

## Digital Diplomacy and its Impact on International Relations: A Case Study of USA's Digital Diplomacy

Amlan Abbas Mohsen\* 

College of Mass Communication, University of Baghdad, Baghdad, Iraq.

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\* Corresponding author:  
[amlan.a@comc.uobaghdad.edu.iq](mailto:amlan.a@comc.uobaghdad.edu.iq)

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### Abstract

**Objective:** The study aimed to examine the evolution of diplomatic forms, from traditional methods to electronic diplomacy, and to assess its impact on international relations.

**Methods:** To achieve this aim, the study analyzed tweets from the U.S. State Department posted during the Arab Spring. This data was qualitatively analyzed through five selected case studies, highlighting the impact of digital diplomacy on international relations from various regions in the Middle East and different diplomatic contexts.

**Result:** The study findings, reflected in the U.S. State Department's Twitter posts, indicated a focus on the values of freedom, democracy, and human rights, while examining changes in public sentiment over time. However, there was a tendency to downplay or exclude references to underlying U.S. interests or power dynamics within conflict regions.

**Conclusion:** The study concluded that e-diplomacy significantly impacts various aspects of international relations, including public opinion and foreign aid provision. This modern form of diplomacy harnesses the power of the Internet and digital platforms for diplomatic activities, including communication, negotiation, and information dissemination.

**Keywords:** Digital Diplomacy; International Relations; Twitter; U.S. State Department; Arab Spring

### الدبلوماسية الرقمية وتأثيرها في العلاقات الدولية: دراسة حالة الدبلوماسية الرقمية الأمريكية

أملان عباس محسن\*

كلية الاعلام، جامعة بغداد، بغداد، العراق.

#### ملخص

**الهدف:** تسعى الدراسة الحالية إلى إجراء فحص لتطور شكل الدبلوماسية، من نسخها التقليدية إلى الإلكترونية، وكذلك تقييم تأثيرها على مجال العلاقات الدولية.

**المنهجية:** البيانات المستخدمة لتحقيق هدف الدراسة، هي تغريدات وزارة الخارجية الأمريكية، التي نُشرت خلال الربيع العربي. تم تحليل هذه البيانات نوعياً من خلال خمس دراسات حالة مختارة، تسلط الضوء على تأثير الدبلوماسية الرقمية على العلاقات الدولية، مُستقاة من مناطق مختلفة في الشرق الأوسط، وسياقات دبلوماسية متنوعة.

**النتائج:** استُخدمت تغريدات وزارة الخارجية الأمريكية لعكس قيم الحرية والديمقراطية وحقوق الإنسان، وكذلك لفحص تغيرات مشاعر الناس على مر الزمن، بينما تم التقليل من أهمية أو استبعاد الإشارات إلى المصالح الأمريكية الكامنة أو ديناميكيات القوة داخل مناطق النزاع.

**الخلاصة:** خلص البحث إلى الأثر البارز للدبلوماسية الإلكترونية الذي يتجلى في محتوى الرسائل الرقمية، ويمكن أن يكون له تأثيرات على جوانب متعددة من العلاقات الدولية، بما في ذلك الرأي العام، وتقديم المساعدات الخارجية. تستغل هذه الصيغة الحديثة من الدبلوماسية قوة الإنترنت والمنصات الرقمية لإجراء الأنشطة الدبلوماسية، بما في ذلك الاتصال والتفاوض ونشر المعلومات.

**الكلمات الدالة:** الدبلوماسية الإلكترونية، تويتر، الربيع العربي، الشبكات الاجتماعية، وزارة الخارجية الأمريكية

## 1. Introduction

Throughout history, diplomacy has been the primary means by which international relations have fostered comprehension, eased peaceful negotiations, and constructed connections. The 21st century saw a transformation in diplomatic contact due to the use of advanced communication technologies and the global accessibility of the internet.

