Evolving Trends of Digital Diplomacy and its Role in the Achievement of Foreign Policy Goals

Karamat Hassan[1*], Dr Sarfraz Batool[2]

Abstract
Digital diplomacy refers to the use of the Internet, ICT, digital technologies and online platforms by governments and diplomats to be engaged in diplomatic activities to achieve diplomatic objectives. The UK Foreign and Commonwealth Office define it in the most relevant manner as, "solving foreign policy problems using the internet". It simply means that in contemporary times, achievement of the foreign policy goals and the resolution of issues are based on the Internet and Communication Tools. Further, the advent of social media in the world of communication made rapid changes in the field of digital diplomacy as well. Today, 98% of UN member states are using social media platforms for their diplomatic activities and to achieve foreign policy goals. After the advent of this concept at the initiation of the 21st century and its wide use in diplomatic activities led to the introduction of its numerous trends in the world. The first section of the study focuses on theoretical and historical development of the digital diplomacy. The second section analyzes the evolving trends of digital diplomacy in the modern times. The third section describes the role of digital diplomacy in the achievement of foreign policy objectives of any state. The study is predominantly descriptive and analytical in nature. Moreover, data is collected through desk-research method under the qualitative approach.
Keywords: Digital Diplomacy, Foreign Policy, Government, ICT, Social Media, Global Audience

1. Introduction

Digital diplomacy refers to the use of the Internet, ICT, digital technologies and online platforms by governments and diplomats to be engaged in diplomatic activities to achieve diplomatic objectives and to engage with foreign audiences. It involves the application of Information and Communication Technologies (ICTs) to augment diplomatic efforts, communication, and relationships in the digital age. Digital diplomacy leverages various online tools and platforms to engage in international relations, including social media, websites, blogs, and other digital communication channels. It represents a shift in traditional diplomatic practices by incorporating digital channels to enhance communication, outreach, and influence on a global scale. Digital diplomacy allows for more immediate and direct communication between governments, diplomats, and the public. Digital diplomacy includes the use of digital technologies and online communication tools in the practice of diplomacy. Diplomacy traditionally involves the conduct

of international relations and negotiations between countries to promote national interests, resolve conflicts, and build relationships. With the advent of digital technologies, diplomats and government officials increasingly leverage online platforms to engage with foreign governments, international organizations, and the global public. However, it also presents challenges, such as the need to navigate the complexities of online diplomacy, manage digital misinformation, and ensure the security of digital communication channels. Here, this study describes the different opinions of the experts regarding diplomacy and digital diplomacy.

Sheeran describes that diplomacy has been depicted in movies and literature as it was traditionally carried out by few actors but now a day's public opinion is playing a passive role by utilizing social media tools. Over the last decade, the digital diplomacy has ushered the diplomats in a new era of the widespread use of the internet and social media particularly. World time zones and distances have minimized dramatically and the flow of information shared worldwide has become massive and difference between local and global is reduced. Citizens are now expecting to participate in foreign policy decisions. This transformation keeps challenges for diplomats as well as providing new opportunities (Sheeran, 2016).

Gilboa defines digital diplomacy as a form of change management tool in international politics. He describes that recent rapid change and spread of the digital initiatives in foreign ministries has changed the ways of diplomacy. He says that in the 21st century the availability and rapid increase in technologies are changing the modes of foreign policy and to meet the international requirements, the power connection with digital diplomacy is very crucial (Gilboa, 2016).

Anabel gives a detailed description about modern diplomatic practices in their research, according to them; diplomacy is the negotiation process in between extreme crucial days of war and in peace. They prefer diplomacy of the 21st century as compare with 20th century diplomacy of Cold War. American diplomats, Dean Acheson, Henry Kissinger, George Kennan and Averill Harriman and many others were the main character of American policy making while the Soviet, Japanese, Chinese and Western European were postcolonial counterparts. Although diplomats receive a lesser amount of public attention but they are present every time for the management of the complex situation across the world. Like the Jet travel social media have also transferred the job and now

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[1*] PhD Scholar Department of Political science Islamia University Bahawalpur, karamathassansdk@gmail.com
[2] Assistant Professor Department of Political Science The Islamia University of Bahawalpur

diplomacy has changed by means and importance for translation and coordination has grown up. No doubt, diplomats keep the global forces under control and try to build up order (Anabel, 2022).

Ilan Manor's 2019 book, "The Digitalization of Public Diplomacy," explores the profound impact of digital technologies on the field of public diplomacy. Manor emphasizes that digital diplomacy is not merely about using new tools; it represents a fundamental shift in how public diplomacy is conceptualized and practiced. His work addresses how the digital society's norms, values, and goals influence diplomats and their institutions. Manor argues that understanding the broader digital environment is essential for comprehending the changes in diplomatic practices brought about by these technologies.

