influence citizens and foreign audiences.3

On November 29, 1947, the Jews of Palestine gathered in large groups around all the available radio stations.4 People on the radio listened to a live broadcast from the UN headquarters in New York, where the vote on the Plan to divide Palestine into two States—an Arab and a Jewish one was taking place. Six decades later, in July 2015, countries at UN headquarters in Geneva adopted a resolution on human rights violations in Palestine. The results of the vote on this document were published by the UN on the social network Twitter. In this case, the UN digital diplomacy excluded traditional diplomacy, as it announced the situation in Palestine to the world via Twitter. This circumstance, in particular the UN digital diplomacy, demonstrated some features of the new innovative diplomacy of the 21st century—the global dissemination of information in real time, as well as the transparency of diplomatic activities.

Mr. Kissinger believes that digital networks will lead to a reduction in the number of abuses, will help to alleviate social and political contradictions, and help previously divided peoples unite into a harmonious global system. From his point of view, new social and information networks stimulate development and creativity 5.

Foreign ministries of many countries actively use the opportunities of digital diplomacy, in particular, social networks to work with diasporas. The US state Department uses 300 "травапages" on Facebook, 200 on Twitter, and 125 on Youtube to implement the state's foreign policy objectives.6 The UK foreign office uses 170 Facebook pages, 200 Twitter accounts, and several more YouTube and Google+ profiles in its digital foreign policy, including for working with the Diaspora Twitter и еще несколько профилей в Youtube и Google.7 The main profile in this direction is the @FCOtravel Twitter profile FCOtravel в Twitter. Through the "page" citizens are given the opportunity to directly communicate with representatives of the foreign political Department.

Within the framework of digital diplomacy, "Twitter-diplomacy", "Facebook-diplomacy" and "mobile diplomacy" are implemented. As experts emphasize, under "Twitterdiplomacy" it is intended to use Twitter to organize digital negotiations and interaction between officials with representatives of diplomatic and non-

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5 Г. Киссинджер. Мировой порядок. 2015, 341 ст.
governmental institutions, as well as with ordinary citizens. Today, heads of state, government members, representatives of the foreign Ministry and other officials create their own "pages" on Twitter to carry out online diplomacy, distribute current news about current events and processes in the domestic and foreign policy of a particular country, and organize an online dialogue with users. We will also be able to organize pre-election campaigning, as well as expand our virtual presence in order to attract the interest of a foreign audience.

Representatives of international organizations, in particular the UN and heads of Twitter state, hold web chats on Twitter and comment on processes on topical issues on the international agenda. All UN Security Council news reports are regularly played online on Twitter. More than 80% of state and government leaders are actively involved in Twitter. Active involvement of heads of States and departments, scientists is called "Twitter diplomacy". Twitter diplomacy is seen as a platform that expands the forms of new public diplomacy at the level of governments, international organizations, and ordinary Internet users. As T. S. Eliot notes: The phenomenon of Twitter diplomacy is associated with the need for politicians to have a digital platform for organizing dialogues with citizens and establishing digital contacts with Internet users.

Facebook diplomacy involves using Facebook as a tool for conducting diplomacy on the Internet. Many officials, including representatives of foreign political agencies, hold web conferences and online dialogues with Facebook users on various issues. The Facebook Facebook group has the following advantages: first, it is convenient to interact with Internet users, since more than 2.6 billion users are registered in Facebook, and second, it is convenient to organize election campaigning through Facebook.

During the crisis of the coronavirus pandemic, digital diplomacy played a crucial role around the world. This is due to the fact that when the pandemic destroyed international diplomacy, States were unable to use traditional methods of diplomacy to conduct negotiations and make strategic decisions on topical issues on the international agenda, and to organize meetings and major events at the level of heads of state and industry departments. This circumstance, connected with the global spread of the "coronavirus" and forced measures by States, in particular the closure of borders, suspension of supply chains and others, have become one of the main reasons for the growth and updating of digital diplomacy.

The rapid spread of COVID-19 dictates new rules for interstate communication and violates diplomatic etiquette. The COVID-19 pandemic required three qualities from world leaders: 1) the ability to quickly make tactical decisions in
emergency situations; 2) the ability to strategically calculate the consequences of these decisions; and 3) the ability to quickly create situational alliances with other powers in the face of a common enemy.\(^\text{16}\)

Since March 2020, in the context of the spread of the "coronavirus", many foreign States and international organizations have actively begun to use the potential of digital diplomacy to implement the most important issues on the agenda. Due to the unfavourable epidemiological situation around the world, major international organizations and foreign countries canceled and postponed a number of events planned for March-September 2020. However, all the key issues, including negotiations and discussion of the most important issues on the international agenda, were organized using digital diplomacy methods. For example, on March 10, an online summit of EU countries on the spread of "coronavirus" was held via videoconference. On March 17, an online summit of the leaders of Turkey, Germany, France and the United Kingdom was held, on March\(^\text{18}\)\(^\text{19}\), the UN Secretary-General A. NetanyahuGuterres held an online conference for the organization's employees. The main leitmotif of all such events was the formation of a new global digital diplomacy, where participants and акторыactors of international relations, primarily national States, based on their national interests, encouraged the world community to recognize the importance of using digital diplomacy to make decisions on the most important issues of the world economy and politics in the context of the crisis of the coronavirus pandemic.

During the pandemic, government agencies in many countries switched to digital format. The US state Department and the foreign ministries of several European and Asian countries used digital technologies (Zoom applications, cloud technologies, etc.) and the potential of social networks and mobile messengers - Twitter, Facebook, telegram, Whatsapp, etc. - to handle appeals and provide consular assistance to citizens. Against the background of the coronavirus epidemic, digital diplomacy has also become an effective tool for civil public service. After the introduction of the quarantine, about 70% of civil servants switched to working remotely. This has contributed to reducing government spending due to reduced electricity consumption, payment for communication facilities, and others.\(^\text{20}\)

Thus, it should be emphasized that digital diplomacy participates in the implementation of the state's foreign policy through the global digital space. Digital negotiations and dialogues, international conferences and measures within the framework of information support of the state's foreign policy, implemented by Heads of state and representatives of ministries and departments reflect the official point of view of the state. For example, organized and held through the potential of digital diplomacy on April 9, 2020, the first digital meeting of the UN Security Council on the global spread of "coronavirus"\(^\text{21}\) 10 April 2020 digital summit of the


\(^{21}\) Secretary-General's remarks to the Security Council on the COVID-19 Pandemic [as delivered].

cooperation Council of Turkic speaking States\textsuperscript{22}, March 26 digital G-20 summit, organized at the initiative of Saudi Arabia\textsuperscript{23} and adopted on its results, a joint statement by the heads of States demonstrated improved international digital cooperation and collaboration, the results of which were reflected in official documents of national States and international organizations.