Prior to the advent of digital diplomacy, traditional diplomatic practices focused on communication channels such as fax, postal service, telephone, personal contact and so on (Cerf, 2020). These approaches were predominantly employed for intra-organizational correspondence, as external communication was restricted due to apprehensions over the distortion and falsification of email communications (Zamanli, 2022). The advent of the World Wide Web (WWW) in 1991 ushered in a new era in the creation and dissemination of information, providing avenues for open-source intelligence and soft diplomacy (Pilegaard, 2016). Nevertheless, it was the COVID-19 pandemic that hastened the shift towards digital diplomacy, since the crisis needed a swift process of converting all aspects of public and private life into digital form (Lei, 2020). The advent of social media platforms and videoconferencing systems has significantly bolstered the digitization of diplomacy, enabling instantaneous connection and interaction with a worldwide audience (Mazumdar, 2021). The transition to digital diplomacy has redefined the limits of power for individuals, media, and governments, offering both difficulties and possibilities in the field of diplomacy.

Electronic diplomacy has improved crisis management by enabling immediate information exchange and cooperation among nations and international organizations. Additionally, it has been seen that electronic diplomacy has strengthened efforts in diplomacy by easing interaction between governments and foreign audiences through various online platforms and social media channels (Melissen & Keulenaar 2017).

A lot of studies point to digital diplomacy, praising its use and its impact on the Western audience. However, precision data on the application and level of influence of digital diplomacy in the region, particularly in recent scientific studies, are still missing. Consequently, exploring the repercussions of the North American and European use of electronic diplomacy and investigating its part at subsidiary administrative levels and its influence on non-governmental participants is vital. These problem and objective gaps imply the necessity of precise knowledge about the effects of electric diplomacy on relations between countries and nationalists. It is vital to study the effect of digital diplomacy on the Middle East region altogether during the period of the Arab Revolution to explore the impact of digital technology on the period. Hence, the following research is devoted to this issue.

## 2. General Framework of the Study:

### 2.1. Problem of the study:

The Problem of the study the transformation of diplomacy from its original form to the electronic format, and the consequences of this transformation for international relations. Although many other social and natural studies refer to digital diplomacy on the positive side and commend its usage and influence on Western countries, there are no recent scientific studies that find digital diplomacy and its correlates beyond North America and Europe. This study aims to fill these gaps, it is necessary to investigate the positive and negative aspects of digital diplomacy beyond North America and Europe. The gap was the reason the researchers of the study focused on the Middle East during the Arab Spring. The reason the authors of the article chose the time, and the Middle East region was that during the Arab Spring, social media and digital technologies became pivotal in political, social, and diplomatic life outcomes.

### 2.2. Hypothesis of the study:

Based on the issue of the study, the following hypotheses can be formulated for this study:

- 1) There was a positive relationship between the use of digital diplomacy and improved communication and interaction between states and external audiences during the Arab Spring period.
- 2) The use of social media in digital diplomacy leads to increased transparency and accountability in international

relations, which contributes to enhancing trust between states and the public.

Digital diplomacy significantly influences the formation of public opinion and decision-making in international relations, especially in the context of important political events such as the Arab Spring.

These hypotheses will be evaluated by a series of case studies analysing the application of theories and analytical frameworks within the field of political and international communication in describing and measuring the US State Department's use of social media during the Arab Spring. The findings of this study are expected to offer significant contributions to the understanding of digital diplomacy over the Middle East and the academic and practical debate on the role of digital technology in today's international relations.

### **2.3. Questions of the study:**

1. How did digital diplomacy differ from traditional diplomacy in the context of international relations?
2. How did the content of the State Department's tweets during the Arab Spring affect international relations?
3. What are the key strategies and theoretical frameworks used by the US State Department in its social media communications during the Arab Spring?

