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THEORETICAL ASPECTS OF DIPLOMACY, ITS ROLE IN INTERNATIONAL ECONOMIC RELATIONS

PhD. in economy V. Ryznikov

International Slavonic University. Kharkiv

Reviewer: PhD. in economy, Docent V.N. Karazin KhNU A. Zhurauliou

Дипломатична діяльність перебуває у стані постійної еволюції. У теперішній час дипломатія є складовою й органічною частиною зовнішньої політики будь-якої держави. Зовнішня політика визначає цілі та задачі дипломатії, яка представляє собою сукупність практичних заходів, а також форм, засобів і методів, що використовуються задля здійснення зовнішньої політики. Розвиток міжнародних, в тому числі, економічних процесів, залучає до цієї сфери нові галузі суспільної діяльності.

У статті розглянуто теоретичні аспекти поняття «дипломатія», його еволюція та зв'язок з міжнародними економічними відносинами. Проаналізовано та визначено сучасні значення поняття, що досліджується, такі як переговори, метод міжнародного спілкування, державна служба, зовнішня політика й дипломатія як наука.

Дипломатична діяльність, з розвитком спеціалізованих міжнародних відносин, стала набувати рис міждержавного регулювання економіки та реалізації зовнішньоекономічної політики держави. У зв'язку з цим, виділено нові види спеціалізованої дипломатичної діяльності, зокрема економічної дипломатії: фінансова, галузева, торгова, корпоративна та іміджева економічна дипломатія.

Ключові слова: дипломатія, економічна дипломатія, теоретичні аспекти дипломатії, види економічної дипломатії.

Дипломатическая деятельность находится в состоянии постоянной эволюции. В настоящее время дипломатия является составной и органической частью внешней политики любого государства. Внешняя политика определяет цели и задачи дипломатии, которая представляет собой совокупность практических мероприятий, а также форм, средств и методов, используемых для осуществления внешней политики. Развитие международных, в том числе экономических процессов, вовлекает в эту сферу новые области общественной деятельности.

В статье рассмотрены теоретические аспекты понятия «дипломатия», его эволюция и связь с международными экономическими отношениями. Проанализированы и определены современные значения исследуемого понятия, такие как переговоры, метод международного общения, государственная служба, внешняя политика и дипломатия как наука.

Дипломатическая деятельность, с развитием специализированных международных отношений, стала приобретать черты межгосударственного регулирования экономики и реализации внешнеэкономической политики государства. В связи с этим, выделены новые виды специализированной дипломатической деятельности, в частности экономической дипломатии: финансовая, отраслевая, торговая, корпоративная и имиджевая экономическая дипломатия.

Ключевые слова: дипломатия, экономическая дипломатия, теоретически аспекты дипломатии, виды экономической дипломатии.

Diplomatic activity is in a constant state of evolution. Currently, diplomacy is an integral and organic part of the foreign policy of any state. Foreign policy defines the goals and objectives of diplomacy which is the complex of practical actions, as well as of forms, means and methods which are used to carry out the foreign policy. The development of international, including economic processes, involves the new areas of public activity in this sphere.

The article deals with the theoretical aspects of the term of «diplomacy», its evolution and the relationship with international economic relations. Analyzed and determined present meaning of the investigated concept such as negotiations, the method of international communication, governmental service, foreign policy and diplomacy as a science.

While the development of specialized, international relations the diplomatic activities began to acquire the features of international regulation of the economy and of the execution of foreign policy of the state and the concept of «Economic diplomacy» began to be used. In this connection, new types of specialized diplomacy are identified: financial, industrial, commercial, corporate branding and economic diplomacy.

Keywords: *diplomacy, economic diplomacy, theoretical aspects of diplomacy, types of economic diplomacy.*

In most languages the word «Diplomacy» is used to refer to a number of completely different concepts, as in a civil language and the scientific one. This concept can serve as a «Foreign policy of the state», «Negotiation process», «The activities of the State of Foreign Affairs» etc. At the current stage, the role of diplomacy has become increasingly part of everyday life, at first, had not had her relations in the areas of life activity: economic diplomacy, corporate diplomacy, commercial diplomacy, and others, which leads to the relevance of the chosen topic.

