

The digital revolution and its role in strengthening diplomatic relations

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Abstract:

Diplomacy has a distinct place in contemporary international relations considering the development witnessed in international relations, it has become the main entrance through which the policy of peace and war is achieved, this digital diplomacy is one of the effective foreign policy tools, as it is one of the branches of public diplomacy that relies on modern information and communication technologies. Social media whose users play a major role in mobilizing citizens and domestic public opinion as well as international public opinion. The current research aims at exploring the effects of the digital revolution on diplomacy, and provide a comprehensive understanding of the nature and implications of digital diplomacy its political objectives, and the aim of this study is to provide a comprehensive view of how the significant advancement of information and communication technology affects diplomatic practice in general, as serves as an effective crisis management mechanism. The study reached significant results, most notably the positive role played by the digital revolution in formulating and implementing countries' foreign policy. However, this role is not without its drawbacks, which should be addressed and a strategy developed to address them. This includes developing legal regulations and special information and data protection systems that regulate online diplomatic work, in line with the provisions of the Vienna Convention 1961 on Diplomatic Relations, which regulates traditional diplomacy.

Keywords: Traditional diplomacy, public diplomacy, digital diplomacy, cyberspace, Vienna convention.

الثورة الرقمية ودورها في تعزيز العلاقات الدبلوماسية

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المستخلص:

تحتل الدبلوماسية مكانة متميزة في العلاقات الدولية المعاصرة في ظل التطور الذي تشهده العلاقات الدولية؛ حيث أصبحت المدخل الأساسي الذي يتم من خلاله تحقيق سياسة السلم والحرب، وتعد الدبلوماسية الرقمية من أدوات السياسة الخارجية الفعالة؛ حيث تعد أحد أفرع الدبلوماسية العامة التي تعتمد على تقنيات المعلومات والاتصالات الحديثة، وعلى وجه الخصوص وسائل التواصل الاجتماعي التي يلعب مستخدميها دوراً رئيسياً في حشد المواطنين والرأي العام المحلي، وكذلك الرأي العام الدولي، وتكمن الفكرة الأساسية لهذه الدراسة في استكشاف التأثير الذي أحدثته الثورة الرقمية على الدبلوماسية وتوفير فهم شامل لطبيعة الدبلوماسية الرقمية وتداعياتها وأهدافها السياسية، فالهدف من هذه الدراسة هو تقديم رؤية شاملة لكيفية تأثير التطور الكبير في تكنولوجيا الاتصالات والمعلومات على الممارسة الدبلوماسية بصفة عامة إذ تُعدّ آلية فعّالة لإدارة الأزمات. وتوصلت الدراسة إلى نتائج مهمة أبرزها الدور الإيجابي الذي لعبته الثورة الرقمية في صياغة وتنفيذ السياسة الخارجية للدول، إلا أن هذا الدور لا يخلو من السلبيات التي ينبغي معالجتها ووضع استراتيجية لمعالجتها. ويشمل ذلك تطوير اللوائح القانونية وأنظمة حماية المعلومات والبيانات الخاصة التي تنظم العمل الدبلوماسي عبر الإنترنت، بما يتماشى مع أحكام اتفاقية فيينا للعلاقات الدبلوماسية لعام 1961م التي تنظم الدبلوماسية التقليدية.

الكلمات المفتاحية: الدبلوماسية التقليدية، الدبلوماسية العامة، الدبلوماسية الرقمية، الفضاء الإلكتروني، اتفاقية فيينا.

1. Introduction:

The digital revolution has affected all aspects of life, including international relations, which has known a number of accelerated changes, and diplomacy has not been spared from the magnitude of this impact, as this revolution has led to fundamental changes in diplomatic dealings.

International relations and diplomacy between states are one of the most important manifestations of sovereignty, as the emergence of the state in the field of international relations is necessarily followed by its entry into various relations with other similar states that stand with it on an equal footing in terms of sovereignty and independence; States - as political and social bodies - cannot live in isolation from the international community, as the links of interaction, cooperation and integration bind states and their peoples to each other, and impose the need for communications on them; hence, the impact of the digital revolution on diplomacy and international action appears, as the transformation and development in communications technology, especially the internet, has affected the digital revolution in all aspects of life, including international relations, and the need for communications, and the need for to change the way governments and diplomatic players choose. They have also worked to change the way international players communicate.

There is no doubt that the most important thing that distinguishes our modern world from the worlds that preceded it is the revolution that took place in the field of Communications, Information and media, and this led to the emergence of what is referred to as digital diplomacy, which depends mainly on the increasing use of social communication platforms by the state, to achieve its foreign policy goals and manage its international relations. With these accelerated changes, diplomats could only keep up with the requirements of the Times and respond to these changes, so kings, presidents and leaders, as well as ministers and ambassadors, rushed to create official accounts for them on social networks, and used social networks to achieve free and direct communication and interaction with audiences from different segments; they also used them to communicate with their counterparts from other countries, and with various parties, within the framework of mutual dialogue and direct and real-time interaction, provided by social media platforms, and these new tools contribute to serving foreign policy goals, openness to the outside world, rapid exchange and transfer of information, and modernity in New diplomacy for international relations, one of the most important features of which is that the state is no longer the only one in policy-making

1.1 Research Problem:

Diplomacy is a major tool in relations between countries, and within the framework of the International Organization, diplomacy has witnessed a great development over the past three centuries, from simple diplomacy to permanent diplomacy since the Vienna congress of 1815, then the diplomacy of the International Organization, Multilateral Diplomacy, within the framework of international conferences; then summit diplomacy came with the development of modern means of communication.

The research problem in this study lies in an attempt to explore the role of digital diplomacy compared to traditional diplomacy in light of current technological developments, and the danger of protecting private information and data that regulate online diplomatic work, given the difficulty of organizing international regulations governing digital space and online diplomatic communication.

1.2 Research hypothesis:

The research assumes that the digital revolution significantly contributes to increasing the effectiveness and development of diplomatic performance, and is also a key tool for the implementation of foreign policy.