### **2.4. Objectives of the study:**

1. Explore the evolution of digital diplomacy and how it differs from traditional diplomacy in the context of international relations, with a focus on the use of social media as a tool for digital diplomacy.
2. Analyze the impact of digital diplomacy content, as illustrated by the US State Department's tweets during the Arab Spring, on various aspects of international relations.
3. Find the key strategies and theoretical frameworks used by the US State Department in its social media communications during the Arab Spring

### **3.1. Significance of the study:**

scientific Significance: This study contributes to the academic literature on digital diplomacy and its impact on international relations

and provides a theoretical and analytical framework for understanding this phenomenon in the context of the Middle East.

Practical Significance: This study provides valuable insights and recommendations for diplomats, policy makers, and international

organizations on how to effectively employ digital diplomacy in international relations, and highlights the challenges and opportunities

associated with this innovative approach to diplomacy.

### **3.2. Limitations of the study:**

1. Temporal boundaries: This study focuses on the Arab Spring period from late 2010 to early 2012.
2. Spatial boundaries: This study focuses on the Middle East region, with a particular emphasis on selected case studies from Egypt, Tunisia, Libya, and Syria.

### **2.1. Determinants of the study:**

This study is limited to analyzing the US State Department's use of digital diplomacy during the Arab Spring, and therefore the findings may not be generalizable to other countries or time periods.

### **2.2. Terms of the study:**

1. Digital diplomacy: "the use of the Internet and new digital technologies to help achieve diplomatic objectives" (Manor, 2019: 3).
2. Social media: "a set of Internet applications built on the ideological and technological foundations of Web 2.0 that allow for the creation and sharing of user-generated content" (Kaplan & Heinlein, 2010: 61).
3. The Arab Spring: "A series of popular protests and uprisings that swept across the Middle East and North Africa starting in late (Hamood, 2023)

### 3. Theoretical framework and Literature review:

#### 3.1 Theoretical framework:

The rapid progress of technology has had an impact on the field of diplomacy challenging traditional theories and needing adjustments to address the new dynamics of the digital era (Intentilia, 2022). Scholars and practitioners have developed theories. Adapted existing ones to better understand and navigate diplomacy in the digital age as well as to cope with the ever-changing virtual world. An example of these theories is political communication theories.

Political communication theories offer insights into how massagers crafted propagated and interpreted within the political realm. All these theories help us in creating the evidence of what happens between our politicians, the media, and us, the public, which eventually shapes the process and the outcome of decision making (Tolstoguzov & Pitukhina 2020).

#### Here are Three key political communication theories:

**3.1.1 Framing Theory:** Framing theory sets political communication apart from other forms of communication due to its historical perspective and cultural impact. This highlights the interaction between actual events, cultural patterns, journalistic processes of decision making, and the competing attempts of elites to dominate the news narrative (Entman, R., 2010). In other words, it explores the analysis of how political figures influence opinion by their way of presenting information in a way. This idea proposes that how an issue or event is presented can affect how it is understood and perceived by people.

**3.1.2 Agenda Setting Theory:** This theory proposes that the media possesses the ability to shape the public's viewpoint on matters by selecting and emphasizing topics for discussion (Sawicka, 2019). In political communication, agenda setting revolves around perceptual occurrences that connect individual-level psychological theories with broader macro-level theories in the field. This concept has undergone development, expansion, and application in numerous studies, serving as an analytical tool that enables comprehension not only of the construction of our political reality but also of the ways in which "realities" can be constructed intentionally (Matsaganis, M., & Payne, J. 2005).

**2.1.3 Social Network Theory:** This theory investigates the impact of networks on communication. It delves into how people and groups, in a network influence each other's thoughts, opinions and actions about politics. Moreover, it explores how political information and ideas are issued through connections emphasizing the role that relationships play in shaping political results (Khairani et al., 2021).

