

# ХАЛЫҚАРАЛЫҚ ҚАТЫНАСТАР INTERNATIONAL RELATIONS МЕЖДУНАРОДНЫЕ ОТНОШЕНИЯ

## CONCEPTUAL ANALYSIS OF THE TRANSFORMATION OF PUBLIC DIPLOMACY IN THE CONTEXT OF ARTIFICIAL INTELLIGENCE DEVELOPMENT

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**Abstract.** This article examines the conceptual foundations of the transformation of public diplomacy amid the rapid development and deployment of artificial intelligence (AI) technologies. It analyzes changes in the role and substance of public diplomacy as an instrument of foreign policy interaction within an increasingly digitalized and algorithmically mediated communication environment. Public diplomacy is understood as a multi-level communicative process whose effectiveness depends not only on message content but also on the technological and algorithmic conditions of dissemination and interpretation.

The article reassesses traditional models of public and digital diplomatic communication, as well as mechanisms shaping international public opinion, engagement with foreign audiences, and the transmission of value-based and political narratives under the influence of intelligent technologies. AI is examined not merely as a technical tool, but as a factor that structures the visibility, circulation, and interpretive framing of diplomatic messages.

The relevance of the study is highlighted in the context of the Republic of Kazakhstan, where AI development and digital transformation are embedded in strategic and regulatory frameworks. Kazakhstan's experience is considered within a comparative perspective that draws on international practices of integrating AI into public diplomacy.

The study identifies key directions of AI's impact on public diplomacy, including automation of communication processes, use of big data, personalization of outreach, and enhancement of analytical capacities of diplomatic institutions. It also addresses institutional, ethical, and legal implications of AI adoption.

Based on conceptual analysis, the article argues that public diplomacy must adapt to new technological realities and develop grounded approaches.

**Keywords:** public diplomacy, digital diplomacy, artificial intelligence, algorithmization, foreign policy communication.

**Аңдатпа.** Мақалада жасанды интеллект (ЖИ) технологияларының қарқынды дамуы мен енгізілуі жағдайында қоғамдық дипломатияның трансформациялануының тұжырымдамалық негіздері қарастырылады. Қоғамдық дипломатия цифрлық және алгоритмдік коммуникациялық ортада сыртқы саяси өзара іс-қимылдың құралы ретінде көпдеңгейлі коммуникативтік үдеріс ретінде қарастырылады, оның тиімділігі тек дипломатиялық хабарламалардың мазмұнына ғана емес, сонымен қатар оларды тарату мен қабылдаудың технологиялық және алгоритмдік шарттарына да тәуелді.

Қоғамдық және цифрлық дипломатиялық коммуникацияның дәстүрлі модельдерін қайта пайымдауға, сондай-ақ интеллектуалды технологиялардың ықпалымен халықаралық қоғамдық пікірді қалыптастыру тетіктеріне, шетелдік аудиториялармен өзара әрекеттесу тәсілдеріне және құндылықтық әрі саяси нарративтерді тарату үдерістеріне ерекше назар аударылады. ЖИ техникалық құрал ретінде ғана емес, дипломатиялық хабарламалардың көрінімділігіне, айналымына және интерпретациялық шеңберлеріне ықпал ететін фактор ретінде талданады.

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Аталған мәселелер Қазақстан Республикасының мемлекеттік саясаты контекстінде айрықша өзектілікке ие, себебі жасанды интеллектті дамыту мен цифрлық трансформация стратегиялық және нормативтік құжаттарда бекітіліп, мемлекеттің цифрлық дамуының басым бағыттарын айқындайды. Мақалада Қазақстанның жағдайы қоғамдық дипломатияға жасанды интеллектті енгізудің халықаралық тәжірибелерімен салыстырмалы талдау аясында қарастырылады.

