

Role of Libyan diplomacy in resolving internal conflicts of the state in the future

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Abstract- The main goals of official diplomacy today are to build diplomatic relations between states and maintain them. The conceptual assessment of public diplomacy would not be complete without reference to soft power or, at least, in a special way of exerting influence. The fundamental debate follows the notion of public opinion since its inception, i.e. the question of whether and to what extent the mass public should play a role in government affairs, where social media provides users with a comprehensive and rich experience for participation, interaction and cooperation.

Index Terms- goals.diplomacy.public.affairs

I. INTRODUCTION

In their attempt to influence public opinion, governments today rely on two main bodies: a complex of public communication experts and the media. With the emergence of new media and their wide use in all spheres of social life, they began to be used for public diplomacy activities. In fact, since public communication professionals largely, though not exclusively, rely on the use of media channels in their work, they can generally be seen as a sort of intermediary between the administration and the media. This does not mean that the media, at least in an environment with little freedom of the press, emerges only as an instrument of government opinion.

II. SUBJECT OF RESEARCH

Official diplomacy is a term often used in history to describe the conduct of negotiations between rulers aimed at conflict resolution, arbitration, mediation, negotiations and conferences. It is considered the primary peace tool of a country's foreign policy. Public diplomacy, as a specific form taken by the practice of government communication with foreign audiences in the second half of the twentieth century, is a characteristic product of the development and final intersection of several discrete, though somehow connected, social and political concepts. The tensions and diversity underlying the contemporary understanding of public diplomacy may contribute to the relative confusion that surrounds it, but they are also what give the concept and its practice its dynamism, controversy and relevance.

The concept of public opinion is inherent in the mission of public diplomacy to seduce, influence or engage the foreign public, civil society and the information age are in fact repeatedly mentioned as factors taken into account in formulating a "new public diplomacy" adapted to our times. But while the mention of these three terms in the context of the public diplomacy discussion is frequent, it is mostly limited to referring to them as a kind of necessity, i.e. as an acknowledgment of the way they stand today and the implications they may have for the future of public diplomacy.

Cultural diplomacy has, in general, attracted little academic attention, much less than public diplomacy. However, Mark (Mark) argues that when it comes to presenting a national image abroad, cultural diplomacy can serve as a filter for the automatic suspicion that the public might have of the official message presented to them by governments. It can also serve as a message that is easier to get across to people, without the worry of hidden government agendas behind it.

Cultural diplomacy, like public diplomacy, is considered the so-called "soft power" of international relations, meaning that it has the ability to shape the preferences of others through attraction and attraction. The term "culture" refers to a complex whole, which includes knowledge, belief, art, morality, law, customs and all other abilities and habits that a person has acquired as a member of society. Observing the goals of cultural diplomacy, it can be seen that they do not differ from the goals of public diplomacy. Cultural diplomacy serves as an effective tool in support of the national foreign policy agenda.

III. THE AIM OF THE RESEARCH

The research in this dissertation tries to provide a comprehensive overview and understanding of the problematic role of Libyan diplomacy in solving the internal conflicts of the state in the future. It is expected that this research will show the ways in which diplomacy has worked throughout history and what are the main characteristics of contemporary diplomacy. The temporal subject of the research covers the period from October to December 2021. The collection of reference sources mainly focuses on scientific studies and books in Serbian and English. The doctoral dissertation includes primary research, i.e. survey research of respondents' attitudes.

The research that is necessary for the purposes of this doctoral dissertation is based on multidisciplinary theoretical analysis and quantitative and qualitative research of public attitudes. The subject of the work requires access to a wide range of scientific fields such as: communication, law, psychology and sociology. In terms of time, the subject of the research covers the period from December 2021 to March 2022. Spatially, the subject of the research includes the analysis of the attitudes of respondents in the territory of the Republic of Libya.

Disciplinarily, the subject of research belongs to the field of social and humanistic sciences, the scientific field of legal sciences, the narrower scientific field of public legal sciences, and mainly the scientific disciplines of diplomatic law, and partly also the field of communication and public relations. The general goal of the research is related to the collection of literature, that is, the existing scientific understanding of issues related to the conceptual and structural determination of digital diplomacy as a new phenomenon in the field of international relations. Considering the fact that it is a modern transformation of public diplomacy, the scientific public has not yet given its full contribution to the understanding of this topic. Empirical research, which was conducted by surveying respondents, provided data to prove the set hypotheses. The dissertation aims to achieve specific scientific and social goals.

