



THE DEVELOPMENT OF DIGITAL DIPLOMACY AND ITS STUDY IN UZBEKISTAN.

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Nowadays, it is impossible to imagine it without digital technologies in the information society, which is developing with fast photos. Like the most advanced countries of the world, Uzbekistan is using the modern achievements of innovative techniques and technologies.

The penetration of digital technologies into all aspects of state and community management and social life has a positive effect on the development of digital humanities. As a result, digital diplomacy, which is a branch of these sciences, is gaining its place in the life of the state and society. Digital diplomacy is making good use of diplomatic relations with other countries in Uzbekistan, as well as on a global scale.

We can see such changes through the digitization of our relations with other countries. The concept of digital (electronic) diplomacy (see Digital diplomacy, e-diplomacy) refers to the use of the Internet and information and communication technologies (ICT) to solve diplomatic tasks.

Within the framework of digital diplomacy, the possibilities of new media, social networks, blogs and similar media spaces in global networks are used.[1]

The goals of digital diplomacy include advancing the interests of the country's foreign political activities, carrying out information promotion through Internet television, social networks, mobile communication, and other means, and influencing the decisions of political elites by forming public consciousness.

Digital diplomacy is a rapidly changing field that is constantly changing due to the politics of the state.

In a word, digital diplomacy is very necessary for us to create the image of the state, to demonstrate its potential, to attract foreign intellectual resources to solve current problems or situations, and to establish proper relations with other developed countries. Among the specialists in our country who have conducted research in the field of digital diplomacy, especially F.M. Mukhtorov, D.B. Saifullayev, A.S. Sayfiddinov, S.A.

Jurayev, A.O. Faizullayev, M.S. Yakubov, F.S. Jurayev, Sh.D.

We can single out scientists like Arapov. In particular, in their scientific work, these scientists studied the issues of providing information to the foreign policy of countries, the role of digital diplomacy in international relations, foreign policy and diplomacy. N.V. in Russia and the CIS countries. Novikov, N.A. Svetkova, I.V. Surma, E.S. Zinovyeva, D.N. Barshnikov, T.V. Zonova, A.A. Vlasov and V.V. It is possible to single out mature scientists like Volkova. These researchers conducted research on the formation of digital diplomacy and the development of digital diplomacy in the era of information globalization. A significant part of research on digital diplomacy corresponds to the work carried out by US and European experts. Including I. Manor, E. Segev, K. Byola, M. Holmes, F. Hanson, W. Dizard, E. Potter, Yes. Melissen, B. Hawking, R. Kampf, P. Zaib, M. Castells, Ye.

1. Mominov Husanboy "Digital History" page 258. Tashkent "Nurafshon business" 2022

Scientists such as Hallams, J. Pamment, K. Fitzpatrick made significant contributions to the development of this field.

These scientists conducted research on the theory of international relations, the issue of digital diplomacy, its emergence, the foreign policy of countries, problems and prospects. One of the main reasons for the digitization of the diplomatic sphere is that if a country establishes appropriate relations with another country in trade, economic and political fields, it will definitely publish information about these relations in the mass media and on social networking sites. It is not difficult to know without a doubt what kind of relationship each country has with whom in the process of globalization.



In particular, in our country, currently there are diplomatic consular offices of 44 countries in the city of Tashkent, and all consular offices have their websites. For example, on January 17, 2023, US Ambassador to Uzbekistan Jonathan Henick presented 225 "FLIR" infrared monoculars to the border troops of the State Security Service of the Republic of Uzbekistan. Equipment worth \$600,000 is part of the US security assistance to Uzbekistan. This news was published on the official website of the US embassy in Uzbekistan, on social networks and on the ambassador's page, which attracted the attention of local media.

As a result, local residents also discussed the news widely. At the same time, if we use digital diplomacy effectively, we will also advance in the economic and political spheres. We fully realized how much digital diplomacy is needed by the whole world in 2019 itself. Why exactly 2019

In 2019, we realized that there was no digital diplomacy activity in this field before. It is natural that digital diplomacy existed until 2019. due to the complete closure of their land, sea, and air borders, there was some economic, social, and diplomatic stagnation. But soon, various conferences using digital technologies and the meetings began to be held remotely. All this required us to make effective use of the techniques and technologies of our time, and because of the 2019 pandemic, the whole world was forced to manage all activities remotely platforms. In these difficult times, we have come out of difficult situations by using the latest advances in digital technologies. As another example, I would like to mention that another useful aspect of digital diplomacy for us is that it can be done in different countries. We can also use the field of digital diplomacy to resolve ongoing armed conflicts and provide humanitarian aid to the people of countries caught in the vortex of such armed conflicts. Since it is not possible to visit the countries at war, diplomatic relations can be conducted remotely. As a proof of our above opinion, our honorable president Shavkat Mirziyoyev decided to allocate 1.5 million dollars to the UN Middle East Agency to provide valuable assistance to the people of the Gaza Strip at a meeting held on October 31, 2023.

taking into account such situations, it is not difficult to understand how much digital diplomacy is needed in our country and the whole world. To sum up, if the countries of the world use digital diplomacy effectively, we will achieve large-scale achievements. Study of world experience in development of digital diplomacy, development of basic tools and mechanisms. Using

opportunities for digital diplomacy to improve the international image of Uzbekistan. It is also desirable to make digital diplomacy one of the main tools in the implementation of foreign political and diplomatic tasks.

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