Зерттеу барысында жасанды интеллекттің қоғамдық дипломатияға ықпалының негізгі бағыттары анықталады, соның ішінде коммуникациялық үдерістерді автоматтандыру, үлкен деректерді пайдалану, ақпараттық ықпал етуді жекешелендіру және дипломатиялық акторлардың талдамалық мүмкіндіктерін күшейту мәселелері қарастырылады. Сонымен қатар жасанды интеллектті қолданудың институционалдық және басқарушылық салдарлары талданады. Жасанды интеллектті қолданудың әлеуетті артықшылықтарымен қатар, этикалық және құқықтық аспектілерге байланысты туындайтын тәуекелдер де қарастырылады.

Тұжырымдамалық талдау негізінде қоғамдық дипломатияны жаңа технологиялық шындықтарға бейімдеу қажеттілігі және жаһандық цифрлық трансформация жағдайында оны дамытудың ғылыми негізделген тәсілдерін қалыптастырудың маңыздылығы жөнінде теориялық қорытындылар жасалады.

**Түйінді сөздер:** қоғамдық дипломатия, цифрлық дипломатия, жасанды интеллект, алгоритмдендіру, сыртқы саяси коммуникация

**Аннотация.** В статье рассматриваются концептуальные основания трансформации публичной дипломатии в условиях стремительного развития и внедрения технологий искусственного интеллекта (ИИ). Анализируется изменение её роли и содержания как инструмента внешнеполитического взаимодействия в цифровой и алгоритмической среде. Публичная дипломатия трактуется как многоуровневый коммуникативный процесс, эффективность которого определяется не только содержанием сообщений, но и технологическими условиями их распространения и интерпретации.

Особое внимание уделяется переосмыслению традиционных моделей публичной и цифровой дипломатической коммуникации, механизмов формирования международного общественного мнения, взаимодействия с зарубежными аудиториями и трансляции ценностных и политических нарративов под воздействием интеллектуальных технологий. ИИ рассматривается не только как технический инструмент, но и как фактор, влияющий на видимость, циркуляцию и интерпретационные рамки дипломатических сообщений.

Данная проблематика приобретает особую актуальность в контексте государственной политики Республики Казахстан, где развитие искусственного интеллекта и цифровой трансформации закреплено в стратегических и нормативных документах, определяющих приоритеты цифрового развития государства. В статье национальный кейс Казахстана рассматривается в сравнительной перспективе с опорой на международные практики интеграции ИИ в публичную дипломатию.

В работе выделяются ключевые направления влияния ИИ, включая автоматизацию коммуникаций, использование больших данных, персонализацию информационного воздействия и усиление аналитических возможностей дипломатических акторов. Рассматриваются институциональные, этические и правовые последствия внедрения ИИ.

На основе концептуального анализа формулируются теоретические выводы о необходимости адаптации публичной дипломатии к новым технологическим реалиям и выработки научно обоснованных подходов к ее развитию в условиях глобальной цифровой трансформации.

**Ключевые слова:** публичная дипломатия, цифровая дипломатия, искусственный интеллект, алгоритмизация, внешнеполитическая коммуникация.

## Introduction

The contemporary international system is characterized by deepening digitalization and the active adoption of artificial intelligence technologies, which exert a significant influence on the forms and mechanisms of foreign policy interaction among states. Under these conditions, public diplomacy – traditionally focused on shaping favorable international public opinion and promoting intercultural dialogue – is undergoing qualitative transformation. The expansion of digital communication platforms and the introduction of algorithmic tools for data analysis are transforming the ways in which diplomatic messages are produced, disseminated, and perceived within the field of public diplomacy (Cull, 2019; Bjola et al., 2019; Seib, 2012).

