

A Review of Digital Diplomacy as a Transformative Force in 21st-Century International Relations

Pranjal Chakraborty¹ and Dr. Brijendra Mishra²

¹Research Scholar, Department of Mass Communication

²Research Guide, Department of Mass Communication

Vikrant University, Gwalior (M.P.)

Abstract: *Digital diplomacy has emerged as a transformative force in the 21st century, reshaping how states communicate, negotiate, and engage with global audiences. This review paper examines the evolution, mechanisms, and implications of digital diplomacy in contemporary international relations. It synthesizes existing literature to analyze how digital tools especially social media, big data, cybersecurity, artificial intelligence, and virtual platforms have redefined diplomatic practice, enhanced soft power projection, facilitated crisis communication, and intensified geopolitical competition. The paper concludes that digital diplomacy is an indispensable component of modern foreign policy, yet presents challenges related to misinformation, digital inequality, security vulnerabilities, and ethical governance.*

Keywords: Digital Diplomacy, International Relations, Soft Power