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DIPLOMATIC PROCESSES IN THE DIGITAL AGE: «NET-DIPLOMACY» AND KAZAKHSTAN'S IMAGE

This article examines the problem of public diplomacy and the new “network diplomacy”, which is a current subject of research in the field of international journalism. Meanwhile, due to global “digitalization”, the concept of new forms of diplomacy in modern science is blurred. The authors of the article compare the term “net-diplomacy” with “twi-diplomacy” (X-diplomacy), “public diplomacy”, “digital diplomacy”, “mediated public diplomacy”, which allows to comprehend and evaluate its potential; the authors also pay special attention to the importance of building a positive image. Observation, comparison and mixed methods of the research were used. The authors used «qualitative analysis» also, thereby comparing new forms of diplomacy developing in domestic discourse with the method of US public diplomacy. The authors come to the conclusion that “network diplomacy” is a form of public diplomacy, a means of developing the national interests of the state and raising its image in the international arena. The practical significance of the article lies in introducing a new type of traditional diplomacy and its implementation, proper use of the new forms of diplomacy. The authors of the study prove that traditional diplomacy has undergone major changes in accordance with modern requirements. This article will be relevant and useful not only for political scientists and international relations specialists, but also for specialists in the field of journalism, communication and PR.

Keywords: networked diplomacy, country image, communication, digitalization, mediated public diplomacy.

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Цифрлық дәуірдегі дипломатиялық үдерістер: «желілік дипломатия» және Қазақстан имиджі

Аталмыш мақалада зерттеу пәні халықаралық журналистика саласында өзекті болып келе жатқан қоғамдық дипломатия мен жаңа «нет-дипломатия» мәселесі қарастырылады. Қазіргі ғылымда күн сайын өзгеріске түсіп жатқан жаңа дипломатияның түрлері түсінікті емес. Мақала авторлары «нет-дипломатия» терминін жаңа шығып жатқан «twi-дипломатия» (X-дипломатия), «жария дипломатия», «сандық дипломатия», «медиативті қоғамдық дипломатиямен» салыстыру арқылы ел имиджін көтеруге ықпалы зор екенін дәлелдейді. Осы тұста зерттеу әдістері: бақылау және аралас әдістер қолданылады. Зерттеудің методологиясы ретінде сапалық талдау әдістемесін пайдалана отырып, автор отандық дискурста қалыптасқан жаңа дипломатия түрлерін АҚШ-тың қоғамдық дипломатияны жүргізу әдісімен салыстырады. Авторлар «нет-дипломатия» қоғамдық дипломатияның бір түрі ретінде, мемлекеттің ұлттық мүдделерін дамытуға және халықаралық аренада имиджін көтеру құралы ретінде қызмет етеді деген қорытындыға келеді. Зерттеу нәтижесінде ел имиджін жақсарту үшін күн сайын өзгеріске түсіп жатқан дипломатия түрлерін халықаралық қатынастар, журналистика аясында ендіру бойынша сыни пікірлер айтылып, арнайы ұсыныстар жасалады. Мақаланың практикалық маңызыдылығы дәстүрлі дипломатияның жаңа түрімен танысып оны қолданысқа енгізу. Жаңа дипломатия түрлерін дұрыс қолдану.

Авторлар бұл зерттеу аясында дәстүрлі дипломатияның заман талабына сай үлкен өзгеріске түскенін дәлелдейді. «Тwi-дипломатия», «медиа дипломатия», «жария дипломатия» және «қоғамдық дипломатия» тақырыбы тек саясаттану ғылымында ғана емес сонымен қатар журналистика, коммуникация, PR саласындағы мамандарға өзекті әрі пайдалы болады деген сенімдеміз.

Түйін сөздер: желілік дипломатия, ел имиджі, коммуникация, цифрландыру, медиативті қоғамдық дипломатия.

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Дипломатические процессы в цифровую эпоху: «сетевая дипломатия» и имидж Казахстана

В статье рассматривается проблема публичной дипломатии и новой «сетевой дипломатии», которая является актуальным предметом исследования в сфере международной журналистики. В силу глобальной «цифровизации» понятие новых форм дипломатии в современной науке размыты. Авторы статьи сравнивают термин «сетевой дипломатии» с «тви-дипломатией» (X-дипломатия), «публичной дипломатией», «цифровой дипломатией», «медиативной публичной дипломатией», что позволяет осмыслить и оценить ее потенциал, а также подчеркивает важность построения позитивного имиджа.

