

Media diplomacy: modern understanding

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In our time, political processes are increasingly influenced by non-state actors, among which the media play a special role. The 21st century is called the "century of mass media", because for the moment it is the media and journalists who have become the holders of the power that allows them to influence any event [5]. The concept of media diplomacy, which originated at the end of the 20th century, is becoming increasingly important. Since the emergence of social media, the very concept of media diplomacy has been expanding. In the 21st century, social networks are called "new media", implying that ordinary social media users are also carriers and distributors of information, now not only journalists can be included in political processes [3].

The purpose of this study is to identify new trends in the development of the role of the media in the political sphere and consider the inclusion of social networks in the concept of media diplomacy. In this study, the concept of media diplomacy is considered, a definition is given and certain examples of manifestation in the modern world are considered. The empirical basis of the study was the work of such prominent scientists as: Joseph Nye ("Soft Power". foreign policy"); Yoel Cohen ("Media Diplomacy: The Foreign Office in the Mass Communications Age"); Eytan Gilboa ("Media Diplomacy: Conceptual Divergence and Applications"); Jyotika Ramaprasad ("Media diplomacy: in search of a definition"); Patricia A. Karl ("Media diplomacy"); as well as Nosovets S.G. ("New media: to the definition of the concept").

Today, the media are the link between politicians and ordinary people [1]. Due to the fact that it is the media that decides what needs to be covered, media diplomacy also possesses tools of influence [2]. Media diplomacy is the implementation of foreign policy goals through the use of the media. The media are not completely independent institutions of society, their activities largely depend on the interests of the actors in the political sphere. But with the advent of the Internet, information instantly began to spread around the world. Often in social networks, politicians or representatives of different countries transmit or write appeals [4]. Social networks have become a new platform for political games. After all, because of them, politicians were able to directly address not only the governments of other countries, but also the public around the world. Social networks also allow ordinary citizens to reach out to governments, because no mass protest or statement supported by a large number of people is missed by the media. Publicity from journalists publications contributes to the resolution of problems and makes it possible for people to be heard. The very fact of the emergence of such means of communication has changed the whole world. Information has become available to every inhabitant of the world. This not only gave a boost to audience expansion, but also affected the presence of users on the network, as the content has improved significantly, thus promoting people to depend on the constant updating of the news feed in order not to miss the highlights. On the one hand, new technologies have increased the openness of information, but on the other hand, they have created the possibility of concentrating power over information flows among a narrow circle of people, since we receive all information about world events from news agencies.

It was the emergence of such technologies that moved diplomats even closer to the media, because media began to have more power [6].

The results of the study only confirm the need for an in-depth study of media diplomacy, since the media and new media have a huge impact both within the country and abroad. The media have become a global instrument of influence, the possession of which determines the level of influence of the state in the international arena, they have become a resource of political power. Interconnection of the political sphere with the activities of the media brings new changes to the world of global politics.

Источники и литература

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