



## The importance and function of digital diplomacy

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ABSTRACT

In this article, comments were made on the importance and function of digital diplomacy.

**Keywords:**

digital diplomacy, function, citizen, State, Community Task, problem

The cooperation of the countries of Central Asia on the basis of equal partnership and solidarity in all spheres has a positive impact on the development of all regions. Thanks to the initiatives of the head of our country, active and pragmatic diplomacy and foreign policy, a completely new, constructive political environment has emerged in Central Asia today and favorable conditions have been created to solve the most pressing problems such as rational use of cross-border Water Resources, delimitation and demarcation of borders, crossing border punches, development of cross-border trade.

All this can be said as a result of consistent foreign policy on the development of close and mutually beneficial joint relations between Uzbekistan and the countries of Central Asia, conducted by the leadership of our country over the next three years, as well as a great achievement of independent Uzbek diplomacy. The objectives of digital diplomacy include advancing the interests of the country's foreign political activities, promoting information through Internet television, social networks, mobile communication and others, influencing the decisions of political elites through the

formation of mass consciousness, etc. At the same time, digital diplomacy has a changing and evolving functionality. Such functions are the popularization of public policy, the attraction of active citizens abroad as much as possible to political processes, the creation of a positive image of the country, the promotion of prestige, the attraction of foreign resources for collective settlement of pressing problems or situations. In addition, it is a means of communication that allows diplomatic services to listen to the opinion of "people on the street" and on this basis to analyze public opinion or assess the quality of their actions, as well as to study the information distributed about the country and its citizens, performs the functions of the channel "Rescue Service" for citizens in case of Among these, the tasks of digital diplomacy include carrying out short-term political campaigns aimed at promoting certain political ideas, actions and others, being a means of establishing relations with the diasporas of its citizens living abroad by the country. Digital diplomacy can be considered as a subject of scientific research through the theories of realism and constructivism. The theory of realism understands the logic of digital

diplomacy by the state from the point of view of its national priorities and constructivism interprets the actions and values of the target audience and actors of this type of diplomacy. Digital technology has spread rapidly in many parts of the world. In most cases, digital technologies have pushed growth, pushed opportunities and improved the provision of services. In order to make the maximum use of the digital revolution, countries must also work on "analog replenishers" by introducing rules that ensure competition between enterprises, adapting workers' skills to the requirements of the new economy and ensuring the stability of institutions.

Since the years 2018-2020, digital diplomacy has stepped into a new third stage of its development. At this stage, work such as the processing of "big data", the use of artificial intelligence for the rapid preparation of positive messages and counter-messages, the formation of convincing responses to user comments, the identification of sources of disinformation and "trolls", the identification of inclined and counter-bloggers began to be carried out. Today, 90% of the data available in the virtual world has been formed in the last 5 years.

And the performance of such a high level of complex tasks, in turn, dictated the use of special methods of analysis. The most common methods include such methods as "Hashtek analysis" ("Hashtag tracking"), "system analysis" ("Network analysis"), "text tone analysis" ("Sentiment analysis"), and "opinions

and views" ("Opinion mining"). These methods give the faith to get the answers to the questions you need by studying the opinions and discussions expressed on a particular topic that has the greatest interest. In particular, the method "text tone analysis" ("Sentiment analyses") is used to determine the identity of users and their political status, as well as to assess the reactions of participants in the discussion with respect to the topic. Information and communication technologies, in particular, digital technologies, have a strong position in the rapidly changing international relations, occupy an important place in the effective implementation of the priority tasks within the framework of the state's foreign policy and foreign economic activity.

The widespread use of digital technologies and the provision of specialists with modern knowledge and skills in this field have become a continuous part of the country's foreign political activity, which has become today's urgent task.

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