Hypotheses

The research will be based on the basic hypothesis that reads:

H0: If the state of Libya effectively carries out its diplomatic activities, the greater the possibility that it will avoid internal conflicts in the future.

Auxiliary hypotheses (necessary to prove the basic hypothesis):

H1: If the state of Libya pays more attention to digital diplomacy, the greater the possibility that the population will be involved in solving political issues.

Methods applied in research Different methods will be used in proving the set basic and auxiliary hypotheses in order to satisfy the basic methodological requirements, such as objectivity, systematicity, reliability and generality or the possibility of the widest application. It will start from previous research of scientific and theoretical knowledge, relevant literature and contemporary diplomatic practice. In the process of data collection, the methodologies of analysis, deduction, independent reasoning, comparison, and survey methods will be used. In data processing, statistical methods will be used, which will be used to validate the scientific and social goal of the research.

IV. RESEARCH AREA

1. The research will be conducted on a sample of about 274 participants from the territory of the Republic of Libya. We will collect the demographic characteristics of the research participants, which we will divide by categories in relation to: gender, age, level of education and work experience. The test will assess the knowledge of computer use and knowledge of software packages for the research participants, as these skills are necessary for modern diplomacy.

2. We will survey all participants about their views on the 20 statements contained in the Survey Questionnaire.

The analysis of the results will be done using descriptive and comparative statistics of the SPSS for Windows program package. The relationship between the observed variables will be examined with the Pearson correlation test. The difference or association is considered statistically significant if the probability is $p < 0.05$, and highly statistically significant if $p < 0.01$.

V. SCIENTIFIC AND SOCIAL JUSTIFICATION OF RESEARCH

The scientific goal that is to be achieved within this doctoral dissertation refers to the provision of relevant indicators, obtained by using scientific methods within the framework of qualitative and quantitative research with the intention of introducing these results to the scientific community. During the preparation of this work, the analysis of scientific texts will be used, as well as the survey of respondents' views. With regard to the scientific justification of the research, it is based on the fact that the functioning of modern diplomacy, which takes place on the platform of new media, is insufficiently researched. Considering that the academic public is just starting to study the field of digital diplomacy, as a new segment of public diplomacy, the scientific justification of the doctoral dissertation research is reflected in the opportunity to improve the understanding of the new form of diplomacy and the possibility of implementing new knowledge in diplomatic strategies in the future.

Using the historical method, synthesis, analysis, induction and deduction, within the framework of the research, the obtained results will serve for further analysis of the issue of influence. The obtained results should serve scientific workers dealing with this field for their further research.

The social goals of the research are related to the application of the acquired knowledge, with the aim of providing the necessary information, which should result in a more efficient recognition of the problem, but also the reliance of interested subjects on the methods of modern diplomacy.

The social goal as a kind of framework goal of the organization is in the first place. It could be defined as the realization of the needs of society, i.e. the satisfaction of the population's life needs, material, and to a considerable extent also of a spiritual nature, while minimizing negative impacts in its environment, ecological and sociological nature, at a certain level of well-being.

Official diplomacy is a term often used in history to describe the conduct of negotiations between rulers aimed at conflict resolution, arbitration, mediation, negotiations and conferences. It is implemented both bilaterally and multilaterally. The difference between official and unofficial diplomacy is the participants: official diplomacy is conducted only between governments and government representatives. Often, the visit of the president of one country to meet with the president of another country carries the effect of public diplomacy and inspires cultural diplomacy, but the main essential element of the visit is not the meeting between the election candidate and the general public, but between the statesmen or diplomats themselves.

Cultural diplomacy, like public diplomacy, is considered the so-called "soft power" of international relations, meaning that it has the ability to shape the preferences of others through attraction and attraction. Unlike the term "culture", which is known to be problematic in terms of its definition, the definition

of "cultural diplomacy" appears to be remarkably consistent. Ninković's broad understanding of cultural diplomacy can be summed up as the promotion of the understanding of a certain country's culture abroad.

