

Historical phases of diplomacy development

المراحل التاريخية لتطور الدبلوماسية

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DOI: <https://doi.org/10.70411/MJLS.2.2.2024118>**Abstract:**

in international relations diplomacy serves as the channel for representation. States through the practice of diplomacy expose and position themselves in the international system by the use of the soft power because, its values are not imposed forcefully on countries but they rather inculcate the habit by practicing, reciprocity , and mutual consent. aiding in the expansion of political, economic and cultural ties between countries in the global system, and most importantly aid at ending up in a peaceful correlation among states. The research begin by introducing diplomacy, the origin of this word and concept, the diplomat, the most important practices and roles that he carries out, in addition to the international treaties that govern diplomatic relations, and exploring the historical development of diplomacy and reviewing its origins, starting with the correspondence that was sent between tribes and the immunity enjoyed by the messenger, all the way to the Renaissance era in Europe, and Italy in particular, and their advancement of diplomacy to what closely resembles modern-day diplomacy. Then move quickly to post-World Wars diplomacy as a pivotal point in the history of the development of diplomacy after countries found themselves recovering from devastating wars, and which worked to dissolve the traditional concept of borders, especially with the presence of the Internet and the unprecedented development in all means of communication 7 social media platforms and its contribution to performing all the tasks of diplomacy in a proper smother manner as well as the emergence of the concept of digital diplomacy. and how the change in the international system affected the development of diplomacy, its function and its concept.

Keywords: Modern diplomacy, diplomate, historical development ,diploma, globalization.

المخلص:

إنّ الدبلوماسية في العلاقات الدولية تُعتبر بمثابة قناة للتمثيل. إنّ الدّول من خلال ممارستها للدبلوماسية تكشف عن نفسها، وتضع نفسها في النّظام الدّولي عن طريق استخدام القوة النّاعمة، لأن قيمها لا تُفرض بالقوة على الدول، بل تُغرس هذه العادة من خلال الممارسة والمعاملة بالمثل والموافقة المتبادلة. وتهدف الدبلوماسية في كثير من الأحيان إلى المساعدة في توسيع العلاقات السّياسية والإقتصادية والثقافية بين الدول في النظام العالمي، كذلك تساهم في المحافظة على علاقة سلمية بين الدول، أو المساهمة في الوصول إلى حلول سلمية في أوقات الأزمات و الصراعات. يشمل البحث التعريف بالدبلوماسية ونشأتها، والمفهوم و الدبلوماسي وأهم الممارسات والأدوار التي يقوم بها بالإضافة إلى المعاهدات الدولية التي تحكم العلاقات الدبلوماسية، ثم بتطرق البحث إلى التطور التاريخي للدبلوماسية واستعراض أصولها بدءاً من المراسيل التي كانت تُبعث ما بين القبائل، والحصانة الذي يتمتع بها الرسول وصولاً إلى عصر النهضة في أوروبا تحديداً في إيطاليا ونهضتهم بالدبلوماسية إلى أقرب ما تشبه فيه الدبلوماسية في العصر الحديث. ثم الانتقال إلى دبلوماسية ما بعد الحربين العالميتين كنقطة محورية في تاريخ تطور الدبلوماسية بعد أن وجدت الدول نفسها تتعافى من حروب مدمرة، وبدأ ظهور أشخاص جدد في المنظومة الدولية على الساحة الدبلوماسية مثل المنظمات الدولية والاقليمية، حتى نصل إلى الدبلوماسية الحديثة، وتأثير ظاهرة العولمة التي عملت على اذابة مفهوم الحدود التقليدي خاصة مع وجود الانترنت والتطور غير المسبوق في كافة وسائل الاتصال والتواصل وإسهامه في أداء كافة مهام الدبلوماسية بشكل سلس وظهور مفهوم الدبلوماسية الرقمية، وكيف أثر التغيير في النظام الدولي على تطور الدبلوماسية وظيفياً ومفهوماً.

الكلمات المفتاحية: الدبلوماسية، التطور التاريخي، الدبلوماس، الدبلوماسية الحديثة، العولمة.

