



Digital Diplomacy and French Language: Leveraging Technology for International Relations

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Abstract:

Digital diplomacy is the use of digital tools and platforms in diplomatic practice. In today's interconnected world, it plays a crucial role in international relations. This paper focuses on the relationship between digital diplomacy and the French Language. It explores how technology can be used to improve diplomatic ties between French-speaking countries and the global community. The aim is to understand the importance of the French language in digital diplomacy efforts, the potential benefits of digitalization in strengthening cultural, economic, and political connections among Francophone nations. Additionally, the paper will also address the specific challenges and opportunities faced by digital diplomacy in relation to the French language. The methodology applied for this paper includes: examination of scholarly literature, review of best practices, and analysis of case studies. The objectives of the research are mainly to examine the role of digital diplomacy in promoting French language; to assess the impact of technology on language education and cultural exchange; to investigate digital diplomacy strategies for strengthening francophone cooperation; to explore the role of social media and online platforms in Francophone diplomacy and to advance digital diplomacy strategies for language promotion. Despite the acknowledged global scope and accessibility of digital diplomacy, it was found that there is a notable scarcity of research on its application, in African countries especially. Future research would benefit greatly from a more focused investigation into how digital diplomacy is carried out in various linguistic environments, exploring the complex relationship between technology, language, and international affairs.

Keywords:

Digital diplomacy, global connectivity, international relations, leveraging, French language, digital tools.

Introduction

Digital diplomacy, also called virtual diplomacy, e-diplomacy, or cyber diplomacy, is a new area of international relations that is growing fast because of technology in the 21st century. Basically, digital diplomacy is when governments, diplomats, and international organizations use digital tools and technologies to carry out their diplomatic activities and talk to people from other countries online, which changes how diplomacy works and affects global governance (Hocking, Melissen, & Riordan, 2012). By tradition, government officials conducted diplomacy by talking to each other nicely, using tact and negotiation to get what they wanted for their country. But digital diplomacy is all about doing diplomacy online, which is, relying on the internet, communication technologies, and digital platforms to establish diplomatic relations and maintain their connection with other parts of the world. These technologies consist of social media sites like Twitter, Facebook, and Instagram, as well as diplomatic websites, online discussion boards, and virtual meeting platforms. These platforms simply give new ways to do old things.

Foreign ministers can still hold their summits, ambassadors can still represent their countries, but they henceforth do all these through video calls instead, as well as writing blogs and posting on Twitter or on any other social media. They can talk to people from other countries, share news and ideas, and support their country's goals and rules instantly. One really particular thing about digital diplomacy is that it gives non-governmental organizations (NGOs) and other non-state actors a bigger voice in international affairs.

These groups can use the same digital tools to raise awareness about important issues, push for change, and work together with governments to find solutions to what considered to be their problem. This can lead to new and innovative approach of dealing with global challenges that might not have been possible before. Of course, just like in regular diplomacy, there are always disagreements and conflicts that also occur online. However, digital diplomacy has become an important part of how countries and people interact with each other on the global stage. It helps in mutual understanding, trust building, and working together to make the world a better place. Therefore, the objectives of this study are to:

- Examine the role of digital diplomacy in promoting French language.
- Assess the impact of technology on language education and cultural exchange.
- Investigate digital diplomacy strategies for strengthening francophone cooperation.
- Explore the role of social media and online platforms in francophone diplomacy.
- Advance digital diplomacy strategies for language promotion.

By addressing these goals, this research aims to shed light on how digital diplomacy and technology can be used to promote the French language, strengthen French-speaking communities, and enhance international relations in the digital era

Quite a number of authors so far have shown interest in this subfield of international relations, but no complete theory has been brought up yet. Different countries have different ways of doing digital diplomacy because of their culture and what they can afford in terms of resources at their disposal. In addition, digital diplomacy is proven to be very important for public diplomacy, as it helps governments to control how their country is seen and talked about around the world (Seib, 2012). By leveraging digital platforms and storytelling techniques, diplomats can convey their country's values, culture, and policy priorities to foreign audiences, caring for mutual understanding and trust between nations (Sandre, 2015). Digital diplomacy has emerged nowadays as a key enabler of contemporary international relations, offering diplomats and governments powerful tools for engagement, communication and influence in this digital age.

Statement of the problem:

While digital tools and platforms have made it easier than ever to connect with people from around the world, there is still a lot to learn about how best to use them in the context of international relations and promoting the French language. In particular, there is need to figure out how to harness technology to strengthen cooperation among French-speaking countries.