Методология статьи представлена наблюдением, сравнением и гибридными методами изучения современных коммуникативных процессов в сфере дипломатического дискурса. В качестве ключевой методологии авторы используют качественный анализ, сопоставляя и сравнивая новые формы дипломатии, развивающиеся в отечественном дискурсе, с методом публичной дипломатии США. Авторы приходят к выводу, что «сетевая дипломатия» выступает формой публичной дипломатии, средством развития национальных интересов государства и поднятия его имиджа на международной арене.

Практическая значимость исследования заключается в ознакомлении с новым видом традиционной дипломатии и ее реализации. Описывается корректное использование новых форм дипломатии. Авторы исследования доказывают, что традиционная дипломатия претерпела серьезные изменения в соответствии с современными требованиями. Данная статья будет интересна и полезна не только политологам и специалистам сферы международных отношений, но и медиаисследователям, журналистам и PR-специалистам.

Ключевые слова: сетевая дипломатия, имидж страны, коммуникация, цифровизация, медиативная публичная дипломатия.

Introduction

The topic of globalization has been a subject of global interest since 1990. In the 1960s and 1970s, academics engaged in research on politics, society, international relations, and technology explored a range of dimensions of globalization. The subject remains a topic of ongoing debate. The concept of globalization is open to a variety of interpretations. One perspective posits that the phenomenon of globalization can be defined as the establishment of a unified global economic, legal, cultural, and informational space. In contrast, another viewpoint argues that the impact of globalization extends beyond the economic sector and affects all major areas of public life, including politics, ideology, and culture. Over the past decade, there has been a proliferation of discourse surrounding the pivotal questions of what the process of “globalisation” entails and what benefits can be derived from it. According to Anthony Giddens, “globalization” is a term that emerged unexpectedly, and has an impact across all spheres (Bjola, C. and Holmes, M. 2015).

The rise of globalization is intricately linked with intercultural communication, which is unifying the world and transforming it into a singular commu-

nicative realm (Thomas, 2015). V. Mezhuev argues that in the era of globalization, cultural processes establish relationships between states and nations. Individuals are free to access any aspect of world culture and pursue spiritual development regardless of their nationality or geographical location. In this context, intercultural communication facilitates the exchange of values during interactions between varying subjects, social groups, cultures, and civilizations. Intercultural communication is a hallmark of modern society and has emerged in fields such as business, production, and education. In this context, cultural and linguistic studies aim to establish effective intercultural communication and mutual understanding between partners (Mezhuev, 2019). Learning a foreign language allows individuals to immerse themselves in the culture and traditions of that country. Culture encompasses the environment in which individuals interact, form relationships with the outside world and define their identity. Clifford Hertz notes that culture is multifaceted, comprising of how individuals communicate, perceive time and relate to life. Cultural exchange allows individuals to share experiences and manage their actions. However, international communication participants face many obstacles in the process of adapting to

different cultures, which reduces the effectiveness of the implementation of widespread international projects (Copeland, D. 2013).

Nowadays, teaching foreign languages is very important in educational institutions. While learning the language of another country, a person tries to understand the strange world and culture through his native language and culture.

According to E.V.Krepkogorskaya, learning the common phraseological features and differences of two languages contributes to a deep understanding of the national specifics of the speaker of another language and deepens linguistic knowledge. All this leads to mutual understanding, intercultural dialogue, patience and communication between partners. The dialogue of cultures is not only an exchange of material and spiritual achievements of countries and peoples in the fields of production, trade, science, and art, but the dialogue of cultures is carried out in the form of interaction of ethnic groups in various cultural spheres. In cultural anthropology, this relationship is called "intercultural communication" in the exchange of products of one or more cultures in various forms. This relationship can exist both in politics and in people's daily lives, between family and informal relationships. With the advancement of language, individuals can easily communicate their viewpoints through social media networks and access one another's information without any difficulties. During the era of information warfare, the Internet and advanced technical equipment play a significant role. The time of globalization really proves this. At the same time, several foreign and national academics see this process as a new form of diplomacy.

Research Methods and Materials

This research examines the emergence of new forms of diplomacy in the digital age and assesses their current popularity and image on the global stage. In order to conduct this study, we compared and analyzed how developed nations practice emerging diplomatic approaches in the digital age.

