

***The Impact of Globalisation on Diplomacy:
How Intercultural Communication is affected by
Information & Communication Technologies (ICTs).***

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Declaration

I hereby declare that this dissertation is my own original work.

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ABSTRACT

Diplomacy involves the art of conducting international relations between nations and is executed by diplomats. Diplomats represent the national interest of their respective countries and their success is dependent on their ability to foster intercultural relationships. Diplomacy requires constant engagement with culturally diverse groups; hence possessing intercultural competence is imperative to promoting effective communication. Communication is the driving force of diplomacy and the inability of the diplomat to communicate will render him inefficient and ineffective. Advances in communications technologies have changed the modes and means of communication creating a more interconnected world. This paper seeks to examine the globalised environment and the effects of ICTs on intercultural communication in the diplomatic realm. Inferring from data gathered from secondary sources such as textbooks, journals, articles and empirical studies, both a qualitative and a quantitative research methodology were used. This paper argues the potential benefits of using ICTs to surmount language and communication barriers. It addresses questions such as have ICTs improved the practice of diplomacy and diplomatic processes, and has their implementation reduced the importance of conventional diplomacy. The paper concludes that ICTs are beneficial to diplomacy in a progressively globalised environment, but have not reduced the importance of conventional diplomacy.

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I. ABBREVIATIONS AND ACRONYMS

- ASCII - American Standard Code for Information Interchange
- CMC- Computer Mediated Communication
- ICC- Intercultural Competence Communication
- ICT- information and communication technologies
- IMF- International Monetary Fund
- IT- Information Technology
- ITU- International Telecommunications Union
- LDC- Less Developed Countries
- MFA-Ministry of Foreign Affairs
- R&D- Research and Development
- UN- United Nations
- VoIP- Voice over Internet Protocol

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III. INTRODUCTION

If we seek to understand a people, we have to try to put ourselves... in that particular historical and cultural background... to understand them, we have to understand their way of life and approach... to convince them, we have to use their language as far as we can, not language in the narrow sense of the word, but the language of the mind.

Jawaharlal Nehru, Visit to America cited in Nancy J. Adler, Allison Gundersen p.69

This chapter discusses the background of the study, the motivation of study, the justification of the use of ICTs in diplomacy, objectives, research questions, hypothesis and the organisation of the chapters of this paper.

i. Background

Globalisation 'is the process of the shrinking of the world, the shortening of distances, and the closeness of things. It allows the increased interaction of any person on one part of the world to someone found on the other side of the world, in order to benefit'.

Thomas Larson (cited in Cuterela, no date).

As a result of globalization, many issues have become increasingly significant among nations and require diplomatic communication between nations. These issues include international trade, terrorism, international finance, human rights and technology. Globalisation involves the integration of regional economies, cultures and societies through systematic methods of communication, technology and trade. Goods, services,

labour and capital are continuously exchanged through globalisation thereby impacting lifestyles, values, perceptions, characters and so forth. This subsequently, affects the cultural patterns, political, economic, environmental and social factors of nations. Furthermore, the development of the world's economy has become heavily reliant on globalisation as a result of globalisation's impact on economic growth. This is because economic growth is fostered through economic integration and international trade initiatives. The ever-evolving element of technologies has also aided in its expansion to all corners of the globe affecting countries via cultures and economies making it a global trend.

Even though globalisation has blurred international boundaries, it is evident however, that barriers exist. These barriers exist in the form of a variety of impediments namely but not limited to language traits, emotional facets, physical aspects, economic aspects and cultural diversity components. Cultural barriers are one of the main contributing factors in the complexity and ambiguity of communications resulting in miscommunication, misunderstandings and stereotyping. These traits have largely been affected by culture which in turn has a huge impact on the manner in which negotiations and communications are conducted. For instance, in some cultures, religion is at the forefront when conducting affairs, whereas personal ideals serve as a guide in others. Each individual is influenced by a range of cultural factors such as norms, behaviours and ideals. However, due to sub-cultural categories, one should be mindful of categorising cultures and passing judgement. DiploFoundation in its Intercultural Communication portal (no date) suggests that, '[c]reating categories ignores fact that within any cultural are sub-groups which may have different traits, and also that individuals within a culture may not follow the norm. Rigid adherence to categories may lead to false assumptions'.

Kishan Rana acknowledged that ‘...sub-state diversities that have gained new impetus around the world, and this adds to the cultural management challenge.’ He suggests that this is shown ‘in differences, between regions, communities and religious and ethnic groups.’ To effectively conduct international relations, negotiations and communications in general, it is imperative that communication channels are clear and communication concise.

In a transnational atmosphere which requires the exchanges of goods and services, it is imperative that we possess the ability to effectively communicate with other cultures. A portion of a diplomat’s duties includes liaising with culturally diverse groups. Globalisation has created the evolution of a diverse range of cultures to intermingle whereby dissolving cultural borders but people fear the unknown and a culture different than what is considered the norm is often viewed as inferior or superior. As a result, a diplomat needs to be able to transcend these barriers in hopes of a positive outcome whilst being able to maintain positive relations amongst their nations. Diplomacy is essential to bridging that gap and is used to strengthen relations between nations; its existence is essential to the continuous existence of harmony between nations. The actions of nations have a reactive force and possessing the ability to negotiate in a peaceful manner on matters of significance is admirable. Cultural diplomacy is a significant component in achieving such. According to Hwajung Kim, ‘[c]ultural diplomacy is regarded as forming international bridges and interactions, identifying networks and power domains within cultures and transcending national and cultural boundaries’ (2011). Intercultural communication has therefore become an essential part of the international realm with particularly the diplomatic community.

In order to communicate effectively, it is important to bridge the gap that exists between communication and culture. The ever-evolving world of ICTs enables quick access to share and receive information; therefore, the ability to use these communication technologies should improve the efficiency and adaptability of the diplomatic environment. Although, the benefits of ICTs are apparent, some diplomatic organisations are sceptical and remain with traditional methods. Considering how ICTs have become an integral component in this globalised environment, it is highly unlikely that one can escape these technological advances.

ii. Motivation for Study

With the advent of globalisation, a vast majority of countries are in the process of reviewing their legislations to incorporate the ever evolving world of telecommunications and technologies into various fields thereby making such accessible to everyone. Countries such as LDCs may face difficulty in adequately preparing for imminent developments. However, LDCs are continuously making allowances in spite of their merger resources because nations realise the benefits of ICTs. For instance, the Universal Service Fund allows for the funding of projects which aims to provide access to broadband internet and means to communication in under-served areas particularly those which are not economically and financially feasible for providers to implement such services. The National Telecommunications Regulatory Commission (NTRC) in Saint Lucia highlights the use of a national fund to create a more advanced society, through its Universal Service Fund Office. Beatty (2008) supports this and notes that the application of ICTs is a global common phenomenon.

The importance of ICTs cannot to be overemphasized. Various elements are being converged to the ICTs aspect like e-culture and e-governance. Khosrow-Pour states that e-culture 'was used for the notion of different objects having an electronic or other digital form' (2015, p.6847). E-culture concerns the relationship between new ICTs and the production and consumption of culture and the arts. It entails converting of physical artefacts and ideas into virtual forms; the conversion of physical has transitioned to virtual. There are two main structural types of e-culture expression: the electronic form of former cultural objects (e.g., on-line museums, libraries, exhibitions, etc.) and electronic cultural objects in form and essence (computer games, social networking sites, internet, digital art pieces, etc.). Additionally, e-governance also referred to as electronic governance entails the integration of ICT in all the processes, with the aim of enhancing government ability to address the needs of the general public. In addition, e-commerce refers to the online business transactions; ICTs are being ingrained in all sectors. As of March 2017, there are over 3 billion internet users worldwide; this is in accordance with the World Internet Users and 2017 Population Stats. ITU predicted that 50% of the world would have internet access in 2017. With a world population of over 7 billion people, this predication may very well come true.

The revolution of information has changed the world. For example, London's protesters were able to develop an app called Sukey. The purpose of Sukey is to prevent protestors from being trapped by the authorities. Sukey allows protestors to access information on roads which are clear and roads which are blocked by the authorities. Kingsley of The Guardian notes that is Sukey was developed to prevent protestors from being 'kettled' (2011). The Arab Springs movement is another example of protests where ICTs played a fundamental role. These ICTs include websites, social media (Facebook, Twitter). The

use of these ICTs allowed protestors to spread their message of revolution at a rate which would have been unachievable without these websites, and further allowed for direct reporting, intelligence sharing, and coordination on behalf of the protesters. ICTs have facilitated changes in the accessibility, speed and nature of information.

With technological changes and advancements come non-traditional threats such as cyber-crime. Diplomacy would therefore have to take into account the advancing communications environment in which it finds itself. The diplomatic agent needs to be aware of the influence that ICTs has in society because it is steadily become an important tool in support of areas of critical importance. The rapid development of ICTs has led to drastic change in the nature and conduct of diplomacy and diplomatic services in the modern times. ICTs can assist diplomacy in terms of;

- Cost
- Reduced time-frame for sending and receiving messages
- Continuous access to information and individuals

The developments in ICTs formulate changes essential to the traditional international relations environment by mobilising global social movement, encouraging transparency, expelling secrecy and increasing the prominence of diplomacy, in an atmosphere which is now essentially connected by a complex network of fibre optics and wireless devices. This paper aims to highlight the effects of communication technological advances in a globalised environment and the practice of diplomacy in an intercultural arena. The aim is to determine that the positive effects outweigh the negatives effects of ICTs on intercultural communication in a globalised environment and its effects on the diplomatic realms. The researcher notes the importance of

persons being adequately prepared to stay abreast with events in the diplomatic and international realm.

iii. Justification for ICT Use in Diplomacy

Diplomacy is what enables countries to maintain foreign relations and foster peace initiatives to advance and secure their economies. Diplomacy is therefore, practiced by both developed and developing countries. Being diplomatic is being able to possess the ability to choose words wisely and communication is an essential part of this. As former Secretary of State Albright recognises communication as being the most important function of a diplomat (Albright, 2008). ICTs possess the ability to contribute to the communication process as a result, technological advancements equate to improvement in diplomatic communication because of ICTs ability to obtain information quicker. Information has become a source of power because globalisation has driven the need for transparency and information. Globalisation contributed to technological and socio-political changes making the world flatter, an opinion of Friedman in his book, *The World is Flat*. Technology has allowed the world to become more interconnected; the media brings global news, the internet through technological devices namely, tablets, laptops, phones and computers. Melissen and Wiseman (1991) saw postmodern diplomacy as the stage where the general population as well as the heads of state to simultaneously in the global arena. Communications technologies possess the ability to reduce time and distance in the sense that it is possible to speak to anyone in real-time and provide them with information, negotiate, read and respond to documents.

iv. Objectives of Study

This study sought to:

- a) Examine globalisation and the emergence of technologies;
- b) Examine the effect of globalisation on cultures;
- c) Examine the barriers to communication in an intercultural globalised environment;
- d) The effects of Intercultural Communication methods or lack thereof in the diplomatic environment;
- e) Identify how ICTs can assist intercultural communicative methods;
- f) Examine what the growing impact of ICTs mean for the diplomatic world?

v. Research Questions

- a) Have ICTs in essence improved the practice of diplomacy and diplomatic processes?
- b) Have their implementation reduced the importance of conventional diplomacy?

vi. Hypothesis

The researcher believes that ICTs can enhance and improve communication methods not only in the diplomatic field but in general. Keeping abreast with technologies will enable dispute resolutions and conduct of diplomacy to happen at a quicker rate; this is fundamental to providing and obtaining information. For instance, cross-border meetings can happen instantaneously via video-conferencing or tele-conferencing. Rana (no date) holds the view that the emergence of the 'global information village' has reduced reaction time. However, keeping in mind the differences in cultures and the possibility of the message sent not being received as intended.

vii. *Organization of the Dissertation*

This report is divided into three chapters, each of which is broken down as follows:

Chapter 1 provides the introduction to the study which provides a background, the motivation of study, the justification of the use of ICTs in diplomacy, objectives, research questions, hypothesis and the organisation of content of the introduction. Chapter 1 also provides the methodology which provides details on the survey employed a survey questionnaire was distributed amongst embassies, consulates and individuals in the diplomatic field primarily based in Saint Lucia but included other countries as well. In addition, Chapter 1 includes the literature review to provide an overview of the literature used in this paper.

Chapter 2 is broken down into six parts and are as follows:

Part 1 provides background information on globalisation and the different components which affect its existence.

Part 2 provides an overview of diplomacy.

Part 3 introduces technology and its role in globalisation and impact on diplomacy.

Part 4 offers definitions of culture and its involvement in diplomacy. It discusses culture and how it is affected by globalisation

Part 5 introduces a perspective on communication particularly intercultural communication and the impact of ICTs

Part 6 analyses the results of the survey- how ICTs impacts the diplomatic environment and the level of intercultural sensitivity that respondents possess. Additionally, it makes recommendations to support ICTs in diplomatic communication in a multicultural environment and draws conclusions to the study.

Chapter 3 looks at the summary, the results of the survey, the recommendations and the conclusion.

IV. METHODOLOGY:

Research Design

The researcher conducted a detailed analysis of issues in the diplomatic environment with the usage of various texts primarily focusing on ICTs, globalisation, culture and intercultural communication paying due regard to the challenges that have arisen. In addition to these texts, the researcher provided a questionnaire to all available embassies, consulates and individuals in the diplomatic field not only Saint Lucia but on an international scale to determine the difficulties that they encounter as it pertains to ICTs and intercultural communication in the diplomatic realm. The researcher explored how the world is evolving particularly in a technological aspect through globalisation and how this influences intercultural communication and the various components involve.

Sample Selection

Purposive sampling was used in this study and respondents were provided with the questionnaire. The respondents were selected on the basis that they worked in the diplomatic environment.

Methods of Data Collection

During this study, two basic methods were used. Method 1 includes a qualitative research methodology based on data collected from secondary sources such as textbooks, journals and articles; and views of different scholars on the use of ICT in the practice of diplomacy, inter-cultural communication and globalisation. Method 2 include a survey questionnaire was distributed amongst embassies, consulates and individuals in the diplomatic field primarily based in Saint Lucia but included other countries as well.

Data Analysis

A survey was data employed which generated details on the individual, such as personal details, level of experience, their opinion on relevant issues and a cultural assessment based on their degree of awareness. Secondary information discovered was assessed on the premise that the initial assumption was valid; however, information was also gathered refuting the assumptions. Interpretation of findings was done in the context of the research topic and objectives of the study. Both analytical and inductive generalizations were made and used.

Limitations

Although the questionnaire was non-invasive and the information was for purely academic purposes and a confidentiality clause was inserted into the survey, some of those surveyed were sceptical of participating. Some relevant survey subjects were unwilling to participate and some were not available. Others were unable to submit in a timely fashion. Ten percent of respondents did not fully complete the survey.

V. LITERATURE REVIEW

Considering the literature review is an integral part of the research, it is being presented in association with the various separate elements of this paper. The literature review guides our study on the impact of globalisation on diplomacy particularly how ICTs affect intercultural communication. The literature examined focuses on the move to globalisation and how it progresses in an information age. It also looks at the importance of communication in the diplomatic environment and the importance of intercultural communication. The move to globalisation brought persons from different cultures together. Cultural diversity includes but is not limited to sexual, racial and national and intercultural communication competence is necessary to communicate with individuals from another culture. Communicating is essential to the progress and function of society. Wang notes that without interpersonal communication, people would lack the ability to comprehend and cooperate with each other. A diplomat's duties involve negotiating and liaising with a culturally diverse group which has its own barriers. This has both negative and positive impacts on the diplomatic field and significantly impacts on a diplomat's ability to conduct international and foreign affairs. Channels of communication are constantly changing with the use of technologies. These communications technologies impact not only the move to globalisation but on every different sector. This paper focuses mainly on the diplomatic realm but shows the impacts of communications technology on the world.

Adaja (2007) (cited in Ekeanyanwu (2009) defines ICTs as 'the application of modern technologies to information generation, processing, storage, retrieval and dissemination to meet the needs and requirements of individuals, groups, organizations, governments and societies. It guarantees accuracy, efficiency, prompt and instantaneous transmission

or distribution of information'. The scientific advancements in manufacturing new products and services, communication and interaction demonstrate the innovation and almost limitless possibilities of communication technology. ICTs are important because they have been integrated into almost all aspects of life and have given a new meaning to communication. As the world shrinks, we become more aware of the impact that ICTs have on globalisation. Jandt (2004) suggests that globalisation aided in the spread of technologies and created incentives for the adoption of ICTs. Friedman (2005) illustrates in his book that the world is flat; he does this on the basis that the emergence of communication technologies created a world so interconnected that it figuratively diminished in capacity.

With globalisation and ICTs shrinking the world, the scope of diplomacy is broadening. Iwilade (2010) noted that the scope of diplomacy is widening to a point where the population is well informed and is participating actively in diplomatic practices. Social media sites and web-sites not only provide an avenue for persons to air their views on international issues and topics but provide diplomats with the means to interact. Intercultural communication is necessary in the diplomatic environment. As technology evolves, intermediaries become necessary and as Clifton (1990), noted there is a '...need to expand the conception of diplomacy in such a way that it takes into cognizance the complex nature of the modern international system and the adaptation of diplomatic practice to accommodate this new reality.'