#### 3.2 Literature review:

Transition from traditional diplomacy to digital diplomacy marks an unprecedented shift in international relations. This literature review investigates how electronic means have transformed diplomacy practices and international interactions over the course of its evolution in our globalized era. Here, the goal is to critically engage existing literature that explores this transformation by assessing both its progress and any possible ramifications for diplomatic contexts when using digital tools or platforms. This review looks to present an in-depth examination of theoretical frameworks, historical developments and comparative studies related to digital diplomacy - providing a full picture of its effects and challenges for international communication strategies and norms.

Bohatyrets (2021) noted the revolution brought upon by digital initiatives within foreign ministries, in his study that is mentioned to the varying structures of media platforms and the rapid spread of information through globalization, digital media, branding and political image management, all these structures have gained importance in transforming traditional political campaigns into highly effective and sophisticated marketing strategies. This study explores the foundations of digital (virtual) or e diplomacy which greatly contributes to the adoption of nation branding and its numerous implications for any nation. In the century, a new institution is appearing with similarities to the Fourth Estate. Possesses distinct and noteworthy characteristics that justify its recognition as a new Fifth Estate. These "networks of networks" empower individuals connected through these networks to surpass and transcend existing boundaries thereby creating avenues for enhancing accountability among politicians, press entities, experts and other centers of power and influence. When examining topics such as media, branding, and political image management it becomes clear that social media platforms

indeed offer campaign environments from traditional mass communication channels. The key aim is to highlight positive personality traits and improve name recognition by using platform features on media to prove being at the forefront of technological advancements.

On the other hand, Intetilia (2022) conducted a study exploring how social media accounts can be dealt with as forms of diplomatic communication, like Diplomacy on Twitter or Instagram, to advance state interests abroad. The study aimed to engage both international audiences, advance diplomatic aims and enhance its global reputation. To achieve the study goal, the author analyzed the diplomacy methods employed by nations. By studying how different governments use Instagram and other social media platforms to exert power and engage in diplomacy, to find commonalities and disparities. To conclude this review lets succinctly summarize the issues discussed far and emphasize the importance of integrating soft power and digital diplomacy in modern international relations. We should also ponder on how Intent Ilias findings may affect strategies and consider the role of social media in shaping global perspectives (Hamood, A. S, 2019).

Furthermore, Matchuk (2021) emphasizes the impact of internet and modern technologies on diplomacy aims, tools, structures, and structures of diplomacy as well as its key communication tool - digital media - used as part of foreign relations to advance state interests abroad and present unique challenges and opportunities to promote them abroad.

Earlier studies have explored how electronic diplomacy affects aspects of relations, such as conflict resolution, crisis management and public diplomacy. However, there is a study gap when it comes to examining geographical regions that these studies focus on. Most research have predominantly centered around North America and Europe (Verrekia, 2017) which limits our understanding of how electronic diplomacy influences regions like Asia, Africa and Latin America. Furthermore, earlier research has mainly concentrated on the use of diplomacy by governments and international organizations (Saputri et al., 2020). It is necessary to conduct study on the role of diplomacy in contexts such as local governments and non-state entities. These studies have shown that electronic diplomacy has had effects on conflict resolution by easing communication among conflicting parties.

### **3.3 What distinguishes this study from earlier studies:**

<b>Distinctive Aspect</b>	<b>Description</b>
Geographical Focus	Focuses on the Middle East region, specifically during the Arab Spring, providing insights into the impact of digital diplomacy in a unique political, social, and cultural context.
In-depth Content Analysis	Conducts detailed analysis of the US State Department's tweets during the Arab Spring, employing political communication theories along with qualitative and quantitative techniques for a deeper understanding of digital diplomacy strategies and impacts.
Combining Theory and Practice	Integrates theoretical frameworks (framing theory, agenda-setting theory, social network theory) with empirical analysis of the US State Department, offering insights into the application of theory to digital diplomacy practice.
Attention to Non-State Actors	Expands study scope to include the role of non-state actors, organizations, and individuals in digital diplomacy, diversifying perspectives and understanding of digital diplomacy beyond governmental and international organizations.
Integrating Interdisciplinary Perspectives	Leverages concepts from international relations, public diplomacy, political communication, and new media to provide a comprehensive analysis of digital diplomacy and its impacts.