The relevance of this study is driven by the need for a theoretical reconceptualization of artificial intelligence as a new factor shaping public diplomacy under conditions of digitalization. While the application of AI has the potential to enhance the effectiveness of diplomatic communication, it also generates new risks related to information manipulation, ethical challenges, and shifts in the balance of actors in the international arena (Seib, 2012; Melissen, 2005; Zaharna, 2010). At present, the academic literature lacks a unified conceptual approach to the analysis of these processes, which underscores the need for a systematic and interdisciplinary examination of the transformation of public diplomacy in the context of artificial intelligence (Bjola & Holmes, 2015; Manor, 2019). Within the framework of this study, the relationship between public diplomacy and artificial intelligence is examined through a conceptual analysis of the mechanisms of foreign policy communication in the digital environment. Public diplomacy is understood as an activity aimed at shaping and interpreting international public opinion, the effectiveness of which is determined not

only by the content of diplomatic messages, but also by the conditions under which they are disseminated and perceived by foreign audiences (Cull, 2019; Bjola & Holmes, 2015).

Artificial intelligence affects public diplomacy indirectly – not by replacing diplomatic communication, but by contributing to changes in the conditions under which it is conducted. The use of algorithmic systems and AI-based tools modifies the principles of information selection, ranking, and personalization within digital platforms through which diplomatic messages circulate. As a result, AI affects public diplomacy by influencing the visibility of diplomatic narratives, shaping the contexts of their interpretation, and altering the balance of influence over communication processes between state and non-state actors (Bjola & Manor, 2024; Crawford, 2021). Thus, artificial intelligence functions not as an autonomous instrument of public diplomacy, but as a contextual structural factor that influences the logic of contemporary foreign policy communication and contributes to the emergence of new frameworks for interaction between states and international audiences. The aim of the study is to conduct a conceptual analysis of the transformation of public diplomacy in the context of artificial intelligence development, with a particular focus on changes in the mechanisms of foreign policy communication and institutional practices. The scientific novelty of the study is associated with a systematic analysis of the relationship between public diplomacy and artificial intelligence through communicative, analytical, and institutional mechanisms of transformation in foreign policy communication.

The national context of the Republic of Kazakhstan lends particular relevance to this study, as the development of artificial intelligence and the digital transformation of foreign policy communication are embedded in strategic and regulatory documents (Tokayev, 2025; Law of the Republic of Kazakhstan, 2025; Government of the Republic of Kazakhstan, 2025a, 2025b), which calls for scholarly reflection on the transformation of public diplomacy under new technological conditions.

A comparative analysis of international practices of integrating artificial intelligence technologies into public diplomacy, in relation to the national context of the Republic of Kazakhstan, allows for the refinement of the theoretical conclusions of the study and for the identification of institutional patterns of adaptation of diplomatic mechanisms across different political and governance settings.

### **Literature Review**

The theoretical foundations of public diplomacy emerged within the scholarly traditions of soft power and strategic communication, which place particular emphasis on the formation of international public opinion and the cultivation of long-term trust toward the state. In its classical understanding, public diplomacy is regarded as an instrument of foreign policy influence based on the attractiveness of a state's values, culture, and political model. A significant contribution to the conceptualization of this field was made by N. Cull, who proposed a functional typology of public diplomacy encompassing listening (public opinion listening), advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. This typology laid the methodological foundation for analysing the evolution of public diplomacy and for comparing its traditional and contemporary forms (Cull, 2019).

The development of the concept of *New Public Diplomacy* is associated with a rethinking of diplomatic communication as an interactive and network-based process. In the works of J. Melissen (2005), public diplomacy is conceptualized as a form of sustained engagement with foreign audiences that goes beyond one-way message transmission and is oriented toward building long-term relationships. This approach was further developed in the research of R. Zaharna (2010), who emphasizes the significance of the communicative environment, cultural codes, and trust as key determinants of public diplomacy effectiveness. Within the relational logic of public diplomacy articulated in these studies, the emphasis shifts from the transmission of discrete messages to the quality, sustainability, and reciprocity of communicative relationships between the state and external audiences.

