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# THE IMPACT OF THE NEW TECHNOLOGIES ON THE INTERNATIONAL RELATIONS

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## **Abstract**

The international relations are not isolated from the world we are living in. This is why the international relations can and are been influenced by some concrete new technologies. The new technologies in the field of the communication made the biggest impact on the international relations. This progress changed the previous views and opened a lot of questions about the further need for permanent diplomatic missions and so on. What this paper conclude is that the new technologies chanced and reduced the need of the permanent missions but did not make them lose all of their functions.

***Keywords:*** *international relations, permanent diplomatic missions, new technologies*

## **Introduction**

The new technologies can have impact on the international relations and diplomacy in almost each field. Particularly the new technologies in the military sphere had strong influence on the international relations in the past. Having modern military technology was, and still is, a ticket for being a factor in shaping the international relations. Furthermore the improvement of the transport sector was also important. But the new technologies in the field of the communication made the biggest impact on the international relations. We have in mind the improvements made in the last 100-150 years. This is the time period in which the biggest improvements of the communication technologies have been made. For the first time in the history the direct distance talks between the carriers and shapers of the international relations became possible by the invention of the phone. The internet made much bigger progress by creating a global world network of information. This progress changed the previous views and opened a lot of questions about the further need for permanent diplomatic missions and so on. This is the reason why in this paper we are treating the impact of the new technologies

mostly in the field of communication on the international relations and the permanent diplomatic missions in particular.

### **The new (communication) technologies and the international relations**

The communication has always had impact on the international relations. If we divide the word “telecommunication” we can see that it is composed by two words – “tele” and „communication”. The meaning of “tele” comes from the same Greek word that means “far away”. Ages ago, as known, there was no technology that could provide “far away” communication. The existing ways of communication in the past were very slowly and primitive. Mostly the communication was enabled through diplomatic couriers that carried the letters from one place to another. This made the communication directly dependent on the existing transport. All this had its impact on the international relations. For example, because of the absence of long distance communication and transport technology, there was not a possibility of mutual communication between the two biggest ancient empires Rome and China. Probably they did not even know about each other. Unlike those times, the modern communication technologies provide much faster communication and exchange of information today. Let’s just take the example of USA and Kosovo independence declaration. *The news of the U.S. Declaration of Independence took the same amount of time to reach Great Britain by boat as it did to reach the southern United States by land. In contrast, Kosovo’s Declaration of Independence in 2008 was heard almost instantly by governments and people across the world* . (Fong 2010)

New technologies are being improved continually and dramatically from 19. century till today, by invention of the electronic telegraph, the radio connections, the phone, the TV- broadcasting, the Internet and so on. Each of these inventions was revolutionary in its time, but the invention of the phone was especially outstanding in terms of the impact on the international relations as a whole. The use of phone made possible direct long distance contact between the holders of the international relations, its use is quite simple, it gives the security that the message has been admitted, It also enables to find out very easy the needed replenishment and clarifications, and above all the best advantage of the phone is the immediate response. In this regards interesting are the memories of Callaghan, the former British minister for foreign affairs (Callagha 1987)<sup>1</sup>. He describes the impact of the phone on shaping the international relations and at the time just before and at the

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<sup>1</sup> In 1970<sup>th</sup>

beginning of the Turkish invasion on Cyprus<sup>2</sup>. The inclusion of Britain was necessary because of the agreement signed in 1960. According to this agreement Britain, together with Greece and Turkey were the states that guaranteed for the Cyprus Constitution and its territorial integrity. The possible war could be very dangerous because it would include two NATO member states – both Greece and Turkey. So, the Callaghan mission was to obtain immediately cease fire (and make the two sides negotiate. In doing this, Callaghan would have to start a diplomatic mission and meet at least four sides. We are talking about the representatives from Greece, Turkey, USA and EU<sup>3</sup>. So the British minister for foreign affairs would need a couple of days to travel to USA, Greece, Turkey and France. Other option was that the permanent British diplomatic mission authorities would have talks in their host countries. But this way of direct talks would be impossible in such a short time. So, without the use of the phone the military actions on Cyprus would probably be continued. In this way the British interest would not have been accomplished and the situation between the two NATO members could easily escalate. Using the phone, Callaghan made a lot of calls with USA representatives and got US support, which was extremely important. In the same time he coordinated with France. So talking with his Greek and Turkish colleagues he was talking in the name of relatively common position of UK, USA and France. In this way, in relatively very short time period, i.e. by using the phone, he made Turkey accept the cease fire the very next day. He even had phone talks to the Austrian chancellor about the possibility for using Vienna as a place for further peace talks.

