

SECTION 7. INTERNATIONAL ECONOMIC RELATIONS

DOI: 10.46299/ISG.2025.MONO.ECON.2.7.1

7.1 The diplomatic landscape of economic communications

Modern trends of globalization influence the development of international dialogue and strengthen the role of diplomacy as an important element of mediation in this process. Diplomacy of the new era includes risks and opportunities in the field of multilateral international relations, transforms the forms of interaction of countries. The scientific discourse of diplomacy is characterized by an interdisciplinary context of the problem, which explains the complexity of public relations in the world against the background of "unipolar world", "bipolar world", "multipolar world".

At the same time, classical of diplomacy are changing their image, as they demonstrate a more strong-willed, pragmatic and aggressive style of behavior. The unification of diplomatic forces, resources and the increase of professionalism in this area of activity are urgent. Diplomacy is a means of expressing the action of international law and resolutions of the United Nations General Assembly, the position of an international institution on world events: "Eighty years after the end of the Second World War, the war in Ukraine stands as a grave threat not only to the peace and security of Europe but also to the very foundations and core principles of the United Nations..." (Statement by the Secretary-General) [156].

There is a need to study the concept of "diplomatic landscape", which characterizes complex phenomena and processes in the field of international relations, reflecting: the variability of foreign policy, the specifics of interactions between various subjects of diplomacy, the dominance of interests of diplomatic actors, the response of diplomatic agents, the functioning of the diplomatic network, the dynamics of the negotiation process, and the conclusion of agreements. The issues of the diplomatic landscape are explored in a wide theoretical and practical range, for example as:

- a change in the paradigm of diplomacy in terms of the role of global and regional movements, international organizations, the nation state, non-state actors, and individuals (P. Bratton) [157];
- the Global Diplomacy Index is an interactive tool that maps the world's most significant diplomatic networks (the Index visualises where these countries or territories invest in diplomacy, how they compare to each other in terms of their global diplomatic footprints, and how their networks have evolved over time) [158] .

The focus of the mega- and macro-level diplomacy is on different contexts: tools for maintaining the balance of power of countries, maintaining equilibrium in international relations, ways to ensure collective security, shaping global stability, cooperation and security. However, the most serious problem in the field of global cooperation is the weakening of previous models of multilateral cooperation and the inability of the international community to unite to stop the escalation of violence (in particular, such as Russia's invasion of Ukraine). A "purgatory of polarity" in which global divisions widen and harden – is most stark when it comes to the degradation of security around the world (A. Guterres, United Nations Secretary-General) [159, p. 6].

Global economic growth is projected to be at historically weak levels (3.1% over the coming five years), according to the International Monetary Fund [160]. The sharp decline in global security has weighed heavily on the Global Cooperation Barometer's calculation of global cooperation, despite relatively stronger levels of cooperation in the areas of climate and nature, innovation and technology, and health and wellness (figure 1) [159].

These problems affect the mechanisms of economic communication development. Against the background of political imbalances, financial instability, economic vulnerability and military threats in the world, diplomacy is strengthening its integration into various spheres of human activity, creating conditions for increasing the role of "soft power" in international relations. The materials of the "Global Soft Power Index 2024" (the world's most comprehensive research study on perceptions of nation brands) emphasize the importance of expanding the functions of diplomacy.

