



## PUBLIC DIPLOMACY: INTERNATIONAL RELATIONS IN THE DIGITAL ERA

### Discover our workshop:

Traditionally, negotiations required discretion or secrecy, while in modern-day public diplomacy openness is required to perform the diplomatic activity. Today diplomacy consists of four domains: public, economic, cultural and even digital.

Public Diplomacy helps creating the spaces to hold global conversations addressing issues of common concern, fostering common understanding and laying the ground for global collaboration. Digital Diplomacy, on the other hand, is a tool to influence traditional diplomacy, and with this workshop you will witness the strategic techniques of communication, such as **branding** and **political advocacy**. As if you were a modern diplomat you will use social media for representation, negotiation, public statements and exchange messages with other political leaders. Your goal, according to the proposed geopolitical contingency, could include: guiding the information process, having an impact on public opinion, creating a good image of your represented state, combating fake news.

### Why is it important talking about ...?

Digital diplomacy is crucial in international relations because it leverages digital tools and technology to advance a country's foreign policy objectives with other nations. In this context, we can reference the concept of digital **soft power**, which pertains to the capacity to influence others through attraction and persuasion using digital technologies, as opposed to coercion or force, as seen in the promotion of a nation's values online. In today's interconnected world, digital platforms allow governments to engage with foreign audiences, including citizens, other governments, international organizations, and NGOs. This facilitates the rapid dissemination of information, helping governments shape their image, communicate their policies, and respond to global events in real-time. Digital diplomacy is a tool for public diplomacy, allowing governments to connect with people worldwide, share their culture, values, and ideas, and influence their relationships with foreign publics.

### Key Words:

- **Nation branding:** It is a country's strategy to convey a particular beneficial image of itself beyond its borders in order to achieve a certain goal. The targeting campaign can concern the economic attractiveness, as well as the state's culture and welfare.
- **Political Advocacy:** It is a technique of public supporting and arguing for an idea or plan. Sometimes it can overlap the definition of lobbying, which refers to any attempt to influence legislation via communication with a member of the legislative body or other government representative who has a say in the legislation.
- **Deepfake:** It is a form of synthetic media that employs artificial intelligence (AI) and machine learning techniques to produce convincingly realistic, altered audio and visual material. Deepfakes mislead audiences into disinformation and portray political leaders making statements they never actually did.
- **Soft power:** The ability of a country to achieve its foreign policy goals through non-coercive means, such as diplomacy, culture and values, as opposed to hard power, which relies on military force and economic pressure.



# HIKMA SUMMIT 2023 OF INTERNATIONAL RELATIONS

## **Statistics:**

- 6 years in a row of 1st place for Germany in the Anholt-Ipsos Nation Brands Index
- 78% of leaders have an account on X (Twitter)
- almost 80% of political tweets are created by American population
- 126.580.998 followers on Instagram for the Indian Prime Minister Modi, the most popular politician on this platform in 2022
- 2017 is the year when the TechAmbassador, the World's first ever digital ambassador, was created by Denmark

## **Latest news (or Find out more)**

- Donald Trump's Digital Diplomacy and Its Impact on US Foreign Policy Toward the Middle East - Politics Today, 24/08/2023, Available at: <https://politicstoday.org/donald-trump-digital-diplomacy-us-foreign-policy-middle-east/>
- Qatar: un brand di successo - HIKMA, 9/03/2023, Available at: <https://www.hikmasummit.com/archive/qatarbranding>
- Tiktok and politicians: dangerous or essential for elections? - Brussels Times, 21/03/2023, Available at: <https://www.brusselstimes.com/417712/tiktok-and-politicians-dangerous-or-essential-for-elections>
- How Ukraine's savvy official social media rallied the world and raised the bar for national propaganda - The Conversation, 18/08/2023, Available at: <https://theconversation.com/how-ukraines-savvy-official-social-media-rallied-the-world-and-raised-the-bar-for-national-propaganda-210116>