Investigating the Effect of Modern Diplomacy on Foreign Policy based on Constructivist Theory

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Abstract:

One of the most important issues in the field of international relations today is the position of the concept of modern diplomacy in foreign policy, which unfortunately has not been much effort by researchers in this field. New diplomacy as a promoter of national interests and security people's thought. Through various means of communication such as personal communication, radio media libraries, publications and distribute books, publications, emotional images, radio, exhibitions and learn the language of definition Today, modern diplomacy involves a two-way dialogue and no longer fits into monologue patterns such as propaganda, and goes beyond the need for two-way dialogue to achieve national goals. Therefore, the most important purpose of this article is to examine the impact of modern diplomacy on the foreign policy of countries according to constructivist theory. Descriptive research method - Analytica been and Method Total Information gathering From Type Library and Internet.

Keywords: Public Diplomacy, Modern Diplomacy, Foreign Policy, Structuralism

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Introduction

policy can be examined from two perspectives; The first perspective is the ontology of foreign policy. Which looks at its nature, and its epistemology, which implies the function of foreign policy Although theoretical knowledge of these two concepts is necessary, but it should be known that these concepts work in theoretical discussions, but in practice, all mental concepts are crystallized in the performance of politicians, and obviously what is achieved in practice is unconsciously It arises from cognitive and subjective issues of the subject, which means that if we define and accept politics only as a science or consider it as an art, it is obvious that we will get different results from it because the field of science with It deals with learning and teaching, and the field of art with skills and experience. Therefore, the ontology and epistemology of a phenomenon, although theoretically different, but in practice, what is observed is its output and function. Is the subject of discussion Therefore, in the first part, modern foreign policy and the field of public diplomacy will be considered the second part is dedicated to the approach of this research, which is constructivism?

A: Foreign policy and modern diplomacy

Foreign policy

In defining the word politics in the foundations of political science, two meanings are mentioned politics as science and politics and as art. In both cases, the aim is to govern societies on rational methods. In other words, it is a policy that results from combining scientific knowledge of the environment with material and spiritual motivations, as well as execution skills. The word foreign also means border which is known by national, regional and international words. But the combination of these two words in itself has a third word in it, which is the relationship, which in combination with each other can create two distinct categories, namely foreign relations and foreign policy.

Foreign relations are limited to the description of foreign actions between countries, but foreign policy is a deliberate effort by countries to enhance their prestige on the international stage by acquiring increasing, maintaining and displaying power. In other words, the concept of power and the desire to increase it is an essential feature of any foreign policy action. (Seyfzadeh, 1996, p. 82).

1-1 Foreign policy decision-making process

Foreign policy decision-making is a process that can be approached with an epistemological behavioral perspective, and it is natural that at first glance, it is the countries that have foreign policy. Therefore, the level of analysis can be the national level. The second point is that despite the fact that in our term we speak of the foreign policy of countries, but is this country really in the true sense of the word that decides on this, or the officials of the country, in human beings with the characteristics of other human beings? Who decides? That is why some experts believe that

when we talk about a country, we are actually talking about its official decision-makers, those who can act voluntarily on behalf of the people and the country. The country is the same thing that is done by individuals in the name of that country" (Snyder, 1960, p. 153).

1-2 Applying the element of culture in foreign policy

are rooted in the three historical phenomena of war, religion and colonialism. From the ancient wars of "Iran and Greece" "and "Iran and Rome" to the Crusades and even the war in "Afghanistan all in the conflict of swords and destroyer, inter-civilizational relations have occurred Peters, (Citing, 1986, Ashena, 2004).

"Chi. M. Michael" means formerly Council Great Britain-Cultural relations define the encouragement of common relations between cultural and educational institutions and individuals that lead to intellectual artistic and social ties between nations. Influence and influence are the two main goals of cultural diplomacy.

Cultural diplomacy-based on Experience of The French. At Century Nineteenth-At First It meant investing in the establishment of schools and cultural institutions in the target countries based on strategic goals. In an article entitled "Cultural Diplomacy: Influential Diplomacy", Cavaliero, the Vice President of the British Council, considers the beginning of the formation of cultural diplomacy to be the accompaniment of a group of French artists with the Duke of Luxembourg to Portugal in 1816; These artists were the official gift and cultural ambassadors of France for the establishment of a school of fine arts in Rio de Janeiro. The following

year, two Prussian geologists accompanied their political delegation to the Portuguese prince's wedding to introduce the new world to the Portuguese people and court. In fact, France and Germany were the initiators of cultural diplomacy: (Cavaliero,1986, quote in Ashena, 2004).

began their work under Jewish influence in 1883 after the defeat of Prussia. This institute was established to teach French in the colonies and in other countries. In 1902 The All-Mission for Non-Religious Education Abroad, and in 1910 the National Office for School -University Exchange and the Administration of International Schools and Institutions, led to the formation of a French model This model of language teaching, education, scientific and even religious exchange has been accepted and followed by many countries. (Ashena, 2004).