"Digital Diplomacy and French Language: Leveraging Technology for International Relations," is all about exploring how digital technologies are changing the way diplomats operate in the course of their function. It is of utmost importance to understand those changes because the internet and digital tools are becoming more and more central to international diplomacy.

So far, there has not been a comprehensive study looking at how different countries and organizations use digital diplomacy when it comes to promoting the French language and Francophone culture. This oversight is too big to be overlooked because there are diverse ways that technology can help people around the world to connect and share all that they want to share.

Review of Related Literature

Digital diplomacy has become a more attractive field, and it is changing the game when it comes to international relations, communication, and cooperation. At the same time, languages like French still play a huge role in diplomacy and cultural exchange. It is important to understand how they fit together and how technology can help make the most of them. One way to achieve this is to explore how digital diplomacy can boost international relations and promote linguistic and cultural diversity. This entails using technology to make diplomacy more effective and inclusive, while still respecting and celebrating the unique aspects of different languages and cultures. French, in particular, has a long history of being an important language in diplomacy, and that aspect should strongly be taken into consideration.

So, how then are digital tools are used to make diplomacy better and more inclusive? How can French and other languages be carried along and not left behind in this new digital age? These are important questions that need to be asked as this work navigates the ever-changing landscape of international relations. However, it is paramount to understand the concept and practices of digital diplomacy, as well as the role of French language in diplomatic communication and cultural exchange:

i. Digital Diplomacy: concepts and practices

International relations is a dynamic field of study; with the passage of time, it has seen great changes. The long-established modes of diplomacy have also undergone a change. In the age of information, technological development has created an unparalleled effect on international relations and diplomacy. The term "digital diplomacy" is used to define the effect of the internet and information and communications technology on the management of diplomacy. It is all about the use of these technologies helping deliver foreign policy objectives, to provide policy makers in a secure platform on which they can communicate with foreign publics in an informal and immediate way.

Digital diplomacy has been practiced since the invention of the telegram. It has moved on through each technological advancement till today. Though the mode of digital democracy cannot be defined by a particular method of technology, it is however characterized by speed and the ability to reach a mass audience. Seib (2012) believes that digital diplomacy at its core is founded on the principles of transparency, accessibility, and inclusivity. Diplomats can engage citizens directly through the power of digital technologies. They can as well reach the society organizations, and foreign stakeholders, thus fostering greater transparency and openness in diplomatic processes. Still according to Seib (2012), digital diplomacy enables diplomats to relate beyond geographical and cultural boundaries, promoting inclusivity and broadening the scope of diplomatic engagement. They use the internet and ICT to help shape their agenda in a direction that is more conducive to their policy aim. This is also known as network diplomacy. As for Riordan (2019), diplomats can form the world's perceptions, counter disinformation, and build goodwill among foreign audiences, all these through social media campaign, online cultural initiatives, and digital storytelling.

Crisis communication and management are another important element of digital diplomacy. In times of crisis, such as natural disasters, conflicts, or public health emergencies, digital tools enable diplomats to provide instantaneous information on the spot, disseminate emergency information, and coordinate international assistance activities as presented by Kurbalija & Katrandzhiev (2021). Twitter and Facebook are also being used as an effective tool for crisis communication, where governments come in contact with the affected population and coordinate humanitarian activities. Digital diplomacy has heavily influenced diplomatic negotiations and international cooperation as well. Virtual meetings, online forum, and digital platforms facilitate communication, negotiations, and collaboration among diplomats and stakeholders, thus bypassing geographical barriers and expanding diplomatic outreach (Hocking, Melissen, & Riordan, 2012). Diplomats also employ digital technologies to provide insights into world trends, public opinion, and evolving issues that shape international relations (Seib, 2012).

Digital diplomacy on the other hand, is the new paradigm of diplomatic practice, which offers governments and diplomats very potent tools for engagement and communication, as well as influence in this digital age. The new practice and its elaboration include the adoption of innovative practices and the digital technologies used by diplomats, all of which help navigate the complexities of contemporary international relations, fostering dialogue and cooperation, and address global challenges in this changing world. As the world keeps evolving and reshaping globally through digital technologies, the status of digital diplomacy is expected to continue growing and being restored as the very cornerstone of modern diplomacy.

ii. The Role of French Language in Diplomatic Communication and Cultural Exchange

In recent years, more people see how digital diplomacy can help increase language and cultural variety, including spreading the French language and Francophone culture. Websites and technology offer new ways to share languages, educate, and swap culture across borders and cultural gaps (Sandre, 2015). Projects like online language classes, web cultural events, and digital stories help make the French language more known worldwide, as noted by Hocking, Melissen & Riordan (2012). Digital spaces are key to showing the unity of French speakers, helping understand different cultures, and tackling big world issues like climate change, safety, and rights for all (Seib, 2012). The mix of digital diplomacy and the French language opens up great chances to better international ties, along with language and cultural richness.