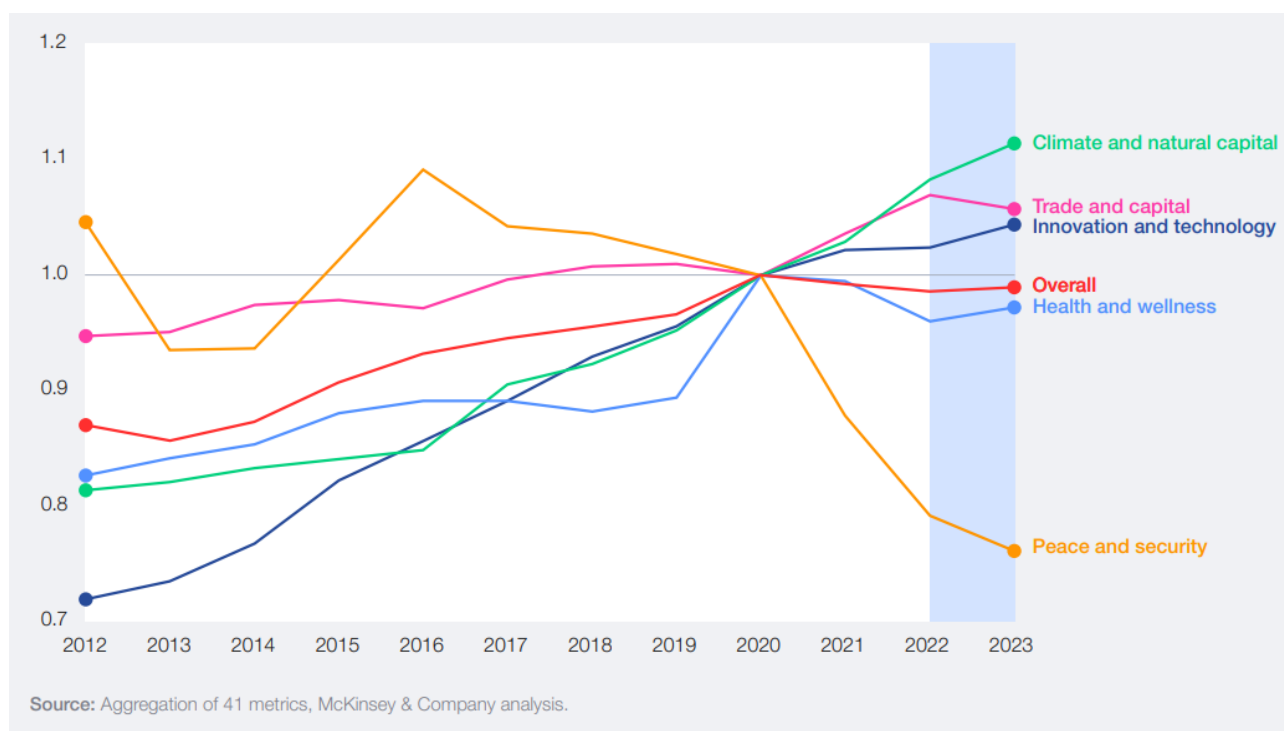


Figure 1. Global Cooperation Barometer [158]

Experts and scholars from different countries substantiate the importance of "soft power" in activating economic development processes and providing incentives for maintaining world order. In particular, D. Haigh (Chairman and CEO, Brand Finance), констатував: "When countries and political groups increasingly wield Hard Power, a natural and common response should be for global leaders to turn to Soft Power to restore stability and cooperation. However, we are living in uncommon times. The shifts in the current global landscape are deeper than simple conflicts across borders, and it is evident that we are experiencing fundamental, systemic challenges to traditional diplomacy..." [161].

L. Yueh's publication "Economic Diplomacy in the 21st Century: Principles and Challenges" includes the thesis: "In an era of Great Powers, "soft power" and economic diplomacy may hold the key to not only an effective set of policies for a country, but also to rejuvenating the global economic system". The scientist argues that the structure of economic diplomacy should balance commercial openness and strategic foreign policy goals [162].

Thus, the interpretation of the tasks of diplomacy includes various components of the logic of their perception in economic communications that stimulate international relations, mechanisms for the exchange of economic information, the use of information technologies, artificial intelligence, as well as the formation of image positions of countries in the world. Diplomacy has revolutionary features: the transition from a closed platform (a limited circle of individuals, professional diplomats) to an open platform – discussion of foreign policy challenges (E-diplomacy, virtual diplomacy, digital diplomacy, cyber diplomacy) based on modern information platforms).

In the context of globalization, the diplomatic landscape is often analyzed through the prism of economic trends. The active phase of interaction of the economic sphere with related branches of science and technology is characteristic of modern society. Information technologies also affect the analysis of the sphere of diplomacy and indicate different contexts, hidden content and complexity of defining diplomatic messages. Therefore, the interdisciplinary aspect reveals diplomatic subtleties, meanings and attributes in the practice of international economic relations.

According to J. Nali, the leading thesis is: "The international arena has changed due to the disruption of traditional methods of communication by modern interconnected information flows and the complication of strategies. Diplomats are called upon to reassess their approach to the tools and mechanisms that shape the modern inclusive diplomatic landscape" [163]. The importance of such a position in diplomacy indicates various communication opportunities. Therefore, the issues of the development of diplomacy are studied in different planes:

- traditional functions (representative, communicative, informational, presentational, organizational, analytical, preventive, protective) in the process of international interactions, dialogue, negotiations, mediation, etc.;
- new functions of the logic of choosing goals, rules and models of behavior of subjects of international relations to strengthen their power, authority and image in the conditions of globalization;

- an interdisciplinary approach (values, culture, language, politics, power, force, economics, democracy, publicity, freedom, etc.) to identify the nature of interlingual diplomatic communication.