The term "culture" refers to a complex whole, which includes knowledge, belief, art, morality, law, customs and all other abilities and habits that a person has acquired as a member of society. Observing the goals of cultural diplomacy, it can be seen that they do not differ from the goals of public diplomacy. Cultural diplomacy serves as an effective tool in support of the national foreign policy agenda. The primary reason for a state to use cultural diplomacy is to influence foreign audiences and use this influence to gain support.

There are different reasons behind this - some countries seek support for certain policies or political decisions, others use cultural diplomacy for economic reasons and aim to make their countries appear more attractive for travel or investment. Although cultural diplomacy is quite underrated, compared to public diplomacy, there are many arguments in favor of the need to practice it.

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In this traditional view, public diplomacy is seen as an integral part of diplomacy between states, which implies conducting official relations, usually privately, between official representatives (leaders and diplomats) representing sovereign states. In this sense, public diplomacy includes activities such as educational exchange programs for scholars and students; visitor programs; language training; cultural events and exchanges; and radio and television broadcasting.

E-Diplomacy represents another set of activities, the collection and analysis of data from the foreign public, which is collected by listening to discourses in the field. This suggests that digital diplomacy should be seen, according to Holmes, as a method of managing change, especially the small types of change that would be difficult to detect with the human eye. Critically, the existence of digital diplomacy does not imply that traditional face-to-face diplomacy is no longer necessary, quite the opposite.

Governments and international organizations must develop new systems to effectively assess their social media performance and see how it contributes to achieving their strategic goals. Learning how to use the metrics, analytics and data enabled by technology to track information to reach and engage potential audiences is of fundamental importance. Most missions now have websites that provide information on travel advice, application procedures and website forms. ICT adaptation is increasingly becoming a critical tool in high-level diplomatic negotiations.

Libyan politics believes that Arab national security will only be achieved through Arab unity, accordingly, Libya calls on all Arabs (both in Asia and Africa) to join the Arab-African empire and face the challenge of modern global affairs. Libya also sees

the need to strengthen the strategic dimension of Arab national security by securing support from African states. The Arab world has a strategic geographical location that connects three continents - Africa, Asia and Europe - through various sea lanes that control global shipping. In addition, the Arab world possesses vast natural resources such as oil and agricultural land, as well as large capital. The Arab world is also united through language, religion, civilization, history and culture, as well as the natural ties between the Arab people. As part of its anticipation of Arab national security, Libyan policy does not recognize the presence of artificial state borders between Arab countries that have been - and continue to be - an obstacle to Arab unity. Libya called for the need to remove these borders that were the result of imperialist states during the era of colonization. In this context, the leader of the Libyan revolution states that these borders are what remains of imperialism and that we should work to remove them because they are part of the struggle for freedom. Imperialism cannot disappear while its remnants are intact, because the remnants of imperialism are more dangerous than its actual presence

According to the Libyan perception of Arab national security, there are various sources of threats that may be of importance to Arab stability and security. These sources aim to stop efforts towards Arab unity. After reviewing the literature in this paper, several key questions arise, first, could the international community have avoided the use of force in Libya through alternative diplomatic means? If diplomacy is understood as the management of international relations through negotiations, then the failure of negotiations to find a peaceful solution to the issue is a conflict of interest and qualifies as a failure of diplomacy.

Overview of the results obtained by testing the set hypotheses Has diplomacy succeeded or failed in Libya? International military intervention is the result of a strategy of coercive diplomacy in the UN. At this point, our consideration of diplomacy can no longer remain separate from the broader debate about the role of morality in international affairs, which has been reignited by the Libyan crisis. Diplomacy itself is a paradox: although it has historically been idealized as an antidote to power, it can more accurately be understood as an instrument of power. Like any instrument, diplomacy is morally neutral. It is neither good nor bad, and the morality or immorality of its outcome ultimately depends on who owns it, when, why and how. One can agree, with Benjamin Franklin, that there has never been a good war or a bad peace. But what about the gray areas between both moral absolutes? There is hardly anything good about the kind of peace that Tacitus described as the desolation they make and call peace.