Introduction

Diplomacy is the way in which the state express its image and existence on the international level, or as described by Robin Hobb “Diplomacy is the velvet glove that cloaks the fist of power.” Or by the Syrian expert, Mamoun al-Hamwi, diplomacy is a practical exercise of running the foreign affairs of the state, and it is a science and art ... a science that requires a deep study of the existing relations between states and their mutual interests, in the past and the present, and it is an art because it is based on special talents of the diplomat whose mainstay is tact, prudence and strength of observation also awareness and knowledge

There is no doubt that humans have always engaged in activities that involve sending messages back and forth. However, Edmund Burke was the first to label diplomacy in 1796, (Iriqat) , in international relations diplomacy serves as the channel for representation. States through the practice of diplomacy expose and position themselves in the international system, its often called out as the second oldest profession, or called as the soft power because, its values are not imposed forcefully on countries but they rather inculcate the habit by practicing, reciprocity, and mutual consent.

Countries by diplomacy set out the broader goals and strategies that guide their interactions with the rest of the world. International treaties, agreements, alliances, are usually the result of diplomatic relation, states correlate with each in a cordial manner , to negotiate on policies that correspond to the interest of both states ,so do the diplomats who voice out the views, policies and objections of countries as participators in the international system, aiding in the expansion of political, economic and cultural ties between countries in the global system , and most importantly aid at ending up in a peaceful correlation among states.

Starting with the correspondence that was sent between tribes and the immunity enjoyed by the messenger, the research begins by introducing diplomacy, the origin of this word and concept, the diplomat, the primary duties and roles that a diplomat carries out, as well as to the international treaties that regulate diplomatic relations. It then explores the historical development of diplomacy and reviews its origins, all the way up to the Renaissance era in Europe, and specifically Italy, and their advancement of diplomacy to what closely resembles modern-day diplomacy. Then, as states started recovering from catastrophic conflicts, swiftly shift to post-World War II diplomacy as a turning point in the history of the profession.

Chapter one:

Definition and concept of Diplomacy

As Sir Ernest Satow said “Diplomacy is the application of intelligence and tact to the conduct of official relations between governments of independent states.” Or way, with which the government and the private individuals and groups can directly or indirectly influence those public opinions and positions, which directly influence the foreign politics decisions of another government (Benno H. Signitzer, 1992), or that its the conduct of international relations by negotiation and dialog or by any other means to promote peaceful relations among states by a set of practices, institutions, and discourses that are key for the functional and normative needs (Cornago, 2019.).

A diplomat is a person appointed by a state to conduct its diplomatic affairs with other countries or with international organizations. This diplomat enjoys diplomatic immunity, which means a kind of legal immunity. It is a policy followed among the governments of countries to ensure that their diplomats are not prosecuted and tried under any legal penalty by the host country. Within an agreement that was signed and considered international law at the Vienna Conference on Diplomatic Relations, which was held in the year one thousand nine hundred and sixty-one. (الحلايقة، آخر تحديث: ٤٩:١٢، ٢٧ يونيو ٢٠١٩).

Vienna Convention on Diplomatic Relations 1961. A treaty of an international nature that established the procedures and controls that govern diplomatic work between countries, defines the meaning of a diplomatic mission and the rights and duties of its members, and precisely clarifies the concepts of diplomatic immunities and privileges and mechanisms for severing relations. In fact, it is an extension of a historical context in which peoples have tried since ancient times to deal with each other through peaceful channels, in which the diplomatic envoy represents the cornerstone role. (Salmon, 1994) (خداوي, 2020/2019)

In addition to Vienna Convention on Consular Relations: 1969: This agreement came as a result of a long history of consular practice that was primarily linked to commercial relations and was later colored by political, judicial and maritime relations and others. We can say that the Convention regulates consular relations from the perspective of the jurisdiction of international law so that determine the basic principles of these relationships, and this is what can be read in its four sections (chapters), dealing with the first establishing consular relations, appointing consuls, their duties, mechanisms for performing them, and

terminating those relations. The second section: Immunities and privileges of the consular mission and immunities and privileges of acting consuls. While the third chapter specified the immunities and privileges of honorary consuls, the fourth and final section was devoted to general and final provisions. (خداوي, 2020/2019)