Especially, this study addresses the following research questions:

RQ1: What is the role of the digital revolution in international communications and diplomacy?

RQ2: What are the different effects of digital diplomacy on international relations?

RQ3: How and to what extent diplomacy is changing in the digital age?

1.3 Research objectives:

1. Study the development of the conceptual scope of diplomacy.
2. Studying the importance of social media in the interaction of diplomats, and using it to influence the policies of countries.
3. Identify the role of the digital revolution in making foreign policy according to smart power.
4. Identify the pros and cons of the digital revolution on international and diplomatic work.

1.4 Research methodology:

A set of basic curricula was adopted due to the nature of the research and in order to avoid negation due to reliance on a single curriculum:

1. The historical approach in determining the turning point and evolution in diplomacy from traditional and public to digital.
2. Descriptive-analytical approach, which focuses on the study of the phenomenon/ subject of research, diagnosing and tracing its basic elements, describing and identifying its characteristics.

1.5 Previous studies:

Al-Barzani, Dana. E-Diplomacy, a study in the essence, requirements, and implications journal of the university of human Development, university of Sulaymaniyah Iraq, volume 5, issue 2, year 2019.

1. Dandan, Abdel Qader et al. international relations in the era of digital technologies profound transformation. New paths, Academic Book center, Jordan, Amman, 2021.
2. Hadi, salah Mahdi and Jaras, Nour Abd al- Lilah. Diplomacy of influence and the digital sphere; the American strategy as a model, journal of political issues, Al- Nahrain university, issue 65.
3. Mahmoud, Muhammad Adnan, diplomacy in the digital Age and the Qualitative Development in traditional diplomacy, Al- Bayan center for studies and planning Baghdad, 2020.

The previous literature has shown that the digital diplomatic approach has been able to impose itself on the political and diplomatic field, as various countries of the world have worked to emulate the interconnection between the political and technological field. It has also shown that the importance of employing digital diplomacy and its role in foreign policies and international relations in the current era of governance have been realized.

The connection between the current study and the previous studies that were addressed appears in a number of points. First, the current study extends previous studies that addressed the importance of social networking sites in the political field and diplomatic dealings between countries and their foreign policy. Second, The current study focuses on the role of technology on the role of technology in contributing to the development of diplomatic work and relations between countries beyond traditional diplomatic relations.

2. Diplomacy and the digital revolution:

Diplomacy enjoys a distinguished place in contemporary international relations in light of the development witnessed by international relations; as well as the digital revolution with all its tools and means of communication and modern technology, and digital diplomacy has become a form of Public Diplomacy, and a major activity that keeps pace with the transformation in contemporary diplomacy, countries with active foreign policies have realized the importance of integrating digital public diplomacy in the decision-making process in foreign policy, where it played an active role in enabling foreign policy by communicating it to the external public, and international and diplomatic work is being employed through new tools, such as: the use of social networks: “Twitter” and “Facebook”, which provided opportunities for direct access to the audience of the country and the outside world, new tools began to contribute to the service of foreign policy, openness to the outside world, the speed of exchange and transfer of information.

2.1 The concept of diplomacy:

The beginning of diplomatic work was based on written letters and direct communications between two or more parties, the content of communication was often secret or semi-secret, and it was also an act involving secrets between the parties connected through diplomatic work; therefore, he defined the concept of a “diplomatic bag” in which the ambassador conveys everything that interests him. In this regard, Dr. Abdulaziz Khoja says: “in the past, the diplomatic bag was a sacred symbol for the ambassador, and it contained everything the ambassador wanted to send information about the host country and the development of events in it, and today it has become outdated and worn out, successive events and transparency of the media in most parts of the world make the use of the bag a secondary matter. (Mohammed Saud al-Besher ;1997)

The emergence and development of diplomacy has been associated with the emergence and development of international relations, the history of diplomacy dates back to the emergence of the first contact between human groups, and in ancient societies, especially the ancient Asian society and the Societies of the Mediterranean basin, diplomatic relations and the application of their rules were not limited to European societies alone, but there are other societies that justifies the granting of Diplomatic Immunities and privileges . (Ali Hussein al-Shami, 2011)

Diplomacy in colloquial speech means the study of documents, in addition, diplomacy means the study of legal and administrative documents; it also includes the study of records, notebooks and manuscripts. The contemporary concept of diplomacy means a craft based on long mental training, the realization of which you can perform a certain service. (Ahmed al-Naimi ;2008)

The British diplomat Harold Nicholson (Harold Nicholson) defines diplomacy as the management of international relations by negotiation, or: is the way in which these relations are adjusted by ambassadors and envoys, (Greg Hayden,2018).

2.1.1 The terminological concept of diplomacy:

The origin of diplomacy dates back to the ancient Greek civilization, which means an official document, where it refers to letters and documents that were folded in a certain way, through systems and means of communication between member states of international groups (Mahmoud Hisham al-iqdahi, 2010).

Then the word diplomacy moved from Greek to Latin, and from there to the European languages in circulation, and then to the Arabic language; it was used in the Latin language in two senses: (Suhail Hassan al-Fatlawi, 2013).

The first meaning: the certificate or document that the Monarchs exchange in their diplomatic relationship, which gives its bearer a certain privilege, a recommendation for good reception and respect.

The second meaning: it concerns the Romans' use of the word diplomacy, indicating the character of a diplomatic envoy, and the artificial politeness and affection required by this attribute, and avoiding the reasons for criticism.

While "Abdel Fattah Shabana" defines diplomacy as: science and art, it is the science of managing international relations between countries by peaceful means, dealing with others and negotiating with them, and it has its own rules and foundations that are constantly evolving according to what is happening to the international community and the prevailing principles, and it was said in the old days: guns speak when the diplomat is silent, and that the war is a continuation of the efforts of diplomats in another way.