Key themes in Manor's book include the evolution from traditional public diplomacy to a more interactive, dialogic form enabled by social media and other digital platforms. He discusses the concept of "digital reciprocity," highlighting how ministries of foreign affairs (MFAs) engage in mutual following on social media to enhance their influence and visibility. Additionally, Manor examines the challenges posed by disinformation and echo chambers in the digital age, suggesting that these phenomena significantly impact diplomatic efforts.

The UK Foreign and Commonwealth Office define it in the most relevant manner as, "solving foreign policy problems using the internet". It simply means that in contemporary times, the achievement of foreign policy goals and the resolution of issues are based on the internet and communication tools. Further, the advent of social media in the world of communication made rapid changes in the field of digital diplomacy as well. Today, 98% of UN member states are using social media platforms for their diplomatic activities and to achieve foreign policy goals. The first section of the study focuses on theoretical and historical development of the digital diplomacy. The second section analyzes the evolving trends of digital diplomacy in the contemporary times. The third section describes the role of digital diplomacy in the achievement of foreign policy objectives of any state. The data is collected through desk-research method under the qualitative approach (Adler-Nissen, 2022).

2. Digital Diplomacy

The way governments interact and engage with one another and their citizens has been profoundly transformed by the new phenomena known as "digital diplomacy." In addition, the use of social media by official state bodies to further their foreign policy objectives, project their image, and uphold their reputation is known as "digital diplomacy".

The period of COVID-19 pandemic accelerated the pace of digital diplomacy and its adoption for the purpose of achieving foreign policy goals of a country became imperative. In the meanwhile, despite of restrictions over travelling and movement during pandemic states official communication remains continue by using social media platforms. Therefore, some other names are also used interchangeably for digital diplomacy such as e-diplomacy, cyber-diplomacy, public diplomacy, Twiplomacy. (Twiplomacy here refers to use of Twitter by the states, government leaders and embassies for different objectives). The availability of online data has lot of potential if it properly used for diplomacy and evidence-based policy making process. Digital diplomacy refers to discussions about digital policy or the use of the twitter and Facebook for the public diplomacy.

This category of diplomacy includes 'Facebook diplomacy', 'Twitter diplomacy', and 'Google diplomacy' etc. As for its origins, the initial foreign ministry that established a formal unit dedicated to this diplomacy was the USA Department of State, which created the Task Force on e-Diplomacy in 2002. The task force has been renamed the Office of E-Diplomacy and has about 80 staff members, about half of whom are dedicated to education. Other foreign ministries have also started adopting this diplomacy. The UK Foreign and Commonwealth Office have an Office of Digital Diplomacy which is engaged in various diplomatic activities. Sweden also actively promoted digital diplomacy, particularly through the online Communication Strategy of its foreign minister, named Carl Bildt, who quickly became the 'Best-connected Twitter Leader'. In July 2012, global public relations and communications firm Burson Marsteller conducted a study of the use of Twitter by heads of state and government, known as Twitter Diplomacy. Research conducted on Twiplomacy found that heads of state and government and their institutions in almost 125 countries around the world have 264 Twitter accounts and only 30 leaders have personal Twitter handles. Since then, the focus on digital diplomacy as a public diplomacy tool has not only grown; According to the Two-diplomacy Study, published in July 2020, ninety-eight percent of UN member states had diplomatic presence on Twitter. Only North Korea, Laos, Principe, Sao Tome, and Turkmenistan are reported to lack representation on the social network.

3. History and Origin of Digital Diplomacy in the World:

Initially, in 1992, there were two digital diplomacy developments. First at the Earth Summit in Rio de Janeiro, civil society activists mainly used emails for lobbying and negotiations. At the same time, 1st unit for computer application in diplomacy was established in Malta at the 'Mediterranean Academy of Diplomatic Studies'. The digital diplomacy includes the emails, use of websites by diplomats and international organizations, use of computers, laptops, and mobile phones in conference room with the connectivity of Wi-fi and notebooks, and the most recently, the intense use of the social media tools such as Twitter, Facebook, YouTube, Instagram and many other e-tools challenged the way things were done traditionally. Further, it opened up new opportunities for the

diplomats and diplomacy to address foreign policy issues of digital world especially in the context of Pak US relations.