In today's interconnected world, language plays a crucial role in international relations. As countries strive to strengthen their global influence, effective communication becomes essential. This is where language

diplomacy comes into play. According to the European Union (n.d.), the French language is important in discussing or mediating between countries because many groups and meetings around the world use it. It is one of the six main languages at the United Nations, helping all countries to keep a good communication rapport. French is also key when groups of French-speaking countries meet to make take some vital decisions. Besides being used for talking between countries, French is also used in sharing culture. It helps people understand, value, and respect the way of life in French-speaking countries. These countries usually show off their arts, the many ways they use words and their customs all over the world through sharing their culture (Bjola & Holmes, 2015). As one of the most widely spoken languages in the world, French holds significant diplomatic value. It is an official language in numerous international organizations such as the United Nations, European Union, and International Olympic Committee. Also, it serves as a working language for diplomatic negotiations and official meetings. France, known for its rich cultural heritage and contributions to various fields including arts, literature, and cuisine, leverages the power of the French language to enhance its soft power globally. Events like book fests, movie shows, art displays, and food fairs, help share French culture and boost talks among different people as stated by Sandre (2015). French books, films, music, and food are loved worldwide, adding to the world's culture scene and making stronger bonds between French-speaking areas across lands as Riordan (2019) further emphasizes. Teaching the French language is as well a means of spreading French civilization and words even outside of French-speaking regions, through learning programs and working together in schools.

By promoting French language education and supporting cultural initiatives worldwide, France aims to first, strengthen Bilateral Relations: Language acts as a bridge between nations, facilitating better understanding and fostering closer ties. Secondly, to encourage “la Francophonie”: the community of French-speaking countries sharing common values and interests. Thirdly, to attract tourism and business opportunities: Proficiency in French opens doors for tourism and economic collaborations with French-speaking countries. Lastly, to preserve linguistic diversity: language diplomacy also involves safeguarding linguistic diversity by supporting minority languages and promoting multilingualism. By upholding la Francophonie, France can expand its influence within this network.

Evolution of Digital Diplomacy

Digital diplomacy encompasses various activities like diplomatic relations, managing crises, and cultural exchange, all made possible by digital technologies. Its origins, as mentioned by Seib (2012) can be traced to the late 20th century when the internet and digital technologies became more widespread. As the internet connected more people globally, diplomats also started to see how digital tools could improve communication and outreach.

Initially, digital diplomacy involved using email, websites, and electronic communication to share information, coordinate activities, and connect with foreign groups. Diplomatic missions and embassies created websites with country profiles, consular services, and foreign policy stances, broadening public access to diplomatic information. From the point of view of Bjola & Holmes (2015), as technology evolved and social media became popular, digital diplomacy expanded to include social media interactions, online public diplomacy, and virtual communication channels. Pursuant to their view, it has become more democratic as diplomacy can now involve non-state actors and civil society, bringing in multiple perspectives to make negotiations more inclusive. Diplomats and government officials actively used platforms like Twitter, Facebook, and Instagram to connect with international audiences, sharing updates and promoting their countries interests and values.

Digital diplomacy has evolved due to the increasing significance of data analysis, artificial intelligence, and extensive data sets in diplomacy. Diplomats now influence data insights and analytics to monitor global affairs, determine public sentiment, and inform decision-making (Kurbalija & Katrandziev, 2021). It goes beyond traditional government interactions and now includes input from non-governmental groups, civil society organizations, and businesses, which participate in diplomatic discussions and dialogues. Online platforms, virtual conferences, and digital forum allow people from various backgrounds to share their views, take part in diplomatic discussions, and help with diplomatic initiatives as pointed out by Melissen (2016). Digital technologies empower diplomats to examine social media interactions, evaluate sentiments, and quickly spot emerging issues and crises. Rising as a modern element of international relations, digital diplomacy has been complementing traditional diplomacy. Advancements in technology and communication have transformed digital diplomacy, creating new prospects and obstacles in the

digital age. It's crucial to maintain clarity in digital communication, as misunderstandings can shape public perceptions and harm international relationships.

