

Annotation

Graduation qualification work:
“Digital diplomacy in the context of modern
international relations:
key directions and work experiences
of Department of Information and Press of the Russian MFA ”
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Pages 90, references 78.

Keywords: digital diplomacy, public diplomacy, soft power, blogging, social networks.

Relevance of research. The current level of development of diplomatic practice on the Internet using IT technologies allows us to talk about the formation of the digital diplomacy discourse as a new form of diplomatic discourse. An increasing number of governments are using new digital technologies as a new tool for communication, collection of information and promotion of values at home and abroad.

Goals: to study current trends in the use of digital technologies in the global diplomatic space on the example of the activities of the Department of Information and Press of the Russian MFA.

Tasks: to clarify the definition of “digital diplomacy” term in the modern communication space; explore social networks and blog as new communication practices in the field of diplomacy; consider the international experience of using social networks and blogs in the global diplomatic space; to evaluate the experience of using new digital technologies in the work of the Department of Information and Press of the Russian MFA.

Theoretical and practical relevance of the research consists in the synthesis and systematization of modern theoretical approaches and methods of study. Moreover, the data and results obtained in the course of research can be used for bachelors and masters in such training courses as: "Fundamentals of communication theory", "Foreign language for professional purposes", "Digital Diplomacy", "Modern Information Technologies in Diplomatic Practice", in term papers and final qualification works. This study can be used in professional diplomatic practice, in which work is carried out with information department and department of printing, a press officer for diplomatic missions, as well as diplomats and government officials blogging on social networks.

Recommendations: in fact, digital diplomacy has led to a transformation in the behavior of traditional diplomacy. It defines changes in the structure taking place within the Ministry of Foreign Affairs (MFA). It is now about a control of information flows distribution, which contributes to the rapid and wide dissemination of information, which allows people to express their fears and feelings, and even influence politicians. Consequently, interaction between states is faster.

Digital diplomacy brings both opportunities and challenges. On the one hand, social networks provide countries with more information to solve social problems. For example, people in conflict zones use social networks to gain support, organize protests, communicate and inform the world about events in their countries, especially when their media are often cut off and censored. However, on the other hand, a number of risks are associated with the use of social networks as an instrument of diplomacy. The possibilities seem to overshadow the challenges. The importance of social networks and digital diplomacy is likely to increase in the coming years. At an early date, large social media groups will become the norm, as more and more governments will use digital diplomacy to interact with younger generations, for whom social networks are an integral part of everyday life. There is a high probability that the final result could be manifested in a serious restructuring of the interaction of governments with their electors, as well as with the world end masse.