Tasks and duties of diplomacy: The diplomatic delegate outside the country collects information about every matter that carries value from the point of view of his country, and then sends official reports that often come in the form of symbols and codes to their country. The diplomatic delegate also defends the rights of his citizens who reside outside their country in the country to which he is envoyed. The permanent and main headquarters of diplomats is the embassy or legation. There is only one difference between the embassy and the legation, which is the degree of assignment of the diplomat. The ambassador heads the embassy, while the minister plenipotentiary is responsible for heading the commission. (الحلايقة, آخر تحديث: ١٢:٤٩ ، ٢٧ يونيو ٢٠١٩)

The one thing that we could be sure of all the above that there isn't actually a one standard definition of diplomacy , all of them together shape what could be diplomacy by adding or removing important keys of it , diplomacy can be seen as an ever-changing concept that digests all the needs to comply with the changes.

Function of diplomacy

The structure of diplomatic posts has changed from a loose one to an organized institution made for mostly a specific purpose , we can say that its main function that derive from the Vienna convention on diplomatic relations are, first representing a state's interests and conducting negotiations or discussions designed to identify common interests as well as points of contention between the parties, in order to accomplish governmental objectives and prevent conflict (anoun, 2009).

The second function of diplomacy includes “gathering of information and subsequent identification and evaluation of the receiving state's foreign policy goals” (Ameri), Information collecting is the responsibility of diplomatic postings; nevertheless, when returning home with the material, a Foreign Ministry examines it and decides what foreign policy should be implemented.

The third critical function of diplomacy is working on the expansibility of political, economic, and cultural ties between two countries,) (UN, 1961). which is one of the main characteristics that govern modern world international relation. Ties could be build between states based on the mutual culture or shared historic background. Even a war could be stopped somenly on the fact that it would affect

economic ties between a state and another. So, the use of diplomatic function for the expansion of these aspects specifically in the modern world is a treasure with right use.

Finally, the fourth function of diplomacy is that “diplomacy is the facilitating or enforcing vehicle for the observation of international law” (Ameri 2). It is the diplomat’s job to promote the country’s national interests and keep ties with other countries open (anoun, 2009), sign agreements on behalf of their countries and These agreements cover a wide range of topics that are beneficial to both nations and encourage peaceful cooperation. Additionally, individuals benefit from the services provided by several diplomatic posts worldwide. They primarily provide consular services to people traveling abroad. Visas for foreign travel are issued by the embassies, high commissions, and other consulates. and have the chance to travel, do business, and further their education abroad. At their duty stations, they also support and safeguard nationals of their nations. Because of this, people can live in a different country in relative ease and with little to no worry. (Antwi, March 2019).

Diplomacy has various works like mediations, arbitration and summits, but its main two works are Bargaining and Negotiation: the later is the key component in diplomacy, because in negotiating the representatives of states find a common interest, which is vital, with its representatives are able to devise a solution that is in the interest of both sides, and sometimes the stage of pre negotiations is often more important than the actual phase of negotiations.

This puts the pressure on a diplomat to be an excellent negotiator, Talleyrand said “A diplomat who says “yes” means “maybe”, a diplomat who says “maybe” means “no”, and a diplomat who says “no is no diplomat.” Such delivery must rely on a mix-and-match set of techniques and tools of persuasion negotiation and pressure of coercion, a nation's diplomat, is required to function as his or her country's eyes, ears, and voice abroad, must be aware of national interests and values while being able to understand foreign politics and cultures. Intelligence, tact, discretion, circumspection, patience, self-control, teamwork, adaptability, creative imagination, and the capacity to signal and communicate accurately to the intended audience while being able to point to plausible alternative meanings to other audiences are among the skills required of professional diplomats. They also need to have the linguistic versatility and intellectual facility to present the necessary accommodations and compromises that come from intense bargaining to reach a win-win situation. (Andrew F. Cooper)

And above all, a diplomat has to be a catalyst for peace and understanding between peoples, because of his\her principal role to foster peaceful relations between states. This role takes on heightened importance once war breaks out, negotiation and diplomatic relation must necessarily continue but within significantly altered contexts.