Anti-globalisation scholars such as Jandt (2004), Chunakara (no date) and Olukoshi (2004) oppose this view, while major international organisations such as the IMF and UNESCO have advocated its importance. Even Joseph Stiglitz, who is highly critical of globalisation notes the provision it has made for people of the world; 'access to knowledge

well beyond the reach of even the wealthiest in any country a century ago.’ In light of this there are many arguments in favour of the use of ICTs as opposed to traditional methods in diplomacy.

A globalised environment brings together a diverse set of people with differences in beliefs, values and opinions. While this can often result in conflict and violence, through diplomacy and intercultural sensitivity, these outcomes can be managed. The researcher looks at intercultural communication competence and what it means in communication. Also, how the diplomatic environment is affected by ICTs and the improvements which can be made for diplomats to become more ‘intercultural-ly’ competent.

In summary, no matter what variations scholars have made on the classification of intercultural communication research contents, it is generally agreed that the study of intercultural communication aims to understand the influence of culture on our attitudes, beliefs and behaviours in order to reduce misunderstandings that result from cultural variations (Chen & Starosta, 1997). In other words, intercultural communication research should take into account other elements affecting not only communication but intercultural communication. Recognizing the benefits of using ICTs is imperative or nations and their sectors will be left behind.

PART 1

Definitions and Components of Globalisation

First of all, globalisation is not instant but a continuous culmination of movements. Globalisation is controversial topic due to its multidimensional nature; it affects every aspect of nations and its citizens such as the economy, education and income. James Scriven (no date) notes in his paper, *The Impact of Globalization on the Consumer*, that globalisation created an abundance of products and services, flexibility of having many consumption alternatives. Educational programmes can be completed across screens in a different country and financial transactions can be conducted anywhere. The interconnectedness of international actors means that nations have become more interdependent on each other which has contributed to the shrinking of the world. For instance, international organisations continue to restructure which has influences on the world's economy. It is general held view that international organizations should be in control of the upkeep of international peace and stability; one such example is the United Nations.

The move to globalisation provides countries the opportunity to access larger markets because of the removal and reduction of restrictions; countries have opened their borders to the constant flow of goods, services and capital. The continuous exchange of resources affects international policies and as nations seek to adapt to the various changes of a globalised environment, the scope of diplomacy widens. Akin Iwilade noted that technologies and globalisation seemed to have widened the scope of diplomacy to an

extent where a significant number of the population were involved in ‘diplomatic practice’ (Iwilade, 2010). Globalisation therefore continues to be an enabler in the transition from traditional diplomacy to contemporary diplomacy. As such, globalisation is one of the key components of this paper.

1.1 What is Globalisation?

Al-Rodhan (2006) states that

‘Globalisation involves economic integration; the transfer of policies across borders; the transmission of knowledge; cultural stability; the reproduction, relations, and discourses of power; it is a global process...’

Globalisation involves the integration of regional economies, cultures and societies through systematic methods of communication, technology and trade. Goods, services, labour and capital are continuously exchanged through globalisation thereby impacting lifestyles, values, perceptions, characters and so forth. This subsequently, affects the cultural patterns, political, economic, environmental and social factors of nations. Economic growth is fostered through economic integration and international trade initiatives; the development of the world’s economy has become heavily reliant on globalisation as a result of globalisation’s impact on economic growth. Cuneyt Kilic highlighted the relationship between globalisation and economic growth. He suggest that the positive developments in ‘international trade, financial integration, international labour flows and technical change’ (2015, p.3) would increase the economic growth of a country.

1.2 Globalisation: A Brief Historical Context

The term globalisation became of consistent usage in the 1980s but according to the New World Encyclopaedia, was apparently first published in a 1962 article in Spectator magazine and upon publication of Marshall McLuhan's Gutenberg Galaxy; the term globalisation became more wide-spread. Therefore in terms of its emergence, there may be historical differences. For instance although Karl Marx and Frederick Engels, had not yet used the term globalization in their writings, it was apparent that their analysis on the process of internationalization equated to that of globalisation. Internationalization refers to the institutionalising of the relationships between nations on the basis of internationally accepted standards through agreements, treaties, and international practices. The move to globalisation commenced with economic cooperation between nations on a regional level. One example is the interstate agreements such as North American Free Trade Agreement (NAFTA) signed by Canada, the United States and Mexico, between a few states. The term globalisation has now expanded to include many nations and is the integration of nations. International organisations and agreements have aided in making advances in global economies. One example is the institutions such as the IMF, the World Bank, the United Nations, and the General Agreement on Tariffs and Trade (GATT).

Friedman (2005) breaks down the history of globalisation into three periods: Globalisation 1.0 (1492–1800), Globalisation 2.0 (1800–2000) and Globalisation 3 (2000–present). He suggests that Globalisation 1.0 brought about speculation as to where countries fit as globalisation shrank the world from large to medium. Globalisation 2.0 considers the shrinking of the world from medium to small but focused mainly on companies. Globalisation 3.0 from shrank the world from small to tiny and focuses on the globalisation of individuals. Keohane and Nye (2000) suggest that globalisation can be

broken down into three dimensions namely, economic, political, and cultural. Goryakin's analysed them as follows; 'Economic refers to the long distance flows of goods, capital and services as well as information and perceptions that accompany market exchanges. Political refers to the diffusion of government policies internationally. Social refers to the spread of ideas, information, images, and people' (Goryakin et al, 2015, p.67).

When domestic markets became saturated, the incentive for reaching broader markets increased since it was necessary to gain an increase in market share and improve financial circumstances in order to remain in business. Knowledge of the operations of these development initiatives was essential to expansion since globalisation involved the integration of regional economies, cultures and societies through systematic methods of communication, technology and trade. The move to globalisation has been a significant element in the increased flow of ideas, information, services and goods throughout the world. It has expanded to all corners of the globe affecting countries via cultures and economies.

1.3 The Costs and Benefits of Globalisation

Anti-globalisation activists argue that it is disadvantageous to the poor and vulnerable like LDCs, has negative effects on the environment and poses health risks. On the other hand, pro- globalisation activists claim that economic integration would lead to increase in economic growth and wealth. They also argue that more people would benefit from the move to globalisation. The costs and benefits to globalisation will therefore be analysed below.

The Costs of Globalisation

For the purpose of anti-globalisation theme, the use of Thomas Friedman's definition will be applied; he defines globalisation as "that loose combination of free trade agreements, the internet and the integration of financial markets that is erasing borders and uniting the world into a single, lucrative, but brutally competitive marketplace

In 1991 Seattle World Trade Organization protests It was not therefore a fully supported phenomenon; for example, as showcased in the. November 30 1999, marked the date for a round of trade negotiations however, protests ensued leading up to December 1999, on the grounds that globalisation creates poverty, '...destroys the environment, and ultimately favors the interests of multinationals over national interests ...' (Jandt, 2004). . Globalisation created an atmosphere for, not only the emergence of new players but an atmosphere of challenges. These challenges include one-sided benefits for those with financial leverage, the increase in unemployment rates and the increase in the internationalisation of health risks. Ultimately, globalisation has widened the gap between the rich and the poor. It has negatively affected labour and environmental standards which have contributed to the marginalisation of nations as it seems to have benefitted mostly developed countries thereby unequally distributing the wealth. Although some poorer countries have managed to bridge the gap between them and the more advanced countries, some are still left behind. Chunakara (no date) made reference to the 1997 Human Development Report which revealed that the 'poor ... too often find their interests neglected as a result of globalization... it ultimately causes increased impoverishment, social disparities and violations of human rights.' Olukoshi (2004) states that although globalisation is '...advancing perhaps the most profound marginalization of states that have in the last few centuries remained on the margins of the international system...the distribution of the advantages of globalization has been

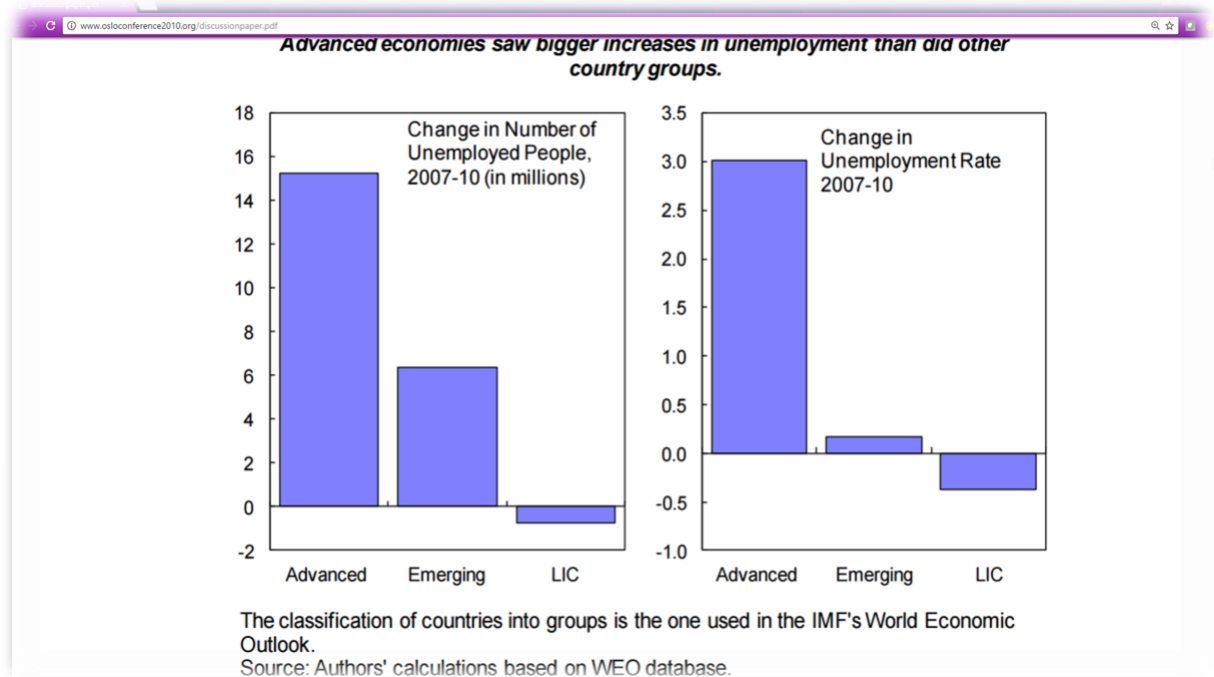
skewed. Globalization is creating immense wealth and at the same time entrenching excruciating poverty.’ Countries have been more exposed to economic hardships and unresponsive companies will suffer adversity with the vast number of international competitors. Sub-Saharan Africa for instance has not been as progressive as other regions as it continues to maintain a close-off approach.

The widening of the market for goods and services brought about competition; by lowering costs, it was possible to gain market share and accumulate profits thereby gaining a competitive advantage over a fellow competitor. However, 19th century political and economic philosopher, Karl Marx argued that global expansion would result in a capitalist society. His basis was, “historical materialism”, a term coined by Frederick Engels between 1820 and 1895; meaning that history went through stages. Karl Marx believed that the gap between those who were economically capable would eliminate those who were not.

Secondly, modern technologies have been used to showcase the vast differences in the quality of living between rich and poor countries therefore encouraging persons to migrate to a better standard of living. Economic problems such as the global recession have aided in the increase in unemployment levels. According the IMF (the calculations were taken from the IMF’s World Economic Outlook (WEO) database), as illustrated in Figure 1, left panel the ‘advanced’ economies suffered three-fourths of the increase. The right panel shows that, ‘[T]he unemployment rate has increased by 3 percentage points in advanced countries since 2007 and by 0.25 percentage points in emerging markets.’ (2010).

Figure 1- Unemployment during the Great Recession Advanced economies saw bigger increases in unemployment than did other country groups.

Source: IMF, 2010



According to estimates by the Economic Policy Institute, 2.4 million jobs in the manufacturing industries, 203,900 jobs in the apparel industry were just a few of the industries hit with unemployment during the timeframe during which China and the United States traded.

Lastly, a more interconnected arena poses the risk of internationalisation in health risks, which includes alcohol and tobacco consumption and global epidemics of non-communicable diseases. The saturation of local markets for alcohol has spread to global markets and its abuse can inflict damage. Alcohol abuse can lead to a variety of chronic diseases and sporadic or binge drinking can contribute to accidents, violence and sexually risky behaviour. Additionally, tobacco companies are banned from targeting potential

customers in industrialized nations and they flock to developing countries seeking new customers. Furthermore, increased health problems from the increased movement helped spread diseases in humans, for example vector-borne diseases such as chikungunya and malaria and sexually transmitted diseases such as gonorrhoea and AIDS. According to BioMed Central, infectious diseases have an incubation period variation for the risk spreading. Travellers have a tendency to engage in risky sexual behaviour, as a result are at a higher risk of contracting and spreading sexually transmitted diseases. Other diseases can also spread through plants and animals; animals imported for commercial trade pose risks to humans. Monkey pox for instance, posed a risk in 2003 in the United States through a shipment of African Gambian giant rats. The infection was transmitted to prairie dogs with which the rats were housed. The dogs became infected subsequently infecting 71 humans. The increase in deforestation has adverse effects because reconfiguration of landscapes provides breeding grounds for vectors and parasites. These are the potential risks with the intermingling of persons in the move to globalisation. These are the types of issues that will take precedence in the diplomatic realm.

In addition, globalisation has had an impact on global issues such as the environmental aspects as nations become more industrialized. Globalisation has affected environmental components like its destruction and the limited unrenewable resources that are depleting at alarming rates. For instance, climate change is induced by human activities; the decline in available seafood due to destruction of costal fish nurseries like coral; the emission of greenhouses gases leading to the depletion of the ozone layer; food shortages due to land degradation and so on. Furthermore, due to the exploitation of natural resources especially in developing countries, the environment has been exposed to harmful practices which go against environmental codes. For instance, due to population growth,

there is an increased demand for lodging leading to deforestation. In addition, many underwater organisms have been killed when harmful chemicals are dumped into the oceans whether unintentionally or not. The British Petroleum Oil spill, also known as the 2010 Deepwater Horizon spill caused many endangered marine animals like the green turtle and the leatherback turtle to be at increased risk of extinction.

The Benefits of Globalisation

Globalisation has implications for matters such as pollution, climate change, deforestation and loss of biodiversity; having such a profound effect, it has the ability to increase environmental awareness and promote improvement. It has created an avenue to respond to the needs of the world's population of over 7 billion people.

Firstly, globalisation has opened borders to a more competitive environment. Consumers in economies that were 'protected' from global competition endured low quality, overpriced products and services. Globalisation has provided consumers with the opportunity to choose from a wider variety of products and services with an increased level of quality and a decrease in the level of prices whereby increasing living standards. Trade liberalization therefore encourages higher standards; the increased level of competition also encourages local bodies to be more mindful of the quality of their products and services. Even more so, they are provided with the opportunity to gain information and knowledge, therefore nations can gain ideas on successfully implemented products and services and use them as is or tailor them to suit their own needs.

Secondly, globalisation has provided a broader market for LDCs as they have opened themselves up to international trade. It is the job of policymakers to assist their citizen by opening the economy to international trade and investment to make allowance for economic growth and other benefits. It is not only consumers gaining access to larger markets but domestic producers have the ability to gain a more extensive array of products and better quality intermediate inputs at lower prices. Additionally, LDCs have the ability to provide to a global market and enjoy increased economies of scale rather than being confined to underdeveloped domestic market. Globalisation has allowed the economies of participating countries to reach a level close to their full potential as opposed to the countries that remained closed off. Moreover, with increased foreign direct investment and trade initiatives, a decrease in potential wars and promotion of peace initiatives is likely. The IMF states that, ‘...globalization can also create a framework for cooperation among nations on a range of non-economic issues that have cross-border implications, such as immigration, the environment, and legal issues’ (2008).

Thirdly, globalisation has no doubt blurred the lines of law whether domestic or international and has highlighted global issues such as human rights; the rights of women, children, and the disadvantaged to the forefront promoting equality, justice and moral values. UNESCO has identified three main areas, namely; ‘freedom of expression – a fundamental right in itself and an enabler of other rights; access to ICTs/the internet – without which, the advantages of the transformative nature of technology cannot be reaped; and human rights education, with education being a major catalyst for human development.’ The emergence of globalisation provided people with a voice ‘... especially the disadvantaged in society;’ they gained ‘knowledge and skills to escape poverty traps’

(2005). We live in a knowledge society and knowledge is highly dependent on technology. Therefore access to information is imperative; knowledge is power.

Fourth, globalisation has brought about access to technologies which have improved both the education system and the health system. The education system can benefit from the access to technologies thereby transforming the ways students learn. The Differently Abled students are being given a chance to operate in a fully functioning manner. Students are being equipped with the necessary skills to effectively compete in the global market. The inflow of imported goods, services, and capital into a country can generate incentives for a country to effectively progress. In addition, increased access to modern technologies could determine whether one survives or dies in the world of health care because they allow access to information and provide the ability to see and manipulate parts of the body. Globalisation has provided people from developing countries the ability and the opportunity to access knowledge that is beyond their reach. As Nobel laureate and frequent critic of globalisation, Joseph Stiglitz noted, globalisation has benefitted many persons and enabled LDCs to access information to a point that was inaccessible by the wealthiest countries a century prior. He noted that LDCs now possess the ability to interact on a grander scale thereby reducing the sense of isolation.