The next stage in the development of scholarly discourse is associated with the digitalization of diplomatic activity and the emergence of digital diplomacy. Studies indicate that digital platforms and social media have transformed not only the channels of communication but also the institutional practices of foreign policy institutions. Analyzing the phenomenon of real-time diplomacy, P. Seib (2012) highlights the acceleration of information flows and the growing mediatization of international politics, which intensify pressure on diplomatic institutions and reshape established models of foreign

policy response. In the edited volume by C. Bjola and M. Holmes (2015), digital diplomacy is conceptualized as a systemic transformation of foreign policy governance, affecting organizational structures, analytical processes, and the mechanisms through which diplomatic messages are legitimized. I. Manor (2019) further develops this perspective by demonstrating that visibility, audience engagement, and the algorithmic logic of digital platforms have become integral components of contemporary public diplomacy.

In the context of an increasingly platform-based media environment, particular attention is devoted to the problem of algorithmic mediation. Contemporary research indicates that the visibility, circulation, and interpretation of diplomatic content are largely shaped by the algorithms of digital platforms, which constrains the ability of states to fully control communication processes and transforms traditional understandings of the subject and object of foreign policy communication. These ideas are systematized in *The Oxford Handbook of Digital Diplomacy*, which conceptualizes digital diplomacy as a practice operating under conditions of algorithmic competition for audience attention and trust (Bjola & Manor, 2024). Within the analysis of contemporary information contestation, C. Bjola and J. Pamment (2016) develop the concept of *Digital Containment*, emphasizing the need to adapt diplomatic strategies to the logic of digital platforms and disinformation ecosystems.

The incorporation of artificial intelligence into the analysis of digital diplomacy significantly expands the theoretical and methodological boundaries of this field (Bjola & Manor, 2025). Artificial intelligence affects not only communication channels but also the processes of data analysis, content production, and foreign policy decision-making. In the work of K. Crawford (2021), artificial intelligence is conceptualized as an element of power and institutional structures that generates new asymmetries of influence and dependency in global politics. Developing an information-ethical approach, L. Floridi (2013) and L. Floridi et al. (2018) emphasize that digital technologies transform the fundamental conditions of public communication and require a conceptual rethinking of responsibility, transparency, and control within the public sphere. The normative dimension of artificial intelligence deployment is reflected in international policy frameworks, including UNESCO's recommendations on the ethics of artificial intelligence (UNESCO, 2021). Within the national academic discourse, the transformation of public diplomacy under conditions of artificial intelligence development has not yet received systematic theoretical elaboration and is primarily represented by fragmented studies addressing specific aspects of the digitalization of international relations and foreign policy communication. This situation necessitates engagement with foreign theoretical frameworks and underscores the relevance of the present conceptual analysis.

Thus, the analysis of the scholarly literature makes it possible to trace the gradual evolution of public diplomacy from classical models grounded in the logic of soft power to digital forms and, subsequently, to algorithmically mediated modes of foreign policy communication (Cull, 2019; Seib, 2012; Bjola & Holmes, 2015; Manor, 2019). Contemporary research confirms that artificial intelligence functions not merely as an instrumental tool but as a structural factor shaping the operational framework of public diplomacy, thereby justifying the need for a conceptual expansion of existing theoretical models (Bjola & Manor, 2025; Crawford, 2021; Floridi, 2013). To systematize the identified approaches, it is useful to compare key models of public diplomacy that reflect shifts in the logic of diplomatic interaction under conditions of digitalization and the development of artificial intelligence (Table 1).