Chapter two:

Historical background

There were elements of statehood in early cultures, and intertribal connections gave rise to the earliest international law. Laws governing trade and hunting were negotiated by the tribes. Messengers and envoys were accredited, sacred, and inviolable; they usually carried some emblem, such as a message stick, and were received with elaborate ceremonies.

Diplomacy in its traditional form was concerned primarily with the transition from a state of war to a state of peace and vice versa. In other words, diplomacy is concerned with aspects of conflict communication and peacemaking. Although this is an essential aspect of diplomatic activities in the past and present, it must also be noted that today this aspect is considered the single most important aspect of all; Diplomacy has become to a large extent broader in scope than the diplomatic policies practiced by states and governments, and although the formal legal formalities of diplomacy that were based on the Vienna Conference held in 1961 on diplomatic relations only recognize diplomatic relations on the international scale; It is difficult to turn a blind eye to the diplomatic policies that are practiced throughout the international economic system, from the activities of multinational companies to the interventions of intergovernmental economic organizations operating at the global level, especially the World Trade Organization. These organizations, in turn, have networks of diplomatic relations that operate within and outside traditional diplomatic systems. The same applies to another wide range of diplomatic activity: civil society organizations. The epic stories of failed states, those in the process of failure, civil conflict, and international terrorism; In fact, it has resulted in a whole new world of urgent communication between states and NGOs, between NGOs on the one hand and intergovernmental organizations on the other, and between NGOs and one another. (سرياكوسا، 2017/01/26)

Middle Ages Diplomacy

Diplomacy has existed since the time when States, empires or other centers of power dealt with each other on an official basis. Egypt has uncovered a large number of diplomatic records that date back to the 13th century BC. At the time, international relations were mostly conducted through what was called back then negotiation, which carried out the functions in parallel with professional activities, The greatest knowledge of early diplomacy comes from the Middle East, the Mediterranean, China, and India. Treaty records from the city-states of Mesopotamia go back to approximately 2850 BCE. After that, Akkadian, also known as Babylonian, emerged as the first diplomatic language and remained the Middle East's common speech until Aramaic took its place. On cuneiform tablets written in Akkadian, neither of the two kingdoms' native tongues, there was a diplomatic exchange between the Egyptian court and a Hittite monarch from the fourteenth century BCE.. The oldest treaties of which full texts survive, from about 1280 BCE, were between Ramses II of Egypt and Hittite leaders. (Marks)

Diplomacy and international relations at this stage were active in the Middle East, where cities were established in this region that extended from the land of Mesopotamia, the Tigris and Euphrates, to the Nile Valley, surrounded by small cities and city-states, the largest of which was the Empire of the Chaldeans, the Babylonians, or the Empire of the Pharaohs. International relations were characterized by the characteristics of Asian society that shaped A common denominator for vast civilizations extending from Egypt to Syria, Persia, and even Indochina. Authority was strongly concentrated to manage the affairs of government, and the ruler or king embodied the state. Diplomacy and international relations were implemented to serve the foreign policy whose goals were determined by the emperors and kings, and all public and private problems were solved. (Usually by war) or (by peace), within an agreement or treaty concluded after negotiation through envoys or messengers.

For example: Egypt was following rules based on pursuing a foreign policy based on the principle of strong balance and the policy of providing financial aid and gifts to neighbouring kings in addition to intermarriage. It was also discovered a group of diplomatic letters, numbering 360 clay tablets, which represent diplomatic correspondence exchanged between the pharaohs of the Eighteenth Dynasty, which ruled Egypt in the fifteenth and fourteenth centuries, and the kings of Babylon, the Hittites, Syria, and Palestine, most of which were written in the Babylonian language, the diplomatic language of the era. This is confirmed by the Treaty of Kadesh between the Pharaohs and the Hittites in 1279 BC. The most