Despite the acknowledged global scope and accessibility of digital diplomacy, there is a notable scarcity of research on its application in contexts outside of the Western world, especially in African countries. This lack of study suggests that the interplay between digital diplomacy and languages like French could be an under-examined aspect. Future research would benefit greatly from a more focused investigation into how digital diplomacy is carried out in various linguistic environments, exploring the complex relationship between technology, language, and international affairs.

Historical Significance of Language in Diplomacy

Throughout history, language has been a vital tool in diplomacy. It has facilitated communication, negotiations, and the development of international relations. In the past, diplomats were chosen for their proficiency in multiple languages, especially the language of the host country. Speaking the local language is advantageous for diplomats, enabling them to connect better with local authorities and the population. In medieval Europe, Latin became the preferred diplomatic language due to its significance in academia, religion, and intellectual discourse. According to Watson (1984), it served as a neutral means of communication for European powers, facilitating diplomatic exchanges, treaties, and agreements. Mastering various languages was crucial for conducting diplomatic missions and promoting mutual understanding. He (Watson) further affirms that the Renaissance period saw the rise of vernacular languages, which has diversified the diplomatic languages, meaning diplomats started using their native language aside from the Latin language used in exchanges of letters of diplomatic nature. The modern era has further expanded the role of language in diplomacy with the rise of sovereign nation-states and diplomatic relations between them. National languages, such as French, English, Spanish, and Russian, have become prevalent in domestic communication in diplomacy, reflecting the diplomatic power and cultural influence of the countries to which they belong. It is one thing to clearly and accurately state a treaty and agreements' terms; it is another to ensure that these terms are understood by all parties involved. The implications of a clear and precise language, when it comes to diplomatic texts, cannot be overemphasized as this will go on to represent the majority of legal and diplomatic implications of events unfolding. Words and phrasing used in diplomatic texts can serve as further communicative tools in ensuring that misunderstanding and misinterpretations are avoided, and this can, in turn, doom off the diplomatic efforts.

Diplomacy, communication, and cultural exchange continue to play an important role in contemporary diplomacy. On the authority of United Nations (n.d), the use of languages in international organizations such as English, French, Arabic, and Chinese reflects global languages and ensures linguistic equality in international communication. Although diplomacy has been around for almost as long as language, the specific use of language in diplomacy and its profound role in influencing events on the world stage has not been given the attention that historians claim it deserves. It is possible that these events have influenced the contemporary views of diplomacy to the extent that it is worth examining the role language plays to bring about discussion and how it influences the actual outcome of political events. We hope that such research can also shed light on the extent to which language plays a similar role in any period of transnational history, including our own.

In the face of increasing globalization, diplomacy is considered as one of the most important ways to solve different complicated international problems which may be a threat to peace and security among human beings. Diplomacy refers to communication and negotiation between members of states or governments in their international relations through speech, gestures and information sharing. Good communication between states is key for a peaceful world. Language has thus been considered not only as the medium by which people communicate but also a means of communicating among state governments and officials. Every language has its own cultural values, specific behaviors and expressions and all these distinctions can create misunderstanding between used languages and an interpreter. It should be made sure that information moves freely and correctly when a message is being shifted from one language into another with the same intended meaning for it to be received by the addressee of the message.

The historical significance of language in diplomacy is profound and underlines the role that language plays as an essential tool for communication, negotiation, and cultural exchange among people and

countries. Language has formed diplomatic relations during records, and contemplated the evolving dynamics of world international relations. It serves as a bridge among cultures, and a method of advancing mutual pursuits through diplomatic dialogues, building trust and understanding as explained by Berridge (2015). Recognizing the importance of language in diplomacy, gives countries an opportunity to navigate without problems the complexity of global relations and work towards peaceful and constructive solutions to global challenges.

Successful Digital Diplomacy Initiatives for French Language: Case Studies

There are two major case studies of successful digital diplomacy initiatives for the French language, namely Francophonie 3.0 and Francophonie Digital campaign.

i. Francophonie 3.0: Digital Diplomacy by the International Organization of La Francophonie (OIF).