Fifth, globalisation has brought about access not only to technology but to a much higher level of technology. Rather than bearing the cost of Research and Development initiatives, LDCs possess the ability to import the latest technological phenomenon. With new and improved technologies, people have access to a lot more information which has changed the ways in which we communicate reducing communication costs. It is therefore changing the environment within which we exist.

Lastly, a global economy can provide the infrastructure a developing economy needs for growth. Olukoshi states that globalisation, ‘...undoubtedly integrates the world’s financial systems, witnessing the movement of capital and goods across national boundaries on a scale unprecedented in world history’ (2004). Financing infrastructure can be burdensome for LDCs and having foreign capital can finance ‘enabling services,’ such as telecommunications, insurance, accounting, and banking. Cable and Wireless have created telecommunications infrastructure in many developing countries in the Caribbean. It is essential to develop domestic economic policies and governments can use this as an opportunity to enhance domestic infrastructure such as roads and utility outlets.

While nations may be confronted with more trying choices, the result is beneficial for their citizens. With the increased access to capital, countries that remain tied to anti-market policies will be at a disadvantage in the global environment. There is greater individual freedom, an increased standard of living because countries now have better infrastructure, the ability to access better services like health care and sanitary measure prolonging life expectancy, better educational initiatives and a more competitive environment with an almost limitless access to products and services and the benefit of greater employment opportunities. Realising the benefits has enabled undemocratic regimes to loosen their reigns to access a global arena. If a poor country maintains a closed-door policy or fails to maintain sound domestic policies it will forfeit the immense benefits that globalisation can bring. LDCs with trade sanctions would only hinder their long-term ability to raise domestic labor and environmental standards. IMF, states that ‘...nations have a greater incentive to choose policies that encourage foreign investment

and domestic, market-led growth. There is nothing inherent in the process of globalization that would cause the gulf between rich and poor nations to expand...the access to capital, new technology, and larger markets that comes with global integration should be expected to accelerate the convergence of less developed regions of the world and to make global trade and wealth less concentrated across countries' (2008).

1.4 Globalisation and International Trade

Globalisation deals extensively with trade between nations hence the use of the definition of globalisation as '*...an increasing internationalisation of markets for goods and services, the means of production, financial systems, competition, corporations, technology and industries...this gives rise to increased mobility of capital, faster propagation of technological innovations and an increasing interdependency and uniformity of national markets.*' (The Organisation for Economic Cooperation and Development (OECD), 2013). Trade is either inbound or outbound; inbound trade is imports and outbound trade is exports. Importing provides the domestic market with competition and provides consumers with a wider range of products and services at lower rates. Exports stimulate job creation; it requires a demand from external parties and provides industries the opportunity to sell beyond their borders; stimulating economic growth. The IMF states that, '*...trade enhances national competitiveness by driving workers to focus on those vocations where they, and their country, have a competitive advantage. Trade promotes economic resilience and flexibility, as higher imports help to offset adverse domestic supply shocks*' (2008).

Nations and individuals faced a variety of challenges prior to the inception of globalisation, namely high financial expansion costs and barriers to trade. Expansion

into global markets prior to globalisation was not as effective as it is currently. The high associated costs and fiscal barriers which were for the protection of domestic economies by their governments proved to be a hindrance to expansion. The aim was to find ways and means of exchanging resources in a quicker, more effective and efficient manner. One main aspect of globalisation is the exchange of goods and services with the eradication or reduction of trade barriers. Based on the notion that nations need a means to promote economic growth, promote economic development and eliminate poverty, trade liberalisation enabled the removal of obstacles and/or restrictions. This includes but is not limited to the removal or reduction of taxes, embargoes, tariffs, duties, surcharges, and nontariff obstacles. This allowed for a much freer path for the exchanges of resources between nations. Once these restrictions were removed, costs decreased, international trade flourished hence the expansion of globalisation.

Moreover, a persistent challenge facing all of the world's countries, regardless of their level of economic development, is achieving financial stability, economic growth, and higher living standards. There are many various ways to accomplish these goals, and every country will have a distinct path due to the unique nature of domestic economies and political structures. For instance, the components affecting one country's high growth rate will differ from that which affects another. However many of the world's prosperous economic nations such as Western Europe, the United States, Canada, Japan, Hong Kong, Taiwan, South Korea, Singapore—are all trade-orientated; they are integrated in the global economy. Yet in contrast, the poorest regions of the world—the Indian subcontinent and sub-Saharan Africa remain in rut. The IMF states that, 'it is probably no mere coincidence that over the past 20 years, as a number of countries have become more open to global economic forces, the percentage of the developing world living in extreme

poverty—defined as living on less than \$1 per day—has been cut in half (2008). It is therefore imperative that policymakers to assist their citizen by opening the economy to international trade and investment to make allowance for economic growth and other benefits.

PART 2

Technology and Concepts

The progression of Science and Technology grew astronomically towards the end of the cold war. The world has become connected as never before seen. The evolution of technology has contributed significantly to a globalised environment and has been integrated in almost every aspect of life; political, social and economic realms. Therefore technology has become a driver in international relations and continues to play a dominant role in economic growth because the development of trade and financial integration are contributing factors. Technology is one of the main contributing factors to a shrinking world and the ubiquity of technology means that a large part of the world's population has access to ICTs. The constant access to information has provided the public with the opportunity to contribute their opinion on almost every matter in the world. Not only can they contribute but they can influence the decision-making process. This makes technology quite relevant in the diplomatic realm. However, it is not only a matter of the effects of public opinion but the diplomat's ability to make utmost use of the resources at his fingertips. ICTs have changed the scope of diplomacy and it has changed communication methods. It has impacted diplomacy and has made the work of diplomats more cost effective, more time effective and efficient. ICTs have affected the world at large and it is imperative that the diplomatic environment take full advantage or risk being left behind.

2.1 Communications Technology

Technology has a profound effect on the world's economic structure and the rapid developments of technology created new ways to communicate and therefore revolutionized the international scene. The emergence of communications technologies has greatly influenced humanity, as far back as the invention of the telegraph in 1830s but technology has developed quite a bit over the years. For instance, walkie-talkies were plausible in the 1900s but one of the greatest communications technologies to emerge was the internet. The internet was formerly known as ARPANET in 1983, then in 1991, the introduction of the World Wide Web. The internet serves as a medium for the World Wide Web which is a virtual system for accessing and disseminating information. Technology has greatly aided in the dissemination of information and has taken up various formats. These include electronic mail, voice mail, instant messaging, Voice Over Internet Protocol (VoIP), video calls such as IMO video chat and Skype which has reduced individual communication costs.

The more technology grows, the more we see its use in everyday life. Technology is transforming the world as persons from opposite sides of the globe can be engaged in conversation with one click of a button. With the aid of mobile phones and other electronic devices, communicating in real-time is possible making this era the most popular and the easiest way to remain connected. ICTs have not only aided in communication methods but also have enabled an almost ubiquitous access to information.

2.2 Technology in Globalisation

Globalisation is not limited to economic, social, political, and cultural phenomena but encompasses technological advances as well. Olukoshi pointed out that there was a general consensus over time that ‘...world history have been characterised, overall, by a generalised acceleration of the process of globalisation – especially, though not exclusively, in the area of trans-border economic transactions and the speed with which this happens....’ (2003). He attributed these rapid developments to the revolution of ICTs. Although globalisation ultimately makes reference to the amalgamation of economic societies, much of this integration occurs through the channels of communications technology. Table 1 from the World Internet Usage and Population Statistics illustrates the number of internet users in the world as of March 2017. It illustrates the vast number of persons using ICTs and the rate of increase by region and the world at large.

Table 1: World Internet Usage and Population Statistics

Source: World Internet Usage and Population Statistics, 2017

WORLD INTERNET USAGE AND POPULATION STATISTICS MARCH 25, 2017 – Update						
World Regions	Population (2017 Est.)	Population % of World	Internet Users 31 Mar 2017	Penetration Rate (% Pop.)	Growth 2000-2017	Users % Table
<u>Africa</u>	1,246,504,865	16.6 %	345,676,501	27.7 %	7,557.2%	9.3 %
<u>Asia</u>	4,148,177,672	55.2 %	1,873,856,654	45.2 %	1,539.4%	50.2 %
<u>Europe</u>	822,710,362	10.9 %	636,971,824	77.4 %	506.1%	17.1 %
<u>Latin America / Caribbean</u>	647,604,645	8.6 %	385,919,382	59.6 %	2,035.8%	10.3 %
<u>Middle East</u>	250,327,574	3.3 %	141,931,765	56.7 %	4,220.9%	3.8 %
<u>North America</u>	363,224,006	4.8 %	320,068,243	88.1 %	196.1%	8.6 %
<u>Oceania / Australia</u>	40,479,846	0.5 %	27,549,054	68.1 %	261.5%	0.7 %
<u>WORLD TOTAL</u>	7,519,028,970	100.0 %	3,731,973,423	49.6 %	933.8%	100.0 %

NOTES: (1) Internet Usage and World Population Statistics updated as of March 30, 2017...(3) Demographic (Population) numbers are based on data from the [United Nations - Population Division](#). (4) Internet usage information comes from data published by [Nielsen Online](#), by ITU, the [International Telecommunications Union](#), by [GfK](#), by local ICT Regulators and other reliable sources. (5) For definitions, navigation help and disclaimers, please refer to the [Site Surfing Guide](#). (6) Information in this site may be cited, giving the due credit and placing a link back to www.internetworldstats.com. Copyright © 2017, Miniwatts Marketing Group. All rights reserved worldwide.

Table 1 illustrates that almost 50% of the world's population is using the internet. Goal 9 of the United Nations Sustainable Development Goals: 2030 Agenda, demonstrates that there should be an increased and affordable access to ICTs and the internet to LDCs with by 2020.

Table 2 below, Key ICT Indicators for the World illustrates the significant increase in mobile cellular telephone subscriptions and fixed broadband subscriptions from 2005-2016; 2016 are estimated figures. Figure 2 and Figure 3 illustrate a graphical representation of this information. It can therefore be seen that the growth rate of ICT use in the world has steadily increased over the years and is estimated to continue on that path.

Table 2: Key ICT Indicators for the World

Source: World Internet Usage and Population Statistics, 2017

Key ICT Indicators for the World												
Mobile-cellular telephone subscriptions												
	Years											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016*
(millions)	2,205	2,745	3,368	4,030	4,640	5,290	5,863	6,232	6,666	7,006	7,216	7,377
Fixed broadband subscriptions												
	Years											
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016*
(millions)	220	284	346	411	468	526	588	635	710	730	820	884

Figure 2- Mobile Cellular Telephone Subscriptions of the World

Source: World Internet Usage and Population Statistics, 2017

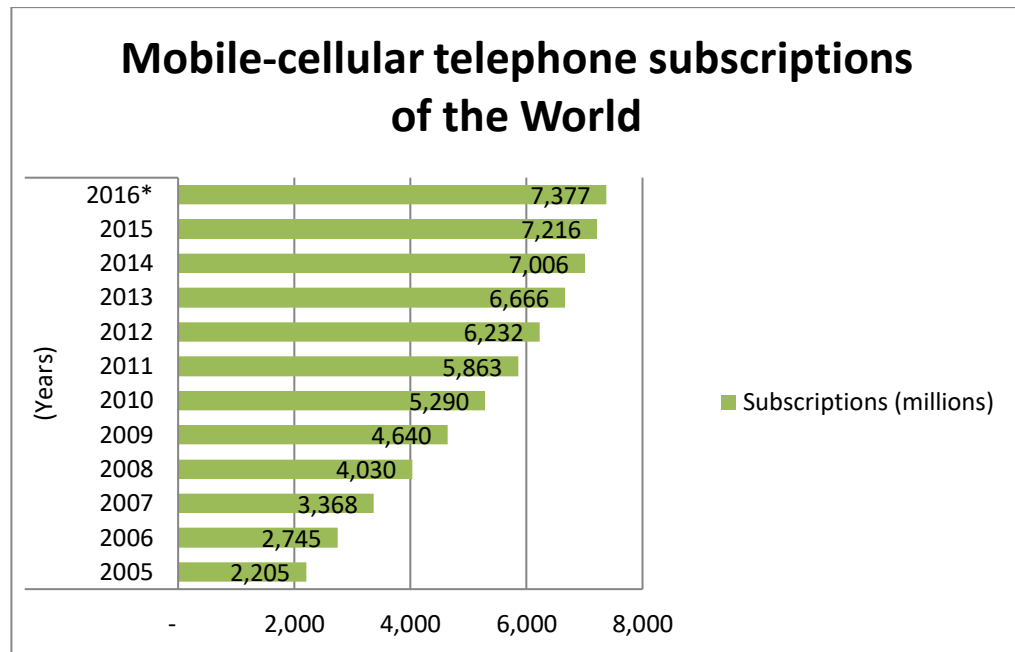
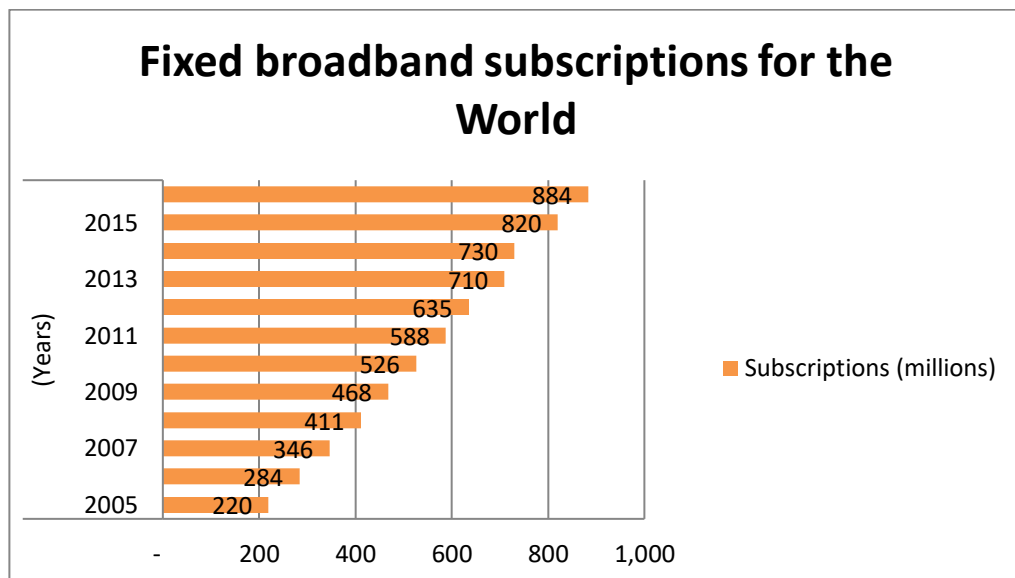


Figure 3- Fixed Broadband Subscriptions for the World

Source: World Internet Usage and Population Statistics, 2017



The above tables and figures show that ICTs are becoming more and more popular in the world. ICTs have facilitated changes in the accessibility, speed and nature of information. The revolution of information access has changed the world and has played a major role in significant issues. For instance, ICTs such as websites, social media (Facebook, Twitter) played a fundamental role in facilitating the protests in the Arab Springs movement. This movement was inspired by the suicide of Tunisian Mohamed Bouazizi who suffered embarrassment and harassment when his wares were confiscated. The movement spread from Tunisia across the Arab states with the main focus on cruel and unfair regimes of government. The use of ICTs allowed protestors to spread their message of revolution at a rate which would have been unachievable without these websites and social media sites. It further allowed for direct reporting, intelligence sharing, and coordination on behalf of the protesters.

2.3 The Negatives: The Other Side of the Information Age

The growth of the internet has brought about increased concerns about privacy and raised cyber-security issues due to the vulnerabilities of communications technology. Every technology has proved to have vulnerabilities; for instance, the burning of fossil fuels brought about the greenhouse effect, nuclear weapons brought about the possibility of war and laptop, computer and mobile devices brought about access to information. A lot of personal information, medical, confidential and financial is stored online. Individuals, groups and organisations may seek to obtain this information for a variety of reasons. These reasons include, malice, personal gain, or to create marketing strategies as is the case with tracking software. Tracking software, known as cookies, is used to track purchases which give companies the ability to learn about consumers and use marketing tactics to generate additional sales. This however has brought up privacy issues

considering the collection of consumers' personal data is most times unbeknownst to the consumer. Although, companies are putting policies in place, thanks to consumer advocates, these advocates say these policies are insufficient. Moreover, hackers and fraudsters attempt to steal financial, personal information or aim to cause disruption.

The same qualities that make ICTs influential in improving efficiency and living standards also give them extraordinary power to cause damage. Their ability to collect, store, or distribute medical data, financial data, and other personal or biographical information is a double-edged sword. As a result, many individuals and consumer groups are advocating for privacy safeguards for the internet and other computer networks. However, governments and companies are faced with the difficulty of balancing providing protection mechanisms and providing privacy.

2.4 The Positives: Why Technology Has Such a Profound Effect on Globalisation?

ICTs has been integrated practically in all aspects of life ranging from individuals to businesses to nations to governments. ICTs have affected production, knowledge, instruments, possessions and change. The list of benefits is as follows:

- ICTs have facilitated the growth of globalisation in that ICTs has enabled the prominence of a more interconnected world. ICTs have enabled companies and individuals to anticipate future events and the ability to act quickly in response to situations that may arise.
- ICTs have restructured global markets and industry sectors. ICTs have allowed the economy to be a virtual organisation of connected networks.