Many scholars have devoted their study of the subject A. Gromiko, I. Mavlanov, S. Ozhegov, V. Popov can be distinguished among domestic scientists, G. Berridge, F. Callieres, G. Garden, G. Nicolson, J. Serres, E. Satow, Guy Carron de la Carriere, John Wood, can be distinguished among foreign ones.

The object of the article is to describe the main differences of the basic theoretical concepts of the term «Diplomacy», as well as the role, the development and purposes of the diplomacy in modern economic relationships.

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ess. The development of international, including economic processes, involves the new areas of public activity in this sphere.

The meaning of the word and the concept of «Diplomacy» has been changed and interpreted during the development of international relations. The word «Diplomat» comes from the Greek word «Diploma» and literary translated as a «document on two sheets of paper» (also while using a modern terminology, such concepts as identity, description, today's «credentials»). In ancient Greece, the ambassadors sent to negotiate, were given the instructions and the certificates confirming their authority. The last had to be presented to an official of the city who was responsible of diplomatic affairs. Credentials represented the plates stacked together and were called «Diploma». This is the origin and the meaning of «Diplomacy» [4]. The word «Diploma» designated the stamped official travel documents such as passports and passes on the roads in Roman times.

It is believed that the word «Diplomacy» began to be used in the early XVII century in England. The first case of the use of the term «Diplomacy» refers to 1645 [11, p.10]. In 1693, the famous German philosopher, mathematician and linguist G.W. Leibniz published a «Code of Diplomatic Law». He used the word «Diplomatic» (in Latin – «Diplomaticus») in it. Since then, it has come to mean «relating to international relations».

But, perhaps, François Callières, a French diplomat, ambassador of Louis XIV in several European countries, was the first who began to use the concept of «Diplomacy» in the sense closer in meaning to the modern understanding. In 1716, he published the book «How to Negotiate with Sovereigns» [8, p.4]. He used the word «Diplomat», but he preferred to speak of «Negotiators». In the history of international relations from the variety of concepts of «Diplomacy», it can be classified as follows.

Negotiation is the most commonly used term; most of these definitions are based on the direct connection of the diplomacy with the negotiation process. Thus, G. Nicolson while basing on the definition given in the Oxford Dictionary says that diplomacy is «the holding of international relations through negotiations, the method by which these relations are regulated and maintained by the ambassadors and envoys, work or the art of a diplomat». This definition is then formed the basis of many studies on the theory of diplomacy and negotiation. Rather broad definition is given in the book of British explorer G. Berridge, who writes that «diplomacy is the holding of international affairs rather through negotiations and by other peaceful means (such as information gathering, goodwill), directly or indirectly involving the conduct of the negotiations than by force, the use of propaganda or recourse to law».

The negotiations are an effective tool for constructing and managing the international relations, that was evident in the second half of the XX century, where «Diplomacy of the Conference» was to play the most important role. This is due to a number of reasons, the chief among them is sharply increased interdependence of the world, the emergence of global issues and integration associations with specific economic and political demands. It was the joint search of the solution to the vast number of these global and

regional challenges produced the concept of «Diplomacy» as a method of international relationship.

Method of International Communication. Encyclopedia Britannica treats diplomacy as the established method of influencing the decisions and behaviour of foreign governments and peoples through dialogue, negotiation, and other measures short of war or violence. Historically, diplomacy meant the conduct of official (usually bilateral) relations between sovereign states, mainly through negotiation [15].

The state's nature and forms of diplomatic activities of interstate relations allowed some scholars and diplomats to define diplomacy as «the application of intelligence and tact to the conduct of official relations between the governments of independent states» [11, p. 27].

In an effort to find mutually acceptable solutions for the various parties, taking into account, if necessary, the interests of national prestige diplomacy is seen as an art of settling international disputes by peaceful means [1, p. 18].