In the nineteenth century, Britain witnessed how the French government used programs from French language training to its archeological expeditions in areas sensitive to the British in order to preserve political interests. Thus, from 1917, the British began to work through the private sector with little government assistance. First the British Institute "Florence" was formed, and later "Anglophile" associations were established in major Latin American cities by English and local merchants with an emphasis on teaching English. In the UK, international cultural activities, including language, science technology, arts, social sciences and the effort to attract more international students to the UK, are the responsibility of a semi-independent body called the British Council. The council was founded in 1934 and its initial programs included libraries, guest speakers, university chairs, student scholarships language teaching, film, and

support for artists. The council manages 20 libraries and information centers and 127 language teaching programs around the world. Although the British Council receives funding from the government, it has an independent board and always maintains its distance from the government. The council, which had a budget of $680.9 million in the 1997-98 fiscal year, has focused on revenue generation and self-governance, especially in language teaching, during its reorganization . (Ashena, 2004).

There are several factors that influence foreign policy, some of which are more important, such as values and religion. The main cultural components that can influence the foreign policy process are:

Ideology and values

Ethnic integration - Religious Society

Language

History

Media and public opinion

2- Governments, or nations and their relations with each other

There are several ways to redefine government-nation relations. As we know, in these definitions, the word diplomacy refers to the presence of the government.

2.1 Formal diplomacy: (a) the relationship of government with government (b)

In general, diplomacy can be called a science that connects political men and political scientists, so a diplomat is the same political man who is engaged in diplomacy, and this diplomacy-related occupation is called diplomacy, which is the tool and His achievement has been persuasive. (Toloui,2006;88:271).

In La Neg man's Culture of International Relations, Diplomacy is defined as "the act of directing relations between governments through official representatives". And this is a description that political scientists in defining this word together with their definitions, which are about forty-six definitions, such as "The art and technique of communication with other governments, political dialogue and negotiations political knowledge, etc. have been accepted" (Aldposh, 1993, p. 6).

2-2 Cultural relations: the relationship of people (a) with people (b)

Cultural relations from the point of view of the former deputy of the British Council, Ch.M. Michael "Increases the desire to establish commonalities between cultural and educational institutions and individuals, and this principle provides the cultural- artistic and social connection between different "nations (Mitchell,1986, p. 81) A great example of cultural relations between institutions is where the government is not involved. Although this description seems somewhat impossible; But we can give an example from the present age; Because in the past, the presence of the government in all cultural relations may have been felt; To the extent that public relations were possible under government supervision. But in the present age, despite the wide social networks, these relations have become possible without the presence of the government. Here, however, the traces of the government can be

seen in the planning and direction of these cultural relations.

2-3 Public diplomacy: the relationship of government (a) with the people (b)

In the 1960s, the term public diplomacy was introduced to describe the new dimensions of international diplomacy. This is the first time this concept has been used. Various relationships can be included in this concept. Relationships such as various art festivals, scholarships, intercultural communication conferences, cultural seminars, etc. (Wolf, 2004, p. 3).

diplomacy as defined by Paul Sharp: direct relations with the people to advance goals in the national interest (Millison, 2008, p. 53); Public (alien) communication is defined as activities aimed at communicating and influencing them, developing dialogue between American citizens and institutions. According to these definitions, the deep connection between civil society and cultural relations and public diplomacy can be clearly seen.

Constructivist theory:

Governments continue to be the most important political unit and the main player in the system in explaining international interaction. Because ordinary sovereignty and authority are based on the principles of the central government, and it is the states that create the international structure through their actions.

relations are not irregular, but follow a set of principles and rules. International relations involve a number of political actors who interact with each other, this interaction and continuous interaction is based on rules and norms that are formed intersubjectively.

