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On the issue of digital diplomacy in the context of public diplomacy in modern international relations

Abstract. Modern digital technologies have influenced the formation of a new form of diplomacy as a digital diplomacy. This article is an attempt to study the evolving nature of digital diplomacy and determine its impact on international relations. The authors are trying to find out the role of social networks for promoting the interests of their country on the world stage. They believe that digital diplomacy is a positive tool that can be used by governments to address important issues on the world stage. According to the authors, digital diplomacy can be considered in the context of public diplomacy, which is a component of the foreign policy of the leading states of the world along with traditional methods. However, digital diplomacy opens up new opportunities and other innovative methods of relations between countries and other institutions of society, and also determines the possible risks associated with the information between them. The authors believe that in this regard, a new form of diplomatic relations may be more effective and promising.

Keywords: public diplomacy, digital and electronic diplomacy, social networks, public administration, international relations, soft power.

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Introduction. Nowadays, the essence of public diplomacy has undergone changes, which was facilitated by the rapid increase in the number of citizens listening to radio, watching television programs over the Internet, using its wide resources and discussing the most important social and political problems in social networks.

Public diplomacy has always been an important component of the foreign policy of the leading states of the world. Accelerating the processes of globalization, the intensive development of the Internet as a way of promoting ideas and relaying them to society have contributed to making public diplomacy one of the most important tools in the world. The development of information and communication technologies and its application in modern international relations has influenced the emergence of a new form of diplomatic relations, contributing to the rapid dissemination of information on a global scale and their discussion, the regulation of interaction between states.

Formulation of the problem: Digitalization in the field of modern international relations and the emergence of digital diplomacy involves open communication between government and citizens. Consequently, a huge flow of information requires competent processing and a balanced approach, both from politicians, and from scientists, analysts, researchers involved in diplomacy or diplomatic service. In this regard, the relevance of the study of digital diplomacy as an innovative form of public diplomacy in modern international relations is growing.

The purpose of this article: To reveal the conceptual foundations of digital diplomacy and the features of the use of information and communication technologies in the interaction between states at the present stage.

History: The term “digital diplomacy” was first used in the United States when the US agencies responsible for the development of information and communication technologies began to actively use the “new media”: social networks, blogs and other media platforms in the global

network for mass communications related to foreign policy. Thus, the Internet in general and social networks in particular have become one of the important areas for the implementation of the US foreign policy program.

Then, in the US, digital diplomacy was seen as an important element of “soft” and “smart power.” Since the beginning of 2006, more than fifteen departments have been created in the State Department, the CIA, the Department of Defense, as well as the United States Agency for International Development (USAID) to work with foreign Internet audiences to analyze international and national social networks, blogs, chats and disseminate the necessary information in them .

It is necessary to notice an increase in scientific interest in a new, as yet unexplored topic. It was at this time that quite interesting scientific ideas and conceptual approaches to the study of the phenomenon of “digital diplomacy” appeared, and even earlier to the study of the features of the application of information and communication technologies in foreign policy. Today, scientific discussion in this area is of great interest, thereby proving the relevance of digital diplomacy.

Research methods: In this article we used the method of historical analysis, comparative analysis, and also content analysis. In the presentation of the studied material, the problem-chronological principle is selected. It contributes, on the one hand, to the coverage of the history of the development of information and communication technology in external relations in a certain sequence and relationship; on the other hand, it has allowed singling out and revealing a number of urgent problems in this area. The method of historical analysis helped us in identifying the stages of the evolutionary development of the application of information technology in the system of international relations, which led to the emergence of digital diplomacy. At each stage, the development and application of information technology in external communications began to expand in geographical dimensions and decrease in temporal dimensions. The historical method contributed to the determination of a high degree of influence on all spheres of society and the state, international politics at the present stage, compared with the initial development of global networks.

Using a comparative analysis, we found out that in countries where high technology is developed, it was introduced in the life of public spheres much more efficiently, including in foreign policy. The comparative method allowed us to analyze the conceptual approaches of modern scientists on the conceptual and categorical aspects of digital diplomacy in international relations.

Since digital diplomacy is a political phenomenon, the institutional approach was productive, which made it possible to consider the activities of international organizations, states, embassies, public institutions in this area.