It was also said that diplomacy is: "the art of reconciling conflicting interests" (Abdel Fattah Shabana ;2002), which is the science and art of practicing foreign representation through a body of political representatives known as the diplomatic corps, representing the study of public and private international law, the history of the development of international relations, treaties and agreements regulating these relations. (Sabah Talaat kadrat; 2010)

The science of representing states and the art of negotiations, or taking care of the national interests of the state without resorting to violence or war, or the art of managing communication and relations between states. (Muntasir Saeed Hamouda, 2008)

2.1.2 Traditional diplomacy:

Traditional diplomacy is one of the oldest forms of diplomatic work, and it is intended to regulate bilateral relations between the two countries on the basis of bilateral committees, and it has been defined as: (managing international relations through negotiations, the method used by ambassadors and envoys to manage and settle these relations, a function or art of diplomacy), or it is a tool for organizing and conducting the foreign affairs of states in line with their national interests. (Saeed Abu Abad, 2009)

After the end of the Cold War until the early nineties of the last century, the framework of people's diplomacy expanded with the holding of large-scale world conferences on the environment, development, human rights, women and population. Traditional diplomacy will disappear, especially in the face of the communications and transport revolution that the modern world is witnessing. (Adnan El Sayed Hussein, 2003)

In contrast to popular diplomacy, totalitarian diplomacy was launched by countries with totalitarian regimes that resorted to military, political and propaganda pressure methods in ignorance of confronting liberal regimes amid their global influence. totalitarian diplomacy did not help the development of international cooperation as much as it created a climate of coercion and coercion in international relations, and the atmosphere of the threat of the use of force appeared. (Palmer and H., Perkins, 2006).

With the development of international relations and the expansion of the scope of diplomatic work in the economic, technological and social fields, the traditional function of diplomacy has become insufficient in the current era to resolve international conflicts that arise between countries, especially with the development of forms of diplomatic work. Accordingly, popular diplomacy has assumed importance in advancing relations between peoples, as traditional diplomacy faced risks such as targeting diplomats in cases of political tension. However, despite this, we believe that traditional diplomacy remains necessary and of particular importance in sensitive issues that require direct communication and mutual trust between countries.

2.1.3 Public diplomacy:

The means of communication and interaction take many forms, far beyond those that were limited in the past to bilateral interaction through diplomatic envoys, as the development of the international community and the expansion and significant overlap between its members led to the development of a new concept and new forms of diplomacy, including all methods of directing foreign relations in various ways (Yuliya, 2024), and this broad concept is the closest to the reality of contemporary life.

Under this concept, several paths of diplomacy emerged:

- The first is the official track, which covers the means of communication, negotiation and interaction between governments and states, at various bilateral, regional and multilateral international levels.
- Secondly, the informal framework, which has become increasingly important and influential since the beginning of the nineties, covers means of communication and cooperation between non-governmental organizations and civil society.
- Third: the path of businessmen in the private sector and transactions between private and multinational companies.
- Fourth: the course of communication and interaction between individuals in the cultural, scientific, artistic and sports fields through exchange programs, various cultural activities and the internet.
- Fifth: cooperation and interaction with the media through outreach programs, all of which has become known as multi-track diplomacy.

A concept has taken shape in the United States of America that combines some of these tracks, which is known as public diplomacy. (Saed Tayiba ;2021)

The term public diplomacy has been associated with wartime communications, but the concept has gradually evolved to express a form of Public Relations at the state level, with the aim of improving its image and building bridges of cooperation with other peoples during activities in various fields (Abdel Aal Wael ;2018)

The media is one of the most prominent tools of Public Diplomacy, and public diplomacy departments in major countries use traditional media, such as television, radio, print media, and then electronic media, as traditional tools of public diplomacy, to complement each other, rather than compete with each other, and public diplomacy of various types can help a lot in highlighting the foreign policy positions of the state towards local and foreign audiences.

However, the great and continuous development in communications and information has led to a revolution that has brought real change, not only at the level of individuals, but also at the level of states and groups, taking advantage of the many advantages offered by digital media to states and their governments.

2.1.4 Digital Diplomacy:

Digital technology has changed the lives of millions of people, institutions and even countries, and with it the ways of communication and interaction between individuals and countries; diplomacy in its traditional sense has relied for many years on interaction between government officials, and communication was one-sided between one government and another without the participation of the people, and with the development of means of communication and the emergence of platforms such as Twitter and Facebook, government officials have become able to communicate with a wider audience, and foreign

policy has become in one of its dimensions a conflict between the interpretative discourses of countries competing for regional and international influence; therefore, each country has tried to promote its own vision and weaken the diplomacy of its rival countries, by using all means politicians, activists and others to build diplomatic relations extending from peoples to governments, aimed at influencing the public by forming a mental image of the state serving its own interests.

Cyberspace has also influenced the nature of diplomatic missions, and digital diplomacy has emerged as one of the important branches in the activities of foreign services, diplomacy in general is the art of negotiation, and appears as a means or tool of negotiation in order to convince a party or parties.

There is no specific definition of diplomacy, but it combines some features, such as: it is an art that creates political programs, (Ahmed Hassan Al-Rashdi, Ahmed Abdel-wenisz. 2001), it was defined as an extension of traditional public diplomacy (Cecilia, 2023).

According to many authors, digital diplomacy is a type of Public Diplomacy, and includes the use of technology and social media platforms such as Twitter, Facebook, and others, to communicate with foreign audiences (Carola; 2024), usually in an inexpensive way; the name of digital diplomacy has varied depending on the nature of activities in cyberspace, and some call it: e-diplomacy. (Suleiman Saleh, 2015)

What is meant by digital diplomacy: it is the process of harnessing the internet and modern communication technology to communicate with others, whether at the local or international level, in order to enhance the foreign and domestic policy of a country or entity through digital platforms as an extension of diplomacy in its traditional sense; it is based on innovations and types of use resulting from information technology, as digital tools are only a means of transmitting information, as they contribute to changing the face of diplomatic activity, and digital diplomacy includes multiple areas, including collecting and managing information about target countries and groups, which is known as diplomacy of influencing these parties, and digital diplomacy allows diplomats to communicate with their people and foreign peoples, listening and interacting with them, those people who have moved and are preReceived the internet; as well as imposing their influence in the increasingly crowded internet world.