The Twentieth-century is considered the "age of diplomacy", especially in the second and third decades of the 20th century, public diplomacy became prominent and the world redefined the term diplomacy. After the Second World War, the world is divided into the blocks of communism and capitalism and the representatives of both blocks the USA and the Soviet Union used diplomatic means to expand their relations with other states. They paid more attention to including developing countries in their block to secure their interests and promote their ideologies. At that time, radio was the main medium used by the governments to disseminate the national agendas and messages of government to their people and for the target countries as well. Even, the USA and UK also established the forums like "Voice of America" and BBC to achieve their foreign policy goals and to enhance their influence in the domain of public diplomacy. However, the 20th century concluded with the development of new tools of public diplomacy like the internet and cyberspace (Manor I. , 2016).

In early times, the internet was used as a tool by the government only and it was a state-controlled project that relied on expert coders for operating. Slowly internet became available for general public and with every passing day it was growing larger. 21st century has been recognized as a revolution in its transition to mobile technology where people no longer have to sit before computers to get access to internet. The development of the smart phone has allowed people to bring their phones with them anywhere they go, continuing their instant access of internet on their mobile phones communicating throughout the day and even in less developed areas of the world the satellite mobile has made it possible to join in the world communication. The internet and the mobile devices have not only promoted the communication process but it also has changed the way people live their lives and had made it much easier to get into contact with someone. (Triwibowo, 2023)

The advent of the 21st century experienced revolutionary changes due to the introduction of cyberspace, Information, and Communication Technology (ICT) and the information revolution. These developments changed the ways of living, diplomacy, and even warfare. Previously, only the governments were the legitimate players of the diplomatic mission but today, every person became a stakeholder and has the full right to share information and ideas on various social platforms. So, it became imperative for the diplomats to breach their isolation. So, they adopted different techniques and mediums of communication to share information and to seek guidance from a wider community. Now, "more than two billion people are connected through the digital space and it has increased the number of stakeholders" (Nath, 2017).

Soft power is according to Joseph Nye a nation's power which has its influence on a large scale, based upon the values, image and social norms of the state. Similar to public and conventional diplomacy, social diplomacy maintains the capacity to handle complex situations with tact, decency, and intelligence in a special manner that helps individuals achieve their objectives. Digital diplomacy came into its advanced form with the start of the 21st century but it was developed at the end of the 20th century. Both the English and French terminology "digital diplomacy" refer to the use of ICT and the internet in diplomatic endeavors. Digital diplomacy was sparked by the advent of Public Diplomacy 2.0 in 2008, the WikiLeaks scandal in 2010, and the Arab Spring in 2011. Today, the significance of social media platforms like Facebook, YouTube, Twitter, Snap Chat, Periscope, and others is rapidly expanding as a vital tool for communication for politicians and diplomats worldwide. Notably, Twitter is the platform most frequently used for diplomatic purposes. The diffusion of the cell phone across the world created a radical challenge for the diplomacy and now in the world of the internet one can sneak out of Pakistan and fly to china to do secret negotiations which totally changed the 24/7 public environment. Philip Seib, professor of journalism and public diplomacy at the University of Southern California has stated that every communication revolution has challenged the foreign ministries and governments by constructing their decisions and policy time frames. Seib tells about the reality of the current perspective with example that on April 19, 1975, their occur a face-off between the US militiamen and the British army at Lexington and Concord and perhaps it was the beginning of the American Revolution, however until 23 April it was reached to New York and April 28 it reached Virginia, but today these events could be live just only in few seconds with a single tweet globally. In another example Seib claims that the East German closure of the border between East and West Berlin on Sunday 13, 1961 and until Tuesday evening in the US this story was ready for televised broadcast. Every advancement in communication process has put pressure on decision time frames for diplomats whether it be steaming ship, train, telegraph, telephone, radio, television, or the internet and now in this era the point has reached where information not only travels in any corner of the world but also democratized and the unfiltered information by traditional gatekeepers like newspaper, radio baked in and wired. Traditional approaches are now largely redundant. Now people like live tweets which provide them with all the information in just few clicks and even major news organizations abide by these old standards of professionalism (Rashica, 2019).

4. Evolving Trends of Digital Diplomacy
Over the course of the time, Digital diplomacy has been undergoing several changes and new trends introduced.

4.1. Social Media Diplomacy

Social media platforms play a crucial role in digital diplomacy. Governments and diplomats use platforms like Twitter, Facebook, and Instagram to engage with global audiences, share information, and conduct public diplomacy campaigns. This trend has likely continued to evolve, with new platforms emerging and strategies adapting to the changing social media landscape.