The process of digitizing information on a large scale is of great importance in the context of the Ministry of Foreign Affairs' new direction for diplomatic work and the conduct of relations at a higher level. Furthermore, the MFA is anticipated to assume a pivotal role in the realm of communication and information networks, which serve as the bedrock of contemporary diplomacy. This is a crucial aspect of digitalization within the diplomatic domain. In light of these considerations, the Minis-

try of Foreign Affairs' work was also evaluated in terms of its responsibility for diplomatic development and the country's image.

The article also considers the history of the new diplomacy, its significance, and its spread. A chronological table has been presented to illustrate the digitalisation process of American diplomacy. The table records the direction and history of development, and an example has been provided.

Research materials

Amongst scholars specialising in international relations, information and communication technology experts, digitisation strategists and social media advocates, diplomats and political scientists, the recent rapid evolution of diplomacy has generated considerable excitement. It is indubitable that the advent of digitisation, which has supplanted traditional, face-to-face diplomacy, has precipitated a transformation in all aspects of public life. The face-to-face or cabinet diplomacy that we refer to is no longer a secret. Its nature has undergone a transformation. The digitisation of diplomacy has led to the recognition of diplomacy as a social institution.

In the current year, the politicians of Kazakhstan have engaged in a wide-ranging discussion of the subject of digital diplomacy. In this context, he shared his views with the experts of KISI under the President of the Republic of Kazakhstan.

Iskander Akylbayev, the chief expert of the European and American Research Department, asserts that the integration of diplomacy with emerging technologies is not merely a tool for global influence, but also a catalyst for economic and social advancement in Central Asia, facilitating constructive engagement with the global community. The country of Kazakhstan, situated at the heart of Eurasia, is in a position to address global issues on a global scale. (<https://kisi.kz/ru>)

At this juncture, it seems prudent to provide a brief overview of the historical context. In the early 21st century, the impact of societal transformations on diplomacy is significantly greater than it was in previous eras. (Giddens 2019). Furthermore, it is recommended that technical terms be incorporated in order to enhance the clarity of the text. In addition, a logical structure with causal connections should be maintained. It is challenging for governments to anticipate forthcoming developments, let alone events, due to the rapid pace of societal change. Although new technologies seem to improve the ability to forecast future trends, subjectivity must be avoided to ensure an objective analysis. Gumerova

states that the rapid development of information and communication technologies, as well as the internet, has brought significant changes to the modern information world. (Gumerova 2010) The exponential growth is without precedent and is precipitating transformative changes across all sectors of society and the state, particularly in the realm of international politics. Nevertheless, this growth has also given rise to the potential for the manipulation of public opinion through social engineering and the management of large numbers of people for political purposes. This phenomenon is becoming increasingly prevalent and is attracting significant attention. The relationship between new communication technologies and the transformation of domestic and international politics can be obscured by an excessive focus on social media. Clingendael, the Dutch Institute for the Study of International Relations, has introduced the concept of 'integrative diplomacy' into

the field of science. This novel form of diplomacy has emerged in the 21st century and is well-known among European scholars. (Kurbalija, 2013).

Research Discussion

As previously stated, the process of mass digitisation has both positive and negative implications. While it is important to remain abreast of contemporary developments and withstand global criticism, it can also give rise to an information war. The advent of information and communication technologies (ICT) and the Internet has given rise to novel forms of international conflict. The United States is regarded as the epicentre of digital diplomacy, also known as public diplomacy. The United States government defines "digital diplomacy" as the utilisation of social networks in diplomatic practice.