This is one example that illustrates the role of the phone in the international relations. It is easily apparent that without the use of the phone, despite the existence of good transport technology, the situation could have gone in another direction. But what we must note that the existence of modern communication is not always enough. Sure, the use of this modern technology can facilitate the things, but we must not ignore the human factor in it. Especially the existence of will is a crucial thing. We can look, for example, in the relations between Macedonia and Greece in the early 90s. Namely, after the dissolution of Yugoslavia, Republic of Macedonia became an independent country. One of the main objectives of the Macedonian diplomacy in that time was to provide international recognition. Greece refused to recognize the country and set a list of preconditions including the change of the country name, the national flag etc. This kind of situation between two neighbor countries resulted in not communicating and not having diplomatic relations for a relatively long period of time. The tense situation in their relation was often accompanied by hate speech. One of the attempts for improving this situation

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<sup>2</sup> 20.July 1974

<sup>3</sup> At the time still European Communities

was made by the Macedonian president Gligorov (Gligorov 2001). The good opportunities for this kind of movement were the elections in Greece. Gligorov thought that it could be a sign of good will if Macedonia congratulates the winner of the Greek elections. Because both countries had no official diplomatic (or any other) relations and practically no mutual communication, the Macedonian side send a fax telegram to the newly elected Greek prime minister. There was a hope that by using the communication technology there would be some progress in improving the relations between the two countries. The Greek answer came by fax telegram, too. But instead of saying thanks for the congratulations the answer was pretty disrespectful saying simply "Not recognized, non existing." So, instead of improvement in the bilateral relations, the Greek side decided to continue its policy of no communicating with Macedonia. This example shows that the factor of the willingness is very important and that the use of modern communication technologies may be insignificant in some cases.

Anyway, the modern communication technology has indisputable effect on the international relations. Especially the internet and the social media made the free flow of information better than ever. But, on the other hand the internet weakened role in traditional areas of responsibility for the international relations stake holders that have enjoyed a monopoly of information and high prestige over the centuries.

A good research study for future research in this regards can be the Wikileaks' case, or the role of the social media in the Arab spring (Rosen 2011). The previous only illustrated the role and the importance of the social media in the contemporary international relations. That this is true also show the decisions of some governments to make restrictions in the use of internet and social media<sup>4</sup>.

### **The new technologies impact on the traditional permanent diplomatic missions**

The modern technologies made especially visible effect on the permanent diplomatic mission. The impact was so big that the future of the permanent diplomatic mission was reconsidered. The reasons behind are mostly concentrated on the base of the very fast advancement of the new and modern communication and transport technology. This achievements made the world „global village". In this world, politicians from different countries can easily travel to another countries or communicate directly with their colleagues from other countries only in few seconds via internet, Skype, phone, and so on... All these raised a logical question. Namely, are the permanent diplomatic missions needed in a world where the head

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<sup>4</sup> Facebook in China in 2009, Tweeter and YouTube in Turkey in 2014, Facebook in Iran 2009, Facebook in Bangladesh in 2010...

of the state can easily meet his colleagues directly and skip the permanent mission members? Even more having a lot of permanent diplomatic missions is very expensive for each state, especially for the smaller ones. Despite the expectation that this new technology would make the permanent diplomatic mission surplus, this has never happened. Although we must agree that information and communication technologies have made finding news easier than ever before. Although diplomats have traditionally been in charge of collecting information about the events in a country and relaying it back to the ministry, this function is increasingly filled by the global media, which often breaks a story even before diplomats catch wind... *In sum, the role of diplomats as the "mouths and ears" of the foreign ministry has lessened. The reversal in the role and power dynamic between media and the diplomatic corps represents a major change in the field of diplomacy in the 21st century.* (Fong 2010)

However, there are some functions of the traditional permanent mission that cannot be fully replaced by the technology, such the representative, promotional, lobbying, and consular functions. The first one, the representative function is very important and has goal to make the current state visible in the other state. The „visibility” is very important and gives the impression of a serious state that can be a serious political, economic etc. partner. This function can be hardly replaced by the use of modern technology, for example a web site. The second function – the promotion has goal to promote the interest of the state and the friendly relations in the host country. This can be done by keeping good relations with the businesses and political elites. Of course, all this have an alternative in personal communication between the heads of the states on different summits and meetings, which can be held more often, thanks to the new transport technologies. But the experience of the ambassador about the host country, the local sensitivities and the customs can not be replaced by any means on these meetings. It can be hardly replaced also the lobbying function, because one permanent mission representatives should know the „right people” the best and it would be almost impossible, someone from „outside” to do this, for example through phone. The fourth function – the consular function is a classical function that still can not be replaced 100%. All of this made the permanent missions, survive” the new technologies and keep its function.

### **Conclusion**

It is undisputable that the new technologies (especially the communication ones) are factors that influence the international relations as a whole. Without taking a side, whether the effect is positive or negative, we only note that the human factor



cannot be ignored. The use of modern technology can facilitate the things, but the existence of will is still a crucial thing.

The new technologies had their impact on the international relations as a whole and on the diplomacy respectively. This new technologies led to a question for the need of the further existence of the permanent diplomatic missions. What we can conclude is that the new technology changed and reduced the need of the permanent missions but did not make them lose all their functions.

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