Social media platforms such as Twitter, Facebook, Instagram, and LinkedIn enable diplomats to engage directly with the public. Through these channels, they can share information, updates, and insights about their country's policies, culture, and international relations. Governments and diplomatic missions often use social media to launch digital diplomacy campaigns. These campaigns may focus on specific themes, events, or issues, aiming to shape public perception and promote positive narratives about a country. During crises or emergencies, social media serves as a rapid and direct communication channel for governments and diplomatic entities to provide real-time updates, share critical information, and address concerns. Social media diplomacy contributes to the building of soft power, enhancing a country's cultural influence and attractiveness. By showcasing cultural assets, traditions, and achievements, nations can shape positive perceptions on the global stage. Social media platforms facilitate diplomatic networking by providing a space for diplomats to connect with their counterparts, foreign officials, and international organizations. This virtual diplomacy fosters collaboration, dialogue, and information exchange. Diplomats use social media to advocate for their country's positions on various issues. They can share policy statements, highlight achievements, and engage in discussions to advance their diplomatic objective. Social media enables diplomats to participate in real-time conversations and respond swiftly to current events. This agility allows them to shape narratives and influence public opinion during critical moments. Social media provides a platform for Track II diplomacy, where non-governmental actors, including academics, think tanks, and civil society, engage in informal discussions. This helps build bridges, generate ideas, and contribute to diplomatic efforts. Use social media to connect with and engage diaspora communities, fostering a sense of connection and facilitating communication between the homeland and expatriates. Diplomats leverage data analytics tools to monitor social media trends, sentiment, and public reactions. This data-driven approach helps in refining diplomatic strategies and understanding the impact of communication efforts (Bjola, 2015)

4.2. Virtual Diplomacy

The COVID-19 pandemic accelerated the adoption of virtual meetings and events. Diplomats began relying more on video conferencing tools for official meetings, negotiations, and conferences. This trend may continue as technology improves and virtual platforms become more sophisticated. Diplomats and government officials utilize video conferencing tools to conduct virtual meetings and participate in international conferences. Diplomats and government officials utilize video conferencing tools to conduct virtual meetings and participate in international conferences. This allows for efficient communication without the need for physical presence, reducing travel costs and increasing accessibility. Dedicated online platforms and forums are created to facilitate diplomatic discussions, negotiations, and collaborations. These platforms provide secure spaces for diplomats to communicate, share information, and work together on various international issues. Diplomats engage in negotiations through digital channels, exchanging proposals, documents, and ideas electronically. This can expedite the negotiation process and enable real-time collaboration among multiple parties. Leaders and diplomats participate in virtual summits and diplomatic events, addressing global challenges and discussing international cooperation. These events often involve live streaming, webinars, and interactive sessions. Diplomatic missions offer online consular services, allowing citizens to access information, submit documents, and receive assistance through digital platforms. This enhances the efficiency of consular operations and improves service accessibility. Some countries explore the concept of virtual or digital embassies, which operate primarily in the online space. These virtual representations may include websites, social media profiles, and online services to engage with foreign audiences. Virtual diplomacy is crucial during crises, as governments can use digital channels to provide real-time updates, share information, and coordinate international responses. Digital platforms enhance crisis communication and coordination efforts. Diplomats collaborate on initiatives related to digital innovation, technology transfer, and research. This involves fostering partnerships between countries and organizations to address global challenges through technological advancements (Grech, 2006).

4.3. Data Diplomacy

With the increasing importance of data in the modern world, diplomats are recognizing the significance of data diplomacy. This involves managing, analyzing, and utilizing data to inform diplomatic decisions, policies, and negotiations. Data Governance and Regulation: Diplomats engage in discussions on creating international norms and agreements related to data governance and regulation. This includes addressing issues such as data privacy, protection, and cross-border data flows. Nations collaborate on diplomatic initiatives to enhance global cyber security. This involves sharing information on cyber threats, developing common standards for cyber security practices, and creating agreements on collective responses to cyber-attacks. Digital Trade Agreements plays a crucial role in negotiating digital trade agreements that facilitate the cross border flow of digital services, e-commerce, and data, such agreements address issues like data localization, data transfer mechanisms, and intellectual property rights in the digital realm. Data Localization Debates, diplomats engage in discussions about

the pros and cons of data localization requirements. Some countries advocate for keeping data within their borders for reasons of national security or data protection, while others argue for the free flow of data to promote innovation and economic growth. Cross-Border Data Flows ensuring the smooth and secure flow of data across borders is a diplomatic priority. This involves negotiating agreements and frameworks that allow for the responsible sharing of data while addressing concerns related to privacy and security (Manor, 2022)

Digital Rights and Freedoms Diplomacy plays a role in advocating for and protecting digital rights and freedoms. This includes the right to privacy, freedom of expression online, and ensuring that data-related policies do not infringe on human rights. Collaboration on Technology Standards diplomats work towards establishing international standards for emerging technologies, including those related to data. This collaboration helps ensure interoperability, cyber security, and ethical use of technology on a global scale. Capacity Building developing countries may seek diplomatic support for capacity building in data-related areas. This involves providing assistance in building the necessary infrastructure, skills, and regulatory frameworks to effectively participate in the global digital economy. Diplomacy in Data-driven Innovation, diplomats engage in promoting and supporting data-driven innovation, including artificial intelligence (AI) and machine learning. This involves fostering international cooperation in research, development, and ethical use of these technologies. Humanitarian Uses of Data diplomacy is involved in discussions about the use of data for humanitarian purposes, such as disaster response, public health initiatives, and sustainable development. Countries may collaborate to share data and expertise to address global challenges.