“Fergus Hanson” identifies the most important goals of digital diplomacy as follows (Wael Abdel Aal, 2018)

- This is a concerted effort between all state bodies to optimally manage their various resources to achieve national interests abroad and increase their soft power.
- The task is to maintain communication with the masses in the virtual world through new communication tools to listen, communicate and influence them using the main messages of the state via the internet; as well as take advantage of the huge flow of information and use it to improve the policy-making process and help anticipate and respond to emerging social and political movements.
- Establishing digital mechanisms to benefit from external expertise and resources (embassies and consulates) and harnessing them to advance national goals.

We holds that Broadened Participation in Diplomacy strengthen digital platforms democratize diplomacy by allowing non-state actors, such as Non-governmental Organizations (NGOs) and Civil Society, to participate in international dialogues, enriching discussions with diverse perspectives, it is Incorporating into a digital technologies into diplomacy not only modernizes traditional practices but also enhances the effectiveness and reach of diplomatic efforts in the contemporary world.

2.2 The digital revolution and the development of international relations and diplomacy:

If the emergence of Agriculture about ten thousand years ago was a revolution and a complete break between the previous and subsequent way of life; if two centuries ago the Industrial Revolution was another break in the way of life and production methods; then at the beginning of the modern era we may be a new era representing a disruption and change in lifestyle and technology, which is the result of the digital revolution.

The information revolution is represented by the huge knowledge explosion represented by the huge amount of knowledge and multilingualism, the proliferation of intellectual production in various fields, the emergence of the need to achieve the maximum possible control over the huge amount of information flowing, making it available to researchers, interested, decision makers and users as quickly as possible and with minimal effort, using contemporary methods and programs that rely mainly on the use of computers and the use of communication technology to support institutions and develop their services for access and travel across continents (Thamer Kamel Al-Khazraji; 2005).

Joseph Nye believes that the current digital revolution is based on leaps of technological progress in computers, communications and software, which, in turn, has led to significant and sudden reductions in the cost of information processing and transmission, as the price of a new computer has fallen by a fifth every year since 1954, information technology has risen from 50 to about 70% of new investments in the USA, and the computer revolution has doubled once every eighteen months for the past thirty years, and even faster recently, and now it costs less than one percent of its cost in the early seventies of the last century, in the last century, internet traffic once every hundred days for the past few years; in 1993 there were about fifty web sites in the world, and by the end of the decade of the nineties the number had increased to five million.

Nye also believes that the important advantage of the information revolution is not the speed of communication as much as the huge reduction in the cost of information transfer, so the actual transportation costs in practice have become so small that they are not worth mentioning; hence, the amount of information that can be transferred worldwide has become virtually unlimited, and the result is an explosion of information, of which documents are a small part. (Joseph S. Nye, 2003)

The digital revolution has made the world jump the degrees of progress and growth at unprecedented speeds, creating a real breakthrough in the methods of work performance, and in the speed, accuracy and efficiency of work completion, what was accomplished in years is accomplished in months, but in days, in the methods of performing the work, and in the speed, accuracy and efficiency of completing the work. The capabilities of peoples and nations to compete globally and to discover new opportunities and new areas with which they can launch themselves to the prospects of development and prosperity have increased.

The digital revolution has been able to influence the style and practice of diplomacy in the conduct of international relations, and institutions specializing in diplomatic work have put ICT innovations at the service of their diplomatic activity; for example, modern communications technology has helped in the development of International Communication and the emergence of a new type of diplomacy known as satellite diplomacy, or personal diplomacy, which is through video conferencing and direct lines between state leaders.

The digital revolution also contributed to influencing the political structure of countries, as information became available through communication means, which influenced political decision-making within society, and individuals became connected to the outside world through the modern communications system and its means, which allowed people to exchange conversations daily, by voice and image as if they were in one room, and the digital revolution forced diplomatic agencies to reorganize their

structures and priorities.

Some believe that the digital revolution has led to multilingualism speaking on behalf of the state, and the so-called public or media diplomacy, and they believe that this weakens the diplomatic tool; because it was the only force to express the position of the state, and there are those who say that summit diplomacy, popular diplomacy and sports diplomacy lead to the fact that the last part of the traditional roles of diplomacy that paved the way for terrorist movements and intelligence activities, and the writer considered that this is a great danger to international peace, in which diplomacy plays a big role.

But just as there are internal and external advantages of bringing information technology to diplomatic and international work, there are also many obstacles and barriers, which we divide into physical, security, structural, technical and environmental surrounding obstacles. The physical obstacles are the limited availability of equipment and the weak budgets of foreign ministries compared to multinational giants and defense ministries, which makes it difficult to conduct the necessary research and development in the information age.

This problem is aggravated by the fact that the structure of the diplomatic service consists of a permanent headquarters and missions abroad, which increases the cost of the process of introducing information technology due to the expansion of the administrative apparatus across geographically distant locations... There are also environmental obstacles that represent an important aspect of the work of the diplomatic apparatus in a foreign environment that the host country imposes restrictions on it and skimps on technical assistance. There are also technical obstacles represented by the difficulty of electronic processing of most of the information carried out by the ministries of foreign affairs, as it is "flexible" and irregular information. one of the structural obstacles is the difficulty of reaching a general strategy for mechanization and linking headquarters to missions due to the different sizes of embassies and different technical standards. (Saed Tayiba, no publication year)

But the biggest problem is represented by security obstacles, the nature of the information circulated by foreign ministries is confidential, and since there is a constant danger in information networks of the possibility of opening them electronically, security obstacles were one of the most important reasons behind the slowdown in the mechanization of work in diplomatic bodies, and two methods have been developed to deal with this obstacle, the first is technical using advanced technology that is difficult to access and break; the second is to reevaluate the confidentiality criterion, which indicates the inability to deliver important analyses to the right person at the right time, so that he can make the important decision, which necessitated the adoption of a new vision of the concept of confidentiality and Exchange, and this made it possible to obtain important information from open sources for public use.

