

**DIGITALIZATION OF DIPLOMACY: HARMONIZING TRADITIONAL  
DIPLOMATIC METHOD WITH TECHNOLOGY**<sup>1</sup>T. Tursunmuratov, <sup>2</sup>S. MenglievaDoctor of political science, lecturer of Uzbekistan International Islamic Academy<sup>1</sup>, BS student of  
Uzbekistan International Islamic Academy<sup>2</sup>**ABSTRACT**

By the end of 2020, internet users have grown to 4.54 billion, while digitalization has reached 60% of the world's population in cyberspace. The use of mobile phones by more than 5.19 billion of the world's population has brought the fundamental traditions of the social sphere into harmony with the current changes. The positive impact of digitalization has become a significant impetus for total change. The article examines examples of foreign countries to the structure of the political sphere in the "virtual international arena" and quick responses to current problems, the objective and subjective positions of state leaders in the media space and their impact on society, as well as cyber-attacks in the digital environment and effective resistance to hacking, with this cooperation between countries to build cybersecurity.

**Key words:** *International relations, digital diplomacy, public diplomacy, twiplomacy, e-diplomacy, government, openness, global problems, cyber-attack, communication, transparency.*

The great geographical discoveries in human history, during which Europeans discovered new lands and sea routes to Africa, America, South East Asia and Oceania, between 15<sup>th</sup> and 17<sup>th</sup> centuries, founded new principles of international diplomacy. After that, diplomatic relations between states rose up from local to a new global stage. The 19<sup>th</sup> and 20<sup>th</sup> centuries were preheaders of an upcoming new digital era. The great discoveries in technology have gradually replaced traditional methods with new ones, creating the epoch of technology in the life of mankind. Thus, the creation of railways, telegraph lines, the invention of the first typewriter, and the radio, the first artificial satellite of the Earth are the first steps towards the era of modern technology and changed fundamentalist diplomacy to a new level in accordance with the requirements of the times. In the course of a certain war, each country sought to convey its ideology, by expressing private interests in the form of universality. With this, they strengthened their role in public diplomacy. Case in point, in the First World War, British propaganda with anti-Nazi character became the most predominant. A bright example of propaganda in the First World War was the image of a crucified Canadian soldier [25] reported in the Times on May 10, 1915. No less loud were fabricated stories about the atrocities of German soldiers (murder of children, shooting at nurses, shots in the back, etc [17]). On this plane, as R. Zulzman notes, the systematic use of political propaganda in history through technology began precisely during the Second World War [18]. During the Second World War, publicists and propagandists of all countries believed their campaigns would play a decisive role in the war. The spread of propaganda during the Second World War was similar to that of the previous war. The main essence of these two propagandas in the history of mankind was the introduction of ideology which are directed against the rival and by all means to increase cooperation in terms of military power. The main difference between them was the active use of radio. During the war, radio serials were broadcasted such as, "We keep these truths" and "This is war!" the purpose of which was a detailed description of the evil of the Germans, concentration camp [3]. 1946-1991 - During the Cold War, the confrontation between the USA and the USSR was not conducted openly, but with the help of ideological and political campaigns. The constant deepening of arguments in the context of the arms race, participation in various local conflicts and barricades, the desire for world domination, the threat of a Third World War with the use of

nuclear weapons became the main characteristics of the Cold War, the outcome of which was the collapse of the socialist block and the Soviet Union itself. The bipolar system has become unipolar and the dynamic spread of democracy and its values to many countries has become the reason for access to international information.

The influential changes in the global sphere have affected all factors of society, as well as, public diplomacy in the last century. Comprising some social assumptions should also be outlined that, public diplomacy is moving to the Internet. Experts call this phenomenon “Public Diplomacy 2.0”, “Cyber-diplomacy,” “Digital diplomacy”, “Net-diplomacy”, “Twiplomacy”. The term was first used for public US diplomacy based on digital technologies and social media [22].

At the beginning of the twenty-first century, the spread of various communication technologies has made it possible to access information more broadly. Political leaders and diplomats were faced with the main question of whether to keep up with the times using a new tool or preserve traditional methods. The United States was the first to come to the conclusion that the active use of official accounts and the creation of magazines in the electronic version will significantly positively influence the country's image in the field of public diplomacy. In the 1996 Director of the US News Agency J. Duffy created the first online magazine Washington Files, taking the first steps towards the creation of digital public diplomacy [13]. The following years the United States initiated network diplomacy and announced the emergence of a new term – Net-Diplomacy. The post of Secretary of State H. Clinton in the Obama administration (2009), became initiator of the program of modern US foreign policy. The foreign policy update was outlined in the “Public Administration in the 21st Century” [2] program in which the main emphasis was placed on digital diplomacy. As H. Clinton noted, the new program “reach beyond traditional government-to-government relations and engage directly with people around the world [4].” A result of these digital diplomacy ambitions is the fact that the US Department of State (DOS) currently has 25 different nodes at its headquarters focused on digital diplomacy, and over 1,000 employees use it in their work at home and abroad [13]. The United States of America was followed by other states, mixing traditional diplomacy with e-diplomacy. Research shows that 68% of heads of state and government from 193 member countries have their own official social media accounts [8]. The follower of these modern changes was the United Kingdom, creating an official Office of Digital Diplomacy in its government and in countries such as France, Sweden and Poland [10].

