CZU: 327.57:659.44:327”20” https://doi.org/10.59295/pas2025.20

THE CONCEPT OF «MODERN DIPLOMACY» AND STRATEGY OF COMMUNICATIVE INFLUENCE OF STATES IN THE CONDITIONS OF NEW GEOPOLITICAL CHANGES OF THE 21ST CENTURY: INSTITUTIONAL AND REGIONAL ASPECTS

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Abstract. ***The modern model of diplomacy is impossible without a developed system of public administration, strategy of communicative influence of states, which is a phenomenon that is developing rapidly, institutionalized, characterized by a powerful flow of innovation, whose consequences are not always positive. So acute need for a reliable system of information and analytical support public administration in general, and the system of diplomatic service in particular. Effective management in diplomacy largely determine the adoption and implementation of administrative decisions based on the impact of modern information and communication technologies. Accordingly receipt, analysis, delivery and effective use of information - an essential condition to ensure effective foreign policy of Ukraine and introduction of effective model of diplomacy. The national features of modern diplomacy model are the intensification of the use of new effective diplomacy tools and expanding the range of specific diplomacy. Together with the fast development of the new media reputation management gets one more dimension-e-reputation. Its contents are transforming to the real impact of the politician`s image and diplomat. Now the Ukraine political reality continues to gain the digital space and political leaders fight to head the digital era movement.***

Keywords*: diplomacy, model of diplomacy, foreign policy, institutionalization, strategy of communicative influence.*

The modern model of diplomacy is impossible without a developed system of public administration, which is a phenomenon that is developing rapidly, institutionalized, characterized by a powerful flow of innovation, whose consequences are not always positive. So acute need for a reliable system of information and analytical support public administration in general, and the system of diplomatic service in particular. Effective management in diplomacy largely determine the adoption and implementation of administrative decisions based on the impact of modern information and communication technologies. Accordingly receipt, analysis, delivery and effective use of information - an essential condition to ensure effective foreign policy of Ukraine and introduction of effective model of diplomacy.

The national features of modern diplomacy model are the intensification of the use of new effective diplomacy tools and expanding the range of specific diplomacy (Ціватий, 2022: 27-30).

The events of recent years in our country convincingly demonstrated that the lack of a reliable system of information and analytical support foreign policy and diplomatic

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activities of national scale sometimes is a source of random, unreasonable, wrong decisions and actions that are not only inconsistent with the objectives and tasks of the public administration, but also may affect the political-diplomatic, political, institutional and political-economic situation in the country.

The dynamics of political marketing operation is under close study on all sides (bilateral and multilateral diplomacy) of the political reality. Reputation is a significant political factor of social and psychological factors that can affect not only the electoral position of a political party, but the political landscape of the country in general and the image of the state as a whole. With the rapid development of new media reputation management and image are another dimension - e-reputation or digital reputation.

There is a need to ensure the functional certainty political and diplomatic systems and analytical systems, their compatibility with each other and with the activities of the state administrative apparatus in foreign relations. Each type of information and analytical system must meet strict maximum range of functions of management personnel. Information-analytical activities (IAA) to ensure governance as a specific type of public-management (public administration) practices has definitely scientific in nature, determined by a set of principles of research methodology, a set of tools that have a scientific interdisciplinary, scientific type of argument knowledge way to organize this knowledge (information) and more. That analytical work serves generally as a set of applied interdisciplinary areas of research type, focused on obtaining objective-real knowledge about these or other specific objects, events and processes of material and spiritual world to use this knowledge in decision-making in foreign political and diplomatic spheres.

In terms of major economic and social changes of the external relations of the required precise response to these changes in order to achieve the goals that put the state in foreign relations. In this regard, managerial staff in their daily activities have to take into account the needs of creating an effective information-analytical system management. Today, managers, diplomats, politicians often lack information because it is not always useful, is not always presented in the right form and does not always meet the goals of public administration and efficiency of strategic communicative influences of the state in the conditions of globalization influences of the 21st century (Ціватий, 2025: 81-85).

The article deals with the evolutionary transition from the unipolar international system to a decentralized polycentric model 21st century. The current state of the international system is often described as transitional. Its main characteristics can be regarded as diffusion of the hegemony of the U.S. and Euro-Atlantic institutionalized community, expansion of asymmetric relations and growing influence of countries with dynamically emerging markets once considered as a hopeless periphery.