Table 1 – The Evolution of America's Digital Diplomacy

From 1996 till 2000	The White House Invented electronic magazine and began the process of integrating alumni through the official website of the State Department.
In 2001	The United States, known as the home of public diplomacy, understands the need for Netdiplomacy. A new type of diplomacy – network diplomacy has been released.
From 2002 till 2003	President George W. Bush, who ruled the country at the beginning of the 2000s, began to transfer all traditional media to the online format.
In 2006	The USA created the first device to record and monitor all negative information about the country. This headquarters aims to identify information that harms America's reputation in the world's press and respond to it promptly.
In 2006	In the same year, the US Secretary K. Rice opened the official blog of the US Department called Dipnote. At the same time, various electronic magazines and state portals of the presidential administration began to open. (eJournal USA, Weekly Newsletter, Student Corner)
In 2007 till 2008	USAID is an American agency that is present all over the world. At the beginning of the 2007s, the agency began its intensive work and established 15 headquarters together with the CIA and the Ministry of Defense. The purpose of these 15 headquarters is to explore social networks, various blogs and chats in the international arena. By that, he was destroying negative information about America.
In 2010	The US State Department has developed a strategy for American diplomacy entitled '2011-2013: Digital Diplomacy. Strategic Actions for the Development of Information Technology.' To achieve this goal, a research centre will be established at Harvard University to study the political leanings of social media users. Harvard University researched the political leanings of social media and blog users in foreign countries. Another project was the first conference of online dissidents. The State Department's third initiative seeks to establish dissident communities in «non-democratic» states via the Internet. Internet-based dissident groups in «non-democratic» states. In autumn 2010 a plan Civil Society 2.0 was released. American politicians hold various large meetings and conferences within the framework of digital diplomacy. 2010 brings together bloggers from all over the world at the Bush Institute in Texas. They are bloggers who oppose their head of state. This country includes Cuba, Russia, Iran, China, Colombia, Venezuela, and Syria. And Syria and Venezuela read a report at the conference.
From 2011 till 2014	The new US public diplomacy has eliminated the concept of the monologue. They suggested that this diplomacy is «dialogue» or «listening» or «feedback». America was quick to respond to public comments online. This approach prompted American officials and politicians to open their social media pages. An online diplomacy center was created by the Agence France Presse (AFP) agency. This hub analyzes and evaluates the expressions of the world politicians and celebrities on Twitter. Also taken data results are visualized, allowing for the creation of a constantly updated rating. The AFP database of sources includes thousands of presidents, prominent ministers, diplomats, and political experts, activists, and even hackers.

Digital diplomacy is a field of study that addresses diplomatic issues through the utilisation of new information and communication technologies. The principal instruments of digital diplomacy encompass new media, social networks, blogs (interactive forums with real people), chats, and global networks. State agencies, particularly those with responsibilities in foreign policy and government, engage in digital diplomacy. Non-governmental organisations (NGOs) are also involved in the implementation of foreign policy agendas.

Research Results

As in the case of Kazakhstan, the government should initially evaluate the potential for establishing an in-house digitisation unit with specialist expertise to provide structural support. A case in point is the US State Department, where all ministry departments, in particular those at the management level, were actively engaged in digital innovation. Secondly, an individual who actively assists and promotes the advancement of digitisation is required, commonly referred to as a «brand ambassador». For instance, in the US, Hilary Clinton established a dedicated digital team with Alec Ross and Jared Cohen leading the effort. In Sweden and India, Carl Bildt and Prime Minister Modi serve as active «twiplomats». Our research shows that numerous politicians, heads of state, and prominent individuals worldwide utilise the Twitter social network. Prior to assuming presidency, Tokaev Kassym-Jomart Kemeluly, the President of the Republic of Kazakhstan (2019), shared information and maintained a page on the Twitter social network. In April 2019, they created an Instagram account which now has 324k followers. The President's decision to join this social network has been a topic of extensive discussion in the country, receiving maximum support. The page link for tokayev_online is as follows. Upon launch, there was a flurry of subscriptions from hundreds of thousands of individuals. The overall level of activity on the page is considered very high. The third aspect concerns the training of skilled colleagues, specifically diplomats, to effectively navigate the network and share information with specialized groups. It is imperative to establish criteria for professional diplomats, including their depth of understanding of digital diplomacy and their ability to approach it with a comprehensive, educated and innovative mindset. Additionally, security concerns must be carefully considered during the implementation of digital diplomacy. This factor can undermine the privacy principles of digital