Through these distinctive aspects, this study makes a valuable contribution to the existing literature on digital diplomacy and international relations and offers new insights into the use and impact of digital technology in diplomatic contexts, particularly in the Middle East during the Arab Spring.

### **4. Methodology:**

The methodological framework for the current study is designed to comprehensively examine the transformation digital

technology has brought to diplomatic practices and its consequent effects on international relations.

#### **4.1 Study's Approaches:**

The study approach is a qualitative study method. Its aspect includes an analysis of digital diplomacy's evolution, supported by case studies illustrating key transformations. This method will be applied by the analysis of selected case studies that highlight the impact of digital diplomacy on international relations, drawn from various regions of the Middle east and diplomatic contexts.

#### **4.2 Study's Area:**

**4.2.1 Limitations and Scope:** We acknowledge potential limitations, such as the rapidly evolving nature of digital platforms. The study's scope is limited to diplomatic activities post the internet's widespread adoption.

**4.2.2 Expected Outcomes:** This study aims to provide a nuanced understanding of how digital tools have reshaped diplomacy and their broader implications for international relations.

#### **4.2.3 Case Study:**

##### **U.S. State Department's Use of Social Media During the Arab Spring**

The Arab Spring uprisings in 2011 in various Middle Eastern and North African countries were an early test case of digital diplomacy. (Eksi, 2017) social media was key to give information, mobilize protests, and ask for international support during the Arab Spring (Matchuk 2020). Through the application of technology and communication channels, digital diplomacy enabled revolutions across the Arab Spring, organizing protests, bringing large numbers of like-minded people to the streets, and amplifying previously muted voices (Cull, 2013). Local digital entrepreneurs were given the power to spur the events and lead. They decided how and what stories would be narrated. Digital diplomacy also offered the United States the chance to promote Internet freedom while strengthening 21st Century Statecraft. As part of its diplomatic effort during the Arab Spring, the U.S. State Department actively utilized social media platforms like Twitter to engage with citizens, journalists and other key players such as shareholders in democracy movements across various nations while posting updates regarding\_situations in each nation as well as providing updates about diplomatic efforts (Afzal et al, 2021).

#### **4.3 Study's Data Collection:**

**4.3.1 Main data source:** The U.S. State Department's tweets have been collected from Tweeter App., based on specific keywords, and hashtags.

**4.3.2 Secondary data source:** include academic journals, and digital diplomacy initiatives' archives.

**4.3.3 Relevant Accounts:** Twitter account of the U.S. State Department

**4.3.4 Time Frame:** Arab Spring (from late 2010 until early 2012)

#### **4.4 Study's Analytical Framework:**

**4.4.1 Data Processing:** Filtering out irrelevant data, such as all content that were not mentioning the Arab Spring from the selected account.

**4.4.2 Analysis Techniques:** We employ thematic analysis for qualitative data, finding patterns and trends in digital diplomacy practices and their implications.

1. **Qualitative textual analysis** - Close reading of subsets of tweets to interpret meanings, themes, tones that appear from the discourse using conceptual analysis and interpretive techniques.

2. **Social network analysis** - Map connections between actors based on mentions, retweets, quotes, etc. to analyze relationships and influence patterns.

#### **4.5 Ethical Considerations:**

1. The study adheres to ethical standards in study.
2. Ensuring the accuracy of presented information.
3. Ensuring compliance with Twitter's data usage policies.

## 5. Assumptions and Perceptions from an Analytical Perspective:

### 5.1 Nature State Departments of Digital diplomacy:

1. **Social Media Engagement:** The U.S. State Department was understanding the power of social media in these movements, thus actively engaged with the public and activists through platforms like Twitter and Facebook.