Results and discussion:

With the advent of new technologies, the world has changed towards the development of information and communication technologies, and the Internet has such a profound impact that it creates many opportunities and risks for the whole world. The Internet is becoming the main instrument of political communication, since this world-wide computer network unites the majority of the states of the world and contributes to the erasure of state borders. In this article, we consider digital diplomacy in the context of public diplomacy in modern international relations. If traditional public diplomacy as a way of influencing the public opinion of foreign countries included information propaganda, which is carried out mainly through radio, television and film production, then the development of the Internet has significantly expanded the role and possibility of public diplomacy and created new ways of interaction not only between world leaders, but also with non-governmental organizations and individuals [1.11 p.].

Less than ten years after the launch of the first social networks, 90% of all UN member countries established their presence on Twitter, and 88% opened a Facebook account. All Western embassies began working on Chinese social media platforms. Digital technologies such as the

Internet and a social network enabled diplomats to interact with millions of people in real time and at minimal cost. Thus, the Ministry of Foreign Affairs, the embassy and diplomats have developed a set of new tools and methods in support of their activities, the purpose of which is to interact with Diaspora communities and foreign societies, to communicate with citizens during international crises.

As the Russian researcher Surma I.V. rightly notes, “the dynamic development of information and communication technologies and the Internet, which forms the modern global information society, does not know national borders and, as a result, has a transforming effect on all spheres of society and the state, including international politics. Currently, there are several concepts that describe the specifics of the new conditions for conducting digital diplomacy, or “electronic diplomacy”, as one of the most relevant methods of using the global network and information and communication technologies for foreign policy activities. Diplomacy, which was previously a relatively “closed” field of activity, is becoming increasingly open to ordinary citizens due to the development of the information society” [2, 220 p.].

One of the leading domestic experts in the field of public diplomacy Isabaev B.O. defines the specifics of the Internet in the field of public diplomacy as one of the factors in the development of democracy in the world. Consequently, the Internet is becoming a determining criterion for the level of ensuring civil rights and freedoms in various countries of the world. The Internet has become a virtual platform for the formation of new public institutions, increasing their influence and individuals on the state’s domestic and foreign policy. Weak development of the Internet does not allow the country to actively participate in modern processes of integration and development of international relations, contributes to the lag in the economic sphere. On the other hand, a high level of Internet development entails an increase in influence on the world political and economic arena, contributes to the achievement of strategic goals, for example, in terms of ensuring national security, implementing geopolitical tasks, etc. [3].

The development of the Internet has given rise to such an online platform as social networks, whose initial goal was to create social relations with people who have similar interests or offline connections. But with the development and emergence of new features of the Internet, social networks have changed their initial direction. That is, at the beginning of the online platform was created for communication only between citizens, but over time, the platform expanded its boundaries, and communication grew from citizens to public diplomacy.

The head of the strategic analysis department of the NATO Secretary General and the chairman of the Military Committee, Stephanie Babst, in his article “Security Strategy 2.0” notes the importance of the Internet as social media - Facebook, Twitter or Your Tube’s video hosting site, and they are increasingly becoming instruments of influence of ordinary people, their users to international politics [4]. The use of social media in diplomacy has been hailed as a transformative development of international politics. Social networks are not only able to overcome the hierarchical chains of diplomatic communication, but also bring ordinary people into the political life and make their voices heard, and also allow diplomats to directly engage the foreign community in a sustainable dialogue. Such changes and their consequences largely explain why social networks have become such a powerful symbol of «new public diplomacy.» Using social networks, diplomats now have the opportunity not only to propagate the message unilaterally, but also to conduct educational conversations with a wide circle of the country’s population, but also outside the country.

The fact that the rapidly expanding scope of the application of digital technologies has not spared even such a traditionally conservative sphere as international relations is best evidenced by the speed with which a new phenomenon, called digital diplomacy, has consolidated in foreign policy [5].

What is digital diplomacy? And what is the place of digital technologies in the overall structure of public diplomacy and foreign policy of each country?

Digital diplomacy is a phenomenon of a new direction from the scientific and analytical point of view and in the field of public diplomacy. However, as analysis has shown, there is as yet no precise definition of such a phenomenon. But darker less, there are domestic and foreign scientists who are making an attempt to reveal the essence of the new term that has appeared in public diplomacy. Each scientist in his own way understands and in his own way interprets digital diplomacy, determines its function. For example, according to the Russian researcher N. Tsvetkov There are several terms used by the US government to indicate an innovative way to influence foreign society using the Internet: digital diplomacy, Internet diplomacy, social network diplomacy (Twitter diplomacy), and public diplomacy Web 2.0 (public diplomacy Web 2.0). [6, 110 pp.].