The author assumes that in the mid-term determination of new «rules of the game» will be one of the major international problems focusing attention to the necessity of more solid basis for communication between the major international actors and integration entities. The research includes methods of systemic and political analysis allowing to specify changes in the international system, stages of its evolution and trends reflecting the development of new forms and elements of international interactions.

The period after the collapse of the USSR was marked by the destruction of the bipolar structure of international relations. Bipolar international system is widely recog-

nized as a real model that existed in the recent past and defining the nature of international relations during the Second World War. Instead, the post-Soviet collapse interpreted in Ukrainian scientific and political literature, mostly as day post bipolar or globalization. For characterization of the regional processes that took place after the 1989-1991 sometimes used definition of «post-communist» or «intersystem» transformation.

The use of such formulations as analytical categories generally indicated unwillingness definition clearer definitions and structural generalizations or form was finding the transition state of the international system. Chance of a practice can be considered justified, since the direction of change, as well as their dynamics is indicated varied trends in individual countries, regions and international relations in general. However, since 1994, in the scientific and political literature dominated by recognizing the leading role of the U.S. in international relations as a leader, hegemony, or the center of a new international system of imperial.

However, a simple statement of the dominant role of the U.S. as the most important state post-bipolar world was not enough to explain the nature of the evolutionary processes that have taken place over the past two decades, including the nature of the interaction of international relations at the level of states, international organizations and non-state actors level. Modern political science requires a clearer conceptual analysis and interpretation of trends in the evolution of the international system, predict its probable structure and configuration. In this sense, primary attention is to assess the role of the great powers and leading integration groupings, trends and progress of their interaction influences the formation of international rules and norms. Of fundamental importance is the analysis of objective factors that determine the role of different actors in multilateral international relations and processes that are usually identified with polarity factors (ability to influence, to ensure implementation of their own interests and determine or influence the formation of «rules»).

Relaxation tools strict U.S. dominance in the international system clearly contributes to a gradual redistribution of weight and influence among the leading actors in the international system. In Western political theories of evaluation capacity of various actors - states and integration groups - to influence the trend of international cooperation sets forth authorities, measurable based on three main factors: the availability of resources and the «capacity factors», including the power and economic; ability control of other actors; presence of structural elements of power and influence (i.e. the ability to influence the international law, international regimes and establish «rules of the game», which should follow other states and international entities) (Carbó-Catalan, Roig-Sanz, 2022).

Polarity, determined by the division of power - factor in international relations, is a structural feature of the international system. In the most general terms, this criterion allows to characterize the nature of the international system at any time. System methodology using typological features at least three or four kinds of system organization, including unipolar, bipolar, and multipolar three-way that are derived from the distribution of power and influence at the regional and global levels.

Yet it does not deny the possibility of a more detailed typological assessments and gradations within these systems. Major contemporary political theory allows predicting two potential options for the 21st century world order. The first one is represented by the

concept of multipolarity, whereby international relations will polycentric nature that determined the coexistence of sufficiently large group of associations and integration prone to form independent positioning. Outlined trend is the creation of regional integration entities using different interaction models to mitigate the effects of the global economic crisis and prefer specific, tailored to your needs development strategies.

The second option is equated with the concept monopolar or mononadderzhavnosti. It can be implemented in the form of inertial model system of designated conservation priority control of the U.S., EU and their allies on the world of international political processes, or as a trend «diffusion of power» marked loosening the dominance of the United States and Euro-Atlantic structures.

Unipolar diffusion model probably accompanied reformat mechanisms of decision-making in international organizations and existing multilateral structures focal character for a long time were under the direct control and still remain largely dominated by the U.S., EU and Japan. Expression with the onset of the global financial crisis assumption of inevitable decline of the dominant role of the Euro- American system kernel is still only partly justified. Although there has been increasing throughout the world items autonomous, more independent behavior of medium potential regional powers, the U.S. and EU countries retain significant advantages both in terms of economy and finance, and other areas to ensure their technological advantages, military dominance, as well as significant technological, political and regulatory influence.

After the collapse of the bipolar world order model essential feature of international processes was clearly an evolutionary way to change that marked the transition between different states of the international system. In terms of methodology of system analysis, the historical experience of international relations makes it possible to interpret the international system transition from one state to another as a result of crises that result in the termination of the usual conditions of interaction between the major parties. For events in 1989-1991 systemic crises often occur as a result of major European and world wars that led to view the balance of power between the great powers.