2. **Public Statements:** The Department used these platforms for releasing statements, responding to events in real time, and expressing support for democratic movements.

3. **Direct Communication:** social media provided a direct communication channel with both activists and the public in the affected regions, bypassing traditional government-controlled media.

#### 4.5.2 U.S. State Department's Twitter Posts During Arab Spring:

1. "Supporting the aspirations of the Arab people for freedom, dignity, and democratic governance. (Afzal et al, 2021)

2. "We are closely monitoring the situation in Egypt and stand with the Egyptian people in their pursuit of freedom and democracy. "(Afzal et al, 2021)

3. "Today we stand in solidarity with the brave protesters in Libya who are demanding their freedom and basic rights. (Afzal et al, 2021)

4. "We are closely monitoring the situation in Syria and call for an end to violence and a peaceful resolution." (Afzal et al, 2021)

5. "We continue to support the people of Tunisia in their pursuit of democracy and economic opportunity. US Embassy Tunis #ArabSpring"

Each case study will involve a detailed analysis of the diplomatic initiatives, the digital tools and platforms used, and the outcomes achieved, through using:

1. **Qualitative textual analysis** - Close reading of subsets of tweets to interpret meanings, themes, tones that appear from the discourse using conceptual analysis and interpretive techniques.

2. **Social network analysis** - Map connections between actors based on mentions, retweets, quotes, etc. to analyze relationships and influence patterns.

**First tweet:** "Supporting the aspirations of the Arab people for freedom, dignity, and democratic governance. (Afzal et al, 2021):

Theory	Analysis Technique	Impact On Electronic Diplomacy
Framing Theory	Qualitative textual analysis	The U.S. positions itself as a supporter of these values on the global stage.
Agenda-Setting Theory	Qualitative textual analysis	Spike in specific themes (freedom, dignity, democratic governance).
Social Network Theory	Social network analysis	Map the State Department's use of Twitter capitalizes on the platform's ability to rapidly give information.

**Second Tweet:** "We are closely monitoring the situation in Egypt and stand with the Egyptian people in their pursuit of freedom and democracy. "(Afzal et al, 2021)

Framework	Analysis Technique	Finding
Framing Theory	Qualitative textual analysis	Positive framing of Egypt's protests as "pursuit of freedom and democracy" to resonate with reform aims
Agenda-Setting Theory	Qualitative textual analysis	Key terms like "freedom", "democracy" indicative of shift toward rights-based discourse
Social Network Theory	Social network analysis	Can map how US connects with and amplifies pro-reform voices through retweets and mentions

**Third tweet:** "Today we stand in solidarity with the brave protesters in Libya who are demanding their freedom and basic rights. (Afzal et al, 2021)

Framework	Analysis Technique	Finding
Framing Theory	Qualitative Text Analysis	Framing Libya Unrest Through Moral Lens of Freedom/Rights
Agenda-Setting Theory	Qualitative Textual Analysis	Spike In Rights-Based Language Marks Shifting Priorities
Social Network Theory	Social Network Analysis	Map Amplification of This "Solidarity" Messaging Among Key Groups

**Fourth tweet:** "We are closely monitoring the situation in Syria and call for an end to violence and a peaceful resolution." (Afzal et al, 2021)

Framework	Analysis Technique	Finding
Framing Theory	Qualitative Text Analysis	Framing Syria Issues Through Diplomacy and Resolving Violence
Agenda-Setting Theory	Qualitative Textual Analysis	Spike In Conciliatory Language on Syria Marks Shift
Social Network Theory	Social Network Analysis	Mapping Influence in Propagating This View Among Key Groups, also by using social media account.

