HISTORY OF INTERNATIONAL RELATIONS AND ITS DEVELOPMENT IN THE DIGITAL ERA

Solieva Dilfuza Nosirjanovna

History teacher, Teacher of the Department of "Social and Humanitarian Sciences and History" of the Tashkent International University of Financial Management and Technologies

Abstract: This article examines the historical evolution of international relations (IMO) and emphasizes the relevance of understanding them in the modern digital world, where information technologies play a decisive role in diplomacy, conflict resolution, and global governance. Using relevant analysis and historical examples, the study examines how the digital age has changed traditional diplomatic practice, creating new challenges and opportunities for states and non-governmental entities.

Keywords: evolution; digital technologies; diplomacy; global security; information.

INTRODCUTION

It would not be an exaggeration to say that the history of international relations is a complex phenomenon woven from the threads of diplomacy, conflict, and cooperation, characterizing relations between states over centuries. This field encompasses a rich "story" exploring how peoples established their relationships, how the dynamics of relations changed, and how cultural exchanges influenced political decisions. From the ancient empires that concluded treaties to the establishment of the United Nations as a platform for global cooperation, the evolution of international relations was marked by important stages reflecting changing worldviews and geopolitical realities. As we enter the digital age, it is necessary to study how deeply this new technological landscape has changed international relations. The emergence of the Internet, social networks, and rapid technological progress have changed the contours of diplomacy and public administration. Information flows freely across borders, and the influence of non-governmental entities such as transnational corporations, non-governmental organizations, and individual activists has sharply increased. Moreover, the speed of information dissemination and the impact of digital communication on public opinion have introduced new dimensions to international politics and negotiations. In this evolving context, the study of international relations requires an understanding of both historical precedents and contemporary challenges. The digital age has provided opportunities for expanding cooperation and dialogue, while also raising concerns about cyber threats, misinformation, and the erosion of traditional diplomatic norms. Studying the intersection of historical patterns and the digital revolution in international relations provides valuable insights into the future dynamics of global cooperation, the role of technology in conflict resolution, and shaping the political landscape.[1]

MATERIALS AND RESEARCH METHODS

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[1] Aziza, X. (2024). CONCEPT OF NEW TECHNOLOGIES IN THE FIELD OF INTERNATIONAL RELATIONS AND ITS IMPLEMENTATION. PROSPECTS OF SCIENCE AND EDUCATION DEVELOPMENT, (25), 56-68.

The IMRAD method was used in the preparation of this article. The opinions of foreign and domestic scientists in the relevant field were studied, discussed, and compared. Also, during the analysis of the article, the author's scientific views and subjective opinions were presented.

RESULT AND DISCUSSION

The goals of digital diplomacy include promoting the interests of the country's foreign policy activities, carrying out information propaganda through Internet television, social networks, mobile communications, and other means, influencing the decisions of political elites by forming public consciousness. At the same time, digital diplomacy has changing and evolving functions. Such functions are the popularization of state policy, the involvement of as many active citizens abroad as possible in political processes, the creation of a positive image of the country, increasing its prestige, and the attraction of foreign intellectual resources for the collective solution of urgent problems or situations. In addition, it serves as a means of communication that allows diplomatic services to listen to the opinion of "people on the street" and, on this basis, analyze public opinion or assess the quality of their actions and study the information disseminated about the country and its citizens, a "rescue service" channel for citizens in the event of natural disasters. Among them, the tasks of digital diplomacy include conducting short-term political campaigns aimed at promoting certain political ideas, movements, etc., and being a means of establishing contacts with the diasporas of the country's citizens living abroad. The field of international relations (IR) has a rich and multifaceted history spanning centuries, developing alongside the changing dynamics of global politics, economics, culture, and technology. From the establishment of early diplomatic practices in ancient civilizations to the complexity of relations between modern states, the evolution of international relations reflects humanity's attempts to manage conflicts, develop cooperation, and establish norms regulating behavior between states. This article explores the historical development of international relations, highlighting important stages and theoretical foundations, followed by a detailed examination of how the digital age has transformed this field, influencing diplomatic practice, international cooperation, and the nature of global governance. Digital diplomacy as a subject of scientific research can be considered through the theories of realism and constructivism. Realism theory explains the logic of digital diplomacy by the state in terms of national priorities, and constructivism interprets the behavior and values of the target audience and actors of this type of diplomacy. Digital technologies have spread rapidly in most parts of the world. In many cases, digital technologies have stimulated growth, expanded opportunities, and improved service delivery. To make the most of the digital revolution, countries also need to work on "analog complements" by strengthening rules that ensure competition between enterprises, adapting workers' qualifications to the requirements of the new economy, and ensuring the stability of institutions.[2]