This war on the periphery, which did not significantly affect the stability and security of the leading actors of the international system, regarded as a local phenomenon. With the recent historical experience can recall the war in the Middle East, Korea, Indochina, and a number of other regional conflicts, whose influence on the position of the leading powers, especially the Soviet Union and the United States had relatively local (Chekalenko, Tsivatyi, 2016).

There are several factors that determine the development of evolutionary changes in international relations. These include physical factors (economic potential of key international system and their relationships), military power, which guarantees invulnerability and /or capacity to use force, the factors of soft power and cultural influence and effectiveness of multilateral mechanisms and institutions that can use institutional and regulatory mechanisms in the context of international regulatory processes.

However, recognition of the obvious transformational change, on the one hand, makes the West look for ways to retain its dominant position as the further redistribution of world GDP in favor of new fast-growing countries will cause a forced reduction in consumption in the Euro-Atlantic states of the nucleus.

On the other hand, although the relationship of interdependence dynamics of economic development involves the most powerful economic centers in the relationship of competition, forcing the U.S. and EU suspicious of any new economic initiatives giants. In turn, the BRICS leaders have expressed consistent opposition to the principles of the «Washington Consensus», preferring to establish «a more democratic and just multipolar world order based on the rule of international law, equality, mutual respect, cooperation, coordinated action and collective decision-making by all states, including «support political and diplomatic efforts to peacefully resolve disputes in international relations».

In terms of major economic and social changes of the external relations of the required precise response to these changes in order to achieve the goals that put the state in foreign relations. In this regard, managerial staff in their daily activities have to take into account the needs of creating an effective information-analytical system management. Today, managers often lack information due to the fact that it is not always useful, is not always presented in the correct form and not always consistent with the goals of management.

Analyzing the features of the information needs of executives of foreign relations, it should be emphasized that they have less time to study the information than ordinary employees. Therefore, the development of social engineering and information needs should be provided by a relatively small increase in the dataset, and by substantially increasing the complexity of processing and use of data by the institutions of the MFA of Ukraine, organizations, ministries and departments of the regional administration and creation efficient storage, retrieval and processing on the basis of modern information technologies, the need to create modern and improvement of existing information-analytical systems management with a view to making effective decisions at the state level in the field of foreign relations (Ціватий, 2024: 851-862).

Experts of information-analytical studies in foreign relations emphasize that the information and analytical technologies provide information pieces in the system form and this, in turn, makes it possible to create a complete picture of what is happening and predict the future activities of the various institutional structures forces, stakeholders, groups of states, international organizations, and international actors more. The use of different analytical methods of information processing output due to the need to anticipate, identify trends and forecasting the overall situation in the world or a particular region or a particular country. Finding out possible ways of development of the situation requires not only revealed generalization of information and its evaluation.

Accumulation of information about political processes and forecasting, their main areas of development, planning political activities, calculating the consequences of political choices in decision-political and political-diplomatic solutions, monitoring their implementation in the field of foreign relations are able by using computer tools that allows you to automate the study, computerized analytical work in the process of advice, developing policy options, modeling the likely consequences, the selection of a final decision. Using programs and analytical technologies should ensure the effective functioning of all components of the political and diplomatic system of society and the effectiveness of appropriate model of diplomacy (Chekalenko, Tsivatyi, 2016).

To improve and optimize the information and analytical work in the field of external relations used technologies such as multimedia. General analytical work requires

first permanent systematization of data coming. Analyst examines and evaluates weighs fragmented information based on which creates a perspective, grounded forecasts. In addition, the analyst responsibilities include: analysis of existing views on the issue under study, test assumptions made previously, evaluation of alternative scenarios, continuous coverage of waste data.

Depending on the specific object, forecasting and management problems in the political and diplomatic monitoring can dominate certain methods of gathering and processing information applied achievements of history, sociology, psychology, statistics, political science, diplomacy and so on. Therefore, political and diplomatic monitoring specific conditions of its organization can take the signs of various social studies, and at certain stages completely transformed them. In essence political and diplomatic monitoring is a complex method of research of political and diplomatic, political and diplomatic processes using quality-monitoring indicators.

Monitoring is the most effective tool for predicting the state of the social system, including its important indicators as political preferences and electoral behavior. Thus, political and diplomatic monitoring is a continuous process not only fixation of an object within a defined period of time, but the analysis of trends and directions of socio-political processes, forecast future state of political and diplomatic systems and algorithms (algorithm) adopted in future political and diplomatic solutions and related actions (diplomatic tools) (Modern Diplomacy, 2020).