- ICTs have redefined how business is done internationally and have therefore impacted every worker. ICTs accelerated competition for product and customer service and have allowed for the production of goods and services to become widespread. The advancements in manufacturing technologies have enabled productivity levels to increase and to shift employment patterns.
- ICTs have broken timing barriers. ICTs have become the key method for transmission of messages. The progression of technologies has permitted almost instantaneous communication and operations between individuals, organisations and nations.
- ICTs offered individuals and companies a scope for greater flexibility and creativity. Small companies were given the opportunity to offer their products and services to a much wider clientele base. Large companies have had the opportunity to further expand their scope. ICTs assisted in flattening organisations saving costs by down-sizing methods and time by delayering structures. Individuals were given opportunities that were non-existent such as communicating across borders in real-time whilst remaining in separate locations. For example, someone in Morocco can speak to someone in Tonga as if they were in the same room although they are in their respective countries.
- ICTs provided the capability for other sectors to research and develop continuous methods of expansion such as biotechnology. The use of technology to produce living organisms
- ICTs have facilitated the improvement of and access to educational opportunities by enabling educators and students to overcome barriers of distance and by enhancing the content of instructional materials. ICTs have defied location

barriers with the introduction of distance learning initiatives. Location is no longer an obstacle.

The internet and ICTs perhaps have had the most influence on the advancement in globalisation. Information and data are available and accessible via the World Wide Web, and there is hardly a question that cannot be answered with a search engine. However, it is the telecommunications technologies that have enabled global access and exchange of information. Although there was broadband communication, email and instant messages via text, businesses were still limited to landline phone calls, and fax machines which were beneficial but still limiting. The beginning of the 21st century opened many instant communication outlets around the world; for instance, the financial sector saw the simplification of long-distance transactions.

PART 3

Diplomacy: An Overview

Bilateral and multilateral relations amongst nations are crucial to establishing a link between countries to solve global issues pertinent to the environment, the economy, culture, health and security. The dawn of the 21st century emphasises that diplomacy is an important element because global issues prove that countries cannot solve them without bilateral and multilateral cooperation.

3.1 Definition of Diplomacy

The term diplomacy is derived from the Greek word *diploma* which means official document. Diplomacy involves the art of conducting international relations between nations. Diplomacy is a key component in the conduct of negotiations, international relations and foreign policy between two or more nations. Negotiation between two nations is known as bilateral diplomacy, more than two is referred to as multilateral diplomacy. Rana (no date) describes diplomacy as ‘...the system of inter-state communication and issue resolution.’ Diplomacy is necessary to ensure that maximum opportunity is achieved through negotiations and that diplomatic relations ensues. As diplomacy became more professionalized through issues of peace, humanitarian efforts,

wars, politics, economies and cultural matter, individuals known as diplomats were charged with conducting these affairs.

3.2 The Diplomat

Initially, diplomats were sent mainly for negotiations, therefore were chiefly from high-ranking families to give legitimacy to the message. Nobles with little to no experience were accepted and supported by large embassy staff. Kautilya explains the mission of envoys and that friendly relations should be established with the enemy's array of staff. The envoy was charged with completing the mission of his home country, even at the cost of his own life. Sometimes these envoys were subject to hostage situations as a method to guarantee implementation of agreements. The benefit to this was that, once released, these envoys were better able to serve their home countries and play an important diplomatic role due to their immersion in the culture of their captives. Diplomats required a certain level of adaptability and intelligence as they had to discern the level of interest to be shown to the host state.

Article 1 (e) of the Vienna Convention on Diplomatic Relations 1961 refers to a diplomatic agent as 'the head of the mission or a member of the diplomatic staff of the mission.' Diplomats can be considered expatriates because of they have to function away from home country; they are people who deal with a variety of cultures which in many instances are cultures with values which differ from their own; socialising is a part of everyday life. A diplomat basically acts as a liaison between the home country and the host country. The role of the diplomat has evolved to demand the most equipped individuals for the job; it became necessary for skilled individuals to staff embassies and in response, there has been an increase in the study of international relations and law. A

diplomat must possess extraordinary qualities in order to be successful. He must be knowledgeable, sharp, intelligent, adaptable and intuitive. The diplomat must possess the ability to immerse into a culture to a point where they maintain credibility with the host nation by being able to liaise with relevant persons and form relationships in that country. Therefore, as a diplomat it is important to have support from people who understand the reality of the profession. Diplomats act as conveyors of peace; they represent their countries at various functions such as ceremonies and social gatherings. They work tirelessly to fix relationships when relations are strained between home and host countries. They also act as a liaison when their home states are not directly involved.

3.3 Diplomacy: An Overview

Diplomacy is essentially, the practice of conducting international relations between the representatives of nations in an attempt to influence or alter behaviour and perceptions. Nations are therefore taking a vested interest in diplomacy because it is the epitome of international understanding, harmony, co-operation, international security and peace. This is done through officially recognized individuals and instruments. The ability to practice diplomacy is one of the defining elements of a nation. Diplomacy has been practiced from very early, at least two millennia ago and continues to this day. Diplomacy involves the obtaining of a strategic advantage whilst obtaining mutually acceptable solutions to challenges that nations face. It has however evolved to adapt to the constant changes and the emergent opportunities within globalisation. Iwilade (2010) points out that globalisation ‘...challenges the sustainability of old methods of diplomacy by rendering them innocuous and irrelevant. With its growing emphasis on technology, globalization seems to also be widening the scope of diplomacy so much so that it makes

significant portions of the populations not only informed but also actively involved in diplomatic practice.’

The main functions of the diplomat are centred on communication, bargaining and negotiation between governments. However, the functions of a modern diplomat have evolved and go beyond traditional demands. Modern diplomacy is an invaluable platform for diplomats to engage in correspondence for their respective governments in foreign states. The diplomatic missions represent the home country in the host country and protect the interests of the home country and its citizens in the host country. They also deal with the issuance of passports and other travel documentation. Other functions of the diplomatic mission include but are not limited to:

- Negotiation with the government and representatives of the host country
- Maintenance of friendly relations with the host country
- Monitoring and reporting on cultural, economic and scientific conditions and developments of the host country and developing relations between the host country and the home country.

3.4 The Origin of Diplomatic Communication

It is imperative to be diplomatic because it can influence the actions of others. Diplomatic communication was primarily practiced by messengers. Different scholars attempt to put a start date to diplomacy however; there is no documented start date. Richard Langhorne demonstrates the uncertainty of the initial needs for humans to communicate but the assumption is that at some point it was necessary. Diplomatic communication arose centuries ago but rather than associate diplomacy with the time-frame of a specific era, it

can be determined that diplomacy was established since the beginning of time. The first foreign ministry was created in Paris by Cardinal Richelieu in 1626 and other European countries quickly followed suit. Atkinson (2011) states that, ‘... evidence of protodiplomatic practices exists from the ancient Egyptian, Greek, and Roman worlds... the antecedents of modern diplomatic practices can more properly be traced to medieval and early modern Europe. The emerging states of Europe slowly began to institutionalize formal diplomatic customs and conventions in the 14th, 15th, and 16th centuries, forced as they were to engage with one another for political, geographic, economic, religious, and strategic reasons.’ Diplomacy emerged due to the needs of nations to resolve issues, maintain or obtain relations between themselves. With an increase in the world’s populace, fights ensued for land, food and other components vital to survival. It became apparent that harmony was necessary to earn more; with the exchanges of goods and animals, it was possible for each group to gain something that was unattainable otherwise. It is because of diplomacy that certain countries in the world exist in harmony.

3.5 Diplomatic Communication: The Unsaid

Diplomacy is commonly associated with linguistic skills that are at optimal level for diminishing misunderstanding through a set of protocols. Communication requires a bidirectional approach and requires a sender and a receiver; the diplomat requires the ability to decode communication whether verbal or non-verbal as communication is the driving force of diplomacy. The failure of the diplomat to communicate will therefore solidify his incompetence. Decoding language involves the context the words were used in; the subject at hand; the intention of the users and actions portrayed. Understanding therefore is based on the diplomat’s ability to interpret what was said or the unsaid. Communication can be broken into two elements namely explicit or implicit. Explicit

communication refers to the written or spoken word and the context and manner in which it is used in order to influence behaviour. Explicit Communication is often used in low-context culture like European and American cultures. On the other hand, implicit communication deals with matters of the unsaid; the tones, gestures and general body language. Every gesture or action by a diplomat, whether intentional or not, sends messages. The handshake for example, is a gesture used for professional as well as casual reasons. There are variations to the handshake, ranging from domineering to respectful. All behaviour and non-behaviour may constitute messages; therefore diplomats must be conscious of their behavioural patterns; their own as well as that of the other party. Implicit communication occurs often in high-context cultures such as Arab and Asian cultures.

Natoya Cassius suggests that 'the unsaid is a multi-faceted element of language and includes the ability to maximize options, tact and face, plausible deniability, manipulation and persuasion, code and community and lastly cognition'(2016). The ability to maximize options refers to equivocation which guarantees manoeuvre for options and a level of non-commitment which is a disadvantage to parties desirous of a resolution. Tact and face makes reference to the use of indirect language. As a diplomat, one has to be cautious of the language and communication methods. As representatives of their countries, diplomats have to be tactful. Therefore rather than the outright use of direct language which may cause offence and create or intensify conflict, the use of indirect language is a more suitable method to save face and be diplomatic. In intercultural communication, the recipient may not possess the ability to interpret words the way the sender requires. Culture barriers are only one of the impediments in communication and words may not always be easily retracted. With the unsaid, one cannot really be held accountable; even

though the silence may imply a position, it was not confirmed hence there is room left for plausible deniability. Manipulation and persuasion are interconnected in the sense that it is necessary the way a message is conveyed has a lot to do with the outcome. Therefore, successfully persuasion is dependent on the other party led into action with the mind-set that it was their idea rather than their being told what to do. By guiding the recipient, it is possible to lead them to the same the conclusion. For instance, metaphors and framing are used to guide opinions and influence impressions hence perceptions are altered and actions influenced. Code and community makes reference to the shared understanding of mutual interests, ethics and principles. Cognition refers to the level of awareness and self-perception.

The unsaid is not random silence but a meaningful silence. Although it leaves room for misunderstandings, mastering the unsaid is imperative in diplomacy. Understanding the importance of silence even through difficult times or necessary times is an important component in diplomacy. A diplomat is often scrutinized for non-verbal cues which are liable to interpretation especially during negotiations. The unsaid is therefore a key aspect of communication. Why is it that the unsaid holds such value in communication? Scott (2012) analyses this and has identified three reasons. Firstly, the unsaid leaves room for options, having not committed to one particular position. Although, equivocation leaves room for manoeuvring, it is frustrating to those who require a commitment. Additionally, due to the harshness and conflict that may arise or escalate from direct communicative efforts, indirect communication; a core component of politeness, saves face. Thirdly, through persuasive efforts like the application of analogies and metaphors, the ability to frame an argument is possible. We endeavour to understand the unsaid because it is a core element in the communication process; we tend to dissect

what was meant by an action or gesture or inaction, implied by what was not said. We tend to analyse the omissions and ambiguities in language and communication. It is not always the easier thing to decipher messages through communications technologies as it may be interpreted as we choose or as we think it should or should not be.

3.6 Impact of ICTs on Diplomacy

ICT is *'[A]n umbrella term that includes all technologies for the communication of information.'* (IGI Global Disseminator of Knowledge, no date)

Crabb (1972, p.1) states that there are two elements of foreign policy which are the national objectives to be achieved and the means to achieve them. Diplomacy is a significant instrument to achieving foreign policy. The revolution of ICTs has impacted the methodology of diplomacy. As technology evolves, there is a need for intermediaries and as Clifton (1990), noted, '...the growing complexities of the international system have heightened the salience of issue-linkages in diplomatic relations. This is a clear indication of the need to expand the conception of diplomacy in such a way that it takes into cognizance the complex nature of the modern international system and the adaptation of diplomatic practice to accommodate this new reality.' The once large world has been scaled down to an almost confining space making diplomacy a more complex task. The rapid development of ICTs has led to drastic change in the nature and conduct of diplomacy and diplomatic services in the contemporary time. E-diplomacy or digital diplomacy involves the conduct of diplomacy via the use of ICTs with the aid of the internet. Diplomacy has been integrated in technologies through the use of e-tools. For

instance, social media networks such as Twitter, Instagram and Facebook; Twitter and Instagram allow users to express their opinions and gather information on a variety of issues. The use of the hashtag (#) enables quick access to a particular topic. An increasing number of businesses and groups are creating Facebook accounts for professional purposes as they realise Facebook's ability to access a vast number of people; According to Facebook, as of March 2017, it has 1.28 billion daily active users. Taking this into consideration, efficient and effective use of these technologies has the ability to enhance international communication and provide meaningful contribution to a larger playing field.

Traditional diplomacy thrived on secrecy however with the heightened technology phase; transparency has become a core element. However, a highly transparent sector may pose some difficulties, for instance prematurely disclosing sensitive information before a consensus is achieved or exposing information that may harm the interests of the parties involved. On the other hand, transparency can assist in uncovering unsavoury actions. It can assist in holding officials accountable for their actions. In addition, transparency will not only assist in accountability measures but allows non-state actors to influence the practice of diplomacy. Other than being obscure and secretive, the involvement of the public in diplomatic practices have required transparency and officials would have to be able to quickly respond to the public outcry over emerging issues.

In the traditional era of diplomacy, there were certain methods of delivering diplomatic material, sensitive documents, reports and, message; there was heavy reliance on formal notes and bulletins. The introduction of ICT has had a mind-blowing effect on diplomatic reporting and communication. ICTs can be used to advance diplomatic interest; some of

the tools are (i) websites: Diplomatic missions and various Ministries of Foreign Affairs (MFAs) use web-sites to provide information to the public. That information includes the country's foreign policy objectives, and links to the country's embassies and consulates around the world. The missions includes information on the country represented, consular services. (ii) Blogs: A blog is a conversational style, frequently updated online website, journal or webpage. For instance, the United Kingdom's Foreign and Commonwealth Office (FCO) operates a blog intended for officials and ministers to conduct informal conversations on international affairs. (iii) Wikis: A wiki is 'a website or database developed collaboratively by a community of users allowing any user to add and edit content, for example, According to the by the United States Department of State, Diplopedia is an online encyclopaedia of foreign affairs information used by the United States Department of State.

The work of diplomats in essence involves communicating and collaborating with global stakeholders. ICTs have enabled communication between individuals to occur at a much faster rate. Cross-border meetings can happen instantaneously via video-conferencing or tele-conferencing. Rana (no date) holds the view that the emergence of the 'global information village' has reduced reaction time. Authorized personnel of foreign ministries have to respond to situations as they arise; similarly, it is expected that embassies convey feedback from host countries on various matters, as they materialise. This has therefore amplified, according to Rana 'the frequency and diversity of inter-state communication'. He further depicts how the communicational levels have decrease as a result of ICTs. Documents go directly to higher level officials and copies are distributed as necessary. ICTs have empowered persons to actively engage in national and international policy-shaping processes contributing to diplomatic relations and international developments.

As a result, ICT is a tool which can greatly assist in combatting challenges and keeping up with the emerging trends in a contemporary diplomatic world which is a complex and diversified environment. Governments are realising the importance of being able to foster friendly relations as the borders become more intertwined due to the porous nature of ICT and diplomacy is increasingly becoming a necessity. The increased number of foreign missions as well as diplomats around the globe signifies the global recognition of the vital role of the diplomatic corps in this era of information.

To fully realize the potential of these new and emerging technologies, diplomats will have to recognize the growing developments in this sector and their impact. The digital age made it possible for ICTs to become extremely relevant because of the need for information; the almost obsession need for people to know what, when, where, how and who. UN Secretary General Kofi Annan, for example, is convinced that ‘... communications technology has a great democratizing power waiting to be harnessed to our global struggle for peace and development.’ Information could be shared instantaneously and simultaneously and every issue can become a global issue with the click of a button or the addition of a hashtag. Therefore it is important for diplomatic agents to possess the necessary skill-set and knowledge to be able to keep abreast with the ever evolving way of technology. Email is one of the basic means of exchanging information and diplomats need to be able to use it to engage in a variety of issues and developments. Tele-conferencing tools, search engines and social media are just a tip of the ice-berg. The internet has introduced new ways of conducting diplomatic duties and the diplomat has to be able to keep up with the modernisation of the world. Friedman (2005) (cited in Tobechukwu), states that the ‘21st century will be remembered for a whole new world of globalization - a flattening of the world. He seeks to reconfigure the

whole globalised world as flat in the sense that the entire world is a level playing field ... The globalised world is entering a new phase where more people than ever before are going to have access to ICTs facilities as innovators, collaborators, and even as terrorists (Joseph, 2006). Friedman (2005) further argues that every where one turns to, hierarchies are being challenged from below or transforming themselves from top down structures into a more horizontal and collaborative entities. (2008, p.14)' Communication lines and structures are getting shorter. Diplomacy would also have to take into account the new communications environment in which it finds itself as ICT has influenced society in more ways than one. This shows that ICT has steadily become an important tool in support of many areas of critical importance.