important principles of this treaty are: The importance of envoys and messengers and the recognition of their position in achieving foreign policy. Emphasizing the establishment of friendly relations and spreading peace based on ensuring the deprivation of the territories of the two states and defining the alliance and common defense. The principle of the gods' care for the covenant as an oath and the prohibition of breaking the covenant. The principle of extraditing criminals and pardoning them, but without distinguishing between the ordinary criminal and the political criminal. The importance of this treaty (Kadesh) in the history of international relations is highlighted in three matters: This treaty is considered the oldest written document so far in the history of international law. This treaty remained until the Middle Ages (the model followed) in drafting treaties because of the introductions, body, and conclusion it contained. This treaty paints for us an honest and secure picture of the conditions of the kingdoms in the ancient East and of how the state became fused with the person of the ruler or king. (خميس)

The Italian Renaissance

In the late Middle Ages diplomacy was organized largely on a Bilateral basis, undertaking in secrecy characterized by distinctive rules and procedures. In the early Renaissance period, most embassies were temporary, lasting from three months to two years. As early as the late 14th and early 15th centuries, however in Italy because of the formation of city-state style like Naples, Milan, Florence, Venice, and the Papal State, there was a need for a better communication between these city-state actors, actually Milan was the first to send a representative to the court of France in 1455. However, France refused to host French representatives fearing espionage and possible intervention in internal affairs (Ediplomat, 19\12\2020), so the Italian Renaissance created the main elements of the future European states, also it started a mechanism for continuous & sustained diplomacy to manage the engagement of the state to the world, soon all the major European powers were exchanging representatives, When Spain sent an ambassador to the Court of England in 1487, it was the first country that appointed a permanent representative.. By the late 16th century, permanent, resident ambassadors' missions along with the immunities became the standard specially in Europe.

In the fourteenth century AD, the city of Venice decided to confront the influence of the Duke of Milan, Gian Galeazzo Visconti, by assigning Zacarias Bembo, an articulate man and orator, to Rome as its permanent representative in order to strengthen Venice's position in the face of its opponents. Thus, it changed the diplomatic game forever, and after that, the Italian states assigned permanent

envoys to protect their interests. They were in Paris, London, and Istanbul, and wherever the merchant ships arrived, the representatives of the kings arrived. Not only did Venice take the lead in approving a type of report called a *relazioni*, which are reports written by envoys at the end of their mission, providing a complete guide to the country to which they were accredited, and a presentation of the nature of its relationship with Venice, so that decision-makers benefit from it, in addition to the newly appointed envoys, and they are exactly the same. The core work of diplomatic missions in countries around the world. The church in the Vatican brought another development, as its permanent envoys became ranked higher than others as representatives of the Pope! As it is known today that the ambassador represents the head of state, this was the privilege of the so-called primacy of representatives of the Holy See stipulated by the Vienna Treaty on Diplomatic Relations in 1961 AD on official and diplomatic occasions over ambassadors and other permanent envoys until today. | (الفضلي، نوفمبر - ديسمبر | (2021

Diplomatic representation flourished during the Roman Empire, as they adopted and expanded the practices of previous civilizations. The Romans established a formal system of ambassadors known as the *Legati*, who represented the Senate and the Roman Emperor in foreign lands. They were charged with negotiating treaties, ensuring peaceful relations, and managing Roman interests abroad. This structure laid the foundation for the establishment of permanent diplomatic missions and the codification of diplomatic norms.

Later, the fall of the Roman Empire saw a decline in formal diplomatic institutions, giving way to a fragmented system of *ad hoc* diplomacy. During the Middle Ages, European kings and nobles engaged in personal diplomacy, often conducting direct negotiations with each other. However, the Crusades and other from religiously motivated missions to establishing permanent embassies in foreign lands, the Byzantine Empire also played an important role in developing diplomatic practices, influencing neighbouring regions and promoting cross-cultural communication. The Renaissance period also witnessed a major shift in diplomatic representation, and as trade and cultural exchange flourished, The European powers recognized the importance of maintaining formal diplomatic channels. As diplomats became more specialized and began to exclusively represent their sovereign's interests, prominent diplomats of the era, such as Niccolò Machiavelli and Cardinal Richelieu, shaped modern diplomatic practices

and doctrines, emphasizing the importance of statecraft and realpolitik. (والعشرين،
(2023