Analytical and advisory centers (in English "think tanks" - think tanks, factories opinions, literally "repository of ideas") is an integral part of the current political-diplomatic process both within national democracies and globally. In the leading countries of the world, think tanks and political experts considered as full participants in public policy (Ціватий, 2022: 338-348).

Information-analytical studies in many countries a basis for making strategic decisions – decisions of senior management, defining the main directions of development of the country, including - In foreign policy and diplomatic spheres. Most of the problems relating to analysts is extremely complex and require for their solution previous research, information and special long time, which they are not always released. In addition, even the most skilled analyst cannot be expert in all range of issues (Україна: 2010).

Therefore, to carry out their daily business analysts need regular strategic directions of information and analytical support. It covers the timely delivery of current information, background information from the relevant departments and analytical research on issues relevant institutional, academic and independent scientific organizations or individual scientists. «Think tanks» directly related to the public interest (public opinion), expressed this opinion and those interests in intellectual form, both as a state apparatus and interests formed political parties, movements and corporations (linked to the policy of non-public) think tanks connected only through public policy and public diplomacy (Modern Diplomacy, 2020).

In general, think tanks of United States, France, Great Britain should be regarded as the benchmark for other democracies. Not dropping from the weight national characteristics that are present in any society, we note that the structure, algorithms fundraising, political, economic, anti-corruption, advocacy role, lobbying, analytical, research, information

and others. Think tanks function of these states, their place and role they play in society is a political and diplomatic guideline for relatively young "think tanks" that are just starting their way in the field of foreign policy, in foreign relations, including – in Ukraine.

Since the beginning of the XXI century, the integration of the vast majority of countries into a single geoeconomic space is accompanied by the latest global trends, permanent systemic risks, and their asymmetric effects. All the factors mentioned above have a multi-vector and contradictory impact on modern global development. As well as they encourage the international community to develop preventive measures and restart the institution of diplomacy in general, and economic diplomacy particularly.

Economic Diplomacy in every country has a clearly defined goal. Chief among which is the protection of national export promotion and attracting foreign investment. Modernization of economic diplomacy is a necessary condition for its effective operation in today's globalizes world. Developed countries gradually reforming its diplomatic service. Ukraine can use their experience in reforming its economic diplomacy. Without improvement of economic diplomacy, Ukraine can not make effective foreign economic policies.

Economic diplomacy is a tool for ensuring national interests. The international environment is characterized by dynamic character, a steady trend towards quantitative growth and qualitative development. There is a necessity for a more careful and balanced approach to the choice of foreign economic policy, given the complexity of the world's economy structure, the system of international economic relations regulation and management.

Today, economic diplomacy has become one of such tools that is both an instrument for stimulating world trade and investment flows, a factor in protecting national interests and ensuring the economic security of states etc.

World's leading countries have a long history of foreign policy economization, which is based on the postulate of ensuring economic growth and promoting prosperity as its main goal.

In the context of globalization the role of the social function of the Ministry of Foreign Affairs of Ukraine and its diplomatic corps, which is to provide information and legal protection of Ukrainian citizens abroad, is growing. It is necessary to actively create the institution of "non-state diplomacy".

Foreign economic institutions need to provide maximum assistance to exporters of high valueadded products. Powerful economic component of our state's foreign policy and the effective economic diplomacy that embodies it are a significant contribution to the power of Ukraine's economy and its national security (Modern Diplomacy, 2020).

The issue of the separation of functions of pro-government institutions remains largely unresolved, primarily with regard to the powers of the administration / office of the President and the Ministry of Foreign Affairs. Ukraine's successful export expansion should be based on more fundamental systemic tools than the adopted Export Strategy.

There is an urgent need not only to preserve but also to improve the overall foreign policy strategy, to strengthen its priorities and basic principles.

In the fields of foreign policy, migration policy and security policy integration, becomes one of the most ambitious and, at the same time, contradictory dimensions of

integration processes in the European Union, which has its own historical institutional traditions and strategic directions, in particular in the field of migration policy (Kapitonenko, 2022).

At the same time, it has faced significant challenges due to the spread of the COVID-19 pandemic in the world, which has forced European countries to take sometimes extremely unpopular but necessary steps in the field of migration.

Despite various challenges related to domestic and foreign policy changes, Ukraine managed to preserve its state traditions in the field of migration policy and its institutions.