**Table 1. Evolution of Public Diplomacy Models in the Context of Digitalization and Artificial Intelligence**

Model	Key Characteristics	Conceptual Limitations
Classical Public Diplomacy	One-way communication; Cultural diplomacy; International broadcasting	Limited feedback mechanisms
Digital Diplomacy	Social media; Interactivity; Mediatization	Platform dependency
Algorithmic Diplomacy	Artificial intelligence; Big data;	Algorithmic opacity and platform dependency

Personalization;  
Automation

*Source: compiled by the author based on scholarly literature*

The data presented in the table indicate that the transition to algorithmic diplomacy is accompanied not only by an expansion of technological instruments but also by a transformation of the very architecture of public diplomacy. Unlike digital diplomacy, in which technologies primarily function as channels for information transmission, the algorithmic model positions artificial intelligence as a factor that shapes the structural conditions of diplomatic communication by determining the parameters of visibility, interpretation, and dissemination of foreign policy messages.

### **Materials and Methods**

The empirical and theoretical basis of the study consists of scholarly publications by international authors on public diplomacy, digital diplomacy, and artificial intelligence, as well as international regulatory and policy documents, including UNESCO recommendations, official strategic documents, and regulatory acts of the Republic of Kazakhstan related to digital development and the application of artificial intelligence technologies. The source base also includes works in the fields of international relations, political communication, and media studies that reflect contemporary approaches to analyzing transformational processes in the diplomatic sphere.

The methodological foundation of the study is based on a system-oriented analytical approach aimed at identifying key interconnections between technological change and the evolution of forms of foreign policy communication. Within this framework, public diplomacy is analyzed as a multi-level process whose transformation is driven by digitalization and the integration of artificial intelligence technologies. This analytical focus makes it possible to examine the impact of AI not at the level of individual tools but in the context of broader changes in the logic of diplomatic practices.

To illustrate and analytically refine the theoretical findings, elements of qualitative comparative case analysis are applied, drawing on the practices of the United States, China, Singapore, and Finland, which represent different models of institutional integration of artificial intelligence technologies into public diplomacy. The selection of these cases is driven by differences in their political-administrative systems, approaches to digital regulation, and the role of the state in governing the information environment. The case analysis is analytical and illustrative in nature and does not seek to offer an exhaustive empirical typology.

In addition, elements of discourse analysis are employed to examine changes in communication strategies and diplomatic narratives under conditions of the algorithmization of the international information environment. SWOT analysis is used in a limited and auxiliary capacity, primarily for the analytical generalization of opportunities and constraints associated with the integration of artificial intelligence technologies into the public diplomacy of the Republic of Kazakhstan, and is not treated as a primary or core methodological framework of the study.

### **Results**

The findings of the study indicate that the development and implementation of artificial intelligence technologies lead to a comprehensive transformation of public diplomacy, affecting the communicative, analytical, and institutional levels of foreign policy activity. The algorithmization of the international information environment alters the processes of producing, disseminating, and interpreting diplomatic messages, thereby shaping new conditions for interaction between the state and foreign audiences.

At the communicative level, the study demonstrates that the effectiveness of public diplomacy in a digital and algorithmic environment is determined not only by the content and value orientation of messages but also by their alignment with the operational logic of digital platforms. Algorithms of content ranking, filtering, and personalization function as autonomous mediators of communication, shaping the visibility of diplomatic narratives and influencing processes of international public opinion formation, as previously noted in studies on digital diplomacy and platform-mediated communication (Bjola & Holmes, 2015; Manor, 2019; Bjola & Manor, 2024; Bjola & Pamment, 2016). As a result, public diplomacy increasingly loses its character as a fully state-controlled instrument and becomes progressively dependent on platform ecosystems. At the analytical level, the findings reveal an expanded role of artificial intelligence as a tool for monitoring and interpreting the international information environment. The application of machine learning techniques and big data analytics

enables diplomatic institutions to track the dynamics of information flows, identify dominant and alternative narratives, assess the responses of foreign audiences, and forecast reputational risks. This development facilitates a shift from predominantly reactive forms of public diplomacy toward more proactive and strategically oriented communication models (Manor, 2019; Bjola & Manor, 2025). At the institutional level, the transformation manifests itself in changes to the organizational and governance mechanisms of public diplomacy. The adoption of algorithmic tools requires diplomatic institutions to adapt to new modes of data management, reassess the competencies of diplomatic personnel, and develop mechanisms for interaction with private digital platforms. Public diplomacy increasingly operates at the intersection of state and non-state technological infrastructures, thereby foregrounding issues of control, accountability, and regulatory governance (Crawford, 2021; Floridi, 2013; Floridi et al., 2018; UNESCO, 2021).