Researcher Chernenko E .. has a similar opinion, who notes that the use of the Internet is sometimes figuratively called the art of government in the 21st century, and in expert circles and the media there are definitions of “twitter diplomacy”, “electronic diplomacy”, “online diplomacy”, etc. d. [7, 25 pp.]. Experts of the Ural RISI Center believe that digital diplomacy is the use of the Internet and modern information and communication technologies (ICT) for the implementation of diplomatic and related foreign policy tasks. This phenomenon, in their opinion, is also denoted by the terms «network diplomacy» (Net Diplomacy) and «public diplomacy Web 2.0» (Public Diplomacy Web 2.0) «[8].

Russian researcher Surma I.V. in its work “Digital Diplomacy in World Politics”, digital diplomacy is seen as the widespread use of information and communication technologies, including new media, social networks, blogs and the like media platforms in the global Network to assist government agencies in the implementation of functions and communications on issues related to foreign policy, including mechanisms of influence on a foreign audience [2, 222 p.]. According to the author, digital diplomacy is the promotion of foreign policy interests, information propaganda via the Internet, social networks and mobile phones aimed at the mass consciousness of the public. What place does digital diplomacy take in the general structure of public diplomacy and the entire foreign policy arsenal? The American political scientist J. Nye, the author of the concept of “Soft Power” (Soft Power), noted that soft power is the ability to influence others in order to obtain the desired result through attraction rather than coercion or repayment. The soft power of a country is based on its cultural resources, values and policies. A strategy of “smart power” combines the resources of “brutal” and “soft” power. Public diplomacy has a long history as a means of promoting the country’s “soft power”. She was an essential component of victory in the Cold War. ” Thus, the following scheme is true: the general toolkit of foreign policy is divided into “soft” and “hard” power. Public diplomacy (or online diplomacy, etc.), in turn, is one of the areas of public diplomacy. And finally, the use of social networks to achieve foreign policy objectives is a key element of digital diplomacy. The resulting “nesting doll” is a simple classification that defines the place of “social media diplomacy” in the overall structure of modern diplomacy [9, 53-54 p.]. The main idea of the American scientist J. Nye is that it is necessary to consider digital diplomacy in the context of “soft power” as a tool that spreads about the attractive aspects of life in the country, culture, history, traditions and values of states. Digital diplomacy, being an instrument of “soft power”, helps to spread the state’s national interests outside. With the growing reach of the global network, it is constantly expanding its borders.

According to the expert of the Russian Council on Foreign Affairs, L. Permyakova, digital diplomacy, called by experts of the Silicon Valley “Web 2.0 diplomacy,” appeared relatively recently. A simplified definition of this phenomenon - the use of the web and information and communication technologies (ICT) for the implementation of diplomatic tasks - gives a completely comprehensive picture of it. There are several general areas where digital diplomacy as a resource of the foreign ministry is particularly effective. First of all, this is the implementation of public diplomacy: when establishing contacts with an online audience and creating new communication tools, digital diplomacy can provide the opportunity to directly contact the target audience with

specific messages, including involving authoritative opinion makers for cooperation. E-diplomacy promotes dialogue in the format “citizen-citizen, person-person”. This dialogue can be initiated both by the participants in civil society and by the state, which can act as a moderator of the dialogue. In the field of information management, including accumulated knowledge and experience: accumulation and analysis of a huge amount of information that can be successfully used in political forecasts and strategic planning. Thanks to modern ICT, the experience and information gained by various departments of the state’s foreign policy structure can be successfully used in different parts of the world, regardless of the location of the source and consumption. Implementation of consular activities: processing and preparation of visa documents, direct contacts with citizens located abroad. In case of emergencies and natural disasters: ICT implementation for emergency communication with the state embassy abroad. Judging by these directions, digital diplomacy is mainly applied in nature and is especially useful in working with foreign audiences, in matters of broadcasting an official position and building the image of a state. It is important to understand that in its usual sense it is unlikely that it will ever replace diplomacy. Closed negotiations will remain closed. However, it is in the power of digital diplomacy to explain why a decision was made, what results it will lead to, how it will affect the foreign policy process, i.e. open access for the general public to the results of the activities of traditional diplomacy [10].

