Technology and Foreign Policy: Public Diplomacy in Digital Era

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ABSTRACT

The aim of this paper is to highlight the growing impact of information and communication technologies for diplomacy in relation to recent developments, as well as the specifics, challenges and limitations associated with their use in this area. Foreign scientific journals reflect the above issue in the longer term; therefore the intention is to draw attention to those aspects for domestic discourse. Digital diplomacy is perceived in several ways: as a tool of traditional diplomacy, the way of external and internal communication, as one of the instruments of cyberpower, not least as a part of cyber ecosystem. In the context of conceptual definition is not possible to determine whether in the case of digital diplomacy is a new form of tool, media or environment of diplomacy. Digital diplomacy subsumes all of these aspects and in its complexity can be an effective instrument, beneficial environment, or media with wide impact and serve for better representation of the state and promotion of its interests.

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