Modern Diplomacy

Europe created modern diplomacy, after the peace of Westphalia and the emergence of the modern geographically sovereign states, this new form of international actors created a new international system, which required a new kind of diplomacy to match the needs and the nature of the new international relation (Bartholomees, 2012), the elements of modern diplomacy slowly spread to Eastern Europe and arrived in Russia by the early eighteenth century. The entire system was greatly disrupted by the French Revolution and the subsequent years of warfare. the revolution made commoners take over the diplomacy

Sir Harold Nicolson described the chief characteristics of the diplomacy of the period from Vienna to the First World War, First, diplomacy was Eurocentric. Europe was regarded as the most important area of the world, Second, diplomacy was Great-Power-centric. The smaller and weaker powers were drawn into the orbits of one of the Great Powers, Third, the Great Powers possessed a "common responsibility for the conduct of the Small Powers and the preservation of peace between them." This suggested that the Great states had the authority to intervene in disputes and crises involving the smaller and weaker states. Fourth, a "professional diplomatic service on a more or less identical model" was established in almost every country in Europe. (Nicolson, 1966,) , The 19th century produced advances in diplomatic institutions in response to developments in military affairs, economic expansion, nationalist ambitions, and the rise of public opinion, Governments also began to engage in cultural diplomacy by supporting missionaries they saw as spreading their languages and cultures as well as the faith. (Anderson, 1993)

Post World War I Diplomacy

The twentieth century brought unparalleled challenges and opportunities for diplomatic representation, as the two world wars highlighted the importance of international cooperation and diplomacy in preventing conflict and maintaining peace. The League of Nations (1920) and later the United Nations (1945) also became important platforms for multilateral diplomacy and conflict resolution, as the formation of regional organizations such as the European Union (1957) and the African Union (2001) have expanded diplomatic cooperation on a regional scale (والعشرين, 2023)

World War I accelerated many changes in diplomacy, since it produced the great powers regime that rejected the views of the Western world (indeed the Soviet Union or the commoners), but after the end of the war, the chief innovation of the peace negotiations was the creation of the League of Nations as the first permanent major international organization, despite all of its weakness it amplified diplomacy by the peace negotiations and the revival of conference diplomacy, it sponsored conferences especially on economic questions and disarmament and supervised specialized agencies, unfortunately as expected, on the important matters, foreign ministers attending League councils met privately in hotel rooms, the topics of parliamentary diplomacy were often trivial (Freeman, November 09, 2020)

The "new diplomacy" that existed in the early 20th century was actually nothing new, despite these modifications. The negotiating process stayed the same notwithstanding all the rhetoric at Geneva, the summits of the 1920s, and the specialized conferences and organizations. The discussions persisted in being held behind closed doors, with the public typically only hearing the outcomes.

Post World War II and the Cold war Diplomacy

The UN, replaced the League of Nations in 1946, After WWII the world divided into two tight blocs, one dominated by the United States and one by the Soviet Union, with a mostly of newly independent countries lying precariously in between, these new states were often undeveloped and technologically weak, with a limited pool of educated elites for the establishment of a modern diplomatic corps. Many of them accredited ambassadors only to the former colonial power, or major powers that might extend military and financial assistance (Freeman, November 09, 2020), The microstates conducted a few small-scale missions and experimented via joint representation and shared facilities, sending one ambassador to numerous capitals and holding meetings in their own capitals with foreign envoys.

The exponential growth in the number of states to staff numerous diplomatic missions simultaneously arose from the exponential expansion in the number of states, which complicates diplomacy by requiring countries especially the major powers to staff many different diplomatic missions at once. As state, transnational, and diplomatic entities proliferated, so did the functions of diplomacy. Although leaders met more often than before, there was a lot more, not less work, for diplomats to keep up with and do. Thus, the size of the missions of major powers increased enormously, to the point where some U.S. diplomatic

missions were three times larger than the foreign ministry of the state to which they were accredited. (Marks)

Also, The Cold War took place, so do the increase of the export of officially sanctioned information and sometimes entailed more espionage, nevertheless endless disarmament negotiations, much conference diplomacy, many summits, as a result, a premium pressure was placed on the diplomatic art of continuing to talk.