4.4. Cyber Diplomacy

Diplomacy in cyberspace has become more critical as cyber threats continue to grow. Countries are actively engaging in discussions and negotiations related to cyber norms, cyber security, and responses to cyber-attacks. Cyber diplomacy is likely to remain a prominent focus. Countries engage in diplomatic efforts to establish norms and rules of behavior in cyberspace. These discussions aim to create a framework for responsible state behavior, reduce the risk of conflict, and prevent the malicious use of cyberspace, negotiate and work towards international agreements and treaties that address cyber security concerns. These agreements may focus on cooperation in investigating cybercrime, preventing cyber-attacks, and promoting a secure and stable cyberspace. The use of the twitter for diplomacy shapes the diplomacy in new way which attracts more than 92% UN members' states to have accounts with this medium. Government organizations worldwide have created twitter accounts to promote policies .These organization use twitter for reports to facilitate the efficient information and its distribution to manage the relationship between citizens and other governments. In last few years the twitter feed of US embassies have sparked controversies which caused of angering US political leaders as well as citizens. Since its inception late in 1700, the state department has continuously worked to remain in contact with public through changing technologies and communication tools from radio to email and now social media. The state department of United States and governments across the world use twitter to engage local citizens and foreign public (Sobel, 2016). Former US secretary of state Hilary Clinton called this new form of digital diplomacy a 21st century state craft. The State department reported that in recent years its social media sites gained exponential growth across the all platforms and among the online audiences interacted with content tailored. Diplomacy plays a role in fostering international cooperation to enhance the cyber security capabilities of nations. This involves providing support, sharing best practices, and building the capacity of less developed countries to address cyber threats. When cyber incidents occur, countries engage in diplomatic discussions related to incident response and attribution. Attribution refers to determining the source of a cyber-attack, and diplomatic efforts may be required to address the consequences and hold responsible parties accountable. Diplomats work together to combat cybercrime through international cooperation. This involves sharing information, coordinating law enforcement efforts, and extraditing individuals involved in cybercriminal activities. Diplomacy addresses the protection of critical infrastructure from cyber threats, nations work together to develop strategies, standards, and cooperation mechanisms to safeguard essential services such as energy, transportation, and healthcare. Diplomacy aims to prevent a cyber-arms race by promoting international agreements that limit the development and use of offensive cyber capabilities. This includes discussions on cyber deterrence, arms control, the responsible use of cyber tools, innovation and technology partnership (Nath, 2017).

Countries are exploring opportunities for collaboration in technology and innovation. Digital diplomacy is often used to strengthen ties in areas such as science, technology, and research. Partnerships in emerging technologies, including artificial intelligence and renewable energy, are becoming increasingly important. Rhetorical devices are playing an important role in political discourse to persuade and convince people and mostly political actors use such devices as a tool to influence political, economic, social and cultural practices to gain power. Language is vital discourse to analyze various events of communication along with beliefs, values and ideologies which are analyzed and evaluated by this discourse. Social media platforms have become powerful source of communication among the people and the technological advancement have helped the people to convey their thoughts and opinions through the use of the social media. Political parties use social media platforms for the promotion of the agenda and their political objectives and manifestoes. The postmodern era of diplomacy has added more to the existing characteristics of the diplomatic process of the sending emissaries to another state. Digital diplomacy

infect is the advanced digitalized form of the traditional diplomacy. Although digital diplomacy does not replace the traditional diplomacy but it further strengthen the state's work more quickly and effectively in international relations considering as an essential element of the foreign policy.

4.5. Public Diplomacy 2.0

Public diplomacy is evolving with the use of digital tools to engage and interact with global audiences. Governments are employing influencers, online campaigns, and other digital strategies to shape public opinion and build positive international perceptions. Each Embassy has the description to determine about whom post content, when posting embassy staff on the request of the state department examining thoroughly the extent of the message to which they support the policy objectives. Moreover, the department acknowledges the perfection of the embassies about their social media sites such as time, resources, trained staff to maintain fresh and up-to-date contents on sites. The Department remains aware about duplication, policy coordination, cost effectiveness, pace with non-state actors. The Diplomatic Confrontations on Twitter allows each embassy to control its own twitter feed to advance its individual strategic goals ((CDC), 2012). This is 21st century where statecraft complementing conventional and traditional FP tools with new developed, innovated and adoptable instruments that are fully digitalized (Ross, 2011). It is argued that the US successfully won the cold war by the proper use of the software and public diplomacy.