The roots of international relations go back to ancient civilizations, where diplomacy was conducted through ambassadors, treaties, and alliances. Mesopotamia, Egypt, and Ancient Greece established formal diplomatic relations and protocols to manage conflicts and trade. These initial interactions laid the foundation for the principles of diplomacy that would subsequently develop. As history progressed, the Peace of Westphalia of 1648 became an

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[2] Intan Mustika, D. H. M., & SIP, M. Dynamics of Diplomacy: Key Role in Development Sustainable International Relations in the Era Contemporary.

important turning point, ending the Thirty Years' War in Europe and establishing the concept of sovereign states as the main participants in international relations. This treaty, emphasizing the principles of territorial integrity and non-interference in internal affairs, created a precedent for the sovereignty of modern states, which forms the basis of the current international system. The 19th century witnessed the emergence of nationalism, imperialism, and changes in international law. The European Concert exemplified cooperative approaches to peace management, while the creation of the League of Nations after World War I was aimed at preventing future conflicts through collective security and dialogue. However, the League's failure during the interwar period revealed the complexity and problems inherent in international cooperation. The establishment of the United Nations in 1945 after the Second World War was a decisive period in the history of international relations. The United Nations, aimed at strengthening global governance, peace, and security through international cooperation, has strengthened the need for states to work together in an increasingly interconnected world. During this period, various theories emerged in international relations, including realism, liberalism, and constructivism, which further enriched the study and understanding of international dynamics.[3]

The development of digital diplomacy can be divided into three stages. In the first stage, in 2009-2012, digital diplomacy put forward the concept of "soft power," consisting in attracting a positive image of the state and a target audience through persuasion, dialogue, etc. Many experts link the development of digital diplomacy to the Twitter revolution. The second stage, covering 2013-2017, saw the emergence of new methods for analyzing the behavior of social media users, which, in turn, made digital diplomacy a very effective tool for conducting political campaigns, elections, or protests. This phase coincides with the 2016 US presidential election campaign and accusations of targeted digital diplomacy aimed at influencing the outcome of this accusation against Russia. From 2018-2020, digital diplomacy entered a new third stage of its development. At this stage, work began on the processing of "big data," the use of artificial intelligence for the rapid preparation of positive and counter-messages, the formation of reliable responses to user comments, the identification of sources of disinformation and "trolls," and the identification of pro- and anti-bloggers. Today, 90% of the information available in the virtual world has been formed over the past 5 years. The implementation of such high-level complex tasks, in turn, required the use of special analysis methods. The most common methods include "Hashtag tracking," "Network analysis," "Sentiment analysis," and "Opinion mining." These methods allow us to study the opinions and discussions expressed on a particular topic of greatest interest and obtain answers to the necessary questions. In particular, the "Sentiment Analyses" method is used to identify users and their political position, as well as to assess the reactions of discussion participants to the topic.

With the advent of the digital age at the end of the 20th century, the picture of international relations began to change dramatically. The rapid spread of information and communication technologies (ICT) has changed the relationships between states, organizations, and individuals. Key changes include the rise of the internet, social media platforms, and the emergence of new actors such as non-governmental organizations (NGOs)

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[3] Habibullayev, A. (2023). FORMS OF INTERNATIONAL ECONOMIC RELATIONS. DEVELOPMENT OF GLOBAL INFRASTRUCTURE. Young Scientists, 1 (10), 171-174.

and multinational corporations. One of the most important impacts of the digital age on international relations is the democratization of information. Unlike previous generations, where the flow of information was mainly controlled by governments and traditional media, the Internet allows individuals and marginal voices to participate in global discourse. This shift led to increased public engagement in international affairs, as citizens became more mobilized around causes, influenced political agendas, and held governments accountable.[4]

Social media platforms have also changed diplomatic practices. The ability to communicate with a global audience in real time allows states to design their own stories, quickly respond to crises, and directly communicate with the foreign community. Diplomacy became more and more transparent, creating new problems related to state secrets and information control. The rise of "digital diplomacy" has made it an important aspect of modern foreign policy, emphasizing the importance of managing online presence, promoting national values, and countering misinformation. Moreover, the digital age has created new security challenges, especially in the field of cyber warfare. Now countries face the threat of cyberattacks that could damage critical infrastructure, steal confidential information, and manipulate elections. As states move through this uncertain territory, international relations must adapt to address the consequences of regulating technology companies, which play a strong role in cybersecurity, privacy issues, and the formation of public discourse. The intersection of globalization and technological progress has led to the emergence of non-governmental entities that significantly influence international relations. NGOs, transnational corporations, and transnational movements oppose traditional state-based approaches by advocating for global issues such as climate change, human rights, and social justice. These actors often work in partnership with states, formulate policies and encourage international cooperation, while simultaneously holding governments accountable for their actions on a global scale.