**Fifth tweet:** "We continue to support the people of Tunisia in their pursuit of democracy and economic opportunity. US Embassy Tunis #ArabSpring"

Framework	Analysis Technique	Finding
Framing Theory	Qualitative Text Analysis	Framing protests through rights, economic lens rather than anti-authority dissent
Agenda-Setting Theory	Qualitative textual analysis	Spike in support /democracy discourse shows shifting priority to Tunisia
Social Network Theory	Social Network Analysis	Mapping Social Network Influence in Propagating This View Among Key Groups

## 5.2 The impact of Digital diplomacy on the international relations:

To effectively achieve organization of the analysis part, it has been divided into components based on the topics covered, the theoretical frameworks applied, and the methodologies used. These approaches allow us to better understand how political communication theories and analysis methods are combined to examine the US State Department tweets about various international protests and conflicts.

### Main Frameworks and Techniques ((Framing, Agenda-Setting, and Social Network Theory)):

The data analysis was delved into how texts from the US State Department frame events such as Egyptian protests, Tunisia conflict, Arab Spring protests, Libyan freedom movements and Syrian conflict. The framing consistently reflects values of freedom, democracy and human rights while also examining sentiment changes over time (Verrekia, 2017). The author highlighted the discourse that is used in these communications by focusing on democracy and freedom, while sometimes downplaying or excluding references, to underlying US interests or power dynamics within these regions.

This analysis provides insights into which voices and perspectives receive prominence or are marginalized in discussions related to the conflict and broader conversations, on rights and democracy.

#### 5.2.1 Egyptian Protests:

A focus on framing the discourse based on rights that highlights the "freedom" and "democracy". in other side its Notable absence of discussions about US interests or regional power dynamics (Entman, R., 2010).

The analysis can map how the US engages with and amplifies reform voices, in Egypt, through retweets, to support



such movements electronically.

### **5.2.2 Tunisian Conflict:**

Diplomatic supporting and democracy-based terminology are used to frame this conflict, with emphasizing its growing importance in social networks messaging, to convey the feelings of continued support from the United States through the content of electronic messaging (Khairani et al., 2021)., as well the public discourse intentionally excludes discussions about military or security dynamics.

### **5.2.3 Arab Spring Protests:**

These protests are framed using language that addresses rights and economic concerns. This shift suggests a change in agenda setting from focusing on government dissent (Afzal et al, 2021). as well the analysis highlights patterns of border influence and critically examines power dynamics within narratives of "support" and "inspiration." to Arabic movements through the content of electronic messaging and social media accounts.

### **5.2.4 Libyan Movement:**

A focus on framing the discourse based on rights of the "freedom" and "democracy" through using explicit sentences (we stand in) (Matchuk 2020)., as well their description to the protesters as brave, which can convey a real supporting of US government to this movement. all these messages were received and distributed widely, in a brief time, just by using social media accounts.

### **5.2.5 Syrian Conflict:**

When looking at the **Syrian** Movement it becomes clear that there is a tone emphasizing freedom and rights. The study quantitatively analyzes how this messaging spreads through networks. Interestingly there is a contrast in how allies portrayed, with a significant absence of language highlighting US interests. Instead, the focus lies on solidarity (Zamanli, 2022).

Overall, this comprehensive analysis highlights how studying communication theories can analysis with profound insights into various aspects, the use of social media accounts by governments such as the US State Department. as well the ability of these governments to convey their opinions or supports to such Conflicts broadly by using the latest version of diplomatic which named as electronic diplomatic.

## **5.3 How extent of Digital diplomacy influence in the international relations and its future influences:**

This study reached several important findings that answer its questions and fulfil its aims, and it was able to successfully evaluate its hypotheses.

Regarding the first question about the nature of digital diplomacy and its difference from traditional diplomacy, the results showed that digital diplomacy is characterized by its use of the Internet and digital platforms such as social media to achieve diplomatic goals, which allows for quick and easy communication with external audiences and influencing public opinion.

As for the second question on the impact of digital diplomacy on international relations, the study proved by analyzing the US State Department's tweets during the Arab Spring period that the content of digital messages can have a significant impact on various aspects of international relations, including public opinion and the provision of foreign aid.

