

# INNOVATION IN DIPLOMACY

The Changing Nature of State and Diplomacy

**STRATEGIC VISION DOCUMENT**

**INNOVATION IN DIPLOMACY**

**“The Changing Nature of State and Diplomacy”**

Diplomacy is a reserved institution by the aim of solving problems in peaceful ways and developing the relations among the nation-states, in the other words by the aim of protecting the profits of a country in the external world. While the traditional diplomacy has been maintained only in the official channels by foreign affairs bureaucracy; in the following periods, it has begun to use activities, which are called as public diplomacy and have taken to the consideration more of the soft power of countries by the ideological challenges and technological developments.

Also the developments experienced recently in the communication and information technologies have forced states to take innovator steps in the area of diplomacy. On the one hand, while the amount of areas and actors, which are subject to the diplomacy, have been increasing, on the other hand diplomacy has had a qualified and structural transition by the concepts such as public diplomacy and soft power. **So, new diplomacy has been transformed into a multi-actor relations system that uses various methods all together over the common points in the profit maximization efforts of actors in a competitive international area.**

The basic qualification modern periods is the innovation. Actually the concept of modern means “new”. But the innovations produced in the recent period have been rapidly consumed and left its place to the news. So, the innovation is an inevitable obligation also for the diplomacy. The foreign affairs bureaucracy and institutions, which look out for the political and economic profits of countries in the external world, have been obliged to keep step with the rapidly changing international area. While the financial difficulties have been considered, also the obligation of making more business with the limited sources has been forcing the innovation in diplomacy.

One of the most important innovation in diplomacy is the increase of internet usage in diplomatic activities. It is obvious that concepts such as “digital diplomacy” and “e-diplomacy” have been spread. At this point, the most important difficulty is the question of how diplomacy job, which gives importance to the privacy, will be maintained in the open area of internet.



Today lots of head of state have been directly founding an interaction on their social media accounts not only with their own publics, but also with the publics and public opinions of the other countries. Also the new media tools such as social networks and micro-blogs have been actively used in the communication era. Internet diplomacy has disproportionately accelerated the process of development and application of the foreign policy. Countries who cannot keep step with this speed will be able to face with serious difficulties in the following periods.

On the other hand, diplomatic meetings and congresses, which have been actualized in the frame of strict protocol rules only in the early determined places at past, have been able to be held in Internet today. For instance, people hasn't paid attention to the official respect expressions in online communication, texting, meeting and social interactions. And this has made essential to revise the rules of protocol and etiquette.

Another innovation in diplomacy is the obligation of benefiting more and more from the savings and new disciplines in various areas such as language and semantics studies, behavioral economy, social psychology and complexity management; in the other words; transformation of diplomacy into a highly disciplined job more and more.

Also one of the most important qualifications of our era is the increase of ambiguities, the disappearance of the prediction opportunity of events more and more. So new diplomacy is obliged to have the transformation ability as from ambiguities to opportunities. Even if the internet era has been presented as a transparency era at first glance, to sense the aims of actors and to attitudinize according to this situation have become more and more difficult. So new diplomacy should manage what isn't clearly said, in other words unspoken communication besides managing what is said; and giving easily acceptable messages to the public opinions.

Also one of the difficulties brought by information era according to diplomacy and foreign policy is in the reporting area. The visibility of diplomatic reports have been disappearing in the information intensity provided by Internet. On the other hand, the reports that have been produced in the heavily processing structure of foreign affairs bureaucracy have been mostly felling from favor before the publication. Because of this situation, it is necessary to revise both report preparation techniques and sharing methods of prepared reports with public opinion.



For the traditional line, academic studies and diplomatic applications have been completing each other. This complementarity relation has been eroded today in which developments have been accelerated in the world and the information has been rapidly spread. According to close the cliff between research and application; and to strengthen the communication, mutual innovation in academic community and diplomacy is inevitable.

The events of “Arab Spring” and “Gezi Park” have clearly showed up first that how much the public opinions are open to the external influences; and second that the reflection shape of these events to the external world can seriously leave a country in a tight spot in the international public opinion. Also these events have pointed that the orientations of country communities, who are weak economically and whose institutional structures are weak, have been very easier by the tools like social media.

Easier organizing of young people by internet and social media, changing role of women, increasing and being more efficient of diaspora networks have obligated information technologies to be used more actively in diplomatic areas.

Traditional diplomacy was maintaining in a hierarchical structure by hidden ways. So one of the most important handicaps of innovation studies in diplomacy is the resistance to the innovations of present structures by treating conservative. And the other handicap is the difficulties experienced during the actualization process of new tools and methods because of time limitation and inexperience. In this area, the opportunity to develop theory and strategy has been reduced and the obligation of rapid actualization of lots of innovation has obliged to make trial and error method.

The innovation in diplomacy doesn't mean to remove all the settled applications; it means to revise settled applications and to adapt them to the supply and demand factors that have recently showed up. Also diplomatic cadres should keep step with these new developments. New cadres should be prepared in case of adapting not only to the economic, sociologic and technologic developments but also to the new comprehensions such as rising powers and public diplomacy, in addition to develop new approaches.

In this context, we hope that the **Innovation Studies in Diplomacy** that will be held within the **Civil Global 2015-2023-2053** “Program of Development of Global Civil Diplomacy” will provide multilateral benefits and important contributions in development of cooperation opportunities in international areas with proactive approaches.



## Main Theme

“The Changing Nature of State and Diplomacy”

## Sub Themes

Transformation of Diplomacy and Innovation Areas;

- The Changing Nature of State
- Expectation Management
- Communication,
- Transportation, Technology
- “Digital Diplomacy”, “E-Diplomacy”
- Protocol, Etiquette
- Highly Disciplined Study
- Reporting Techniques
- Adaptation of Research Application
- Public Actions
- Non-state Actors