The practical implementation of the identified trends is conceptually illustrated by international practices of applying artificial intelligence technologies in the sphere of digital public diplomacy. In particular, in the United States, AI-based tools are used to monitor information threats, detect disinformation campaigns, and analyze foreign audience responses to foreign policy messaging, which allows these practices to be interpreted as elements of digital public diplomacy. In China, algorithmic technologies are employed not only to analyze the international information environment but also to support the construction and dissemination of state narratives on digital platforms, which is consistent with the centralized character of public diplomacy. Singapore and Finland illustrate different models of institutionalized AI application: in Finland, emphasis is placed on normative and ethical dimensions directly linked to public diplomacy and the international image of the state, whereas in Singapore, AI usage is primarily oriented toward enhancing governance efficiency, which indirectly shapes international perceptions of the state as technologically advanced and effectively governed.

To empirically illustrate and analytically refine the identified theoretical propositions, the study conducts a comparative analysis of national practices of integrating artificial intelligence into public diplomacy. The generalized characteristics of the identified models are presented in Table 2.

**Table 2. National Models of AI Integration in Public Diplomacy**

Country	Dominant Model	Key Characteristics	Institutional Features
United States	Institutional–strategic	Use of AI in analytics, monitoring information threats, and countering disinformation	Strong role of the private technology sector; pluralistic environment
China	Centralized	Use of AI for analyzing the information environment and actively shaping state narratives	Strict state control over digital platforms
Singapore	Technocratic	Application of AI to enhance governance efficiency and institutional coordination	High level of coordination among government institutions
Finland	Normative-oriented	Emphasis on ethics, algorithmic transparency, and public trust	Developed regulatory framework and extensive public deliberation

*Source: compiled by the author*

The U.S. case demonstrates an institutional–strategic model oriented toward the use of artificial intelligence primarily for analytical and monitoring purposes, including countering disinformation and assessing international information threats. At the same time, public diplomacy retains a pluralistic character, with a significant role attributed to cooperation with the private technology sector (U.S. Department of State, 2025). China’s practice reflects a centralized model of artificial intelligence integration, in which algorithmic tools are employed both to analyze the international information environment and to actively construct and promote state narratives. In this model, public diplomacy is closely intertwined with mechanisms of state control over digital platforms

and information flows (State Council of the People's Republic of China, 2017). The Singaporean case represents a technocratic approach focused on enhancing governance efficiency and institutional adaptability. The use of artificial intelligence in public diplomacy is embedded within a broader strategy of digital government and relies on a high degree of coordination among state institutions (Smart Nation and Digital Government Office, 2023).

Finland demonstrates a normative-oriented model in which primary attention is devoted to issues of ethics, algorithmic transparency, and the protection of public trust. The integration of artificial intelligence is accompanied by the development of regulatory frameworks and public deliberation on the acceptable boundaries of the use of intelligent technologies (Government of Finland, 2024). In the national context of the Republic of Kazakhstan, the current policy landscape suggests that the integration of artificial intelligence technologies into public diplomacy remains at an early stage of institutional formation. An analysis of strategic and regulatory documents indicates that AI is primarily applied within the framework of digital government and analytical support, while its use in the sphere of public diplomacy remains fragmented and largely potential. At the same time, the analysis highlights opportunities for employing AI-based analytical and communicative tools to monitor the country's international image, analyze foreign policy narratives, and engage with foreign audiences, which aligns with patterns observed in international practice. The models presented confirm the absence of a universal approach to integrating artificial intelligence into public diplomacy. National differences in institutional architecture, regulatory frameworks, and the role of the state in governing the information environment shape the specific ways in which artificial intelligence is employed and influence its impact on foreign policy communication.