Speaking about the importance of negotiations at the end of XX and in the beginning of XXI centuries, their special role in conflict resolution should be noted. It appeared immediately after the end of the Cold War especially obviously. Through negotiation mechanism many regional conflicts with a long history have been settled at some stage (for example, the Namibian problem), as well as a number of newly erupted conflicts including in the former Yugoslavia, Moldova, North and South Ossetia, Abkhazia and in Somalia, Rwanda, in the Middle East and in other parts of the globe.

Governmental Service. Diplomacy as a special method of governmental activity originated at the turn of XVI-XVII centuries, when permanent diplomatic representatives appeared at courts of monarchs, and special agencies dealing with the correspondence between the sovereigns,

with the reception of foreign delegations and ambassadors, with the negotiations appeared in the system of government. Later the meaning of the term «Diplomacy» expanded to include the value of documents entered into with other nations, and in the 1700's expression «Diplomatic Corps» appeared in France for the individuals who represented the power of the state abroad.

The diplomatic service is a certain kind of governmental service that is different from other types of public service by its particularity. So modern Ukrainian «Dictionary of Foreign Words» interprets the definition of diplomacy as follows: «Diplomacy is the official activities of heads of states, of governments and of specialized agencies of international relations for the implementation of foreign policy and protection of the rights and interests of the state abroad» [12].

Also in the dictionary by S. Ozhegov is indicated that Diplomacy is «the activities of the government for the implementation of the external, foreign policy of the state» and in a figurative meaning diplomacy is tricks and prevarication in actions [7]. On the other hand, the author examines the concept being studied as an external, international policy of the state, which greatly amplifies its value.

Foreign Policy. Diplomatic Dictionary gives the following definition: «Diplomacy is a mean of implementation of the foreign policy of states. It is a set of performances, methods and techniques, applied to the specific conditions and to the nature of tasks. It is the official activities of the Heads of State, governments, foreign ministers, departments of foreign affairs, diplomatic missions abroad, delegations during the international conferences in order to implement the goals and objectives of the foreign policy of the state, its institutions and citizens abroad» [3]. A. Gromyko says the same: «Diplomacy is the principal activity of the Heads of State, governments

and special authorities of external relations in order to implement the goals and objectives of foreign policy of the state» [2].

It is worth to recall the words of G. Nicolson who is one of the classic in theory of diplomacy. He wrote: «All who study the Diplomacy would agree with me that the diplomats were often ahead of politicians in their views on international relations and the servant had repeatedly positive and decisive influence on his master» [13].

Therefore, the concept of «Diplomacy» covers all-round foreign policy of the heads of state and senior officials of the government, as well as authorities.

Diplomacy as a Science. G. Garden indicates: «Diplomacy is the science of external relations and foreign affairs in the wide meaning of the term and it is the science or art of negotiations in a strict meaning» in his «Full course of Diplomacy» published in early Nineteenth century in France. The famous scholars such as G. Martene and U. Dahl agree with him [10, c.104].

V. Popov gives the most comprehensive definition of Diplomacy: «Diplomacy is the science of international relations and the art of negotiating by the heads of state and governments and special authorities of foreign relations which are the foreign ministers, the diplomatic representative offices, the participation of diplomats in the determination of foreign policy of the state and its enforcement by peaceful means. The main purpose and task of the Diplomacy is to protect the interests of the state and its citizens» [8, c. 16].

While the development of specialized, international relations the diplomatic activities began to acquire the features of international regulation of the economy and of the execution of foreign policy of the state and the concept of «Economic diplomacy» began to be used. This concept also has a number of interpretations. On the one hand