It is obvious that the motives behind the diplomatic and armed involvement in Libyan affairs have remained shrouded in mystery as far as they were justified and benevolent. The good intentions of those in positions of power are debatable in the case of many other countries as well. "The winners write the history" is an old and worn-out saying, which in modern times can be reformulated into the fact that history or truth is created by the powerful who have control over the media and create the attitudes of public opinion according to their own needs.

Civil activism during the Arab Spring helped in the organization of demonstrations, the exchange of ideas and above all in broadcasting the "other side of the truth". Maybe that is the

way, the way out of the confused period in which the people of Libya are still today.

The new media is a weapon that prevents both the governments of countries and world powers from justifying their activities with "distorted truth". The field of digital diplomacy is becoming increasingly aware of these benefits. Involving ordinary people in the exchange of opinions and enabling interactivity through digital media will enable greater transparency in matters of national importance. Such activities can have the effect of building a better image of the country in the international framework and lead indirectly to greater social and economic stability and the end of internal conflicts in Libya.

To check the justification of the general hypothesis: H0, which reads: If the Libyan state effectively implements its diplomatic activities, the greater the possibility that it will avoid internal conflicts in the future, we tested the following research questions:

P1. Do you agree with the statement that the state of Libya effectively implements its diplomatic activities?

P2. Do you agree with the statement that the state of Libya is still facing internal conflicts in the country?

The result shown in the tables shows that H2 (16,1)= 330.871a, $p < 0.01$, which means that a statistically significant correlation was established between the respondents' attitudes. Pearson's $r = .546$ and Spearman's $R_o = .554$ indicate a strong positive correlation.

Based on the statistical processing of the tested variables, we conclude that the general hypothesis: If the state of Libya effectively implements its diplomatic activities, the greater the possibility that it will avoid internal conflicts in the future is proven.

VI. TESTING OF SPECIFIC HYPOTHESES

To check the validity of the first special hypothesis H1, which reads: If the Libyan state pays more attention to digital diplomacy, the greater the possibility that the population will be involved in solving political issues, we tested the following research questions:

P3. Do you agree with the statement that the Libyan state pays enough attention to digital diplomacy?

P4. Do you agree with the statement that the inhabitants of the state of Libya are sufficiently involved in solving political issues?

The result shown in the tables shows that H2 (16,1)= 361.141a, $p < 0.01$, which means that a statistically significant correlation was established between the respondents' attitudes. Pearson's $r = .597$ and Spearman Correlation $R_o = .568$ indicate a strong positive correlation.

Based on the statistical processing of the tested variables, we conclude that the first special hypothesis: - If the state of Libya pays more attention to digital diplomacy, the greater the possibility that the population will be involved in solving political issues is proven.

To check the validity of the second special hypothesis H2, which reads: If during the civil war the population uses digital media for civil activism, the greater the chance that the world will hear the real truth about the situation in that country, we tested the following research questions:

P5. Do you agree with the statement that in the period of civil war, the population should use digital media for civil activism?

P6. Do you agree with the statement that social media is a useful tool in times of war to inform the world with the real truth? The result shown in the tables shows that H2 (16,1)= 141.301a, $p < 0.01$, which means that a statistically significant correlation has been established between the respondents' attitudes. Pearson's $r = .555$ and Spearman Correlation $R_o = .535$ indicate a strong positive correlation. Based on the statistical processing of the tested variables, we conclude that the second special hypothesis: If during the civil war the population uses digital media for civil activism, the greater the chance that the world will hear the real truth about the situation in that country - proven.

To check the validity of the second special hypothesis H3, which reads: If foreign countries interfere too much in the internal affairs of other countries, the greater the chance that the crisis in that country will deepen even more, we tested the following research questions:

P7. Do you agree with the statement that certain countries interfere too much in the internal affairs of other countries?

P8. Do you agree with the statement that foreign interference in the internal affairs of other countries can further deepen the existing crisis?

The result shown in the tables shows that H2 (16,1)= 127.391a, $p < 0.01$, which means that a statistically significant correlation has been established between the respondents' attitudes. Pearson's $r = .456$ and Spearman Correlation $R_o = .443$ indicate a medium positive correlation.

Based on the statistical processing of the tested variables, we conclude that the third special hypothesis: - If foreign countries interfere too much in the internal affairs of other countries, the greater the chance that the crisis in that country will deepen even more is proven.

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