In conclusion, the current study sought to address the following third question on the impact of digital diplomacy on international relations today and in the future implications: "Third, what are the implications for states' practice of diplomacy using digital technology, and how will this data continue to evolve in future?" The results of the current study shed light on the vital role and trend of digital diplomacy today and how digital technology will transform the practices of diplomacy within the next few years. Most important, the current study managed to take the effective measure to support or refute its conceptual. Therefore, the current findings from the current study show a positive connection such as the significant impact of digital diplomacy on public opinion formation and decision making and a significant positive connection between the social media use of digital diplomacy with the increase of transparency and account in international relations, based on the correlations calculated and statistical analysis conducted. Hence, the current work managed to meet its aims in terms of examining the development and current trend of digital diplomacy and finding the strategies and theoretical approach in the uses of this modern communication tool. In conclusion, the current study made a relevant

contribution to analysing and understanding the roles and influence of digital diplomacy on international relations and opening the lens for future development and research on a significant and evolving field.

## **6. Conclusion:**

In conclusion, this study has given a well-rounded answer to its research questions, thoroughly evaluated its hypotheses, and conducted its aims. As a result, this study has made a significant contribution to digital diplomacy. The present analysis has shown how the digital diplomacy of the U.S. State Department during the Arab Spring differed from traditional diplomacy in the sense that the former directly used various digital platforms to engage with the world. Such a move enabled the U.S. government to instantly communicate and interact, quickly change public opinion, and shift international relations.

### **6.1 Results and findings Discussion:**

The findings can be connected to the previously discussed concepts under the three main themes of the study as follows:

1. The nature of digital diplomacy: The primary outcome of the US State Department's tweet posted during the Arab Spring is the lack of standard nature dependent on the platform used. About the used platform, social media platforms such as Twitter were giving the message of freedom, democracy, and human rights. The nature of the digital diplomacy on this note coincides with the framework definition presented under review as the use of the internet and the new digital media to aid in the accomplishment of diplomatic missions.

2. The impact of digital diplomacy in the international framework: The findings of the study demonstrate a positive, tremendous impact of the digital message posted on different issues in the international forum. The second outcome is also based on the framework discussions under reviews as the digital diplomacy ability to affect different decision making in the international arena such as public opinion formation, decision making and decision to award foreign aid.

3. The dynamics of the impact of the digital media on the international arena today and prediction for tomorrow: As a final remark, the result of the study also demonstrate the current significance of the digital diplomacy in shaping the global relations in the current time. The use of social media by the US State Department is a pointer to the dynamic nature of the media and how it can be used to influence global debate. All these outcomes coincide with themes framework under reviews and confirm the increasing and versatile extension of the digital diplomacy on the international platform.

### **6.2 Recommendations:**

These recommendations are based on the study's results:

1. Foreign ministries and other diplomatic organizations should realize the potential of digital diplomacy and develop comprehensive and integrated social media strategies and diplomatic activities namely about reaching out to foreign audiences and interacting with their own key partners. The use of other digital platforms may also be considered. Policymakers, diplomats, and other scholars should also recognize the significance of digital messages and the content they share for shaping public opinion and their own interactions on the international level, allowing for the development of strategic communication skills.

2. Further research should examine the comprehensive effects of digital diplomacy on international relations, focusing on regional and cultural differences and the practices of non-state actors.

3. Academic and research institutions should offer comprehensive digital diplomacy educational and professional development programs and courses to equip practitioners and diplomats with the skills needed for adequate content creation and promotion.

4. Diplomatic institutions and other stakeholders also develop clear policies on social media usage that adhere to the established principles. States also coordinate in shared governance schemes.

5. International coordination and cooperation in the area should also be encouraged to share best practices and address mutual concerns, such as cybersecurity and propaganda.

These recommendations will make digital diplomacy a more effective tool for communication and reaching diplomatic goals internationally.

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