The main driving force of the evolution of Ukrainian migration policy in the zero years of the 21st century was a need to bring the legislation of Ukraine in line with the international obligations of the state. The implementation of this task resulted in the adoption of a number of important legislative acts in the field of migration.

Throughout the period of independence, migration, in particular labor migration started to attract more and more attention from the authorities and society, and became a prominent element of political life. The spread of the COVID-19 pandemic has forced all countries of the world and Ukraine, in particular, promptly and comprehensively review approaches to the implementation of their migration policies both at the legislative and institutional level, and in terms of its practical implementation (Tsivatyi, Martsyniuk, 2021: 4-8).

The broad context of the COVID-19 pandemic has created drivers for the development of tools to spread «positive virility» in the image of the Ukrainian state, in particular in its work with Ukrainian citizens and migrant workers abroad. One of them was the advanced technologies of social networks, which been used by the Ministry of Foreign Affairs of Ukraine to carry out effective communication with Ukrainian citizens abroad.

Despite the quarantine measures, the outflow of Ukrainian labor migrants abroad leads to the leaching of the most valuable human potential outside the country, leading to demographic losses, intellectual losses and the economic crisis. All these problems are relevant today for Ukraine, and their solution exacerbates the need to increase the effectiveness of migration policy of our state.

The issue of personal security has become more important due to new dangers and threats, especially the COVID-19 pandemic, which is becoming global (Tsivatyi, Martsyniuk, 2021: 4-8).

In general, migration policy of a growing number of countries characterized by a set of various benefits and opportunities that increase the attractiveness of training, work in the area, and stimulate the influx of foreign workers.

The change of the paradigm of security from the state ideological to the national actualized the need to rethink the role of the individual, society and the state in the system of national security and economic security. It is no coincidence that the Constitution of Ukraine declares as the main postulate that "a person, his life and health, honor and dignity, inviolability and security are recognized in Ukraine as the highest social value…".

Ukraine is interested in the significant practical experience of other countries in creating effective security systems for personal protection. Independent think tanks play

a significant role in the preparatory stage. In particular, RAND is a reputable corporation in the United States, the Hague Center for Strategic Studies in the Netherlands, and the DEMOS think tank in the United Kingdom. At the invitation of the relevant government agencies, the think tanks initially analyze the situation in the security sector and provide preliminary recommendations.

The multifunctionality of social networks and platforms for structuring the communication space allowed the Ministry of Foreign Affairs of Ukraine to provide information to Ukrainians abroad about the current situation in connection with COVID-19 and the possibility to obtain an emergency assistance. The network programs of social assistance to Ukrainian citizens abroad and their families introduced by the Ministry have shown their efficiency, adaptability and dynamism.

A significant number of threats to national interests, especially in the context of the spread of the COVID-19 pandemic and the deepening of economic globalization, necessitates the development of a methodology by which national security actors can quickly identify events, phenomena and other factors as threats to implementation. these interests, to monitor (in particular to carry out quantitative and qualitative assessment of threats) and adequately respond to them (Tsivatyi, Martsyniuk, 2021: 4-8).

International cooperation is an integral part of migration policy, which today in a globalized world seeks answers to the consensus perception and adaptation of paradigms of Ukrainian and European diplomatic and diaspora practices, as well as – institutional development of scientific diplomacy on public aspects of migration and diaspora policy 21st century (Modern Diplomacy, 2020).

Ukraine, like most countries in the world, uses different models of organizing official economic diplomacy and practical approaches to the implementation of migration policy in the conditions of COVID-19 and features of martial law (Tsivatyi, Martsyniuk, 2021: 4-8).

Conclusion. A specific feature of the modern international system (1991–2025) if it is interpreted as a progressive state «diffusion» unipolarity, and/or as the initial phase of the transition to a multipolar (polycentric) model, there are changes that relate to the interests and motivations of political complications in the relations between the major powers and significant increase in the number of states that are increasingly engaged in dialogue on key global issues and identify potential collaborative solutions.

The emergence of new great powers between former colonies and former Third World causes of traditional geopolitical division of the world into «System Center» and the periphery, as countries such as China, India and Brazil are the most important regional centers.

Redistribution loss of economic potential and power and power factor promotes the role of medium-sized countries that join the ad hoc regional combinations of interests and forms of interaction and, depending on their individual intentions and capabilities are more involved in regional coalitions.

Strategies of communicative influence in interstate and inter -institutional relations in the face of today are of particular relevance.

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