The structure of the international system includes both cultural and material factors, and at the same time cultural structures are given more attention, because norms and identity are at the center of national and transnational interests, so the interests and goals of foreign relations between governments are closely related to the dominant identity. It has a government.

In the history of the evolution of diplomacy, it is also mentioned that the powerful in the field of international politics have always used major factors and tools to advance their goals and policies Among these tools, which were especially used with the communication advances of the twentieth century, were propaganda and mass media. Of course, scholars consider this application to have a history up to Ancient Greece and ancient Iran, which was used to attract the minds of nations and implement foreign policy. Cardinal Richelieu, the greatest French politician and diplomat of the seventeenth century, advocated the use of propaganda methods such as editorial and publication to justify and support his policies. Lord Cunningham, a politician, Foreign Secretary and Prime Minister of the United Kingdom in the nineteenth century also used The Parliamentary Tribune and newspaper articles emphasized the mobilization of public opinion and awareness of international currents as a tool for diplomacy (Kazemi, 2007, p. 26).

In the twentieth century, with the rise of Wilson, President of the United States, a new kind of use of propaganda appeared in the political arena in the realm of diplomacy. Wilson's proclamation of the Four Principles for mobilizing the public

opinion of friendly and hostile countries was precisely aimed at gaining the support of the world public opinion for the policies of the United States. In this way, the reflection of a new diplomacy in propaganda and publications is seen under the glorious slogans of independence and freedom of nations (Kazemi, 2007, p. 27).

Today, the applications of this tool are so wide that it is enough to provide the example mentioned on the website of the graduates of the United States Information Agency, the oldest official organization in charge of public diplomacy. A report states that the "lang" is called the "orange lang" the result of several years of use of public diplomacy: Most of the efforts made to help ignite the Orange Revolution in Ukraine in 2004 can be seen as the product of an interconnected public diplomacy focusing on Ukrainian journalists. For more than a decade after the collapse of communism, the United States and other Western countries, the Organization for Security and Cooperation in Europe Numerous (OSCE) and (NGOs) supported the professionalization of journalism along with the development of independent media there. {The result was that} When the Ukrainian government tried to publish the results of the distorted election in the newspapers, the journalists refused and launched a "journalists' protest" that helped pull the trigger for Ukraine's orange revolution.

The concept and application of public diplomacy

Diplomacy has several definitions. In one simple definition, diplomacy is the art of establishing and strengthening bilateral and multilateral relations with the aim of securing national interests. Diplomacy has undergone fundamental changes today; In such a way that various forms such as traditional diplomacy, public diplomacy, second line diplomacy, media diplomacy and other forms of diplomacy are considered. One of the most important forms of diplomacy that has been common in the past is traditional diplomacy, which is based on the interaction between states. In this interaction, states have distinct sovereignty and clear geographical boundaries. Another form of diplomacy that has been used especially in recent years; Public diplomacy, is so one definition that reflects the nature of public diplomacy has been provided by the US Advertising Agency. Based on this definition; Public diplomacy is about understanding the masses of the people of the target country, giving messages to them, working to influence them, and developing dialogue between the citizens and institutions of one country on the one hand and the institutions of the target country on the other. It strengthens national interests. On the other hand, Paul Sharp believes that "public diplomacy is a process by which direct communication with the people in a country is pursued to advance the interests and spread the values that are introduced". (Mobini Moqaddas, 2013).

In fact, there are many definitions of public diplomacy that have sometimes led to misunderstandings in this regard, some consider public diplomacy to be synonymous with propaganda or cultural activities although the concepts mentioned are interrelated and, in some cases, overlap, they have very clear distinctions that require sufficient attention. Hadiyan and Ahadi, 2009: 101 Regarding propaganda Nye argues, those who see public

diplomacy as merely a good interpretation of propaganda is mistaken. Advertising is usually unreliable and will have a negative effect if used as public diplomacy involves establishing long-term relationships that provide a conducive environment for a government's foreign policy (Nye, 2004, p. 107).

Advertising, if it can gain the audience's trust, is one of the special tasks of public diplomacy and has a short-term effect and targets the masses. Public diplomacy is based on mutual understanding and interest, and propaganda is the only tool to promote public diplomacy. Of course, it should be noted that governments, according to their priorities and advantages, pay attention to certain aspects of public diplomacy, and therefore different interpretations of public diplomacy have been presented, although all countries Through public diplomacy, they seek to influence public opinion in order to achieve their national goals and interests, yet the planning and implementation of public diplomacy varies from country to country. In fact, each country, in proportion to its capabilities and capabilities, has plans in this area and uses opportunities in the form of public diplomacy.