PART 4

Culture

From the beginning, different cultures have used gifts as a way to show respect, to portray dominance, to form relationships and to self-identify. A cultural gift held significance and it was a way to represent oneself and one's culture. This was a manner of cultural diplomacy which is used today to establish and sustain relationships between countries. Culture is important to self-identification and cultural exchange promotes awareness and provides the opportunity to appreciate and identify the similarities and differences amongst us. Culture provides a link to understanding behaviours by giving a certain level of understanding of the behavioural attributes of others because they belong to a group. However, it is not wise to be rigid in compartmentalisation of individuals. Culture influences behaviour and this makes culture a key component in the negotiation process. It is critical that diplomats are aware of the effects of culture and the potential cultural barriers that exist. Considering the diplomat's immersion in to culturally diverse groups, ignoring cultural difference is not an option particularly as misunderstandings may ensue or escalate.

4.1 Culture

Centre for Advanced Research on Language Acquisition (no date) defines culture as:

‘...the shared patterns of behaviors and interactions, cognitive constructs, and affective understanding that are learned through a process of socialization. These shared patterns identify the members of a culture group while also distinguishing those of another group.’

When humans are born they are not genetically programmed to possess cultural traits. Culture is learned and children grow to accept culture as their own. As culture becomes more ingrained in their system, the distinctions between theirs and other become more apparent. The ability to regard another culture as inferior exists and persons may be condescending and hostile to others. This is known as Ethnocentrism. An example would be of Muslim societies such as those of Saudi Arabia and Afghanistan which accuse women from western countries of immodest and immoral behaviour for going in public unchaperoned and for dressing in a less conservative manner. Due to cultural differences, people have the ability to not accept the unknown or culture different from their own. Therefore, it likely those other cultures are not appreciated or understood. This therefore acts as a barrier to communicative processes. For instance, the Japanese culture considers bodily contact to be disrespectful. Handshakes, kissing and hugs have not become established in Japan. The custom of the Japanese people is to bow upon first meeting. Although business cards are exchanged, each individual evaluates the position of the other and bows in accordance. The person with the highest rank bows the least whilst the one with the least rank bows the most.

Societies to some extent have similar perceptions on gender specific roles. For instance, girls are most likely to be taught household chores and maternal skills. Boys on the other hand, are encouraged to operate heavy machinery, pursue technical instruments and gain

skills of combat. It is important to understand cultural differences especially when engaging in negotiation processes. This is because the scope for misinterpretation widens. Words and meanings can be misconstrued and interpretation of concepts can be skewed. In support of this position, J. Kurbalija and H. Slavik point out, using the example of a stone, how differently things are interpreted once language enters the equation. They illustrate that without verbal cues, communicators understand and recognize a stone for what it is but once language is used and the item is named; 'culture enters the picture. As opposed to the thing itself, the word 'stone' or its equivalents is a cultural notion'(2011, p.69).

Furthermore, negotiation often involves discussion of sensitive issues and applying emotions and concepts such as honour and manners may further intensify interpretative processes. It is evident that these differences in culture can lead to serious misunderstandings between individuals and can be detrimental to the negotiation process. Inadequate knowledge of another culture can lead to awkwardness, sometimes even humorous communication. In addition, mistakes may either confuse or offend those whom we communicate with hence communicating the message may prove to be futile or difficult.

Cohen (1997) offers a system for analysing cultures into a high to low context and how negotiators allocate their importance. DiploFoundation in its Intercultural Communication Portal (no date) cited Raymond Cohen of the Hebrew University of Jerusalem (1997) extends the examples of how different cultures measure on a spectrum between the Arab culture and the American culture. The Arab culture is associated with

high context culture whereas the American culture is associated with low-context culture. Arab culture promotes principles and morals as the first matter of affairs and negotiation second. 'Arab negotiators attach high importance to creating bonds of friendship and trust between negotiators, and respect for the honour and dignity of negotiating partners. Less developed, traditional societies tend to give rise to a high context approach.

On the other hand, DiploFoundation in its Intercultural Communication Portal (no date), Raymond Cohen of the Hebrew University of Jerusalem (1997) further points out that American society is of the view that negotiation is as 'an exercise in collective problem solving: knowledge and expertise are applied to find mutually acceptable solutions to problems, and partners expect to adopt a give-and-take approach. Low context cultures subordinate history, personal honour and personal relationships for the purpose of agreement.' The diplomatic agent would therefore need to be aware of different cultures to perform the duties required. It is crucial that the intended message is understood so that communication is effective.

Kluver, in an article for American Communication Journal, poses some questions on the distinction between high-context and low-context cultures. He asks how persons from high-context backgrounds can rely on the same subtle nonverbal cues and situational variables when using the internet. In what ways are messages from those in high-context cultures transformed when there is an absence of nonverbal cues, environment and situational variables, and imprecise indications of status and hierarchy? Does high-context communication become low context considering these circumstances? Do new nonverbal cues arise in electronic communication? What constitutes communication competence in the internet-intercultural context?

4.2 Cultural Diplomacy

Cultural Diplomacy according to Mark (2009):

‘... is the deployment of a state’s culture in support of its foreign policy goals or diplomacy, is now frequently seen as a subset of the practice of public diplomacy, a government’s communication with foreign audiences in order to positively influence them. Yet cultural diplomacy has the potential to contribute much more effectively to foreign policy goals, to diplomacy, and to governments’ domestic objectives.’

The functional objectives of cultural diplomacy include economic, political and diplomatic interests. In addition, cultural diplomacy includes advancing trade and building bilateral relationships across the spectrum. Some examples include but are not limited to educational scholarships, cultural and artistic performances, conferences and seminars, visits from dignitaries and diplomatic missions abroad. Cultural diplomacy is formulated on the basis of mutual understanding.

Cultural diplomacy involves building bridges between nations and is a soft power approach to diplomacy. The term soft power was originally coined by Joseph Nye and he pointed out that the ‘[p]ower in the information age will come not only from strong defenses but also from strong sharing.’ In this highly digitized era, it only seems applicable that one’s culture and ideologies be shared through information technologies. The internet can therefore be used to shape culture; the internet can be used as an arena for exchange of ideas and can influence the shape of events. For instance, in 2001, conflict arose between China and the United States concerning the collision of an American plane

and a Chinese aircraft in international airspace over the South China Sea. This collision resulted in the death of the Chinese pilot but the American aircraft, which was identified as a surveillance plane, managed to land safely at a Chinese air base. The crew on the American plane were detained and America and China spent weeks disagreeing on the cause of the incident. Negotiations ensued between the two nations for the release of the American crew. China demanded an apology and the United States satisfied them with clever word usage which resulted in the release of the detained crew. China's interpretation of the United States' apology was satisfactory. The use of information technologies enabled two distinct nations to interact and express their views on the issue at hand.

Kim (2011) states that the reason cultural identity can be considered a soft power is due to the projection of '...its values, culture and perspectives into cyberspace. Emerging technologies will make it easier to blend cultural activities with traditional diplomatic work by multiplying the opportunities for connections between peoples. Thus cultural policy makers should consider human resource and operating procedures to develop cultural identity through technological improvement and innovation...information technologies require that cultural policy makers should have strategic frameworks for culture exchanges, develop a fundamental cultural identity in accordance with globalization and drive cultural diplomacy into cyberspace... Indeed, cultural diplomacy in the information age should be encouraged to effectively adapt to new technologies.' It is evident that nations have shared identities, ideas, norms and customs; their behaviour mirrors that of each other. The move to globalisation has further highlighted the need for diplomacy. Diplomacy is not a new phenomenon, and is a necessary element as long as relationships exist between individuals and between states.

4.3 The Impact of ICTs on Culture: Globalisation of Culture

The 2003 Geneva Declaration of the Global Forum of Indigenous Peoples and the Information Society stated that ICTs, 'should be used to support and encourage cultural diversity and to preserve and promote the language, distinct identities and traditional knowledge of Indigenous peoples, nations and tribes'

Technology has now created the possibility and even the likelihood of a global culture. The internet, fax machines, satellites and cable TV are diminishing cultural boundaries. Global entertainment companies shape the perceptions and dreams of ordinary citizen, wherever they live. Cultures are more exposed as people are more exposed. Caribbean viewers are hooked on American soap operas and British sitcoms. This spread of values, norms and cultures tend to promote western ideals of capitalism. ICTs have accelerated the pace and scope of trade and in many sectors. Jandt (2004), [C]onversely, globalization allows the proliferation of information technologies, and creates a worldwide market and clear strategic incentives for the adoption of information technologies. ICTs have an almost limitless possibility of enhancing speediness of attaining information and the exchange of communication. The internet brought about another facet to ICTs for example communication has become quite easier with voice telephony. Access and control over this information is imperative as it challenges traditional communication. With the easier means of communication, there is little to no control over the influence and the flow of information across borders.

4.4 The Transition of Culture: E-Culture/Digital Culture

Physical is transitioning to virtual, for instance, culture. Khosrow-Pour (2015) states that e-culture is a 'term was used for the notion of different objects having an electronic or other digital form.' E-culture concerns the relationship between new information and communication technology and the production and consumption of culture and the arts. It entails the converting of physical artefacts and ideas into virtual forms. There are two main structural types of e-culture expression: the electronic form of former cultural objects (e.g., on-line museums, libraries, exhibitions, etc.) and electronic cultural objects in form and essence (computer games, social networking sites, internet, digital art pieces, etc.). Interpersonal communication is greatly reduced as physical has transitioned to virtual. Considering how production, distribution and exchange of cultural artefacts are increasing across different cultures, it is evident why Samovar, Porter and McDaniel (2006) argue that 'successful intercultural communication is a matter of highest importance if humankind and society are to survive.'

PART 5

Intercultural Communication

In intercultural encounters, individuals perceive each other as members of a set or group; certain behaviours are associated with such a group and are expected. Although the external differences showcase culture, this paper emphasises the internal aspect which affects behaviour. As individuals exhibit certain behaviours according to culture, diplomats are advised to familiarise themselves with the mannerisms of the culture prior to being posted in a country. It is necessary to determine the behaviour that is expected so that one does not embarrass himself, his country or insult the host country. This is only one aspect to communicating 'intercultural-ly', as interpretations are often different based on cultural differences. As a result, ratification and negotiation processes are subject to various interpretations. Diplomats therefore need to ensure that they possess an open mind so that they themselves do not impose their own cultural rigidity or preferences on others. Due to the relationship between culture and communication, possessing Intercultural Communication Competence (ICC) is significant to communication with others.

5.1 Intercultural communication

Intercultural communication is based on intercultural understanding which stems from the notion of culture. Professor Geert Hofstede defines culture as:

‘...the collective programming of the mind distinguishing the members of one group or category of people from others’. O. Kovbasyuk cited in Liza Shokhina, Anton Nishchev notes that ‘...international communication is communication between people whose cultural perceptions and symbol systems are distinct enough to alter the communication event.’

Intercultural communication is important to the interaction and development of a society. In support, Wang suggests that society would not be able to function with the interpersonal communication. Generally, any interaction may be considered intercultural if a cultural difference can be identified. Cultural differences can be categorized by gender, age, nationality, ethnicity, religious beliefs, geographical location, political philosophy, body (dis)ability, sexual orientation. The subconscious has to figure out a commonality and dissimilarity and that is what makes relationships interesting but can lead to confusion, misunderstanding, or even cultural incidents. Visually, the external features reveal someone's nature and as interaction increases, a general pattern is formulated about the individual. How we perceive ourselves and how others perceive us is our identity which influences our communication. It influences how we approach a situation (languages and gestures), our expectations (the hopes and desires that we possess), the exchange (the interaction) and the outcome (results).

According to Samovar's breakdown of body behaviour, cited in Wang (2009) ‘...general appearance and dress, body movement, posture, gesture, facial expressions, eye contact and gaze, touch, smell, paralanguage...’ Samovar's classification can be broken down as follows:

- General Appearance and Dress Concern is concerned with the external appearance; our external appearance dictates how people perceive us which in turn determines their reaction. For example, we are identified by our exterior; doctors and firemen wear uniforms which gives us the ability to identify them. People are judged based on their appearance; for instance wealth is tied to the clothing, jewellery; its quality, the brand, the colour etc. Pease (2004) stressed the importance of communicative cues as they can be detrimental to a business deal; dress code and a good proposal will cease to exist as it 'can all become instantly unstuck by the smallest, most innocent gesture sinking the whole deal.'
- Body Movement dictates how people communicate and its study is called kinesiology; it reflects our attitudes, emotional states and desire to control the surroundings. Interpretation of one movement is not always possible considering interpretation is based on cultures.
- Posture depicts various culture structures. For instance Japanese bowing is dependent on the ranking of the officials present.
- Space and Distance as suggested by (Wang 2009), involves '[T]he flow and shift of distance between us and the people with whom we interact are as much a part of communication experiences as the words we exchange .We use space and distance to convey meanings .The study of space and distance called proxemics, the word is created by Edward T. Hall.'

5.2 Barriers to Intercultural Communication

Verbal and non-verbal communication is based on cultural backgrounds and experiences. People from different cultural backgrounds encode and decode messages in different ways. A person acts according to the values and norms of his or her culture. Conflict

stems for a person's inability to see the point of view of another especially if a person is of a different culture. This promotes aggressive and defensive behaviours. Listed below are common mistakes that serve as barriers to intercultural communication.

Lack of understanding: This may be conscious or unconscious and is based on a failure to interpret everything or parts of what the other person is saying or doing.

Misunderstanding: This refers to the interpretation of a message being either inadequate or incorrect. One may have expectations of communicative contents but the message received may not be the same as the message which was expected(ii) insufficient awareness of one's own misunderstanding of the other's cultural background (iii) strong motivation to try to understand (iv) the belief in something that goes against the interpretation about to be made.

Emotional reactions and actions: Integrated with the process of understanding are different factors that have to do with emotions and attitudes. Emotional reactions are usually associated with desire and dispositions toward behaviour, the consequence can be that both verbal and other actions are taken that are built upon misunderstanding and hasty negative reactions.

Ethnocentrism: Refers to the biased judging of another person's cultural beliefs, habits and practice. It is the belief that one's own culture is superior in all ways; behaviours, norms, ways of thinking; it hampers all attempts at empathy.

Stereotypes: Makes reference to oversimplified or distorted views of another race, another ethnic group, or another culture. They are simply ways to categorize and

generalize from the overwhelming amount of information we receive daily. The problem with stereotypes is that whether they are positive or negative, once they are established, it is difficult to remove them. Sometimes they exist in our subconscious; these are even more difficult to discard because we are less aware of them.

Prejudice: Refers to either a positive or negative attitude toward a cultural group based on little or no experience and prevents people from accurately viewing reality.

Discrimination: Refers to the overt actions one takes to exclude, avoid, or distance oneself from other groups. Discrimination takes stereotypes and prejudice one step further, through verbal and non-verbal measures.

Table 3: Comparison of Intercultural Communication: Past and Present

Comparison of Intercultural Communication: Past and Present	
Past	Future
Landline phones	Mobile Cellular Phones
Hard-Covered Books	e-books
Physical communication	Virtual Communication
Writing	Texting
Postage	Email
In-class Education System	Distance Learning
Work-in-office	Work-at-home
Control of Information	Information Accessible
Autocratic decision-making process	Democratic decision-making process
Uniformity	Diversity

In attempting to diffuse conflict understanding others or at least being open to communication is imperative. Having assumptions or preconceived generalisations from the culture they are associated with is a recipe for disaster. Through cooperative intercultural communication, one will be able to learn about other cultures and assess the mannerisms of others; not only as a culture but as an individual.

5.3 Social Media and Intercultural Adaptation

The processes of globalisation and networking are intertwined and they are very influential on intercultural communication. The new generation of millennials grew up at the peak of technologies which have transformed communication. Table 2 below shows how intercultural communication components have changed over the years.

There are four stages to intercultural adaption. They are honeymoon, crisis, adjustment, and biculturalism (Lysgaard, 1955 in Chen & Starosta, 2005). During the honeymoon stage people are caught up in a new experience being in a different country. The crisis stage involves frustration as they try to adapt to an unfamiliar culture. Gradual adjustment involves the 'coming to terms' with life abroad, and the biculturalism is adaptation and integration. (Lysgaard, 1955 cited in Chen & Starosta, 2005).

5.4 The Negative and Positive Impacts of ICT on Intercultural Communication

The emergence of the internet amplified the volume of information readily accessible in the public domain, which in turn, unlocked 'qualitatively new fields of high-speed information highways, to the extent that one can afford to stay in their offices for weeks, running searches through the web and exchanging emails with their colleagues and

contacts, and transmit astronomical amounts of information to their constituents in real time.’ (Nsega, no date). The birth of the internet transformed communication, to the point that the internet is the quickest technological tool in world history. Virtual environments have become a hub for persons of all different cultures to interact. Even though the internet provides opportunity for interaction, there are some drawbacks.

Firstly, with rapid development of ICTs, society and governments may have difficulty in anticipating impending developments. LDCs face difficulties in catching up with developing nations as they are not technologically developed. Digital diplomacy is therefore mainly used by leading countries in ICT and this is one of the major reasons why developing nations are underrepresented in this area. LDCs may have difficulty in keeping abreast with technological advances. Limitations exist, namely the inability to secure funding for hardware and software supplies, and the continuous need for upgrades and replacements every few years is a strain for developing nations. They are already burdened with the need to secure funding for economic growth. Their limitations range from infrastructural constraints to the inability to access or utilise ICTs.