4.6. Diplomatic Training in Digital Skills

Diplomats are increasingly being trained in digital skills to effectively navigate the digital landscape. This includes understanding social media dynamics, cybersecurity protocols, and other aspects of digital communication. The diplomats are facing many challenges especially against the military and intelligence fields. When diplomats worked in a world of wax seals, they were viewed as powerful and most important government officials but gradually they lost relevance and power because they wasted time for doing such things that don't matter. Although these aspects of traditional diplomacy help to make diplomacy more binding but it was too slow process related with in only few persons. Initially younger people tend to have grown up considering it more naturally while the people around the ages of sixties and seventies also showed sharpness in the use of the digital tools but there were and are lot of people who don' take much interest in the use of the technology and they still believe in traditional ways. They think that they don't understand it with the fear of losing control over it. So, it is very necessary to accept that traditional communication does not exist now and today's world is a digitalized world, anyone no longer one can remain without accepting its requirements

Digital diplomacy provides a wider platform for all kinds of states, but mostly for small states it is a best low-cost digital tool by which these states can also pursue their foreign policy. For example, Kosovo Republic is the new small country that has fewer financial resources, but it sees digital diplomacy as a coordinator and contributor by linking its diplomats and citizens with the people of the other states and to put pressure on other states for the recognition of the newly born states. Kosovo has set up the digital platform to serve its international recognition. A Turkish public diplomacy magazine "Yeni Diplomasi" in 2012, had valued the Kosovo's digital diplomacy as the 4th best in the world after USA, UK, and Israel. Small states became very active users of the internet and ICT for the process of their realization and to develop external relations in an optimal way but this will be done according to the will of the states (Hocking, 2016).

4.7. Artificial Intelligence in Diplomacy

Artificial intelligence (AI) is being explored in diplomacy for various applications, such as data analysis, language translation, and predictive modelling. AI can enhance the efficiency of diplomatic processes and decision-making.AI can process vast amounts of data quickly and analyze patterns to provide valuable insights. In diplomacy, this capability aids decision-makers by offering data driven analyses of complex geopolitical situations, trends, and potential outcome. AI-powered language translation tools facilitate effective communication between diplomats who speak different languages. This can enhance diplomatic discussions, negotiations, and international cooperation by reducing language barriers. AI algorithms can be used for predictive modelling in diplomacy, helping to anticipate potential conflicts, crises, or trends based on historical data and current events. This assists diplomats in proactive decision-making and crisis prevention. AI technologies are crucial for enhancing cybersecurity in diplomatic communications and protecting sensitive information. Additionally, AI is used in digital diplomacy efforts to analyze social media trends, sentiment, and engagement. Diplomatic missions often use AI-driven chatbots to provide consular services, answer common queries from citizens, and assist with routine tasks. This enhances efficiency and accessibility for those seeking information or support from diplomatic office. AI-powered virtual assistants can aid diplomats in managing their schedules, organizing information, and handling administrative tasks. This allows diplomats to focus more on strategic thinking and diplomatic initiatives. AI can analyze public sentiment and reactions to diplomatic messages, helping diplomats tailor their communications to be more effective. This customization ensures that messages resonate with diverse audiences. AI technologies can be applied to analyze historical conflict data, identify potential solutions, and provide insights for conflict resolution strategies. While AI cannot replace human judgment, it can complement diplomatic efforts in seeking peaceful resolutions (Rumate, 2021).

4.8. Role of Digital Diplomacy in the Achievement of Foreign Policy Goals/Objectives:

While understanding the international system, diplomacy is one of the most important notions which cannot be ignored when explaining the international politics and system. Hedley Bull describes that the diplomacy is the management of the relations between the states. State agents or other may affect the world politics but diplomacy works continuously with the peace process. The role of the international actors has been increased and states are the most prominent mechanism of the politics, so individuals and community want to live in determined geography. However, the geography does not bound the individuals to communicate with the people of the other geographies. These emerging trends of social media users have triggered the development of the technology which has increased the technological advancement and has brought a massive change communication and transformation means in international system (Urcan, 2021)

It is argued that after the termination of the cold war and the breakdown of the Soviet Union, the world, according to many realists, is in the era of the Unipolarity. The US is the only super power which has achieved the global hegemony and getting the position which no other country of the world has achieved. The US has full control over the international system and do not allow any other country to get involved in the international system and in the sphere of the national interests. US has prevented the intervention of any other country of the world to make any foreign policy against the US interests or policy making decisions that might threaten the US status of super power politically or economically. The US realized the importance of the soft power along with the hard power for the achievements of its foreign policy goals and for its security achievements. The US war on Iraq was the evidence of that how US began enforcing of available means and tools for the achievements of its foreign policy especially with the help of the use of the digital diplomacy.

