



# Digital Diplomacy: Theory and Practice (Routledge New Diplomacy Studies)

*Corneliu Bjola, Marcus Holmes*

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This book analyses digital diplomacy as a form of change management in international politics.

The recent spread of digital initiatives in foreign ministries is often argued to be nothing less than a revolution in the practice of diplomacy. In some respects this revolution is long overdue. Digital technology has changed the ways firms conduct business, individuals conduct social relations, and states conduct governance internally, but states are only just realizing its potential to change the ways all aspects of interstate interactions are conducted. In particular, the adoption of digital diplomacy (i.e., the use of social media for diplomatic purposes) has been implicated in changing practices of how diplomats engage in information management, public diplomacy, strategy planning, international negotiations or even crisis management. Despite these significant changes and the promise that digital diplomacy offers, little is known, from an analytical perspective, about how digital diplomacy works.

This volume, the first of its kind, brings together established scholars and experienced policy-makers to bridge this analytical gap. The objective of the book is to theorize what digital diplomacy is, assess its relationship to traditional forms of diplomacy, examine the latent power dynamics inherent in digital diplomacy, and assess the conditions under which digital diplomacy informs, regulates, or constrains foreign policy. Organized around a common theme of investigating digital diplomacy as a form of change management in the international system, it combines diverse theoretical, empirical, and policy-oriented chapters centered on international change.

This book will be of much interest to students of diplomatic studies, public diplomacy, foreign policy, social media and international relations.

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