Secondly, due to variances in occupation, race, gender, social class, the messages transmitted may be misinterpreted. Sometimes even non-verbal behaviour such as the actions carries different meanings in different cultures, and this effect can be heightened when using virtual communication routes. Walsham (2001) suggests that due to ‘different views of the relevance, applicability and value of particular modes of working,’ conflict may arise and working with ICTs would be problematic. The variations of applicability of ICTs may not be perceived as another culture intended. He portrays an example of

technology transfer from one society to another. He states that, 'the importing of that technology into an 'alien' cultural context where its value may not be similarly perceived to that in its original host culture. Similarly, cross-cultural communication through ICTs, or cross-cultural IS development teams, are likely to confront issues of incongruence of values and attitudes.' Transmitting messages through virtual space does not necessarily mean that there is cultural understanding; intercultural communication brings about a certain level of uncertainty. Interaction with someone from a culture that is different from what one considers the norm feeds uncertainty as the person's habits, values and other cultural aspects are unknown. It may put one in a situation of feeling helpless and anxious. Charles Berger, communication theorist explains that an intercultural communicator may be presented with difficulties when attempting to communicate with someone from another culture. However, to be at ease in such communication people are comfortable when they possess the ability to predict the behaviours of the other person and based on that they have a general idea of what type of behaviour is appropriate or not. Berger theorizes that in communicating with another especially when the person is a stranger or that there is an attempt to make a good impression; the communicator's main concern is to diminish uncertainty.

Lastly, the involvement of ICTs in cross-cultural interaction entails the transfer of technology across borders to different cultural environments; that is from a culture where it was initially developed to another country. This technology transfer phenomenon is not a new one, but is increasingly common in the context of globalisation. Furthermore, '[A]s the technology for worldwide transmission of information continues to progress, attempts by some countries to restrict this transmission are becoming more and more ineffective (McPhail, 1989).'

We see that the introduction of not just the internet but of social media as well have changed language. Usage has changed from whole words to abbreviations which are used to communicate for example lol ('laugh out loud'); idk ('I don't know'); brb ('be right back'); nvm ('never mind'). Chen and Zhang (2010) make reference to how much smaller the world seems as a result of new media and globalisation. During intercultural adaption people use communication technologies to keep abreast with home events and to be able to integrate into the host country (Tsai, 2006; Ye, 2006). In an attempt to combat this uncertainty in intercultural communication, verbal and nonverbal communication strategies should be applied. This can be done in the form of asking questions or simply portraying non-verbal expressions such as a nod of the head. Chen and Starosta (2000) attribute having intercultural communication competence to two prerequisites namely, intercultural communication awareness and intercultural communication sensitivity. It is imperative that intercultural communicators develop intercultural sensitivity as such interaction is common in this globalised diverse environment. Technology is determining the way the world communicates and people are increasingly being given the opportunity for collaboration.

5.5 Improving intercultural communication

In Intercultural communication, it is imperative to be mindful of cultural differences and most importantly respect the perspectives of others. In order for communication to be accurate, one must be mindful of the perceptions of the receiver and of the sender of the message. Regardless of whether or not the participants are multi-lingual, barriers to communication exist; knowing the language may not be sufficient if you do not understand the culture.

So why has intercultural communication become such an important issue in diplomacy in recent years? Culture and race can be barriers to communication and consideration must be given to the fact that those communicating may be operating from entirely different points of view. Technical expertise is not sufficient when operating in a different culture; one needs to be able to adapt. Intercultural communication can bring great benefits in human interaction. It is therefore imperative that intercultural communicative efforts and skills be improved. Donnell King cited in DiploFoundation in its Intercultural Communication Portal proposes some general guiding principles for closing the gap between different cultures. King suggests that knowledge about the culture should be sought and assumptions should not be made. This is however not always possible when interacting with other cultures. Neuliep (1957) states that '[T]he specific verbal and nonverbal messages that we exchange are usually tailored for the person based on those assumptions and impressions. Often, such assumptions and impressions are based on characteristics of the other person by virtue of his or her membership in groups such as his or her culture, race, sex, age, and occupation group. In other words, we do not see the person, we see the groups to which the person belongs.' This is what needs to be excluded from our judgement as this will cause miscommunication. Allotting persons to one specific sex or race for instance does not necessarily mean that said person conforms to that particular group. There are sub-categories. We have to be mindful when communicating that this is an individual and not a stereotype.

There are some things that should always be remembered in intercultural communication. Question your assumptions before targeting the other party. Broaden

your focus and do not concentrate fully on your own cultural heritage; in paying attention, we become mindful of our own thought processes, perceptions, assumptions and prejudices. Open and clear lines of communication are needed. It is only common sense that others may inquire about you, but you must be mindful of the manner in which you enquire as well. Be more mindful of your actions-pay attention to what is occurring presently without judgement; mindfulness includes self-reflection on communication interactions. Be flexible to culture and communication patterns. Be tolerant of the ambiguity of other cultures. Avoid thinking that your culture is superior, as each culture has its strengths and weaknesses. It is important to learn self-control. What may seem abnormal to one party may be assumed also to be inferior.

Awareness and insight about differences between cultures and communication patterns are a significant aspect in understanding and improving not just communication but intercultural communication as well. The basic difficulty is the differences that exist between the senders' and the receivers' cultural backgrounds and that the way of communicating is clouded with cultural noise. For instance, intercultural communication scholar William Gudykunst noted that during intercultural communication, before the message can pass from the sender to the receiver whether verbal or non-verbal, it first has to pass through a filter. This filter is culture; the message sent, therefore, is not necessarily the message received. Eliminating barriers consists of being able to understand the differences and similarities that exist as one's perception is influenced by culture.

Moreover, it is wise not to make generalizations about other cultures, because the inaccuracy of such generalizations can create miscommunication by stereotyping or

oversimplifying. Because someone's beliefs and values differ from your own, does not mean that they are opposing you. It is imperative to step out of your comfort zone to be able to broaden your scope. There are sub-groups in cultures and not everyone can be bracketed to one group. It is important to be mindful that you may have not transmitted your message effectively and therefore the message may not be understood. It is also imperative to be tolerant and empathetic to others bearing in mind their feelings, interests and point of view and to achieve this, reading, assessing, evaluating, researching and questioning are necessary. Overall you need to gain knowledge both cultural and linguistic.

5.6 Components of Intercultural Communication Competence

Intercultural communication competence is required in order to successfully interact with persons from other cultures. Brian Spitzberg suggests that cognitive, affective, and behavioural components make up communication competence. James W. Neuliep breaks down these components. He states that the cognitive component refers to someone's ability to analyse and process information; the affective element is reliant on one's incentive to approach or evade communication; the behavioural factor refers to the skills one possesses to capably interact. Neuliep further states that, to be a competent intercultural communicator, one needs to be 'motivated to communicate, knowledgeable about how to communicate, and skilled in communicating...an interculturally competent communicator is sensitive to the expectations of the context in which communication occurs...communicators interact effectively by adapting messages appropriately to the context. Competent communicators understand the rules, norms, and expectations of the relationship and are effective to the degree that their goals are accomplished successfully.' (1957).

In an interconnected realm, the cultural contexts in which ICTs such as Computer Mediated Communications (CMCs) are used are increasingly becoming an important aspect. Although CMCs transcend geographical barriers, it is necessary to be aware that the same may not be true for cultural barriers. It is therefore imperative to comprehend the factors which influence effective communication in CMC environments. ICC measurements were traditionally used as a gauge to measure the intercultural sensitivity of expatriates; how successful they were in adapting to a new culture. These measurements include their abilities to use basically social clues in cultural interaction. They include motivation, self- and other knowledge, and tolerance for uncertainty.

Motivation is a person's actual desire to foster intercultural relationships and may be either intrinsic or extrinsic. Intrinsic motivation is driven by a desire to know and understand other cultures. This is a voluntary process. Extrinsic motivation, on the other hand, is driven by an outside desire such as for money and power. It has to be considered that context may further enhance or impede a person's motivation to communicate across cultures. It can be noted that dominant groups are less inclined to exhibit motivational behaviours as they do not see the incentives for doing so. Non dominant groups on the other hand exhibit adaptability to conform with the dominant groups. This creates a one-sided balance of power dependent on the non-dominant groups desire to survive.

Knowledge is an important aspect in building ICC and serves as a supplement to motivation. Self- and other-awareness, mindfulness, and cognitive flexibility are important aspects to knowledge. Developing these aspects requires immersing oneself into a different culture. This is easier said than done as persons are sceptical of persons

who are different from them whether by race, religion, sexuality, nationality, social class or some other factor. Additionally, geographical location may hinder their ability to actually be able to interact with a range of cultures. Incorporating educational material like books and learning a foreign language may assist in that regard. We must however note that knowledge of another language does not automatically equate to ICC.

Developing self- and other-knowledge is an ongoing process that will continue to adapt and grow as we encounter new experiences. It is important to be able to control our emotions and have a certain level of tolerance even in times of uncertainty. Uncertainty causes different reactive attitudes therefore intrinsically motivated persons are able to better cope. A higher ICC is equated to a higher level of awareness and vice-versa. Based on the culture in question, any behaviour may be judged as competent in one and incompetent in the other. Therefore ICC involves the ability to demonstrate behaviour according to culture; behavioural modification is a key to showing respect for other cultures. Showing empathy and respect are key components to intercultural sensitivity is key.

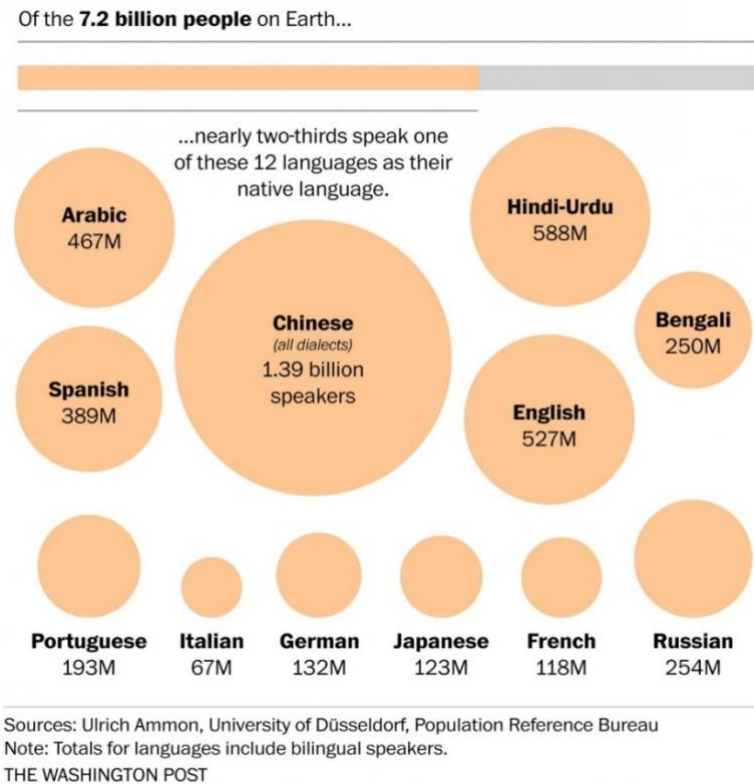
5.7 Importance of a Multilingual Internet

According to the (OECD 2007), 'multilingualism' in terms of the internet refers to two areas, multilingual online content, and access to such content by the use of domain names. For the purpose of this paper the researcher will focus on the content aspect. English has been predominantly the language of the internet. This is not surprising considering that Transmission Control Protocol/Internet Protocol (TCP/IP) was an American invention. Also, (based on the 'American Standard Code for Information Interchange' (ASCII); the 26 letters a to z, the 10 numerals 0 to 9, and the hyphen). The spread of the internet has attracted numerous non-English speakers. The Ethnologue:

Languages of the World states that there are as many as 7,099 languages spoken in the world as at 2017 but this number is in a constant flux. Figure 4 and 5 provides a breakdown of the most popular languages spoken by number of speakers (Figure 4) and number of countries per language (Figure 5).

Figure 4: Most Popular Languages Spoken in the World

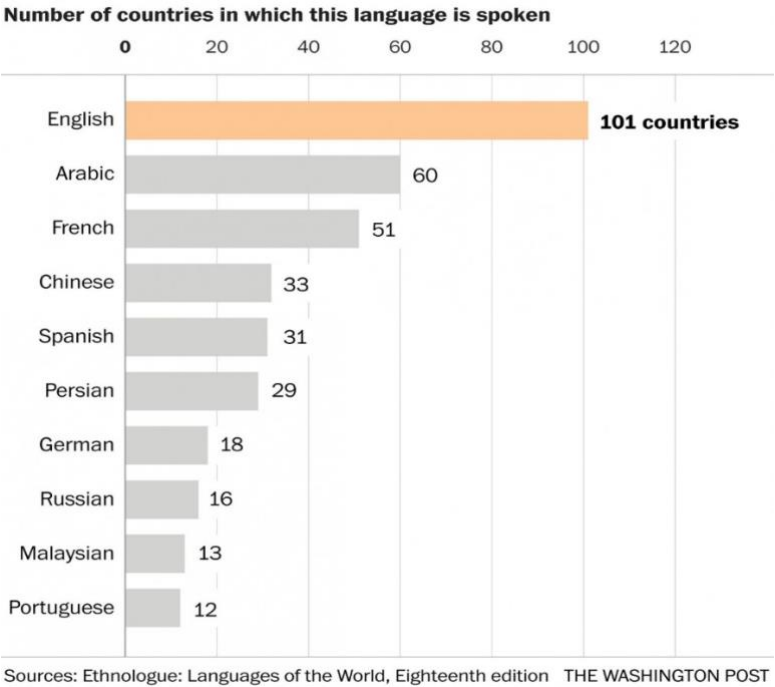
Source: Ulrich Ammon, 2017



The world's most spoken language is mandarin Chinese spoken by thirty-three (33) countries but tops the list at 1.39 billion speakers. English tops the list as the most widely spoken in numerous countries around the world making it one of the most influential languages spoken in the world.

Figure 5: Popularity of Most Common Languages Spoken in the World

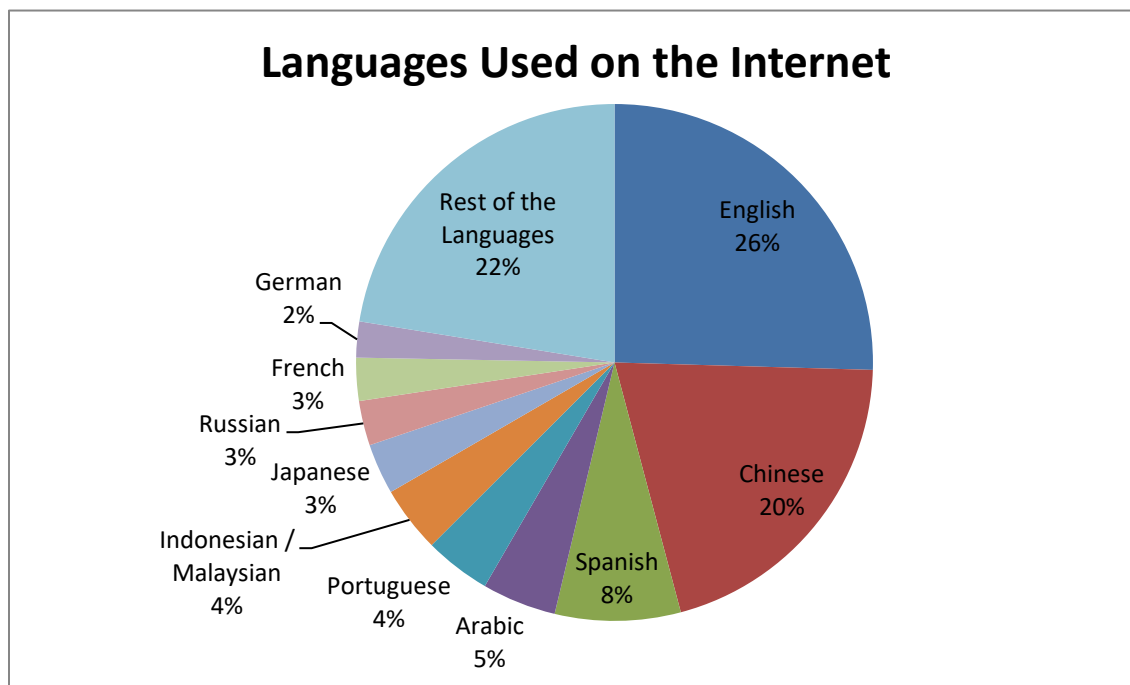
Source: Ethnologue, 2015



With such a vast variety of languages spoken in the world, many languages occupy a very small space. Figure 6 illustrates the top ten languages used on the internet as at March 2017, based on figures from Internet World Stats.

