

Section 3. Political science

DOI:10.29013/ESR-25-1.2-19-23



THE EVALUATION OF THE MODERN DIPLOMACY AND ROLE AND INFLUENCE OF AMBASSADORS IN THE CONTEMPORARY WORLD

*Salimova Dunya*¹

1 Bachelor degree student at Yonsei University, South Korea

Cite: Salimova D. (2025). *The evaluation of the modern diplomacy and role and influence of Ambassadors in the contemporary world*. European Science Review 2025, No 1–2. <https://doi.org/10.29013/ESR-25-1.2-19-23>

Abstract

This paper aims to review modern diplomacy and clarify the role and influence of Ambassadors in the contemporary world and to alter the attitudes of individuals who do not understand the role of diplomats or who believe it is an easy task.

Since the origin of diplomacy is generally bilateral, the rules and traditions established for bilateral diplomacy are almost entirely applied in multilateral diplomacy and even in summit diplomacy. In this respect, while discussing the methods of multilateral diplomacy and summit diplomacy, only the features that distinguish it from bilateral diplomacy will be stated.

In recent times, this topic has gained significant popularity as people often debate whether diplomats genuinely contribute to global peace and stability or if their roles are merely symbolic. Nevertheless, the research and news stories demonstrate the vital importance of ambassadors in forming relationships between nations, participating in discussions on global issues, and forging agreements to tackle major problems. Their involvement and cooperation are crucial in allowing people from diverse nations to live together in harmony. Furthermore, all accords and congresses imply that diplomats and their contributions will be required in the future.

Keywords: *diplomacy, ambassador, politics, digital diplomacy, power distribution*

JEL: Z10

Introduction

Political science is the field that delves into the study of politics, government, and political behavior. It encompasses an examination of how political systems operate, ranging from governance to relations. Within this discipline, various aspects are explored, including power dynamics, policy develop-

ment, electoral processes, and the behaviors displayed by individuals and groups within contexts. Political science is divided into sub-fields such as politics, international relations, and political theory, each of which focuses on different aspects of politics. Through its analysis of power distribution, institutional roles, and policy impacts on societies,

science provides invaluable insights into the governing mechanisms of societies and the decision-making processes within politics.

An ambassador is the President's highest-ranking representative to a specific nation or international organization abroad. Ambassadors hold a position in the area of diplomacy as they serve as esteemed representatives of their respective countries abroad. Their primary duty revolves around advancing and safeguarding their home nations' interests while fostering productive relationships with host countries. Ambassadors actively engage in endeavors by conducting meetings and negotiations with government officials from both administrations and foreign nations alike. They diligently work towards furthering their country's foreign policy objectives while effectively advocating for interests and seeking solutions to shared challenges.

Additionally, ambassadors serve as sources of information and analysis by providing their governments with insights into the host country's political landscape along with economic trends and social developments.

This information is crucial, in order to make knowledgeable decisions regarding policy. Additionally, ambassadors actively take part in cultural and public diplomacy initiatives aimed at promoting understanding and advancing relations between nations. They attend events, deliver speeches and interact with communities to strengthen the bonds between countries.

Review of modern diplomacy

Digital diplomacy: With the change of conditions and technological possibilities, new methods and tools have begun to be used in diplomacy. The concept of classical diplomacy made the negotiations between the foreign affairs bureaucracy of the states and the bureaucracy of the interlocutor states understandable. However, states later found it important to influence the thoughts of the citizens of foreign states. In this sense, the concept of public diplomacy also came to the fore during the Cold War. In public diplomacy, states tried to gain the attention of the citizens of foreign states and influence their thoughts by using tools such as culture, tourism, art and education.

Today, with the increase in internet use, states use the digital field in the context of public diplomacy. Digital diplomacy is considered a form of public diplomacy. Today, digital diplomacy is called "diplomacy 2.0" or "net diplomacy" inspired by Web 2.0 (Manor, 2017). Digital diplomacy can be defined as a means of achieving diplomatic goals using the internet and technological communication tools (Sotiriu, 2015, p. 35). Ambassadors are the highest-ranking civil servants representing a state in a foreign country. Ambassadors have important responsibilities in developing and maintaining relations between states. So, Ambassadors continue their duties by strengthening their relations with state leaders, politicians, opinion leaders and civil society organizations in the countries they are in.