In the history of mankind, one can distinguish several stages that human society has consistently traversed in its development. These stages differ in the main ways that ensure the existence of society and the type of resources that humans use and play a major role in their implementation. These stages include: gathering and hunting, agricultural and industrial stages. In our time, the most developed countries of the world are at the final stage of the industrial stage of societal development. In them, a transition to the next stage is carried out, which is called "information." The infrastructure of society is formed by methods and means of collecting, processing, storing, and disseminating information. Information becomes a strategic resource. Therefore, since the second half of the twentieth century, the main determining factor of the socio-economic development of society in the civilized world has been the transition from the "economy of things" to the "economy of knowledge"; increasing the importance and role of information in solving almost all problems of the world community.[5] This is convincing evidence that the scientific and technological revolution is gradually transforming into intellectual and information, information is becoming not only an object of communication, but also a useful commodity, an effective modern means of organizing and managing social

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[4] Dell'Orto, G. (2013). American Journalism and International Relations: Foreign Correspondence from the Early Republic to the Digital Age. Cambridge University Press.

[5] Fernandez Sarria, M. (2003). Digital politics, a new world era. Faculty of Law, Stockholm University Research Paper.

production, science, culture. Modern achievements in the field of informatics, computer technologies, high-speed printing, and telecommunications have given rise to new types of high technologies, namely information technologies. The results of scientific and practical research in the field of computer science, computer technologies, and communications have created a solid foundation for the emergence of a new field of knowledge and production - the information industry. As a technology for automated information processing, the field of information services, computer production, and computerization is successfully developing in the world; industry and technologies in the field of telecommunications have achieved unprecedented scale and qualitative breakthroughs - from the simplest communication line, covering millions of consumers and representing broad possibilities for information transportation and connecting their consumers to each other, to space. This entire complex (the consumer with its functions, computer science, all technical means of information support, the field of information technologies and information services, etc.) constitutes the infrastructure and information space for the informatization of society.[6]

In the digital age, the continuous development of international relations inevitably encounters both problems and opportunities. One of the acute problems may be the proliferation of misinformation and its undermining of trust in institutions. The dissemination of fake news can exacerbate conflicts and hinder diplomatic efforts, which requires robust strategies to counter disinformation and contribute to increasing media literacy among the public. Furthermore, while digital technologies facilitate global communication, they can lead to polarization and echo cameras, where people only encounter information confirming their pre-existing beliefs. Addressing these issues requires innovative approaches to dialogue and diplomacy, fostering understanding, empathy, and constructive dialogue between the conflicting parties. Another important aspect is the growing need for effective international regulation of digital technologies. Since cyberspace has become a battleground for state and non-state actors, it is very important to establish norms and agreements to regulate behavior in this area. Topics such as data privacy, cybercrime, and the ethical consequences of artificial intelligence should be addressed through multilateral negotiations to ensure a stable and secure digital environment. At the same time, the digital age provides unprecedented opportunities for expanding cooperation on global issues. Issues such as climate change, public health, and transnational terrorism require collaborative approaches beyond national borders. Digital technologies allow real-time data exchange, stimulate teamwork, and provide more effective responses to complex issues. The potential of global partnership and networks shapes future international relations, as different actors, despite their differences, cooperate towards common goals.

RESULT

In conclusion, the history of international relations, connected with political, economic, and social changes, has reached a decisive stage in the digital age. As states increasingly participate in the globalized world, the impact of digital technologies on diplomacy and interstate relations cannot be overestimated. Problems related to cyber warfare, data security, and misinformation emphasize the need for robust systems capable of adapting to the rapid

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[6] Razletovskaia, V. 2020. Financial mechanisms of international relations in the era of global transformations and the digital revolution. In E3S Web of Conferences (Vol. 208, p. 03047). EDP Sciences.

pace of change. Furthermore, as digital platforms continue to serve as a platform for dialogue, conflict, and collaboration, understanding the historical context in which these changes occur is essential for effective policy development. Lessons learned from past interactions can and should provide insights into the strategies that states use to address contemporary challenges, from climate change to global health crises. Using the potential of technology and knowing its risks will determine how future generations of diplomats, politicians, and citizens will participate in international relations. Ultimately, the continuous evolution of international relations in the context of digital development emphasizes the importance of cooperation, innovation, and flexibility. The ability to combine historical understanding with technological progress will be key to developing stable relations between states and solving many global problems that lie ahead. As we move forward, the interconnectedness between history and the digital age continues to shape the principles and practices of international relations, ensuring our aspiration for a more interconnected and harmonious world.

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