The findings not only make it possible to identify differences in national practices of integrating artificial intelligence into public diplomacy but also to reveal a broader logic underlying the transformation of diplomatic activity under conditions of algorithmization. The analysis of communicative, analytical, and institutional levels demonstrates that artificial intelligence exerts a systemic influence by altering the fundamental conditions under which foreign policy communication operates. This provides a basis for the theoretical conceptualization of artificial intelligence not merely as a tool but as a structuring factor of contemporary public diplomacy.

## Discussion

The results obtained allow the transformation of public diplomacy under conditions of artificial intelligence development to be conceptualized as a multi-level and structurally complex process that cannot be fully explained within conventional interpretations of diplomatic digitalization. The comparison of theoretical propositions with national practices confirms that artificial intelligence does not function as a neutral technological instrument but rather acts as an autonomous factor reshaping the architecture of foreign policy interaction. When artificial intelligence is conceptualized as a structural factor of public diplomacy, its influence manifests not so much in the expansion of foreign policy communication instruments as in the formation of new institutional and communicative frameworks within which diplomatic interaction takes place. Algorithms and AI systems increasingly operate as intermediating mechanisms that shape access to foreign audiences, regulate the visibility of diplomatic messages, and influence their interpretive framing, thereby objectively constraining the state's ability to exercise full control over foreign policy communication. In this sense, artificial intelligence affects not only the content of diplomatic messages but also the very conditions of their circulation within the international information environment (Bjola & Holmes, 2015; Bjola & Manor, 2024). These findings enable a critical reassessment of classical models of public and digital diplomacy, particularly those grounded in the logic of soft power and the instrumental use of digital technologies. Such models only partially account for algorithmic mediation, the growing autonomy of artificial intelligence, and the platform dependency of contemporary communication processes, which significantly reduces their explanatory capacity under conditions of the algorithmization of the international information environment (Melissen, 2005; Zaharna, 2010). The results of this study therefore underscore the need for a conceptual expansion of existing theoretical frameworks of public diplomacy capable of incorporating artificial intelligence as a constitutive element of contemporary diplomatic communication.

The results of the qualitative comparative case analysis of the United States, China, Singapore, and Finland confirm the absence of a universal model for integrating artificial intelligence into public diplomacy. National practices demonstrate that the nature and consequences of AI adoption are shaped by institutional, regulatory, and political-cultural characteristics of states. This

highlights the contextual nature of public diplomacy transformation and the limitations of standardized approaches to analyzing digital and algorithmic changes in foreign policy communication (Bjola & Manor, 2024; Bjola & Manor, 2025). A particularly important issue in the discussion concerns the balance between the expansion of the analytical and communicative capacities of public diplomacy and the growth of associated risks. The use of artificial intelligence increases the vulnerability of diplomatic activity to algorithmic opacity, information manipulation, and dependence on private technological infrastructures, thereby bringing issues of ethical and regulatory governance to the forefront as an integral component of the sustainable development of public diplomacy (Crawford, 2021; Floridi, 2013; Floridi et al., 2018; UNESCO, 2021).

For the analytical synthesis of the identified opportunities, constraints, and risks associated with the integration of artificial intelligence technologies into the public diplomacy of the Republic of Kazakhstan, elements of SWOT analysis are employed in the discussion, presented in the form of a systematic overview of potential directions for integration (Table 3).