The innovations of Advanced Communication Technology have erased the borders between countries and enriched them with traditional diplomacy mechanisms with the advent of devices that have crossed the temporal and spatial boundaries so that information is no longer limited to the reports of ambassadors and heads of diplomatic missions and their traditional mechanisms, but modern diplomacy has become this communication, as there is no effective diplomacy without technological communication methods in receiving and sending information easier, more comprehensively and faster, as advanced technology has saved diplomacy time and saved ambassadors from coming to their countries to provide information periodically, and it has become possible to hold meetings with officials from their offices, similar to multinational giants that its administrative councils are held via satellite in an open session with audio and video.

The digital revolution also brought about a qualitative change in the nature of diplomacy and its tools and led to the emergence of modern diplomacy. The technological revolution in the field of transport and communications began to allow long-term communication and consultations by Telegram, fax and the hotline connecting the presidents in particular, and it became possible to hold conferences and dia-

logues via telecommunications and satellite, and this enabled negotiators, while at the negotiating table, to contact the capitals of their countries and receive guidance from decision-makers in their capitals, as was the case with the digital revolution, its speed and transmission via networks and television channels the diplomat and the amount of news, information and estimates available to him, which put him at the center of world events while he was in his office, and this development made him in a race against time in order to catch up with these events and not to differ from them. (Mr. Amin Chalabi, 1997)

Through the rapid development in the field of communications and information, the electronic information space has become the medium of the future in the relations of states and their communications with each other, and it is a medium of many dimensions that allows the creation of media outlets around the world, in addition to the exchange of information in all scientific and technical fields through international information networks “internet”, which transfers a lot of international information to the ruling regimes, and in some countries it is deliberately withheld from their people non-stop, as this leads to the imposition of new tasks and many entitlements on foreign ministries and diplomatic bodies, in order to carry out the necessary development and modernization to be able to face and keep abreast of the developments brought about by the digital revolution.

2.3 The means of the digital revolution in promoting international and diplomatic action:

2.3.1 Social media:

The world has witnessed major revolutions that have changed the paths of individuals and their lives, passing from the agricultural and industrial revolution to the information revolution, which is one of the most important features of the current era, because of the changes that led to it at the level of structure and interaction in international relations; during which the internet moved from the first generation to the second generation, which embodied the transition from Interactive to virtual via social media or social networking sites. (Fatema qubeibi, 2022)

Zaher Rady defines it as: “a system of electronic networks that allows the subscriber to create his own website, and then link it through an electronic social system with other members who have the same interests and hobbies, and adds that this interconnection has resulted in a type of media that is different from traditional media, (Hadj Bashir gidor, 2017), which is known as:” social media “or: “new media”, meaning everything that can be used and exchanged information by individuals and groups on the internet, where the first appearance of social networks in March in 2003, with the launch of the (Friendster) website, these sites expanded and the percentage of their users increased significantly by 2007 and covered various parts of the world, and social media in its simplest form was defined as: “a set of programs and tools on the internet, used by the audience of users to exchange content, opinions, ideas and points of view, through a media that facilitates conversations and interactions between a group of people via the internet”.

Social media is defined as a variety of web-based platform applications and technologies, which enable people to interact socially with each other online, and can be used as powerful tools to push ideas or policies, or instigate some public action.

On the other hand, it may cause risks that can often outweigh its advantages, especially in light of an electronic virtual world in which the criterion for measuring the power of States has become determined by who has the ability to control information, which makes the risks of electronic piracy and how to achieve a minimum level of electronic security the most important concern for states today in cyberspace (Souad Nahija, 2019).

2.3.1.1 Facebook:

Facebook started as a social network, at its headquarters at a Harvard University College, in February 2004, by “Mark Zuckerberg” and “Edward Saverin”, and Facebook was exclusive to anyone who owns an email address.

According to statistics provided by Statista in 2017, Facebook is the first social network in terms of the number of users that exceeded one billion, and the number of its monthly users is 2.06 billion users, and 3.3 million posts are published every minute on Facebook, and young people are the main target group as the most used category. (Wael Abdel Aal, 2018)

2.3.1.2 Twitter:

Twitter offers a microblogging service that allows its users to send tweets about their status and allows a limited number of inputs, no more than 140 characters per message, directly through the site or by sending an SMS or instant chat programs, and friends or followers can read it from their home page or through the user’s profile or by e-mail, Twitter appeared in early 2006 as a research development project conducted by the American Odeo company in San Francisco to be launched for public use and then begins to spread globally as a service Twitter has also evolved in recent years to become a window through which political leaders, as well as writers and others look out with their audience, and the number of tweets per minute on Twitter according to the statistics of 2017 for the “Statista” website reached 456,000 tweets.

US President Barack Obama is the first head of state to establish a Twitter account in March 2007 coinciding with his election campaign, and US President Donald Trump is also among the most important figures who use Twitter the most, as he has the largest number of followers, Pope Francis comes in second place, then the account of Turkish President Recep Tayyip Erdogan, who comes in third place, Twitter is the preferred social communication channel for most world leaders, and it has now become what is known as the “Twitter public diplomacy” pursued by the American president when Donald Trump was sending diplomatic messages via Twitter for North Korean President “Kim Jong-Un” or Russian President “Vladimir Putin”, which is the art of using this modern means by rulers to communicate messages, express positions and to interact with the masses.