technology and social networks because the issue of cyber security is frequently raised in contemporary times. The Ministry of Foreign Affairs of the Republic of Kazakhstan is transitioning to digital tools, not only through social media but also by developing mobile applications. For instance, in 2017, the «Smart Travel KZ» app was launched to assist citizens traveling outside the country. The application contains guidance, recommendations, and alerts for travellers, along with data on the countries they plan to visit. Furthermore, this application enables citizens of Kazakhstan to directly communicate with employees of the Ministry of Foreign Affairs whenever required. The Ministry of Foreign Affairs of the Republic of Kazakhstan has developed several mobile applications, including «Kazakhstan Land of the Great Steppe», which serves as a road guide for tourists and researchers. The Ministry of Foreign Affairs of the Republic of Kazakhstan has developed several mobile applications, including «Kazakhstan Land of the Great Steppe», which serves as a road guide for tourists and researchers. The app offers general information on politics, economy, history, and geography of Kazakhstan, making it an invaluable resource for visitors to the country. These digital mobile projects are contributing to the advancement of Kazakhstan's public diplomacy. Google, which offers numerous electronic services, is a popular platform for state tourism promotion and ensuring guest comfort. Although Kazakhstan is not yet a technological giant like some other countries, it has ambitious plans for the future. One of these plans was the state project 'Digital Kazakhstan', which was launched on December 12, 2017. This program offers various digital services, such as 3D printing, mobile and online banking, and complete digitization of healthcare, social, and educational systems. The creation of various projects, such as electronic maps of the country, online maps and guides, and 3D rendering of city streets, has been facilitated by our country's development. Meanwhile, many nations have introduced their national language into Google's automated translation service. National museums, libraries and archives have entered the Google Art Project. In addition, Google Books has built collections of national libraries. This has proven to be a fruitful method for commemorating the cultural accomplishments and values of each state on a worldwide information exchange realm. It is essential for a country desiring to remain abreast of digital civilization. It is not Google, but this approach that is required. Literacy in social network usage is crucial for diplomats due to the speed with which information is disseminated. Diplomatic per-

sonnel must have the ability to determine the accuracy of information and discern what to share with social media users. The quality of online services, not the existence of social media pages, is the primary measure of digital diplomacy. The tools provided by the social network afford a degree of informality to government bodies' official pages, making it feasible to communicate information in an engaging and appealing manner. However, this remains a secondary consideration. Returning to the domestic experience, the Ministry of Foreign Affairs of the Republic of Kazakhstan has good opportunities for the development of digital diplomacy. The reason is that this issue is being raised at the state level. The government of Kazakhstan is shifting the market to the development of digitization in various spheres of activity. Today, the Ministry of Foreign Affairs of the Republic of Kazakhstan actively uses social networks such as Twitter and Facebook, and at the same time releases its own digital mobile applications. At the same time, Kazakhstan's achievements in digital diplomacy reflect the country's international ranking. Currently, Kazakhstan is in the first ten out of 210 countries. But the future development of Kazakhstan's digital diplomacy requires a systematic approach.

In recent years, digital technology and innovative rational solutions have played an important role in the perspective of human development. In many developed countries, various spheres of activity are being digitized, from simple business processes in institutions to the management of entire cities and economic sectors.

Conclusion

In conclusion, the research object under consideration is of significant importance in the contemporary era. The relationship between digital technology and diplomacy has given rise to the phenomenon of digital diplomacy. In order to make competent, useful and professional use of the Internet and to establish relations with the foreign public, it is necessary to improve digital diplomacy. This can be achieved by enhancing social media (public diplomacy) and mobile consular services. Digital diplomacy is a component of the broader digitisation process. It has an international character. It plays a significant role

in shaping the external image. A significant number of countries employ digital diplomacy in their foreign policy, with the objective of supporting their citizens in addressing diplomatic and consular issues within the context of public diplomacy. The social network is becoming an increasingly prominent platform for the delivery of news and the monitoring of public opinion. Given that over half of the global population uses social networks, it is evident that digital technologies hold significant importance. However, with this increased reliance on digital platforms comes a set of inherent risks. As these new communication channels become increasingly international, the content shared on them assumes greater significance. It is therefore crucial to recognise the importance of social networks and to ensure that the text and content of each piece of information is given sufficient importance.

In the context of public diplomacy, digital diplomacy represents a novel approach to influencing foreign audiences. These methods include facilitating access to television and radio programmes via the internet, transforming popular literature into digital formats, and promoting state figures and politicians on social media platforms with the objective of influencing the country's image. It is of the utmost importance to engage in comprehensive dialogue and communication in the context of digital diplomacy. The advent of social media has become a subject of interest for those engaged in diplomatic practice. Researchers in the fields of international relations, state affairs, media studies, and technology enthusiasts are now discussing new forms of diplomacy, including electronic diplomacy, integrative diplomacy, cyber diplomacy, and twiplomacy. It is recommended that Kazakhstan should adopt a more strategic approach to diplomacy, drawing upon the experiences of major states from 10-15 years ago. The Digital Bridge meeting has been held annually in the cities of Astana and Almaty since its inception. The objective is to facilitate the digitisation of the country and the development of the IT industry. Nevertheless, even during this meeting, it is evident that public diplomacy is undergoing development. This research has been funded by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan (Grant No. AP14972830)

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