It should be noted that the earlier diplomacy had a more "confidential" status, thanks to the collapse between ideology, democracy, the development of informational and public thinking, as well as the official presence of heads of state, political figures in social networks, an access to global informational flow became quite possible to any citizen of a particular country. In regions such as Asia and East Asia, Europe are playing an important role in the expansion of digital diplomacy. For example, the Ministry of Foreign Affairs of the Republic of China (Taiwan) opened its official Twitter account (2018, April 16) and the Foreign Minister posted his first tweet in English, Japanese and Spanish. And some leaders have multiple accounts, for example, Venezuelan President Nicolas Maduro opened five Twitter accounts in 2013, which were conducted in five languages of the world at once in Spanish, English, French, Portuguese and Arabic [24]. In Europe, the most popular social media user is Pope Francis, with 59 million Twitter and Instagram followers [9]. Turkish President Recep Tayyip Erdogan has 35 million followers in total on Facebook, Instagram and Twitter [9]. US President Donald Trump leads in this position with 81.1 million Twitter followers [16]. Some regions and states, such as Africa, is making significant progress in this area [4]. One of the most popular leaders in the region is Negeria's newcomer Muhammadu Bukhari, with a total of five million followers on social media such as

Facebook, Instagram and Twitter [1]. It should be noted that other leaders are also actively involved in the electronic arena. Ghana's President Nana Akufo-Addo and Rwandan President Paul Kagame, who also has over 4 million followers, Kenyan President Uhuru Kenyatta was African leader with over seven million followers on Facebook, Instagram and Twitter combined [1]. In this regard, the concept arises that the number of followers of a certain leader in social networks has national pride.

The rapid adaptation and the growing role of digital diplomacy in the international arena is enough to assume that it has advantages in use with the peculiarity of two-way communication. As mentioned earlier, modern reformed diplomacy knows no boundaries and can communicate directly with society. Such two-way communication gives full influence on the government that was previously impossible [12].

For example, the British Foreign Secretary William Haig, by opening a Twitter account, launched an initiative called "Meet the Minister of Foreign Affairs". The main purpose of this initiative was that to get opinions of subscribers about changes in foreign affairs in the coming years, as a result, several participants would have the opportunity to meet with him [13]. The social networking has provided an opportunity for government officials and diplomats to break out of the limited space and has fostered the development of communication mobility. According to Michael Oren, Israel's ambassador to the United States, today most diplomats use social networks knowing the younger generation is more active on the Internet [13]. For instance, taking into account the aforementioned, to build connections with the citizens of the Middle East, the US Department of State's Digital Technology Group, which creates profiles on popular Internet forums in Arabic, Urdu, and Persian[4].

The new formalization of diplomacy has even led to the emergence of a new term "Twiplomacy" which is a unique arena as other popular sites, where relationships are built by "subscribing" to each other. The impact of these ties on international relations is significant. An additional positive effect on the development of relations between countries through twiplomacy is that, in September 2013, the US Department of State began to tweet 22 other foreign agencies, as well as Iranian President @HassanRouhani and Foreign Minister @Jzarif [15]. It should be noted that this is a rebuilding and striving to improve diplomatic relations between the US and Iran on Twitter.

Previously, as we acknowledged international diplomacy was more confidential and the digitalization of diplomacy has led to a major positive impact, heightening the sense of transparency. Heads of state, politicians, international organizations having made personalized messages about their activities, create a kind of atmosphere where you can feel involved visually in political events and current global problems. Taking into consideration that, by posting daily tweets about the activities, Indian Prime Minister Narendra Modi is to let his followers know who he is meeting with and what preconceptions are expected in Indian politics. A prime example of the positive impact of the mobility of the Internet is US President Donald Trump's latest tweet on December 14: "The first vaccine has been introduced. Congratulations USA! Congratulations to the WORLD!"[11]. It is the fact that mobility of communication technology can quickly notify society of progress towards solving global problems.