2.3.1.3 YouTube:

Founded in 2005, it allows its users to upload video recordings and watch them, and therefore it provides a video file sharing service, and according to the statistics of 2017 for the “Statista” website, 4,146,600 users watch videos on YouTube every minute (Wael Abdel Aal, 2018 ad), thus social media has evolved from entertainment use to other cultural, social and then political uses, and with the increase in the number of users, it has become an essential tool in foreign policy making, and the shift in diplomatic work from traditional diplomacy based on the relationship between governments to digital diplomacy based on influencing peoples.

2.3.2 Websites:

A number of diplomatic missions and ministries of foreign affairs have websites on which a wide range of information is presented.

The available information usually includes the foreign policy goals of the country represented, heading for national news and sometimes a list of addresses and web links of embassies and consulates of the country around the world, and in the case of websites of diplomatic missions the available information may include the purpose and objectives of the mission, important contacts, available consular services and information about the country represented by the mission.

In effect, effective digital diplomacy strategies often involve a synergistic use of these platforms. For instance, social media can drive traffic to official websites for detailed information, while YouTube videos can be shared across platforms to maximize reach and engagement. This integrated approach ensures that diplomatic messages are both comprehensive and accessible, leveraging the strengths of each platform to enhance overall communication efforts.

3. The universality of the digital revolution and its importance for international and diplomatic work:

The digital revolution and the resulting enormous developments in the field of information and Communication Technology have brought about a qualitative leap that included many areas of life. The information Development has produced several new skills and technologies, such as the internet, and the new mechanisms that followed, as we talked about in the previous discussion. this development has contributed to changing the mechanisms of communication and making countries - especially the powerful ones - obliged to defend their interests within this world.

International relations and diplomacy between states are among the most important manifestations of sovereignty, as the emergence of the state, in the field of international relations, is necessarily followed by its entry into various relations with other similar states, with which it stands on an equal footing in terms of sovereignty and independence, and states as political and social bodies cannot live in isolation from the international community, as the links of integrated interaction and cooperation bind states and their peoples to each other, and impose on them the need for communication, which necessitated the exchange of diplomatic envoys between states to manage foreign affairs.

3.1 The importance of the digital revolution in international and diplomatic communication:

During the last decade, the international community has witnessed the rise of common human security issues, changes in the economic sphere, interdependence, the weak role of the state and the emergence of non-state actors. These changes have contributed to the emergence of a global awareness of what is happening, and a high degree of influence and influence in various parts of the world. cyberspace has spawned a new international environment represented in giving a strong impetus to increasing knowledge in production processes and innovation, and the increasing importance of Communications, which is one of the aspects of security, which made this digital environment an unprecedented reality; in addition to insufficient reliance on military force. (Mustafa Alawi, 2004)

There are many global experiences in the field of digital diplomacy:

A. American digital diplomacy: the features of American digital diplomacy began since 2002, when the US State Department established a special office for electronic diplomacy, or what is known as digital diplomacy, in order to manage its international policies and interactions, and achieve its goals that cannot be achieved by military force, where the United States of America is the most employing modern means of communication in the field of:

The US State Department operates an international media empire with 194 Twitter accounts, more than 200 Facebook pages tweeting in 7 languages, and according to estimates of the state department, its employees are in direct contact with more than 15 million people around the world, and more than 330 million people like the ministry's page via Facebook.

The United States of America has also established diplomatic embassies, such as the establishment of the virtual embassy of the United States in Iran in December 2011, and the establishment of the Digital Outreach Team since 2006 through the creation of blogs and forums in Arabic to explain American data, and to correct what it considers erroneous data about them, the US State Department uses eight

In a way that world public opinion accepts, and work to improve its image and explain its initiatives in reform and the spread of democracy. (Abdel Nasser Mohamed Sorour, 2020)

B. French digital diplomacy: by tracking France's activities in the field of digital diplomacy, diplomatic communication via the internet and the use of digital diplomacy technologies, more than 280 French diplomatic missions have an internet site, and the number of languages is about 15 languages, and France appointed "David Martinon" as ambassador for digital affairs in November 2018, and the competence of this digital ambassador revolves around working on issues related to the digital field that fall within the scope of the work of the Ministry of Europe and foreign affairs, such as international negotiations on cybersecurity, freedom of expression online and issues related to intellectual property online.

The French Ministry of Foreign Affairs is working according to the strategy of digital influence diplomacy, in various key development axes in this field, the ministry has put at the disposal of its diplomatic network many tools and numerous services, such as: editorial support, providing a model embassy or consulate website, proposing solutions regarding website hosting, providing telephone or online assistance, increasing self-learning guidelines, developing a training program on the use of the social network since 2011, which has been addressed to all diplomats leaving to work in a diplomatic mission abroad; it also provides mid-career training courses within the framework of the diplomatic and consular Institute.

France ranks second in the field of digital diplomacy, its e-diplomacy has been referred to as impact diplomacy due to its achievement in this regard, where it used the possibility of listening to the public and exchanging opinions with them through social media, and the French Ministry of Foreign Affairs provides monthly interactive sessions from

C. Digital diplomacy of the United Kingdom: it has advanced over both France and the United States, which is known for its interest in this experiment, and Britain has used as much as possible of the internet and social media in many languages for diplomatic purposes, an example of this is the British ambassador "Kassen" who is active a lot on Twitter, followed by about three quarters of a million, most of them from the Arabian Gulf and overcame the simple and different tweets aimed at presenting a positive stereotype about his country.

Digital diplomacy varies among nations, reflecting their unique foreign policy goals, technological infrastructures, and cultural contexts, the U.S. has been proactive in shaping global digital policies, though recent events, such as the refusal to sign an international declaration on "inclusive and sustainable" AI at a Paris summit, highlight a preference for a more autonomous approach to AI governance, the U.S. and UK have established dedicated offices for digital diplomacy, indicating a structured approach, while France integrates digital tools within its broader diplomatic and cultural promotion strategies.