This era to some extent is the most important one of shaping the diplomacy as we know it today , and yet opened the door for further for the evolution of diplomacy , at this time the recognition of the importance of diplomacy enormously grew , so do the need of establishing some kind of law or treaties to govern the diplomatic relation , this happened when states finally reached a point of signing to the Vienna Convention on Diplomatic Relations , in which privileges and immunities were insured for diplomats to contribute to the development of friendly relations among nations (UN, 1961), it has set out the classes ,functions, practices of diplomatic missions, and the governing rules of establishing it and most importantly its by mutual consent of the sending and the receiving states and much more other procedures , instructions , and guidance for diplomats or most diplomatic relations , and later on the Vienna Convention on Consular Relations 1963 (UnitedNantion, 24 April 1963)was adopted for regulating almost a similar matters for consular relations and other important conventions like the International Conference on Information Technology and Diplomacy (May 1997) and the International Conference on Modern Diplomacy (February 1998). until now and for later the tow Vienna conventions represents holy books and reference to all diplomatic and consular relations around the world.

The end of the cold war terminated the US-Soviet great power rivalry, brought victory for the liberal over a totalitarian ideology. This elimination led to almost an imperial order by the US power that posed a major challenge for diplomacy: how to interact with a unipolar Washington that viewed itself as uniquely virtuous, (Stanley Hoffmann with Frederic Bozo, 2005)and exempt from restrictions that applied to all others. A second and related challenge was how to interact with one another without always routing relations through Washington in a hub-spoke model.

Globalization and the new diplomacy

The conduct of diplomacy has been influenced by new types of issues brought about by globalization and state interdependence. Due to the growing complexity of the actors, dialogue subjects, communication modalities, and multiple agendas, it has become multifunctional, pluridirectional, explosive, and intense. New topics of diplomacy abounded, so do that the Multilateral Diplomacy, UN Conferences, country representatives try to move toward agenda setting programs for international society - non-state actors like religious organizations, non-governmental organizations (NGOs), multinational corporations, and even individuals, whether they be celebrities, philanthropists, or terrorists, attempt to influence the rules and norms of any agreements made and the age of democracy brought accompanying pressures for open and transparent diplomacy, negotiations, and treaties.

National frontiers are becoming less relevant in determining the flow of ideas, information, goods, services, capital, Labour, and technology. On temporary communication speed has made borders increasingly vulnerable, and the amount of cross-border flows is threatening to overwhelm states' ability to control them. Globalization and intricate interconnection have, far from decreasing, expanded the range and volume of discussions, particularly in multilateral venues. The process of negotiation has become more intricate due to a variety of factors, including an increase in the number of participants, an increase in the number of issues that are currently the focus of international negotiations, a diversity of negotiating styles among officials from widely disparate political cultures and developmental stages, and the technical complexity of the issues up for discussion, and the technical complexity of the subject matters up for negotiation have combined to make the process of negotiation more elaborate, highly technical, and more protracted. (Edited by Andrew F. Cooper, 2013) This has been obvious in this century already with respect to climate change in the effort to move beyond the Kyoto Protocol at major international conferences in Bali (2008), Copenhagen (2009), Cancun (2010), and Durban (2011)

Using modernised travel and communications, not only can leaders, presidents, prime ministers, and foreign ministers go over the ambassador's head directly to their counterparts in the other countries; often so can others like business executives, trade union leaders, journalists, and NGOs. Not only is diplomacy no longer the exclusive preserve of foreign ministries; it is no longer

the exclusive preserve of foreign ministers. There are meetings of non-foreign ministers in the packed schedule of international diplomacy.