The International Organization of La Francophonie created the "Francophonie 3.0" initiative to promote the French language and Francophone culture through virtual international relations (International Organization of La Francophonie, n.d.). The initiative has the following key features:

- Digital Language Learning Platforms:
OIF worked with educational institutions and language learning organizations to create online language learning platforms, mobile apps, and digital resources for French language learners (International Organization of La Francophonie, n.d).
- Social Media Campaigns:
The OIF used social media campaigns on platforms such as Facebook, Twitter, and Instagram to raise awareness about the French language, promote Francophone culture, and celebrate linguistic diversity (International Organization of La Francophonie, n.d.).
- Virtual Cultural Events:
OIF organizes virtual cultural events, festivals, and exhibitions to showcase the richness and diversity of Francophone culture (International Organization of La Francophonie, n.d.).

This initiative has efficiently leveraged digital diplomacy to make bigger the reach and effect of French language promoting efforts, to have interaction with diverse audiences, and foster a feel of belonging and network amongst Francophone groups worldwide.

ii. Francophonie Digital Campaign by the French Ministry of Foreign Affairs

The "Francophonie Digital Campaign" was launched by the French Ministry of Foreign Affairs (n.d) to celebrate the International Day of La Francophonie and promote the French language and Francophone culture on digital platforms.

Key components of the campaign include:

- Digital Ambassador Program:
The French Ministry of Foreign Affairs recruits digital ambassadors, influencers, and content creators to serve as advocates for the French language and Francophone culture on social media.
- Online Language Challenges:
The Francophonie Digital Campaign organizes online language challenges and competitions to encourage language learning and creativity among participants.
- Virtual Language Cafés:
The campaign hosts virtual language cafés and conversation circles where participants can practice their French language skills, interact with native speakers, and engage in informal discussions on various topics.

These case studies show how effective digital diplomacy initiatives can be. The French Ministry of Foreign Affairs has done an awesome job using digital diplomacy through the Francophonie Digital Campaign. They have been promoting the French language, encouraging people to learn it, and strengthening connections between Francophone communities all over the world. They've been promoting the French language, fostering cultural exchange, and engaging with all sorts of people on digital platforms.

Leveraging technology for French language diplomacy

This offers numerous opportunities to enhance communication, cultural exchange, and collaboration on a global scale. Here are some ways technology can be utilized for French language diplomacy as clearly stated by the French Ministry of Europe and Foreign Affairs (Official website, n.d.)

- **Digital Language Learning Platforms:**
Governments and organizations have the ability to invest in digital language learning platforms that enable diplomats and public servants to take French language e-courses and access resources like “Le français avec TV5Monde” and “Bonjour de France”. These platforms have interactive sessions, engaging lessons, and materials that provide cultural insight and the opportunity to practice, strengthening the capacity of French-speaking diplomats and career public servants (French Ministry of Europe and Foreign Affairs).
- **Online Collaboration Tools:**
Virtual interaction is helpful for the real-time interaction among various French-speaking stakeholders such as diplomats and officials around the globe. Virtual meeting apps, document sharing tools, and project management services have helped in diplomatic relations. Diplomatic missions such as the embassy of France in the United States have been using Microsoft teams and zoom to engage in virtual meeting, jointly conduct several initiatives, and participate in diplomatic talks in French and other languages. Meetings, workshops, and discussions are made in vain in the absence of these coordination and collaboration apps, which have the potential to reduce the barriers to communication and to make the process of diplomacy more difficult.
- **Social Media Digital Outreach:**
French-speaking nations and diplomatic missions can leverage digital platforms like social media, websites, and digital channels to promote the French language and its cultural richness, share updates on diplomatic activities, connect with global audiences. Engaging creative content (videos, blogs, and interactive posts) can highlight French linguistic diversity and support public diplomacy initiatives. The Institut Français, an international organization focusing on French promotion, uses platforms like Facebook, Twitter, and Instagram to also share French language learning resources and promote cultural events. Their online efforts enhance French global visibility and appeal.
- **Translation and Interpretation Technologies:**
New technology helps French-speaking diplomats translate and interpret for people who do not speak French very well. Tools that translate text and speech, as well as multilingual chatbots, can help people communicate better in different languages. For example, the European Parliament uses machine translation to change documents, speeches, and meetings into different languages, including French. These translation tools are part of how the parliament works, which makes it easier for people who speak different languages to communicate and understand each other. This means that more languages are used and that everyone feels welcome (European Parliament).
- **Virtual Cultural Exchanges:**
According to European Commission (2024), Virtual Reality (VR) and Augmented Reality (AR) technologies bring cultural experiences to life, allowing people to virtually visit French landmarks, explore museums, and attend events from anywhere in the world. These virtual immersions enhance cross-cultural connections and strengthen diplomatic ties between France and its partners. The Alliance Française, promoting French language and culture globally, leverages platforms like Zoom and YouTube to host virtual cultural exchanges and events. These initiatives foster understanding, collaboration, and French language proficiency among participants from various nations, creating a bridge for cross-cultural appreciation and unity