3.2 Pros and cons of the digital revolution:

3.2.1 The pros of the digital revolution:

- A. Enhancing transparency and changing the concept of confidentiality: the digital revolution has contributed to the development of transparency through the provision of information. The former US President publishes a lot of tweets during the day that allow his fans to know the topics he will discuss and the people with whom he is; studies have confirmed that personal messages have beneficial effects, and raise the level of attention of the public towards the information being circulated.
- B. strengthening international relations: the digital revolution has contributed to the formation of diplomacy based on presidents, ministers, scientists and aid workers, and the level of effectiveness of each of them varies with technological development, and the number of actors responsible for

international policy-making from non-governmental organizations, groups and people from all over the world has increased the level of interaction, they are indicators to raise the degree of international interdependence, and diplomatic work no longer depends only on sending diplomatic envoys. (Arabic, Arabic; 2021)

The digital revolution is working to increase the social capital of the state, through the use of the state of its human wealth in transferring its culture to the masses and opening new horizons to increase its strength in all fields as a result of the defense of this culture, therefore, citizens who make this social communication constitute the social capital of the state, and the more individuals

The concept of the digital revolution is no longer limited to relations between countries, but has also become a link between the state and civil society. Social media networks provide the ministry with the opportunity to listen to the public and exchange opinions directly with them. the digital revolution has helped reduce the waste of time and resources in preparing between countries to hold summits between leaders. the digital revolution has also contributed to changing the shape of international relations by affecting the human element, the art of diplomacy and diplomatic envoys, the process of testing a diplomat who must have a high ability to deal with and interact with communications and information technology, as well as the nature of the messages that diplomatic envoys must send. (Saliha, Kabay, ٢٠١٩)

3.2.2 The cons of the digital revolution:

- A. The way of dealing between personal and official accounts at the level of executives and diplomats, the overlap between personal opinions and official orientations of countries, and whether these positions and opinions are based on the countries' view of world situations, as well as that the digital revolution lacks the usual diplomatic language and decorum in direct diplomatic dealings known in traditional diplomacy. (Mahmoud Adnan; 2020)
- B. It is difficult to undo the publication of a visual-type material, whether it is a video or a photo on social media or websites, as soon as it is published on these means, it has reached and been retained by many citizens.
- C. The absence of an international law regulating and regulating its work and tools, and it also changed the nature of the work of diplomats, so the diplomat's role was to represent his government abroad, and provide detailed reports upon his return, and communication with the government was exhausting while diplomatic representatives were abroad, until the situation changed and people became able to obtain and circulate information, so diplomats lost their monopoly status as the only ones who own reporting on what is happening in other countries.
- D. People can interact on social media in a virtual space that is easy to appear and disappear with incorrect identities, provide misleading information within accounts run by scammers, and the resulting security threat and the destabilization of trust.
- E. The digital revolution provides facilities for terrorist groups in mobilizing and communicating between members and supporters, thus turning these free spaces into channels for the spread of terrorism and the imposition of a hostile team. (Dandan, Abdel Qader, 2021).

It has become clear that digital diplomacy the positive role by the digital revolution in formulating and implementing countries' foreign policy. However, this role is not without its drawbacks, which should be addressed and a strategy developed to address them, in line with the provisions of the Vienna Convention 1961 on Diplomatic Relations, which regulates traditional diplomacy.

3.3 The future of diplomatic jobs in the light of the digital revolution:

The digital revolution has helped save time and money in the preparation among the leaders of

countries for summits. The Ministry of information has also influenced the function of the Ministry of foreign affairs during the transfer of information, events and reports. accordingly, the Ministry of Foreign Affairs has turned from just a data harvester, an information collector and a policy implementer to thinking about alternatives and strategic plans. this encourages the existence of analyses and the search for explanations about what is happening to diplomacy as an organizational mechanism for the community of countries.

3.3.1 Acting career:

Ambassadors were fully performing the role of foreign intelligence, if the empires did not have intelligence services, then the ambassador and his staff were an intelligence institution in enemy territory, embassies and diplomacy in any country since ancient times were considered spy centers and enemy eyes, and the ambassador was subconsciously defined as a “spy”, while diplomacy is defined as: “the art of practicing international relations and external representation”.

With the increasing international movement, the issue of Diplomatic Immunities has become more and more difficult. There are diplomats residing in countries without belonging to a particular mission, assistants and technicians, all of whom are assigned large tasks without belonging to the diplomatic corps. also, trains and planes transport envoys daily. this happens without any prudence or honor and without requesting diplomatic privileges. they can invoke the official nature of their duties to request facilities and guarantees.

Communication between states was carried out mainly through diplomatic missions. For this reason, sound and permanent channels and everything related to their status and functions are the subject of very precise practices and norms, many of which have been codified. the great progress gained in the field of Communications has contributed to changes in the practice of diplomatic relations internally, which has not changed the nature of relations themselves.

With the exception of the protocol aspect of the representative function, from which only the lofty goal remains, the task of the first three diplomatic services has become completely empty of any real content, political leaders no longer need the service of embassies to carry out the communication function, it is possible that these embassies move themselves every period from country to country, in addition to there are many of the means of communication are currently widespread, which can be used to have a live conversation when necessary. (Saada Mohamed Zain El Abidin, 2012)

3.3.2 The query function:

The digital revolution has affected the diplomat's tasks in collecting information and delivering it to his country, developing his ability to follow up on what is happening inside or outside his country, providing the diplomat with the opportunity to communicate via the internet, working to raise his practical and linguistic level, and establishing virtual embassies in remote areas of the diplomatic presence.

The primary purpose of diplomacy is to take care of the interests of the state. The first goal in taking care of the interests is to collect information about everything that matters about the country in which you are located, such as taking care of the community, facilitating political and economic activity and facilitating communication between states and international organizations and intelligence. they are two separate but complementary organs. external security is one of the basic tasks of national security, and it is the responsibility of intelligence and foreign affairs together. the Ministry of foreign affairs is an essential and important member of the intelligence community management, and it is an important and essential supporter of intelligence work outside the country.