Developments in most countries of the world are being completed faster than ever past with the use of the advance technology. Many channels of communication are working and thus diplomats, politicians, businessman and individual everyone can express its ideas to the world with the proper use of the social media. The range of the people using these technological tools is increasing day by day and the spread of information has risen widened which has fastened the activities of the diplomats also. It seems that the implementation of the official policies will be investable in the future because the wider use of the digital diplomatic tools. Many actors are participating in this transformation process and these actors may be either representative of the states or even may be individuals of the states. Digital diplomacy is basically transformed with the use of the internet. Richard Grant, a New Zealand diplomat, sees the internet the most prominent mean of digital diplomacy. Internet functions in diplomacy in many ways, it increases no of actors, increases cooperation fields, increases polarization and diversification. Internet helps the state actors to enhance non-state actors' activities and increases their capacities. The right and positive use of the internet in communication means is very essential for today's world. Although internet provides every kind of facility to serve, spread and replace of information but the way of transformation of this information, has to choose internet users. The purpose of US Embassy to use Twitter is to characterize the emerging role of Twitter in the concept of the public diplomacy and to communicate with foreign public in the pursuit of the political objectives. Scholars and practitioners of the public diplomacy describes that it is different from public relations and is like business marketing which functions for diplomatic purposes. Social media has also sparked many disputes between the embassies, local government and multiple diplomatic challenges were faced, for example in September 2012, Egyptians protested against the anti-Islam film, and public was gathered around Embassy in Cairo, and embassy has to issue a condemning statement and defended its condemnation throughout the day with a series of tweets to normalize the public anger about the role of the film (Adsenia, 2017).

Just after few months of the president Obama's ascension on May 19th, 2009, secretory of the state Hillary Rodham Clinton, descried her views about diplomacy at a global conference which shows Obamas way to pursue foreign policy goals," I do not need to tell any of you that today's world is interconnected and now we are using new digital means of diplomacy to reach out our desired goals. We are now seeking about our new partners to broaden spread of our ideas and wills and to meet the requirements of the 21st century has created for us. The current era is not just related with government-to-government contacts but it must be government to people contact and people to people contact." The US conducts its diplomacy by engaging civil society to work and engage with foreign citizens. By increasing development in poor nations through technological means not with traditional sources, the innovation in infrastructure would be increased. Digital diplomacy facilitates with better expanding use of technology, with expanding people to people contact, with streamlining public and private partnership process. With the use of digital means, it has become possible to reach a large number of people worldwide with ease and without the hassle of formal press releases and announcements to convey information directly to people in a comfortable atmosphere. Social media broadcast government policies quickly and effectively to large no of people rather than two-way dialogue process between the two governments. McHale, US secretary for public affairs said that with the help of the use of social media states can build meaningful relationships with each other. While there are existed many other forms of media but social media diminish distance between population and foreign diplomats. Social media perform admirably because public diplomacy is only capable of transmission of policies to a broader population instead of radio, television and print media communication that prevent any dialogue interaction. Public diplomacy is the spirit of conveying of messages from one way to two-way

engagement and anyone who has a mobile phone or an internet connection, has the ability to communicate worldwide.

According to the former US secretary Colin Powell, "diplomacy is listening to what other guy needs, preserving your own position, but listening to another guy. You have to develop relationships with other people so when the tough times come, you can work together". Foreign policies are primarily base on two agenda items that are national objectives and way to achieve them. The established objectives support states in many different ways to carry out their objectives. For the achievements of the policy goals every state formulates its foreign policy by adopting best means of diplomacy. Today, the information is available at the doorstep of the common man about political and economic practices because the technology provides equal services to all without any discrimination among the users in almost all the aspects of life. Diplomat and general public are constantly exchanging information and getting response from the public at the same time. The internet is connected with millions of computers, laptops, mobile phones and other devices at any given time allowing them to share and obtain information. There are, according to estimate, more than 1.69 billion Facebook users, 330 million Twitter users, 210 million Snapchat users, and 1.5 billion WhatsApp users along with various platforms of social media. The digital connectivity transforms this world into a global village.

Digital diplomacy plays a crucial role in advancing foreign policy goals and objectives by leveraging digital technologies and online communication platforms. Here are several ways in which digital diplomacy contributes to the achievement of foreign policy objectives:

Public Diplomacy and Image Building

- **Engaging Global Audiences:** Digital diplomacy allows governments to engage directly with global audiences, shaping perceptions, and building positive images of the country.
- **Cultural Exchanges:** Through social media and online platforms, nations can share cultural content, traditions, and achievements, fostering cross-cultural understanding and cooperation.