Figure 6: Languages Used on the Internet as at March 2017

Source: Internet World Stats, 2017



The internet is a major source for gathering information and knowledge. Nations, communities and individuals without access to the internet and its resources will certainly be marginalized. It is imperative that non-dominant languages get access the internet, not only for information gathering and knowledge but for the ability for self and cultural expression. The Internet Governance Forum 2017 advocates for a multilingual internet as it is apparent there is a linguistic divide which will only exacerbate the digital divide. The two elements of the digital divide are access to the internet and access to quality content. There are many challenges which may either slow down or halt the process towards a multilingual internet; they may be technical, economic, political or social factors. It may not be an economically feasible practice for software developers to produce software where there is limited demand as the acquisition of a profit is a driving

force. Many developing countries face financial challenges and may not be able to develop or fund multilingualism efforts on the internet. Although the internet has evolved including a variety of scripts and alphabets, this is still not sufficient to accommodate the diversity of the world. Another challenge is the literacy rate of some countries which are on the higher spectrum; for instance African nations are not literate in their mother tongue which is a hindrance. If persons are not well versed in a language, using the internet may not be a priority for them. Another limiting factor is that some content may not be considered acceptable in certain countries. Therefore impacting the availability of information that can be generated from the internet.

Although, many internet users are non-native users of English, the internet has become a haven for persons with different ethnic and linguistic backgrounds to share their concerns and interests on a variety of causes. The world is constantly migrating to the internet. This will hinder social well-being, inhibit economic growth and affect political development if language barriers are not broken. Given the internet's importance as the major provider of information, both developed and developing nations are becoming increasingly reliant on the internet as a unique and essential tool with which to communicate, to conduct business, and to store and transmit data. Inadequate access to information will be a hindrance. Even though persons may have physical access, what use is the internet if the content and applications are not available in their language? How can information even be entered when keyboard layouts are lacking? Content should therefore be available to provide users with an incentive to actually use the internet because their inability to understand what is there will make access useless.

Consequently, to ensure equality and access for everyone, a multilingual internet is a necessity; accessibility of a language should be regarded as important safeguards of its vitality and importance. Governments need to make a conscious effort to support initiatives to reach this point. The international community also needs to assist where necessary and provide support.

PART 6

Implications for Diplomacy

The advancement of ICTs has altered productivity levers, and employment patterns, broadened the scope of communications, and made quite a break-through in transportation systems which have sped up the world's operations. ICTs in globalisation aided in the shrinking of the world and widened the scope of diplomacy. The world has information at their fingertips and some individuals possess the ability to share their opinion on global issues. ICTs enable a world with complex economic, political, social and cultural processes and the opportunity to operate in an interconnected network without boundaries; distance has become irrelevant. Information on global issues and concerns is accessible and most of the world's populace have an opportunity to voice their opinions and concerns.

6.1 Has the implementation of ICTs reduced the importance of conventional diplomacy?

Communication is essential to the life of diplomacy and dates as far back as two millennia. Envoys were the primary means of exchanging important information by word of mouth, then clay tablets, followed by parchment and now printed documents which are still used to this day. With the invention of the telegraph, messages were delivered further at a faster pace. This was followed by the telephone which further improved

communication between diplomatic envoys. Technology further progressed to the fax machine which allowed the sender to get a physical copy of a document across to the intended party. The process heightened the flow of diplomatic services as the ability to obtain a signed document was not as nearly impossible. It was however the introduction of the internet that provided the ability to reach larger of further part the world. That in conjunction with other communication technologies such as mobile phones, laptops, tablets, computers, video-conferencing helped defy time and space. Internet usage is evolving so fast that forecasting its future is almost impossible. There is tremendous reliance on social media networks like Instagram and Twitter. E-mails and the ability to communicate in real-time have broadened the scope of diplomacy. With the press of a button or two, access to information is readily available. Governments and stakeholders were once heavily reliant on diplomats to conduct foreign affairs and conduct negotiations but the technological revolution has made it possible to have constant interaction.

It may be more lucrative to say that the methodology of diplomacy, the ways in which diplomacy was conducted has evolved but it still continues to be the building and maintaining of relations between nations. The implementation of ICTs has not reduced the importance of conventional diplomacy but is demonstrating the need for it to evolve to keep up with the rest of world. Globalisation, diplomacy and technologies are not a recent development but they have changed and have clearly impacted each other. For this reason, possessing the intercultural competence is essential to diplomacy. Furthermore, the increase in the transparency of transactions has led to a new type of diplomacy; public diplomacy and conferencing diplomacy have changed the traditional diplomacy. Despite

these changes diplomacy is still a valuable tool in international relations. It continues to be a valuable instrument in crisis management and dispute resolutions.

6.2 Have ICTs in essence improved the practice of diplomacy and diplomatic processes?

Rana (no date), notes the impact that ICTs have had on diplomatic systems. He states that a 'direct consequence is that the relationship between the foreign ministry and the embassy abroad is much closer, and the bilateral embassy has gained in importance. Diplomats negotiate on a number of issues, environmental, humanitarian and economic, bilaterally and multilaterally. LDCs may not have the ability to obtain or to maintain communications technologies due to limited resources; ICTs have provided the means to overcome these difficulties. Technologies have provided the ability to remain at home and communicate when conferences and seminars are at too great a distance. The emergence of ICTs has brought about digital diplomacy which is also known as e-diplomacy; the conduct of international relations with the support of ICTs. Diplomacy which was once more secretive has become more open. The process has become more efficient and cost-effective. Additionally, e-governance, which involves the application of ICTs to provide and exchange information via electronic means, has made government services easily accessible to the public.

ICTs have definitely impacted the diplomatic world. The application of ICTs and digital diplomacy has essentially made the diplomatic process a more transparent process. The transformation of communication methods by technologies has modernized modes of information transportation from a slow and long process to one that is almost as instantaneous; the fastest in the history of the world. The evolution of diplomatic

communication has reached a virtual level like many of the world's processes but still have a long way to go. ICTs have affected the key components of diplomacy, namely reporting, negotiation, communications and have influenced diplomatic missions. ICTs have improved the traditional diplomatic functions of missions. The impact of the ICTs on diplomacy has been profound. ICTs provide access to a wider audience; additionally, ICTs enable diplomatic missions to deliver in a quicker and more cost-effective way. Moreover, democratization of diplomacy through the active use of new media offers the unrepresented masses an avenue to express their concerns. This is a way to ensure transparency and accountability in the diplomatic realm.

PART 7

Summary, Results and Recommendations, Conclusion

VI. SUMMARY

The researcher explored the move to globalisation and how the world is evolving particularly in a technological aspect. The researcher also looked at how this influences intercultural communication particularly in a diplomatic environment. It was noted that the development of ICTs has contributed to the world becoming highly interconnected and although the use of ICTs presents a range of benefits, inevitably it can result in various disadvantages namely, making posts redundant and decreasing employment opportunities. The outcomes, whether positive or negative have the ability to impact a diplomat's ability to conduct international and foreign affairs. It is noted that ICTs are one of the key elements to shaping economic growth and a globalised world needs to employ ICT tools to keep abreast with international and domestic affairs. Globalisation for instance, has highlighted environmental issues such as climate change. This '...is an issue that transcends national boundaries yet has enormous economic implications in relation to low carbon economic growth strategies. Equally interesting is the need for studies of diplomacy to encapsulate the increasing domestication of diplomacy which results from the breakdown of domestic-systemic barriers in the world economy.'(Lee, Hocking. 2010)

The diplomatic agent would therefore need to possess certain qualities namely; linguistic abilities, communication abilities and the ability to liaise with culturally diverse groups. The researcher noted that cultural diversity creates its own barriers and increases the complexity and ambiguity of communications sometimes resulting in miscommunication. Therefore an analysis was done on how ICTs influence how these various ethnic groups communicate and understand each other in a world where the possibility to connect with everything and everyone is steadily increasing.

VII. RESULTS AND RECOMMENDATIONS

A principal contribution of this paper has been to provide information and a survey was conducted to support the analysis. This study reviewed theories and literature relevant to globalisation, culture, defining and understanding the barriers to intercultural communication and how their union is impacted by ICTs. A survey was conducted to gain insight into the how intercultural communication is affected by ICTs. Respondents were over the age of 25 and have had little to extensive experience in the diplomatic field. Considering language is a communication barrier, the researcher analysed how many languages were spoken by the respondents. The majority of respondents spoke more than one language. Only 1% spoke only English and non-native English speakers outweighed the native speakers. In light of this, a higher percentage did not experience cultural barriers than those who did. ICTs assisted a higher percentage of those who did experience such barriers. There were varied responses on the change in diplomatic communication over the period of tenure. Most agreed that ICTs contributed to that change. The information is illustrated in the Figures below:

Figure 7: The Age of Respondents

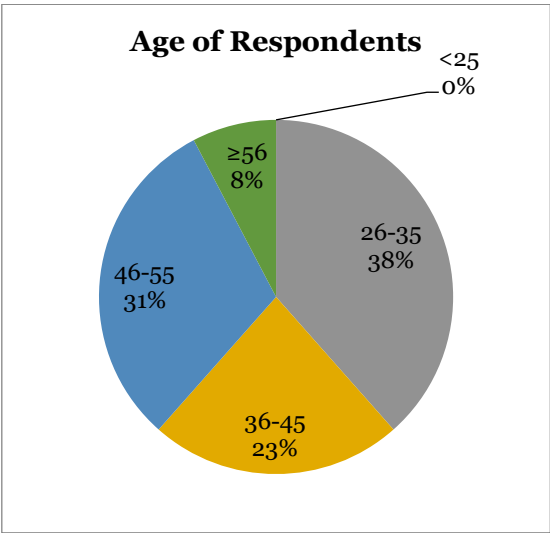


Figure 8: Gender of Respondents

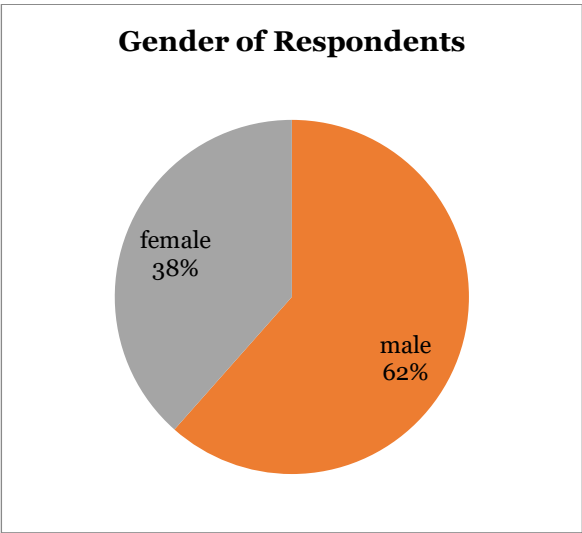


Figure 9: Number of Languages Spoken by Respondents

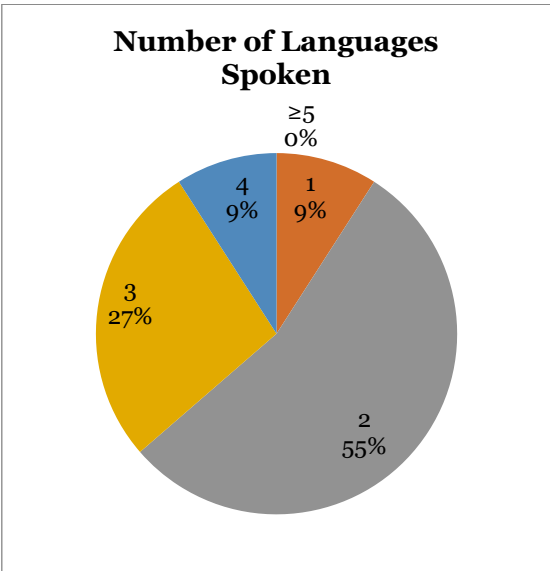


Figure 10: Number of Years Respondents Spent in the Diplomatic Service

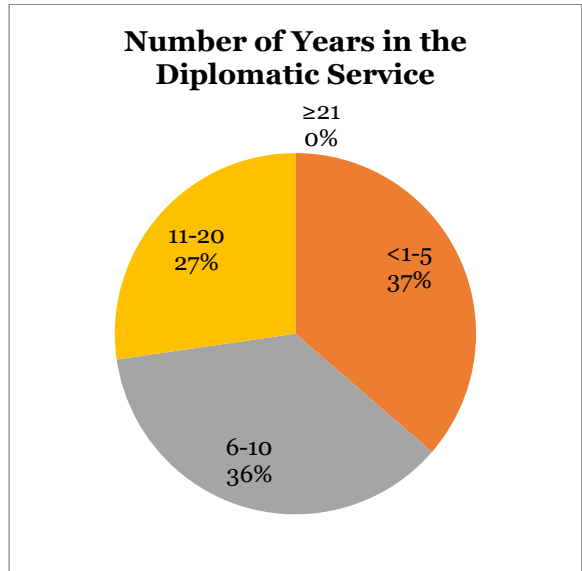


Figure 11: Respondents Experienced Communication Barriers

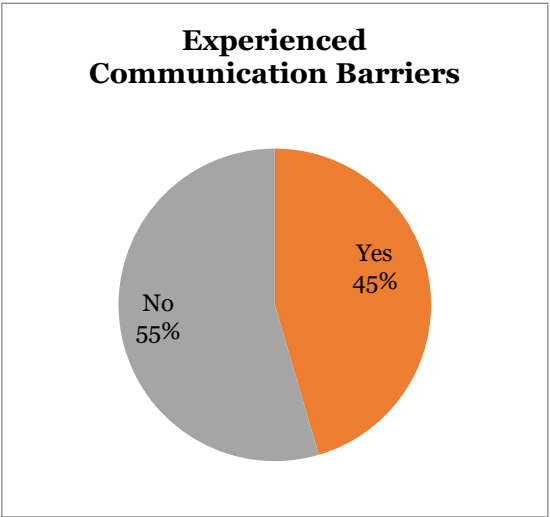


Figure 12: ICTs assisted in Overcoming Communication Barriers

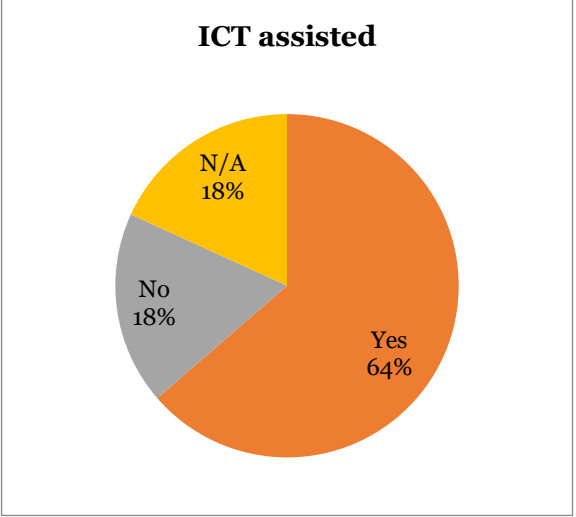


Figure 13: Respondents Experienced Change

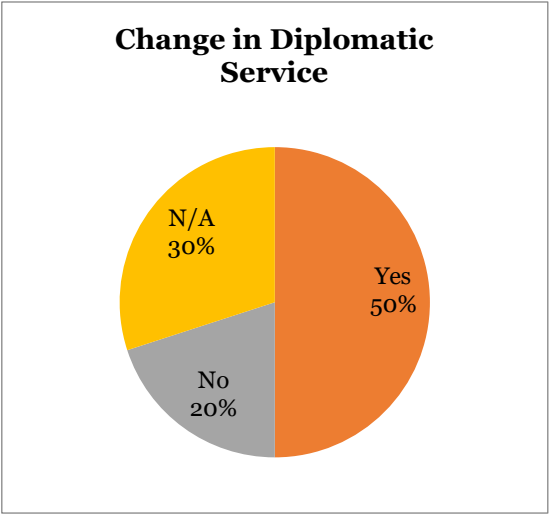
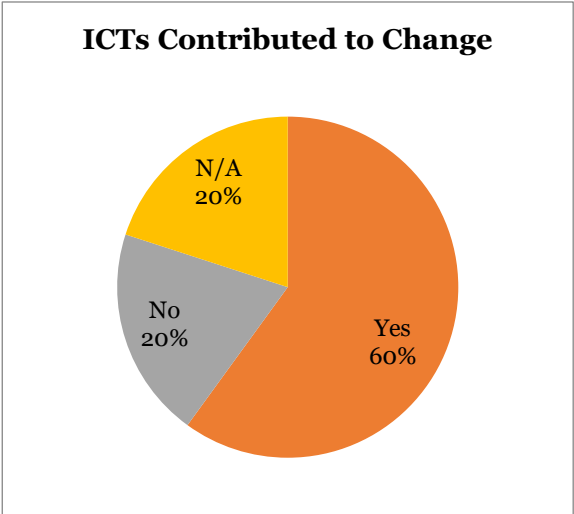


Figure 14: ICTs Contributed to that Change



Respondents analysed how ICTs, namely; internet, VoIP, Social media, video-conferencing, mobile devices, tablets, laptops/computers influenced their diplomatic communication skills. Figures 14 to 20, shows the variations of the effects based on whether communication become effective, fast, cost-effective, formal, informal and/or if there was no change to daily communication.