According to the expert’s research, one can notice that social networks and the Internet have expanded the initial course of diplomacy. Modern diplomacy, in essence, is far from addressing not only international, but also the fundamental problems of national life. Consular work directly deals with the requests of citizens. For example, during the devastating earthquake in Nepal in the spring of 2015. the government used the social network Twitter to communicate with their compatriots, and the site “Person Finder” (search for people) appeared on Google to help find people who survived natural or humanitarian disasters [11]. It would be appropriate to mention the role of consulates in emergency situations. In the process of achieving high technology, it is necessary to increase the role of the humanitarian factor, promptly demonstrating sympathy and understanding for those in need in a particular situation. It should be noted that consulates that have sites provide Internet services to traveling to their compatriots citizens and have sufficient mobile applications, which positively affect the image of the country they serve. Consular workers go to social networks, have the opportunity to send messages to people in crisis situations. This practice is now more effective.

The most common term among US foreign policy leaders is «public diplomacy Web 2.0.» Public Diplomacy Web 2.0. - this is a mechanism for influencing a foreign audience through methods such as posting radio and television programs on the Internet, disseminating openly available US literature in digital format, monitoring discussions in a blog space, creating personalized pages for members of the US government on social networks, and distribution of information via mobile phones [6, 109 p.].

Interactive radio and television programs allow the US government to quickly reach consumers, instantly receive a feedback from the audience and, as a result, change the content of its information propaganda. Electronic magazines about the USA have an impact on young people who perceive information through visual and video images [12]. Social media monitoring allows Washington to direct blogger discussions in the right direction and mobilize protest youth groups and dissidents. Creation of personal pages of representatives of the political establishment on platforms such as Facebook and Twitter helps to build real communication between representatives of Washington and members of social networks. Finally, sending SMS messages to mobile phones of foreign citizens will allow the US government to reach the part of the audience that does not have access to the Internet.

Below is a table showing the features of traditional public diplomacy and public diplomacy Web 2.0:

Characteristics	Traditional public diplomacy	public Diplomacy Web2.0
Purpose	Promotion of US foreign policy interests.	Promotion of US foreign policy interests.
Implementation methods	Information propaganda through print media, radio and television; educational exchanges; cultural programs.	Information propaganda through Internet TV, social networks and mobile phones.
The main target foreign audience	The elite of a foreign state.	Youth with protests; dissidents.
Methods of promoting the main topic among the target audience	Unilateral informing foreign target audience.	Dialogue with foreign target audience.

Table 1 [6.110 p.]. According to the definition of the professor of communication school of the American

University P. Doshi, digital diplomacy is a new area in which governments directly interact with the public abroad through social networks. In a broad sense, what kind of work tools includes any available Internet resources, including web sites and blogs?

Historically, the main platform for digital diplomacy is the social network Twitter. For this reason, the terms “digital diplomacy” and “twitter diplomacy” (or “diplomacy”) are often equated. Twitter is called a microblock service, since the volume of each publication (tweet) is limited to 280 characters (until 2017, the user had half the number of characters at his disposal). In addition to text and links, a tweet can contain up to four images or a survey form with answer options, a video. Twitter-diplomacy combines a variety of approaches to work, therefore, in the social network feed; neutral announcements of the official pages of diplomatic missions on the schedule for receiving citizens on consular issues are side by side with figurative, often provocative statements by political figures. The disputes between the official pages (accounts) of the foreign affairs agencies are closely monitored by a large audience, including, among other things, journalists and other opinion leaders, that is, people whose position on certain issues affects the opinion of the masses [5].

According to the authors, digital diplomacy involves the use of modern information and communication technologies for the implementation of diplomatic and related foreign policy tasks. It provides opportunities for politicians to discuss and manage current issues in a timely manner and open up tremendous opportunities for new forms of networking and cooperation. Along with the well-established working methods of the foreign affairs agencies of various countries and traditional channels for transmitting information through radio, television and the press, the Internet is increasingly used for propaganda, collecting information, putting pressure on foreign governments, training activists and stimulating protest movements.

According to the expert in the field of public diplomacy in Kazakhstan D. Bektimisov, the experts do not have a single definition of the concept of “digital diplomacy”. On the whole, it is characterized as an additional tool for diplomatic activities carried out through the Internet, social networks and electronic communications. More and more people, especially young people, gather information online, abandoning traditional sources such as television and newspapers. Social networks are an integral part of digital diplomacy and a tool that every modern diplomat needs to own. With a competent presentation, they allow you to convey your opinion completely free of charge to the broad masses of the population. Monitoring social networks provides extensive opportunities to get a real picture and mood in the society of the host country, the opinions of the expert community, politicians, etc. There is even a specific term Twiplomacy and the organization of the same name that studies this activity. Ideally, each senior Kazakhstani diplomat should have a page on social networks and popularize Kazakhstan abroad” [13]. In general, it can be argued

that new information technologies are changing the nature of the information interaction between society and the state, expanding the rights of citizens by providing access to a variety of information, increasing the ability of people to participate in political activities. The great importance of digital diplomacy as a new means of political communication, which can significantly improve the quality of political discussion, should be recognized.