Table 1. *Interaction with Turkish Ambassadors on their own posts*

Country	Ambassador	Follow- er	Number of posts made by the am- bassador in for- eign languages	Likes	Comment	Retweet
Bulgaria	Aylin Sekizkok	2.395	2	84	–	33
Czech Re- public	Egemen Bagish	1.3Mln	2	616	51	479
France	Ismail Hakki Musa	3.554	12	2436	238	1228
Spain	Jihad Erginay	2.563	–	–	–	–
Hungary	Ahmet Akif Oktay	517	1	–	–	–
Slovenia	Esen Altugh	126	2	6	2	–

Although this issue is controversial, it is thought that ambassadors can help their country's decision-makers in policy-making because they know the country they are in well and follow the developments more closely (Sönmezoğlu, 2012, p. 460), however, there have been changes in the job descriptions of ambassadors and the expectations from them over time. The following table seems best example about digital diplomacy.

While some of the responsibilities included in the job descriptions of ambassadors are decreasing in importance, some are increasing. As states attach more importance to public diplomacy and work in the digital field, ambassadors are also given new responsibilities. While ambassadors continue their political activities by meeting with the politicians, foreign policy bureaucracy and civil society organizations of the country they are in, they are also expected to establish closer relations with the society in terms of public

diplomacy activities. The opportunities offered by the digital field in terms of establishing relations with the society also attract the attention of ambassadors. Ambassadors became more visible on Twitter towards the end of the 2000s. In fact, Chinese diplomats actively use Twitter despite it being banned in their country.

Understanding the role of ambassadors

The activity of gathering information about the country they are assigned to and reporting it to their capital is considered one of the most important functions of resident embassies. All kinds of topics that include all aspects and activities of a country, such as the country's economic situation, foreign policy, the strength of its armed forces, the health of its leader, internal balances of government, political parties, and election predictions, are included in the embassy reports.

Figure 1. *Most Embassies in the world*



Source: <https://www.visualcapitalist.com/countries-with-the-most-embassies-around-the-world>

Additionally, ambassadors involve themselves with cultural and public diplomatic initiatives aimed at improving cultural awareness among states and improving relations between countries around the world. They visit cultural activities, provide speeches, and interact with local people for better relationships. Ambassadors are essentially the spokespersons through which domestic affairs are communicated to the host nation while also ensuring that bilat-

eral agreements between the two states are observed.

Diplomats do this through:

1. Negotiation: The ambassadors carry out discussions to promote the interests of their home countries and to make an agreement with the host's government. It will be successful if there is enough common ground between the diplomats.

2. Information Sharing: Their government receives important details about the

political position, economy, and social environment of the host nation which form the base for foreign policy-making decisions.

3. Relationship Building: Ambassadors build rapport between other ambassadors, local officials, government representatives, and important individuals that will facilitate the accomplishment of policy goals.

4. Public Diplomacy: They involve themselves in public relations, international intercourse, and educational activities that endeavor to build positive images of their nations. Through such means, ambassadors provide vital support in the crafting as well as the realization of their respective countries' foreign policies.

For some individuals, those aspects may appear easy, but because people have diverse personalities and finding common ground can be challenging, it holds true regardless to the nation. When diplomats visit a foreign country and engage with their counterparts for the first time, it is essential for them to do proper research beforehand. This includes gaining insight into the country's history, traditions and past, which helps them better understand and interact with the diplomat from the host country, enabling them to make informed decisions. These factors mentioned are just a few examples, as numerous other considerations also play an important role in this process.

Embassies meticulously avoid the second type of "illegitimate" methods, which are described as espionage. Because if revealed by the government, situations may arise that would at least require an official apology, and in more serious cases, may even lead to the diplomats being declared *persona non grata* and extradited to their country.

The challenges to international negotiation

Drafting foreign policy agreements between countries can be a complex task fraught with challenges. Occasionally, conducting thorough research beforehand is insufficient, and even the most accomplished and competent diplomat may have challenges with certain issues.

There are many reasons for this close international relationship:

1. National interest: States often have divergent and sometimes conflicting interests,

creating complex knowledge-seeking interactions.

2. International relations: The state of international relations, the degree of trust and past conflicts can significantly affect the ease with which foreign policy objectives can be advanced. 3. Global Context: The global political arena, replete with complex coalitions and alliances, casts its shadow on the pursuit of foreign policy objectives.

4. Cultural differences: Acknowledging and respecting the nuances of different cultures is essential for effective communication.