Real-time Communication and Crisis Management

- **Immediate Response:** During crises or emergencies, digital platforms enable rapid and real-time communication to address concerns, provide updates, and coordinate international responses.
- **Crisis Diplomacy:** Governments can use social media and other digital tools for crisis diplomacy, managing diplomatic relations during times of conflict or tension.

International Advocacy and Messaging

- **Policy Advocacy:** Diplomats use digital channels to advocate for their country's policies, positions, and initiatives on the global stage.
- **Strategic Messaging:** Digital platforms allow for the strategic dissemination of messages to targeted audiences, influencing opinions and gaining support for diplomatic initiatives.

Diplomatic Networking and Collaboration

- **Global Connections:** Social media and online platforms facilitate diplomatic networking by connecting diplomats, officials, and organizations globally, fostering collaboration and information exchange.
- **Virtual Diplomacy:** Digital tools support virtual diplomacy, allowing for remote engagement in international conferences, meetings, and negotiations.

Transparency and Information Sharing

- **Policy Transparency:** Governments use digital platforms to communicate foreign policies, providing information on objectives, strategies, and decision-making processes.
- **Information Dissemination:** Digital diplomacy enables the rapid dissemination of information to the public, media, and other governments, enhancing transparency in international relations.

Engaging Diaspora Communities

Digital Bridge: Governments connect with diaspora communities through digital channels, fostering a sense of belonging, providing consular services online, and maintaining ties with expatriates.

Digital Trade and Economic Diplomacy

- **Economic Engagement:** Digital diplomacy supports economic initiatives by promoting trade agreements, attracting foreign investments, and facilitating crossborder business collaborations.
- **E-Commerce Promotion:** Governments leverage digital platforms to promote ecommerce, enhancing economic ties and facilitating international business transactions.

Soft Power and Cultural Diplomacy

- **Cultural Promotion:** Digital tools enable the promotion of a nation's cultural assets, arts, and heritage, contributing to soft power and cultural diplomacy.
- **Digital Arts and Entertainment:** Nations use online platforms to showcase their contributions to digital arts, entertainment, and innovation, influencing global perceptions.

Digital Advocacy for Global Issues

Climate Change, Health, etc.: Countries use digital platforms to advocate for global issues such as climate change, public health, and human rights, influencing international policy discussions and collaborations.

Analyzing Public Sentiment and Feedback

Data Analytics: Governments utilize data analytics to understand public sentiment, assess the impact of diplomatic efforts, and adjust strategies based on feedback from online audiences.

5. Conclusion

This study finds that the application of ICT tools in the diplomatic activities and processes has become a part and parcel in the contemporary age. The era of digitalization of the communication mediums laid down in 1990s, hence, various social media platforms like YouTube, Facebook, Twitter, and many more have been supplanted traditional means of communication between diplomats in less than three decades. However, Twitter has become the well celebrated mode of diplomatic communications by the government officials worldwide. It enhances the ability of the Modern states to communicate with domestic and global audience to swiftly disseminate information, counter information and foster transparent dialogues.

Additionally, digital diplomacy enables more inclusive and participatory foreign policy processes, allowing for greater input from non-state actors and the general public. By harnessing the power of digital tools and strategies, countries can enhance their diplomatic reach, build stronger international partnerships, and effectively navigate the complexities in the 21st-century geopolitical environment. Thus, the integration of digital diplomacy into the core of foreign policy planning and execution is not just an option but has become a necessity for achieving sustainable and impactful global outcomes.

This study also finds that there are existing various trends on the name of digital diplomacy for example, social media diplomacy, virtual diplomacy, data diplomacy, cyber diplomacy, public diplomacy, however, all of these trends are evolving due to the digitalization of diplomatic activities by the nation states. These trends are reshaping the landscape of international relations and the achievement of foreign policy goals. They signify a transformative shift in how nations conduct their foreign affairs and achieve their diplomatic objectives. Moreover, digital diplomacy democratizes the field of international relations, it provides access to non-state actors, civil society, and individua in diplomatic dialogues. This inclusivity leads to more diverse perspectives being considered in policy-making processes, contributing to more holistic and well-rounded foreign policies.

In sum, the new trends in digital diplomacy are not only lubricating diplomatic practices and activities but fundamentally redefining them. Nations that effectively harness these trends can expect to build stronger international alliances, respond more effectively to global challenges, and achieve their foreign policy goals with greater precision and impact. The integration of digital tools into diplomatic strategies is thus an indispensable element of contemporary international relations.

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