

⑧ Social media is becoming a new medium for diplomacy. Do you agree with this view? comment

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In the era of digital age countries started looking at various channels to communicate with leaders & people

Social medias offers significant platform for new age diplomacy.

Social medias are faster way to communicate & less formal, its easy accessible, leaders able to connect easily

Leaders directly touch with one another wishing other major life events & showing empathy to their countries issue through platforms like twitter & facebook develops personal diplomacy & may yield more results

EX1- Former PM of Japan Shinzo Abe followed only 3 people on twitter including our PM

Instant dissemination of information & opinions strengthen confidence of people

EX1- Ukraine war, Indian embassy in Ukraine formed whatsapp, telegram group to extend support to stranded people in Ukraine

As leader & diplomats not only represent government but people & their culture, emotion, it also help to develop people-people contact between countries.

Ex:- American President wishing for Dewali festival for fellow Indians in America will attract appreciation from Indians there.

Social media diplomacy is not equals business unlike traditional one, it will helps people to invest, travel & perform business in other countries.

Ex:- When German Chancellor announces visit to India, on trade talk, it will attract investment even before the visit.

However misinterpretation of leaders & diplomats words, & spread of fake, half truths, hatred on various countries in social media are some of problems in it.

In globalised world diplomacy not between leader of country but people so social media platform help to connect between people.