Along with these factors, it should be noted that the introduction of ICT in traditional diplomacy will allow to achieve the desired in short time by accelerating the mobility of diplomatic tasks and reduce financial costs. For a long time, offline meetings were considered not a neglected part of building and developing diplomatic relations, they seemed to be irreplaceable. However, during a pandemic, online meetings are essential for many international affairs bodies. A positive response in this regard is the effective use of

digitalization in building relations between countries. The e-diplomacy in plans such as remote meeting, as well as, in "Skype", "ZOOM", allows participants to create a "virtual room" in the form of an official meeting during which they can exchange views. The location of a particular meeting does not matter, allowing participants to save time on the trip. In fact, being social, representatives of various institutions, groups and societies participate in network interaction; this is a fact about the emergence of new types of diplomacy. According to the famous French sociologist B. Latour for digital changes, the following points are characteristic:

- at least two actors participate in the interaction (as in Nooke's theory);
- actors are virtually present in the same space and time;
- the actors are connected by actions that entail the communication process;
- the behavior of each actor should be the result of the changes that the other actor made;
- the result of interaction - "unexpected properties that exceed the sum of the initial data" that the actors had before the interaction [21].

A fascinating example of using the online meeting in a wide format is the G20 Summit, which took place on November 21-22, 2020, and the formal host of this meeting was Saudi Arabia [20], since the current pandemic of COVID erased all geography, turning the meeting of world leaders into online conferences. Different nationalities will not be a problem in order to achieve the common desired goal: to eliminate the influence of the coronavirus.

Despite the positive influence of Internet in international relations, which is growing every day, we should admit that today new problematic factors are reviving. In general, the rapid spread of messages and the emergence of objective and subjective positions on the Internet can play a big role in strengthening friendly relations between nations and states, with the same it can be a mediator for the emergence of confrontation between them. For intense, the confrontation of thinking between NATO allies - Turkey and France. Macron's declaration of determination to fight Islamic separatism within the state has provoked violent opposition to this statement by Muslim activists in France and abroad. Response to this by many leaders of states and governments, Erdogan responding in the media as well [5], politicians have come to disagreement in the "virtual international arena" by publishing their positions on social networks [23]. Following this, the recall of the French ambassador from Ankara [6], and the Islamic states announced a boycott of French goods, as a result, the diplomatic confrontation between Turkey and France turned into an economic plane [19]. Such confrontation manifests itself not only in economic relations between actors, it can also become a great barrier between nations and religions.

Another example of negative consequence is that, by introducing the internet into all social spheres, a new term has emerged as a cyber-attack. The term in the narrow sense means an attempt on information security. Along with the cyber-attack, the term cybersecurity appeared. Cybersecurity is the protection of a computer system from digital attacks. By increasing cybersecurity, international actors are strengthening cooperation in countering hacker attacks. Digitalization in all spheres, including state structures, international, local and domestic organizations, was no exception to the possibility of a cyber-attack. For example, hackers stole data from the United States Department of the Treasury because of this, a meeting of the National Security Council was held in the White House on December 12, 2020<sup>[1]</sup>. Or the Chinese APT cybercriminal group hacked into the chat application update mechanism used by hundreds of government agencies in Mongolia [27].

Either, IBM X-Force specialists have discovered a possible targeted threat to organizations associated with the storage and transportation of vaccines against COVID-19[26]. The confidential sphere characterized as diplomacy was no exception. Today, such a branch of international relations as diplomacy in globalization receives direct or indirect cyber-attacks. A striking example of this, is the hacking of the website of the Lithuanian State Border Service in December 2020, and the publication of false information about the detention of a Polish diplomat at the border, accusing him of transporting weapons, drugs and a large sum [28]. Attempts to spread such false accusations to the address of an official person who represents his state can lead to a split in friendly relations and misunderstandings between the two states. The constant threat of exposure by hackers is prompting the government agency's and diplomats to take precautions.

Despite the influence of technology on traditional methods of diplomacy, the main goal is unchangeable. The essence of the effective application of diplomacy in international relations is still the main power of the state among other states. Modern digital diplomacy as a developmental sphere has new methods and value bases for them, which are strengthened in the information network structure of the world:

- the value of public diplomacy in social media has become public dialogue and such specifics as openness, the exchange of cultural and scientific relations between countries and nations;
- using Digital technology in cooperation between regions has become the value of regional diplomacy in order to achieve generally accepted goals;
- and for e-diplomacy, the main goal was open and active communication, availability and transparency of information, high efficiency in solving problems.

The main factors as a result of the digitalization of the information society in terms of international relations were the following: international recognition of actions, state leaders, open dialogue between actors of international relations, transparency of participants' actions in relationships (both within the state and outside) and quick response to current events and efforts towards building world peace.

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