**Table 3. Potential Directions of AI Integration in Kazakhstan’s Public Diplomacy**

№	Direction	Potential Effect	Constraints
1.	Analytical	Monitoring international image and foreign policy narratives	Limited human and technological resources
2.	Communicative	Personalization of engagement with foreign audiences	Dependence on platform ecosystems
3.	Institutional	Increased adaptability of foreign policy institutions	Need for regulatory and ethical governance

*Source: compiled by the author*

The directions outlined in the table confirm that the integration of artificial intelligence into the public diplomacy of the Republic of Kazakhstan represents a promising yet institutionally sensitive development pathway. The effective use of the analytical and communicative potential of intelligent technologies is possible only under an institutionally coherent and normatively regulated approach that combines technological advancement with mechanisms of state oversight, ethical governance, and the maintenance of public trust.

Thus, the discussion confirms that the transformation of public diplomacy under conditions of artificial intelligence development requires not only technological adaptation but also a conceptual renewal of theoretical models capable of accounting for the role of algorithms and AI as structural elements of contemporary international communication (Bjola & Manor, 2024).

### Conclusion

The findings indicate that artificial intelligence is increasingly functioning as a structural factor in public diplomacy rather than merely an auxiliary technological tool. Algorithms and AI systems not only expand the toolkit of foreign policy communication but also establish stable frameworks for the visibility, interpretation, and dissemination of diplomatic messages, while simultaneously influencing the institutional organization of diplomatic activity (Bjola & Manor, 2024; Bjola & Manor, 2025).

The systemic analytical approach employed in this study made it possible to conceptualize the transformation of public diplomacy as a multi-level process encompassing communicative mechanisms of engagement with foreign audiences, analytical practices of interpreting the international information environment, and institutional changes in the organization of foreign policy activity. Taken together, these levels indicate that the impact of artificial intelligence is comprehensive and structural in nature, affecting not individual instruments but the underlying logic of public diplomacy itself.

The comparative analysis of national practices in the United States, China, Singapore, and Finland confirms the contextual nature of integrating artificial intelligence into public diplomacy and the absence of a universal model for its application. The identified differences are shaped by institutional, regulatory, and political-cultural characteristics of states, which points to the limitations

of classical models of public and digital diplomacy under conditions of the algorithmization of the international information environment (Bjola & Holmes, 2015; Manor, 2019; Bjola & Manor, 2024).

The international practices examined in this study demonstrate that artificial intelligence is embedded in public diplomacy in diverse ways — ranging from direct involvement in the management of foreign policy narratives to indirect influence through the formation of regulatory standards, governance models, and the international image of the state. This diversity underscores the need to move beyond universalist interpretations and to adopt context-sensitive analytical frameworks.

The analysis of the identified trends within the national context of the Republic of Kazakhstan makes it possible to view the integration of artificial intelligence into public diplomacy as a promising yet institutionally sensitive area of development. Potential analytical, communicative, and institutional effects are accompanied by objective constraints related to human resource capacity, platform dependency, and the need for regulatory and ethical governance.

Under conditions of the digital transformation of foreign policy communication, the public diplomacy of the Republic of Kazakhstan may be conceptualized as part of a broader national digital development strategy that requires a coordinated institutional approach combining the analytical potential of intelligent technologies with mechanisms of normative regulation, ethical oversight, and the maintenance of public trust.

Overall, the analysis conducted in this study confirms that the further development of public diplomacy in the context of the diffusion of artificial intelligence technologies requires not only technological solutions but also deeper theoretical reflection on the role of algorithms and AI as structural elements of contemporary international communication.

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#### **ЖАСАНДЫ ИНТЕЛЛЕКТТІҢ ДАМУЫ ЖАҒДАЙЫНДАҒЫ ҚОҒАМДЫҚ ДИПЛОМАТИЯНЫҢ ТРАНСФОРМАЦИЯСЫН КОНЦЕПТУАЛДЫҚ ТАЛДАУ**

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#### **КОНЦЕПТУАЛЬНЫЙ АНАЛИЗ ТРАНСФОРМАЦИИ ПУБЛИЧНОЙ ДИПЛОМАТИИ В УСЛОВИЯХ РАЗВИТИЯ ИСКУССТВЕННОГО ИНТЕЛЛЕКТА**

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