Also, all the roles, types and methods of information collection are through the intelligence component inside the embassies with diplomatic cover, where embassies and consulates assume a key role in

collecting public information and community information and what is happening in countries related to the homeland, auditing companies and investors coming home from the country concerned and checking their position and the safety of their work and their role in their countries, monitoring the inflation of funds of some government officials abroad, following up the news of the community and their positive and negative activities and transmitting it to the security institution through external cooperation with intelligence, where diplomatic departments count 80% of % of the mail received from embassies, as it is an intelligence mail containing information, requirements and inquiries of the intelligence service.

The digital revolution has also affected the diplomatic work via the internet, mobile, computer and satellite communications, and the diplomatic information provided by the internet networks, and The Shape of international relations is changing by affecting the human element, and the art of diplomacy and international work, through the way they collect information and methods of sending. it should test the diplomat who must have a high skill of dealing with the means of networking, as well as interaction through them, as well as in the nature of the messages that diplomatic envoys can send. (Saadi Mohamed Zain al-Abidin 2012.)

3.3.3 The negotiation function:

For his part, the course of the parties' management agreement has shifted from the individual to the state, although the deep truth of international relations is not the one that governs trade; because diplomatic negotiations are a form of War-style maneuvering of states, despite the difference between them that the negotiation is carried out with consultation and good and complex preparation; while the military confrontation is described as harsh, simplistic and bilateral polarization, and leads to the severance of diplomatic relations, even temporarily. (Alan Plante, 2006)

Negotiation as a form of communication is today more than it was in the past, at the heart of politics between peoples between whom they establish very intense, friendly or even detailed relationships between them, and on the contrary, sometimes you establish intermittent and cautious relationships, as neighborhood does not always create exchange and friendship, but sometimes it may create mistrust and competition and it may even reach confrontation.

If so, there is something fundamental related to the digital revolution, which would lead to an increasing need for diplomatic representation, communication technology has made the diplomatic work and negotiation carried out by the negotiating representatives would be practical, because it is managed directly between interested officials, for example, the ministers of Agriculture of Norway and Canada were able to reach the terms of a bilateral agreement.

In summary, the digital revolution is reshaping diplomatic careers by introducing new tools, policy areas, and modes of engagement. Diplomats must adapt to these changes by acquiring digital competencies, embracing transparency, and navigating the ethical complexities of the digital age to effectively promote their nations' interests on the global stage, the advent of digital diplomacy has introduced new areas of focus, including cybersecurity, data governance, and artificial intelligence (AI) ethics. Diplomats now need to navigate complex technical subjects, necessitating specialized knowledge and continuous learning.

4. Conclusion:

The Vienna Convention of 1961 is the international legal reference for the practice of diplomatic activity. Under this convention, the rules and principles governing diplomatic work and its practice are defined, and it also constitutes a basic reference as the first convention dealing with a theoretical study of immunities and privileges established on the exercise of diplomatic functions.

We find that the revolution in the field of communications and Information Technology and the use of digital platforms has contributed to facilitating diplomatic work at its various levels and types, by saving time and adding new dimensions to the topics of diplomacy, such as human rights, freedom of expression and others, as well as enhancing the capabilities of diplomats to collect information and interact with various events and follow them, in addition to allowing foreign ministries and embassies to communicate with millions of people and build “digital” bridges with the masses via the internet, and it is not the penetration or perforation of political environments leads to the possibility of interference between the personal opinions and official positions of political officials and diplomats, and the possibility of hacking their accounts; this is in addition to the strategic use of digital technologies as tools for disinformation and propaganda, whether by governments or other non-governmental entities pursuing certain strategic interests, especially that this disinformation has expanded in recent years to have serious effects on the global system.

Therefore, there is a need to make good use of social media by establishing controls and rules for this use, as well as enhancing information security through protection programs.

5. Results:

1. The digital revolution has become an imperative for all countries in the world the digital dimension has become an urgent necessity for all countries in the field of diplomacy, because it enables achieving quick, effective and tangible results, and may even be more tangible than resorting to traditional diplomatic mechanisms, which alone will not be able to achieve the goals of foreign policy strategies of countries.
2. An active foreign policy requires active digital diplomacy, and countries should integrate digital public diplomacy into the foreign policy decision-making and implementation process.
3. Despite the positive role that the digital revolution plays in the formulation and implementation of the foreign policy of countries, it is not without some drawbacks that you should pay attention to and develop a strategy to deal with them.
4. The digital revolution has become a tool that enables and simplifies the basics of diplomatic work with the preferences and advantages it produces for its users, and the general impression associated with secrecy in diplomacy has changed, new diplomatic means have been born, the diplomatic work environment has changed, and on the other hand, the interaction network between diplomatic players and local and foreign audiences has changed.

6. Recommendations:

1. The need to develop legal regulations governing and regulating diplomatic work via the internet, similar to the Vienna Convention on diplomatic relations, which governs traditional diplomacy, and special protection systems for diplomatic information and data that are circulated through cyberspace.
2. Digital diplomacy should be developed by various ministries and institutions of the countries of the world, including the Middle East Region, and work to consolidate it both at the state level in general and at the level of the Ministry of foreign affairs and its channels represented by consular and diplomatic missions.
3. It is necessary to raise the awareness of citizens and promote a secure internet to face the dangers of digital networking platforms and social networks, as well as to eliminate the roots of the dissemination of extremist and terrorist ideas that threaten national security.

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Biographical Statement

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معلومات عن الباحث

د. شريهان ممدوح حسن أحمد، أستاذ القانون المشارك في قسم القانون، الأقسام العلمية بعفيف، في جامعة شقراء، (المملكة العربية السعودية). حاصلة على درجة الدكتوراه في القانون الدولي العام من جامعة أسيوط عام 2014م، تدور اهتماماتها البحثية حول التطورات التشريعية الوطنية والدولية والعلاقات الدولية والسياسية والحوكمة العالمية والتحول الرقمي والأمن السيبراني والذكاء الاصطناعي في العلاقات الدولية والقضائية وحقوق الإنسان المعاصرة.

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