Digital Diplomacy 101: Digital Media, as an instrument of Public Diplomacy Exploring Digital Diplomacy

Reviews

Great eBook and useful one. It was actually written really completely and useful. You are going to like the way the article writer publish this publication.

(Prof. Ernestine Emard)
Public diplomacy is all about winning the hearts and minds of foreign publics. Managing relations with media is an important element of public diplomacy to reach that goal, but the media itself is going through a transformation, an evolution to be exact, with advancing technology on a daily basis. Most of the traditional media outlets are being digitalised. While print papers are going bankrupt, a new digital channel like BuzzFeed, which we never heard 10 years ago, is becoming more valuable in stock market than even New York Times. In many countries, the number of people following the digital media is surpassing or has been already surpassed the conventional media. That's why public diplomats needs to update themselves and focus more on digital media and new digital media channels. With that said, this study tries to emphasize the importance of digital media for public diplomacy. Not only public diplomacy but also the diplomacy itself is also using digitalization wave to its advantage. Digital diplomacy is becoming more and more popular. Technology is enabling diplomats to conduct diplomacy in less time, spending less money. But aside from very few publications that mostly limit digital diplomacy to diplomats presence on social media, there are not many academic studies focusing on the full scope of digital diplomacy. This study humbly aims to put a spotlight on digital diplomacy and offers and introduction to it.
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