Through the use of technology, governments, organizations, and institutions can advance French language diplomacy, reaching a wider audience, enhance communication, enabling substantial interactions, foster cultural exchange on a worldwide scale. By utilizing technology, French language diplomacy becomes more accessible, allowing for improved dialogue and collaboration among French-speaking countries and the global community.

Challenges and opportunities in digitalizing French language diplomacy

When it comes to challenges, the digitalization of French language diplomacy can make existing inequalities in technology access even worse. This is especially true in areas with limited internet infrastructure or digital literacy. Woollock (2012) sees language barriers as an issue that can hamper global communication, particularly for people who do not speak French but need to access French-language content. Cyber security threats like hacking, data breaches, and online misinformation are also risks for digital diplomacy efforts. These threats, according to Choucri, N. & Clark, D. (2012), can compromise the confidentiality and safety of diplomatic communication. It is important to have cultural sensitivity and understanding of different cultural norms and practices for effective digital diplomacy. However, this can be difficult to navigate in online interactions. Additionally, maintaining the trustworthiness and reliability of diplomatic communication is a challenge in the digital world because digital platforms are easily manipulated and used to spread false information as rightly pointed out by Seib (2012).

As for the opportunities, digital platforms offer opportunities for French language diplomacy to reach a global audience, allowing diplomats to engage with diverse stakeholders across geographic boundaries. Digital tools enable diplomats to interact directly with citizens, civil society organizations, and other stakeholders, fostering greater transparency, accountability, and citizen engagement in diplomatic processes. Digitalization opens up avenues for innovative diplomatic initiatives, such as virtual cultural exchanges, online language learning programs, and digital storytelling campaigns, which can enhance the visibility and impact of French language diplomacy. Digital diplomacy initiatives can leverage data analytics and social media monitoring tools to gain insights into public opinion, track trends, and inform decision-making processes, enhancing the effectiveness and responsiveness of diplomatic communication. Digital platforms facilitate partnerships and collaboration between governments, international organizations, and civil society actors, enabling joint efforts to promote the French language, cultural exchange, and global cooperation.

Overall, digitalizing French language diplomacy poses challenges as well as significant opportunities to improve the visibility, reach, and impact of French language diplomacy on the global stage. Diplomats can overcome these challenges and fully utilize the potential of digitalization by strategically using digital tools and platforms to promote cross-cultural understanding and cooperation, thereby advancing French language diplomacy.

Conclusion

To conclude, the intersection of digital diplomacy and French language presents an attractive chance for the improvement of international relations through technology. This means that using online tools and platforms, diplomatic officials and educators of languages can be able to enhance communication between people from different cultures, bring a variety of languages closer together as well as making global relationships stronger. In this regard, therefore one should take up online language classes; come up with or foster virtual exchange programs; produce digital contents in several languages to facilitate mutual understanding thereby promoting collaborations among nations all over the world. However, challenges such as access to technology, digital literacy, and cultural sensitivity need to be addressed to ensure that these efforts are effective and inclusive. In general, using technology in language education and diplomatic outreach can help bridge the gap between countries and promote common goals in a world that is becoming more interconnected.

However, Seib (2012) affirms that, this fast flow of information comes with its challenges such as misinformation dissemination and the need for States to devise new patterns to effectively manage their online profiles. Whatever the case may be, there are challenges that cannot be bypassed and must be tackled. There are some important points to keep in mind when it has to do with digital diplomacy: firstly, not everyone has equal access to technology, so efforts should be made to bridge this digital divide and ensure that everyone can benefit. Secondly, using technology effectively requires certain skills and knowledge. Therefore digital literacy (training and support) is important for both diplomats and language educators so they can make the most of digital tools. Thirdly and finally, in a globalized world, understanding and respecting different cultures is crucial. Technology should be used in a way that promotes cultural exchange and avoids unintentional offense. By addressing these issues and working together, diplomats and language educators can use technology to achieve diplomatic goals and protect

linguistic diversity. Digital diplomacy is changing the face of international relations making it more fluidly connected but complex at the same time (Hocking & Melissen, 2015).

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