In addition, the identification of the nature of the diplomatic landscape may include pragmatic, organizational and informational dimensions, and also systematizes communicative means. In particular, "diplomatic communication" is defined as a combination of different forms of communication: 1) cognitive (the ability to transmit relevant and important information); 2) persuasive (value orientations, motives, attitudes); 3) expressive (formation of motivation for action); 4) suggestive (influence on behavior, decisions, motivation, attitudes); 5) ritual (maintenance and development of conventional relations) [164].

For the analysis of the international sphere, various classifications are also used for the typology of diplomatic discourse. For example, by form (oral and written); by type of speech (monological, dialogical); by subject (institutional and personal); by the nature of communicative principles (argumentative, conflictual, harmonious); by socio-situational parameter of the sphere of functioning (political, diplomatic, business, media); by socio-professional criterion (politicians, diplomats); by functional-informative criterion (informative, phatic); by formal-substantive criterion (official, unofficial) [165, p. 233-236].

The intensification of international dialogue stimulates the formation of new approaches to the designation of the complexity of economic processes. Diplomacy will develop in conditions of higher level threats and intensity of international competition. Interstate contacts affect the political amplitude, intercultural cooperation and economic communications, which reflects the emergence of the terms: multilateral cooperation, global partnership, intergovernmental process, shared responsibility, confidence-building measures.

As a result, there is an increase in economic research based on interdisciplinary aspects, such as: international economic relations, political economy of communication, diplomatic penetration, economic psychology, economic diplomacy, rhetoric of economics, cultural studies of economics, diplomatic etiquette, critical

organizational communication, etc. For example, in the study by P. Pimentel "Diplomatic discourses: are they an object of Political Communication research?", diplomatic discourse is included in the categories of institutional communication, public image, propaganda, political marketing, communication policy and democracy [166].

In this regard, the study of the nature of economic communications in the context of the role of diplomacy includes taking into account such components as: the importance of historical, cultural and motivational factors in diplomacy; the specifics of the diplomatic profession in the context of obtaining knowledge, skills and competencies in various fields of activity [167].

The effectiveness of diplomacy depends on many factors, including the language component in economic communication. It is advisable to take into account cross-cutting aspects: discourse analysis ("language $\rightleftharpoons$ power"), intercultural communication ("language $\rightleftharpoons$ culture"); political linguistics ("language $\rightleftharpoons$ politics"); interlingual diplomacy ("language $\rightleftharpoons$ translation"). The practice of international dialogue indicates the renewal of the professional lexicon of diplomats. The terminological fund of diplomacy has the following features: neutrality (dialogue, cooperation, coordination); collectivity (mutual, partnership, shared); law and norms (commitments, intergovernmental, rules-based); rhetoric of influence (engagement, political will, strategic).

It is reasonable that the increase in the number of internationalisms in diplomatic discourse reflects the active phases of international economic communication and processes of language contacts. Official texts of international organizations are subject to the norms of international diplomacy, academic analytics, terminological accuracy, syntactic complexity, and the reasoning of guidelines and recommendations.

The terminology of diplomacy has social and political conditioning as a need to respond to global problems. For instance, just 17% of the Sustainable Development Goals (SDGs) are on track to meet the 2030 deadline [160]. Therefore, the focus of diplomacy is on important issues of greening the format of economic communications. The range of semantic contexts in the field of environmental diplomacy includes:

- specific language tools and constructions, the way of presenting information play a greater role in diplomacy on environmental topics than facts;
- in discussing environmental issues, various communication strategies and negotiation styles are used (for positioning and protecting interests);
- in environmental messages (reports, addresses, speeches), persuasiveness is important (how do diplomats talk about environmental problems, which diplomats pay attention to the environment).
- in negotiations, diplomats perform the functions of a provider of environmental culture, progressive consciousness, and the competences of solidarity and cooperation.

The inclusion of environmental issues in the subject field of negotiations testifies to the modernity of the diplomatic landscape. It presents complex and controversial issues in the context of "Diplomacy & Geopolitics" (climate diplomacy, digital diplomacy, peace diplomacy, preventive diplomacy, science diplomacy, war diplomacy and others).