The intensity and impact of Track Two diplomacy have also increased recently. Track One refers to the standard form of diplomacy involving negotiations between officials of two or more countries counting on a small number of players deal solely with other members of an exclusive club, comprised of governmental officials or fellow diplomats, a highly hierarchical structure, based largely on written communication and on low transparency. Track Two diplomacy involves unofficial and generally informal interaction between non-governmental actors its based on a much larger number of players (particularly of civil society), a flatter structure, a more significant oral component, and greater transparency. This including NGOs, scholars, humanitarian organizations, and former government officials and Civil society actors who can play one or more of the following roles: research; outreach education; advocacy and norm promotion; agenda-setting; lobbying governments and intergovernmental organizations to adopt and police laws, policies, and courses of action implementing programs and delivering services and humanitarian assistance; monitoring implementation of international commitments; and direct action (Andrew F. Cooper)

Taking into consideration that public opinion was declared to be the ‘second’ or perhaps the ‘only global superpower’ empowered by connectivity and innumerable news sources (Tyler, 2013) and the network which built on links bringing together various actors with different levels of engagement and interest, which led several UN agencies, for example UNICEF and UNHCR, have taken to appointing Hollywood and other celebrities as ‘goodwill ambassadors’. This is but one example of a growing trend of celebrity diplomacy, with several others joining to do good deeds like alleviate famine suffering and highlight the harsh humanitarian consequences of antipersonnel landmines. (Andrew F. Cooper) , Diplomats now find themselves having to reach beyond their circle of peers towards a much more diversified group of players. In doing so, they take advantage of their position as the representative of their country and communicate the social, cultural, and economic values of their countries while abroad.

The emergence of the Internet and digital technologies has revolutionized the way diplomacy is conducted. Digital diplomacy, also known as e-diplomacy, uses social media and online platforms. The Internet and virtual meetings to communicate with foreign governments and global audiences allow diplomats to reach broader audiences, engage in public diplomacy, and respond to global issues

quickly. However, digital diplomacy also presents challenges, including issues of cybersecurity, disinformation, and data privacy. (والعشرين, 2023)

There is no doubt that the digital age and its high speed evolution had an impact on everything in our lives as individuals , so do states and particularly there diplomatic activism , the whole concept and nature of diplomacy as an ever-changing concept adapts the different changes on our world which requires a constant change among diplomatic work and means .it should be noted that digital diplomacy is to some extent new .yet states around the world are racing to make the best use of it in serving their diplomacy and empower it .

Conclusion:

There is no uniformed , universally agreed on definition of diplomacy , however we can spot how its definition evolutes side by side to the international relation ,with a large capacity of adapting ,agendas ,functions, terms ,ideologies and actors .

Our world is increasingly interconnected, new subjects crowd the international agenda, domestically and abroad, many actors participate in international affairs, and managing external affairs is more complex, involving focus on performance and reaching out to publics. And diplomats have to operate much more in the glare of global media scrutiny much more than ever before, which has heightened the requirement for public diplomacy skills.

The traditional diplomatic perspective is insufficient in a world that is becoming increasingly networked, although that the main traditional practices would stay the core point specially between officials kind of diplomacy , but there is a continuous need on developing and adapting new methods and function specially that the media give a easy wide rang access to any targeted group or people and can be used to mobilize public support , and the states are now getting to point where they are becoming Brands , and it's on behalf of diplomacy and diplomats to market their own state , by which they become the mirror which reflect the best image of the states to others .

In all the stages and eras of evolution, diplomacy arose most significantly from wars, knowing that, it must be appreciated, the role that the diplomacy has been playing, and continue to play, it will be always a matter rising its star, where it seems that diplomacy is staying and evolving and not disappearing yet.

Recommendation:

Old fashioned diplomacy became ineffective. So, states should develop more updated programmes for their diplomate to develop their abilities to aid a better implementation of a foreign state policy specially in the developing countries

The modern communication platform must be used in expansive ways such as websites, platforms, and social media as a way of effective implementation of digital diplomacy and ease off accessibility

Diplomacy should be thought of as the new marketing ideology for states, by bulding narratives and as a mean of expressing the culture of the state which builds cultural communication with different international actors and could develop economic income

Knowing the destruction that the world suffered after the world wars, diplomates must focus on maintaing friendly relations between states, all times and specifically in times of conflict. Diplomacy should be the peaceful route of dispute settlement and prevent escalations at all costs.

Conflict of interest statement:

All authors declare that they have no conflicts of interest

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