Conclusion. In conclusion, I would like to note that, first of all, the goal of digital diplomacy in the political and diplomatic sphere is to create open communication between the government and citizens. With the development of the Internet, with the advent of social networks, public diplomacy has expanded its borders, and thus, a citizen of his and a foreign country can freely participate in the domestic and foreign policies of his country, as well as a foreign country. That is, thanks to such a digital tool as Twitter, Facebook, YouTube, Instagram, Weibo, etc. a citizen of any other country can openly express his opinions regarding all political and diplomatic actions of the government. Using digital technologies, each state has the opportunity to promote the national values of its country, such as tourism, culture, etc. This shows the close connection between “digital diplomacy” and “soft power” and they become synonymous. Digital diplomacy is a highly effective tool for delivering information allows the intended message to penetrate deeply into the target audience and allows a two-way conversation between diplomats and the foreign public. Along with the fact that digital diplomacy is also associated with risks, it also determines the possible risks. Therefore, the authors believe that we need to study and apply more effective methods of regulating information flows in external relations.

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К.Ч. Байсултанова, Б.Б. Бактыбекова

Абылай хан атындағы Қазақ халықаралық қатынастар және әлем тілдері университеті, Алматы, Қазақстан

Қазіргі халықаралық қатынастардағы қоғамдық дипломатия аясындағы цифрлық дипломатия мәселелері

Аңдатпа. Қазіргі цифрлік технологиялардың дамуы дипломатиялық байланыстардың жаңа формасы цифрлік дипломатияның қалыптасуына әкелді. Бұл мақала цифрлік дипломатияның даму сипаты мен оның халықаралық қатынастарға әсерін анықтауға талпыныс болып табылады. Авторлар халықаралық аренада өз елінің мүддесін қорғаудағы әлеуметтік желілердің рөлін анықтауға тырысады. Олардың пікірінше, цифрлық дипломатияны әлемдік деңгейде маңызды мәселелерді шешуде оң құрал ретінде пайдалануға болады. Сонымен бірге, цифрлық дипломатия жария дипломатия аясында қарастырылып, алдыңғы қатарлы мемлекеттерде сыртқы саясатта қолданылатын дәстүрлі әдістермен қатар жүреді деген ой пайымдайды. Алайда, цифрлік дипломатия мемлекеттер мен басқа да қоғам институттары арасында жаңа инновациялық ықпалдасу түрлерін ашу мүмкіндіктерімен қатар, ақпараттарға қатысты қауіп-қатерлердің алдын алуға мүмкіндік туғызады. Авторлар осы жағдайларға байланысты дипломатиялық қарым-қатынастардың заманауи формасы әлдеқайда тиімді және болашағы жарқын деген болжамға келеді.

Түйін сөздер: қоғамдық дипломатия, цифрлық және электрондық дипломатия, әлеуметтік желі, мемлекеттік басқару, халықаралық қатынастар, жұмсақ күш.

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К вопросу цифровой дипломатии в контексте публичной дипломатии в современных международных отношениях

Аннотация. Современные цифровые технологии повлияли на формирование такой новой формы дипломатии, как цифровая дипломатия. Данная статья является попыткой изучения развивающегося характера цифровой дипломатии и определения ее влияния на международные отношения. Авторы стараются выяснить роль социальных сетей в продвижении интересов страны на мировой арене. Они считают, что цифровая дипломатия является позитивным инструментом, который может использоваться правительствами в решении важных вопросов на мировой арене. По мнению авторов, цифровую дипломатию можно рассматривать в контексте публичной дипломатии, которая является составляющей внешней политики ведущих государств мира наряду с традиционными методами. Однако цифровая дипломатия открывает новые возможности и иные инновационные формы взаимоотношений между странами и другими институтами общества, а также способствует профилактике рисков, связанных с информацией. Авторы полагают, что в связи с этим новая форма дипломатических отношений может быть более эффективной и перспективной.

Ключевые слова: публичная дипломатия, цифровая и электронная дипломатия, социальные сети, государственное управление, международные отношения, мягкая сила.

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