5. Ever-changing dynamics: The rapidly changing global environment, marked by economic crises and security risks, can undermine even the most well-conceived foreign policy objectives. 6. Domestic Political Influence: The pressure exerted by domestic considerations and the influence of public opinion has a significant impact on the ability of the government to pursue a particular foreign policy.

Influence to home country

By holding diplomatic talks and negotiations with representatives of the host nation, they advocate their nation's interests and work to reach accords that will help them both. Then, through reporting on social, political, and economic events in the host nation, ambassadors offer insightful information. Their government uses this information to make well-informed decisions about foreign policy. Additionally, they have crisis management skills. When it comes to handling potential crises or disputes between their home nation and the host nation, ambassadors are essential. Their goal is to prevent escalation and find peaceful solutions. Through facilitating trade agreements, encouraging investment, and assisting domestic companies in establishing international contacts, ambassadors frequently seek to strengthen economic ties. In conclusion, ambassadors are working to maintain peaceful relations and promote cooperation with other nations.

Conclusion

The rapidly spreading technology in the world has caused the political and social framework of the old world's perception of diplomacy to change. The 21st century diplomacy, which can be called global diplomacy,

has ceased to be a diplomacy method only between states or governments.

Unlike the old diplomacy method, it has become a type of ‘civil society diplomacy’ that is used and applied in a much more comprehensive way. In fact, it appears before the society as a diplomacy method that the public also shares, open, global, in other words, new diplomacy, with practices aimed at the public, makes its subjective presence felt as a field of thought and practice. Diplomacy, which can be defined as an official activity carried out for peaceful purposes, has gone through many periods until it reached this stage. From the institution of consulate called “Prexenos” encountered in ancient Greek diplomacy to today’s rapid transformation and change diplomacy brought about by globalization, it has come. In a world

where communication has become global, traditional diplomacy methods have given way to new diplomacy methods. It is an accepted fact that globalization has a negative and corrosive effect on the size and capabilities of the state. The benefits of digital diplomacy are much greater within the scope of globalization. In this discipline, where the world’s master diplomacy game-makers are involved, it is necessary to stay in the game and play by the rules.

In this process where digital diplomacy has come to the forefront and is advancing rapidly in the global world, our scientific work and similar research will be of special importance in creating institutional strategies based on the expectations of our country and individuals from universities and scientific studies.

References

- Berridge, G. R. (2005). *Diplomacy: Theory and Practice*. Great Britain, UK, Palgrave Macmillan.
- Bjola, C. (2015). Making sense of digital diplomacy, *Digital Diplomacy: Theory and Practice* (P. 1–9), – New York.
- Cece, I. Sen. (2015). Brand Origin, Brand Ambassador and Brand Image, *Management*, – P. 101–110.
- Feng, Z. (2019). China and Twitter: The year China got louder on social media. URL: <https://www.bbc.com/news/world-asia-china-50832915>
- Manor, I. (2017). The digitalization of diplomacy: Toward clarification of a fractured terminology, *Exploring Digital Diplomacy*. URL: <https://digdipblog.com/2017/08/08/the-digitalization-of-diplomacy-towardclarification-of-a-fractured-terminology>
- Mardiani, A. S., and Wardhana, A. (2018). Brand Ambassador, *E-Proceeding of Management*, – P. 2577–2583.
- Nye, Joseph S., (2004). *Soft Power: The Means to Success in World Politics*, Public Affairs, New York, USA.
- Rana, K.S. (2005). *The 21st century Ambassador, Plenipotentiary to Chief Executive*. Oxford University Press, New Delhi.
- Rehmet, J., and Dinnie, K. (2013). Citizen brand ambassadors: Motivations and perceived effects. *Journal of Destination Marketing & Management*, – P. 31–38.
- Snow, Nancy, (2009). *Rethinking Public Diplomacy*, *Handbook of Public Diplomacy*, – Routledge.
- Sotiriu, S. (2015). Digital diplomacy: Between promises and reality, *Digital Diplomacy: Theory and Practice*, – New York, – P. 33–52.
- Swedish Institute, (2021). Building relations and networks, URL: <https://si.se/en/how-we-work/build-relations-and-networks>
- Utami, S. P., Setyowati, N., & Mandasari, P. (2020). Celebrity Brand Ambassador and e-WOM as Determinants of Purchase Intention, *Web of Conferences*, – P. 1–9.

submitted 27.11.2025;

accepted for publication 10.12.2025;

published 31.03.2025

© Salimova D.

Contact: s.dunya2005@gmail.com