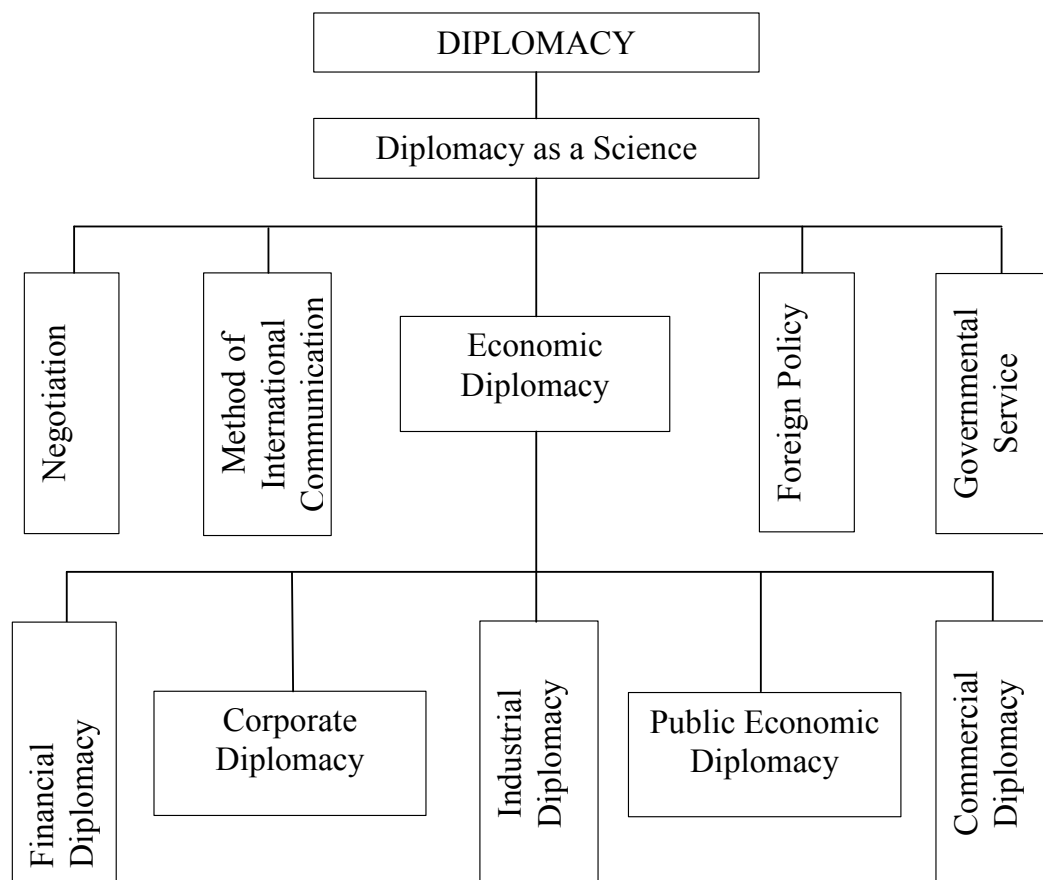


Figure 1 – Diplomacy role in international relations [Developed by the author].

it is defined as the achievement of economic goals by means of diplomacy, regardless of whether it has resorted to economic levers for their achievements or not [5, c. 52]. On the other hand Economic diplomacy is the activities for the implementation of national economic interests in the world and the protection of the economic security by means of diplomatic methods [6].

In connection with the mentioned above, it's possible to identify the new types of specialized diplomatic activities. It is especially pronounced in types of Economic Diplomacy:

- 1) financial diplomacy;
- 2) industrial diplomacy;
- 3) commercial diplomacy;
- 4) corporate diplomacy;
- 5) public economic diplomacy.

Summing up the consideration of formulas of the definition of the term «Diplomacy», the following distinctive features, which authors

mentioned above make characteristic of diplomacy, can be distinguished:

- it should be noted that it would be wrong to reduce diplomacy to negotiations only because in this case a significant part of consular work and other activities are beyond the scope of diplomacy;

- the feature of the reference to international relations or international relations between states – is indicated in all formulas;

- the feature of mention of the negotiations as of the means of maintaining external relations is also available in all definitions;

- at the present stage of international relations «Diplomacy» serves a multifaceted concept. Diplomacy is negotiations, the method of international relations, public service, foreign policy of the State, the science of the external relations of states, specialized diplomatic activities of the State and its missions abroad.

Based on the above, the explored concept of «Diplomacy», in our opinion, can be represented as the international relations in the broadest sense, which are executed by peaceful means. Methods and means of diplomacy have changed with the changes of goals and objectives of for-

eign policy of States on the different stages of social development. Each historical formation had its inherent foreign policy and diplomacy. Schematically the role of diplomacy can be represented so (Figure 1).

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