Expert R. Haigh (Strategy & Sustainability Director) states that diplomatic settings must place sustainability in a Soft Power context through dual relationships. National governments exercise diplomatic soft power to persuade others to make commitments at major conferences. These events are an opportunity for nations to present themselves as key actors at the heart of negotiations and leaders in sustainability. This is because Brand Finance's Global Soft Power Index reflects the complex linkages between sustainability and Soft Power – nearly half of the attributes that drive national Soft Power (44%) relate to environmental, social, and governance (ESG) themes [161, p.50].

For instance, figure 2 plots national Global Soft Power Index (GSPI) scores against scores on the United Nations Sustainable Development Goal (SDG) Index, an aggregate measure of overall national performance against the UN SDGs. The correlation coefficient ($r=0.65$) demonstrates a relationship between national action on key sustainability challenges and "soft power"; nation's Sustainable Future pillar score is highly correlated with national Reputation ($r=0.93$). There is a correlation ($r=0.89$) between national Sustainable Future pillar scores and influence in International Relations [161, p. 51].

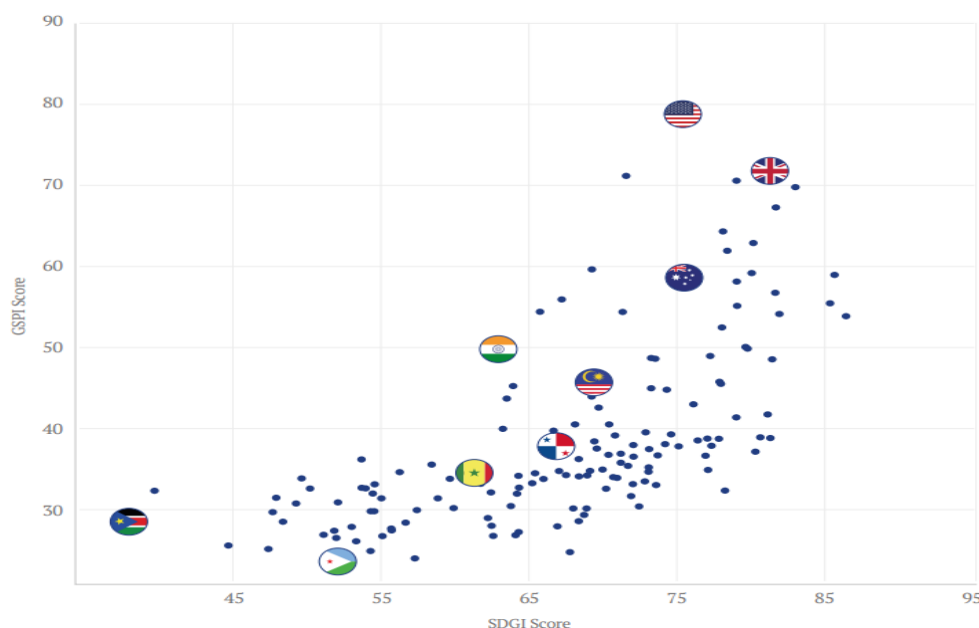


Figure 2. Global Soft Power Index Score v. UN SDG Index Score [161]

To identify new elements of the diplomatic landscape in the context of greening terminology, it is necessary to pay attention to the following aspects:

- internationality (vocabulary taking into account economic, political and environmental ties between countries (modification of the environment, trade war, policy of ecological expansionism);
- multi-vectority through semantic "camouflage" of the real state of the diplomacy sphere (double strategy стратегія, free trade, eco-dictatorship);
- diplomatic position in the perspective of the ecological and economic situation (internalization of externalities, integrated environmental protection, environmental imperative);
- the generalization of the "hypostasis" of all participants in diplomacy in the presentation of global problems (sustainable development, civilizations clash, coalitions of countries);
- emphasis on issues of environmental and economic security (world domestic politics, global «one country» policy, environmental externalities, terrorism).

In the context of globalization, the development of economic communication between countries can take different forms: partnership, confrontation, and dominance. This indicates the trends of geospatial strategization of economic diplomacy. This

important process contributes to the protection of national interests of countries, the development of economic potential, the intensification of international trade and economic relations, and the formation of leadership of countries in world markets [168].

Therefore, the features of the study of the diplomatic landscape can be defined as a modern type of discourse that integrates traditional and new approaches to the theoretical and practical analysis of economic communication in the context of the intensification of international relations and the manifestation of global problems. In addition to issues of political, economic, social, environmental, and military issues, the focus of diplomacy is the nature of its transformation through the mechanisms of informational, communication, and strategic actions of subjects of international activity.