Figure 15: Effect of the Internet on

Communication

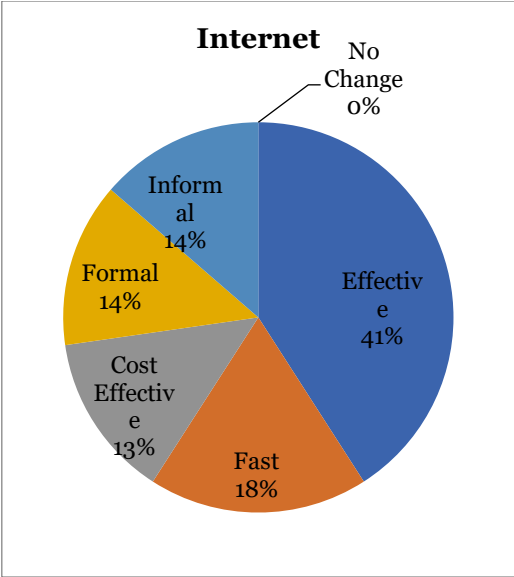


Figure 16: Effect of VoIP on

Communication

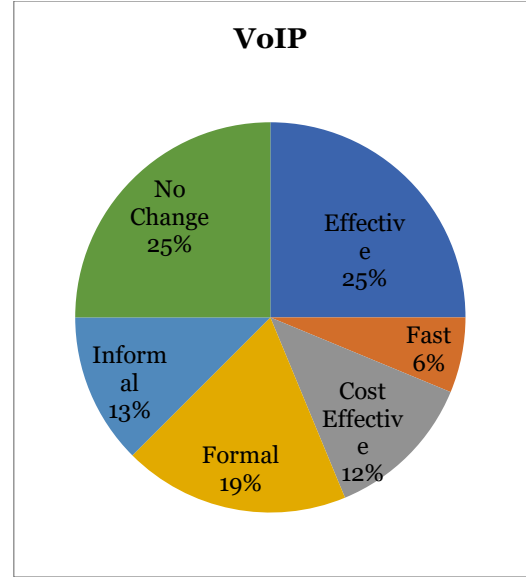


Figure 17: Effect of Social Media on

Communication

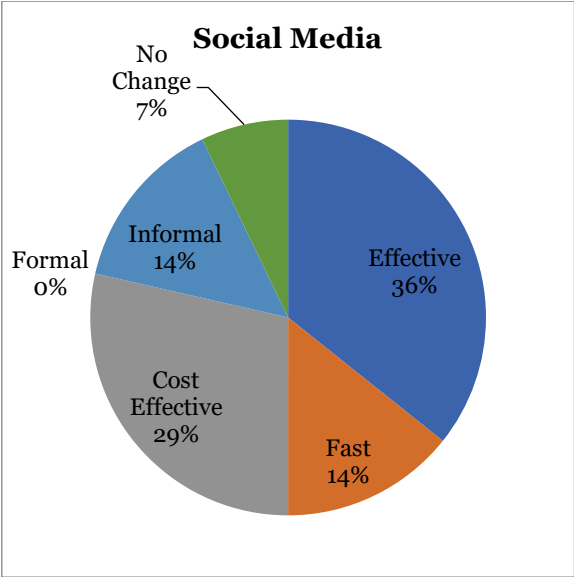


Figure 18: Effect of Video-Conferencing

on Communication

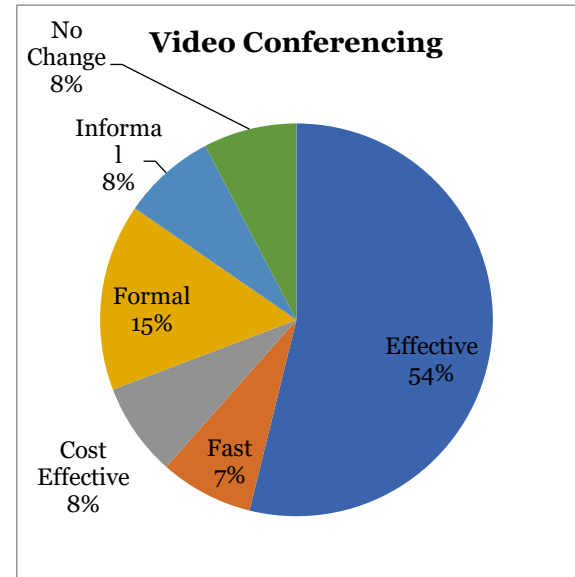


Figure 19: Effect of Mobile Devices

on Communication

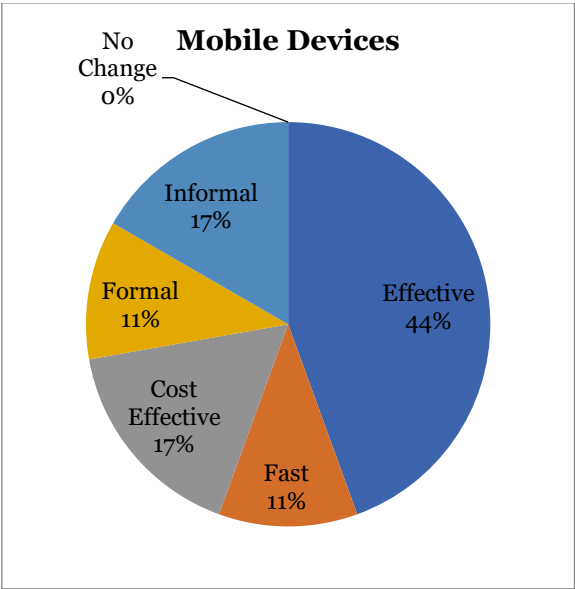


Figure 20: Effect of Tablets on

Communication

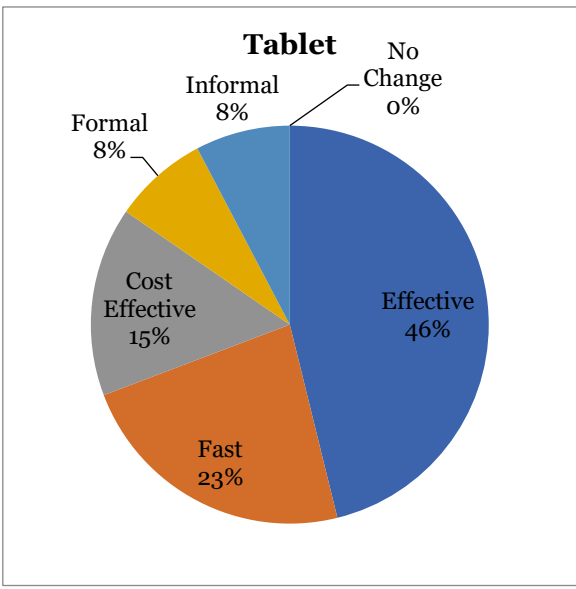
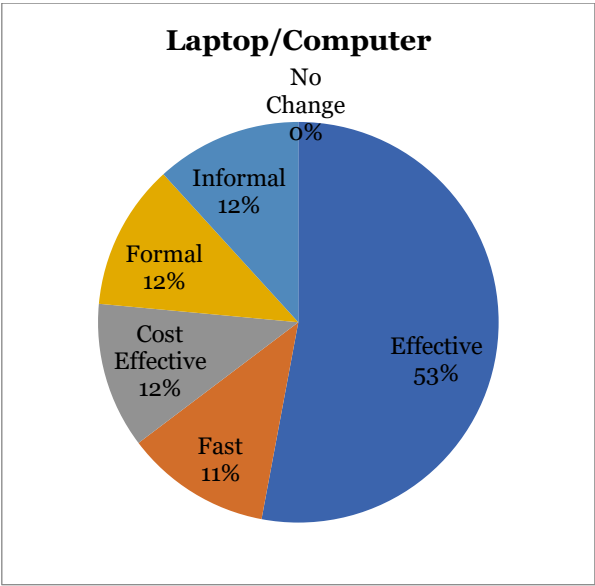


Figure 21: Effect of Laptop/Computer

on Communication



ICTs have allowed for increased means of communication and access to a wider audience. Based on the survey, ICTs have had quite a few beneficial effects on communication, although some technologies seem to have had no effect on communication at all. Given that we have examined the history of diplomacy and the history of communication methods, it is accurate to say that the emergence of technologies has changed and evolved and continues to change and evolve diplomacy. ICTs have not only assisted communication methods but information methods as well. Although some diplomatic agencies have maintained traditional methods, the down side to this has been that their records are not kept up to date. It is recommended that diplomatic personnel be apprised of the benefits of ICTs and trained in applying relevant software skills to their duties. Most of the study was conducted in a developing state, suggesting that resources might not be readily provided to personnel. This short-term gain on financial costs savings may in the long-term be a disadvantage due to loss and misplacement of information and important documentation. Even when they are aware of this disadvantage, some of these organisations have yet to acknowledge that ICTs can be beneficial to the daily operations of the mission.

The effective incorporation of ICTs into the diplomatic service should involve institutional readiness and competencies. New equipment would need to be purchased and it would be necessary to train employees to use the equipment. Although not a complex process, failure to include these can result in increased workload for diplomats. The workload may include the transferring of physical copies to electronic copies; therefore implementation would require more time and effort. Moreover, easy access does not only include access by employees but also access to confidential information by imposters and hackers resulting in loss of data and public confidence. Therefore the vulnerabilities of communications technologies may be a contributing factor to the

hesitancy of diplomatic organisations from digitizing records and make more of an effort to use these ICTs. It is recommended that in future that surveys include questions on the reason why diplomatic organisations may not want to explore the use of ICTs. Additionally, it is recommended that the diplomatic system be analysed and the different modalities of ICTs that is most suited to meet objectives of the diplomatic organisation.

VIII. CONCLUSION

It is prudent to say that the world is going online. With the advent of globalisation, ICTs have become an important component in most if not all sectors in both developing and developed countries; a vast majority of countries is in the process of reviewing their legislation to incorporate the ever evolving world of telecommunications, and making telecommunications accessible to everyone. ICTs have therefore become an essential element in the move to globalisation. This study sought to examine globalisation and the emergence of technologies. ICTs have broken down barriers such as time and distance which were necessary to the progression of nations. Keohane and Nye (2000) suggest that globalisation is the shrinking of distance. By allowing people to communicate in real time, share experiences, access news and events and to simply be able to deliver in a more timely fashion anywhere and anytime, the world has become more interconnected. The work of Castells (1996, 1997, 1998) suggests that this is the 'information age' where information generation, processing and conversion are essential to structural change.

The possibility for heads of government to contact each other from corner to corner of the globe in real-time is one of the fundamental benefits of ICTs. Professor Nayan Chanda of Yale University cited by Francis Campbell (2016) in an example of the timeframe it took in 1453 for the Pope to hear about the fall of Constantinople; it took 40 days, but in 2001, 'the Twin Towers fell live on our screens.' ICTs can be used to exchange information for a variety of purposes whether for peace-building, nation branding or during times of crisis.

This paper also examined the effect of globalisation on cultures and the barriers to communication in an intercultural globalised environment. There are always barriers to communication and the aim is to diminish these barriers as much as possible; Hence the

importance of ICC and intercultural sensitivity. The paper also sought to examine the effects of intercultural communication in the diplomatic environment. The life-blood of diplomacy is communication and the inability of a diplomat agent to communicate will render him inefficient and ineffective. Communicating is important and being awareness of the different elements of culture will assist in knowing how to approach an individual. The paper also considered how ICTs can assist intercultural communicative methods. Culture is complex and persons from different cultures have varied ideas about situations, things, other cultures but ICTs have opened a platform to communicate. ICTs have provided the ability to break stereotypes by allowing interactions to happen and to defy the initial view of someone of a different culture. With the growing impact of ICTs, globalisation has encouraged such a multidimensional approach and has demonstrated that it is not beneficial for nations to act in isolation, but that it is imperative to interact with the wider world in order to survive. It is important to therefore maintain relations between nations. DiploFoundation in its Intercultural Communication Portal suggests that nations operating in isolation are detrimental to the survival of its global economy. Global issues such as those pertinent to the environment, terrorism and internet governance signals the need for cooperation between nations and this showcases the importance of intercultural communication. Intercultural communication is not just an option but a necessity for existence. Intercultural communication impacts the diplomatic field and influences a diplomat's ability to conduct international and foreign affairs. Arthur M. Schlesinger, Jr adds that '....the history of our planet has been in great part the history of the mixing of peoples.' Kishan Rana showcases the differences between nations; he considers that the diversity of professionals now outweighed previous professionals and that '...diversity is celebrated, and burnished with pride more than ever ...' He acknowledges that the modern diplomat is no longer framed in the same template

as before and that the range of professionals that the diplomat deals with has grown wider both nationally and internationally.

ICT enhances productivity and promotes flexibility; it can provide almost limitless opportunities for development which is a crucial facet for progression at all stages in the diplomatic environment. Although many are aware how interconnected the world has become, many are not conscious of the speed at which it is happening. Technology has been integrated into virtually every aspect of daily life and will continue to affect the future. Information and communication are key components in diplomacy. The continuous evolution of ICTs will affect the conduct of diplomacy. Embassies and missions need to be conscious of this or may risk being left behind.

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X. APPENDIX 1.

Survey Questions

CONFIDENTIALITY CLAUSE

The format of this survey assures participants' confidentiality by not requesting name, institution or other personal information that might specifically identify research participant. Therefore, all the information participants submit in the survey is anonymous.

In an attempt to identify the Impact of Globalisation on Diplomacy, particularly the impact of Information and Communication Technologies (ICTs) on Intercultural Communication, the following survey was compiled.

This survey should take no more than 10 minutes of your time. Thank you for your co-operation.

- 1) What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Other
- 2) How old are you?
 - ☐ Under 25
 - ☐ 26-35
 - ☐ 36-45
 - ☐ 46-55
 - ☐ 56 and over
- 3) How many languages do you speak?
 - ☐ 1
 - ☐ 2
 - ☐ 3
 - ☐ 4
 - ☐ 5 or more
- 4) Is English your native language?
 - ☐ Yes
 - ☐ No
- 5) How many years have you been in diplomatic service?
 - ☐ <1-5 years
 - ☐ 6-10 years
 - ☐ 11-20 years
 - ☐ 21+

- 6) Throughout your career in the diplomatic service, have you experienced language barriers when communicating?
- ☐ Yes
 - ☐ No
- 7) Did information and communication technologies assist you?
- ☐ Yes
 - ☐ No
 - ☐ N/A
- 8) Do you think diplomatic communication has changed since you entered the service?
- ☐ Yes
 - ☐ No
 - ☐ N/A
- 9) Did information and communication technologies have a part to play in that change?
- ☐ Yes
 - ☐ No
 - ☐ N/A
- 10) Please indicate how the following technologies have impacted your communication skills for your mission/country. For example: Has the ICTs made communicating more effective? Please select all valid answers for by ticking (✓) where necessary:

	Effective	Fast	Cost Effective	Formal	Informal	No Change
Internet						
VoIP						
Social Media						
Video Conferencing						
Mobile Devices						
Tablet						
Laptop/ Computer						

- 11) Please indicate the format of your file registry...
- ☐ Physical (hard copy)
 - ☐ Electronic
 - ☐ Elements of both
- 12) Are mission and ministry file registries kept up to date?
- ☐ Yes

- ☐ No
 - ☐ I don't know
- 13) Did the use of technology assist in that regard?
- ☐ Yes
 - ☐ No
 - ☐ N/A
- 14) Does your country utilise a diplomatic bag to transport documents?
- ☐ Yes
 - ☐ No
 - ☐ I don't know
- 15) If yes, are these documents sent in advance electronically?
- ☐ All
 - ☐ Most
 - ☐ Some
 - ☐ None
 - ☐ N/A
- 16) What are your work responsibilities? (more than one option may apply)
- ☐ Multilateral
 - ☐ Bilateral
 - ☐ Political
 - ☐ Economic
 - ☐ Consular
 - ☐ Legal
 - ☐ Technical
 - ☐ Administrative
- 17) Would training in ICTs be beneficial to you?
- ☐ Yes
 - ☐ No
- 18) Overall, do you think ICTs will benefit your institution?
- ☐ Yes
 - ☐ No

To be culturally aware, we have to become aware of our cultural values, perceptions and beliefs.

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CULTURAL AWARENESS SELF-ASSESSMENT FORM							
For each statement TICK (✓) the numerical score that best represents your ability using the following scale: 6 = Excellent; 5 = Very good; 4 = Average (good); 3 = Fair; 2 = Poor; 1 = No ability demonstrated. (When completing the survey, ask yourself if you have the ability to.....).							
REVIEW		SCORE					
		6	5	4	3	2	1
1	I have a clear sense of my own ethnic, cultural, and racial identity.						
2	I give people from other cultures advice on how to succeed in my culture.						
3	I realize that people outside my culture could be offended by my behavior. I've asked people if I have offended them by things I have done or said and have apologized whenever necessary.						
4	I am aware that in order to learn more about others I need to understand and be prepared to share my own culture.						
5	I am aware of my discomfort when I encounter differences in race, colour, religion, sexual orientation, language, and ethnicity.						
6	I assume good intent and ask for clarification when I don't understand what was said or implied						
7	I am aware of my stereotypes as they arise and have developed personal strategies for reducing the harm they cause.						
8	I am aware of how my cultural perspective influences my judgment about what are 'appropriate,' 'normal,' or 'superior' behaviours, values, and communication styles.						
9	I take any opportunity to put myself in place where I can learn about differences and create relationships.						
10	I avoid assuming that others will have the same reaction as me when discussing or viewing an issue						
TOTAL POINTS							

Thanks for taking the time to help us research this topic.