3-1 The role of culture tools in soft power

In the age of globalization, culture plays a role as the main paradigm in determining the identity of different nations. Historical experience shows that in the age of globalization, convergence and economic cooperation will not be effective without regard to cultural elements; Just as the system of convergence based on power and politics is not very strong. Therefore,

paying attention to cultural issues and common cultural relations can have a more important basis in convergence; Because culture affects relations in the international system in various ways and plays an essential role in strengthening

As power has different definitions, the tools for using power are also diverse and therefore examined at different levels; But in political analysis and soft power issues, more attention has been paid to "national power or national power." National power is the complete power and international influence of a nation for its survival and development, both in the realm of material and spiritual powers.

According to the above definition, national power has two forms of influence and force: the form of influence means the realization of one's will by exerting influence on others and the form of force is to rely on military power and punitive tools. Influence is what is called soft power; Soft power, however is not exactly the same as influence; Because influence can involve hard power (threat); But soft power is more than just persuasion or the ability to move people through reasoning, it also includes the ability to absorb, and absorption often leads to contented participation. In this regard, the role of public diplomacy for the use of soft power and influence on the world is important and important; Because it acts as the executive arm of soft power, meaning the influence of public attitudes through the use of intercultural tools and international communication in foreign policy (Ashena, 2005, p. 15).

4-New public diplomacy

diplomacy is a product of a combination of factors and variables in the field of

public domain on the one hand and diplomacy on the other. Due to the interdisciplinary nature of modern public diplomacy, we see different definitions about it. The definition of this term, which is a comprehensive definition and emphasizes the commonalities of different definitions, is a new way to influence the identity of the discourses and actions of actors in the global public sphere and to create an appropriate environment for the success of a country's diplomatic apparatus. New global networks and media. This diplomacy combines technological developments with new ideas, networking capabilities of other non-governmental actors, and dynamic relationships with global civil society. Or a country intelligently and expands its influence in the global arena. Governments have the main role of guidance and oversight in it, but they also use the cooperation capacity of other government actors. According to this definition the important features of modern public diplomacy and its differences with traditional public diplomacy can be stated as follows:

- An essential element of the international environment and diplomacy: Traditional public diplomacy has played an instrumental role in foreign policy, but modern public diplomacy has become an essential element of the new global environment and diplomacy and is gradually intertwined in the structures and functions of national diplomatic apparatus. And plays an important role in the development of dialogue and cooperation and the achievement of lasting world order and peace.

- The role of multiple actors: Unlike traditional public diplomacy in modern public diplomacy governments do not have a dominant and pivotal role and the role of non-governmental actors such as academic centers, Epistemological communities, reporters, Journalists, artists, etc. It is accepted that governments have a major role to play, but they also use the capacity and cooperation of other government actors.

- Multifaceted nature: Modern public diplomacy, unlike traditional public diplomacy, has a multifaceted nature and at the same time pays attention to communication and influencing domestic and foreign public opinion and uses more new media and communication networks that are interactive in NATO. The level of communication with people is deeper and the methods of communication and influence are more complex.

The different nature of advertising: Modern public diplomacy is not the opposite of traditional advertising. Advertising is a deliberate attempt to influence the beliefs of an audience that is designed to serve the interests of advertisers by conveying ideas and values (Milsen,2009: 62). But in the new global environment, advertising is not as effective as in the past.

The different nature of media diplomacy: New public diplomacy is also different from media diplomacy From Gary Rawnsley's point of view, in public diplomacy, politicians use the media to target foreign people and governments directly for long-term goals, but in media diplomacy, it is mostly aimed at government officials and short-term goals. (Rawnsley, 1995, Gilboa, 2008, pp. 55-77)

4–1 Elements of modern diplomacy:

Based on the definition and characteristics of modern diplomacy described in the previous section, its most important elements are:

- Cultural and educational exchange program

- Persuasion, interaction and dialogue

- Media Image And credentials that are reviewed below

Cultural and educational exchange program: Cultural exchange program or cultural diplomacy is one of the prototypes of public diplomacy. Cultural diplomacy is the exchange of ideas, information, art and other cultural dimensions between countries and peoples for mutual understanding and understanding they use cultural, political and economic relations with other governments and these programs play an important role in developing long-term and strategic relations between countries (Vahidi, 2008).

Since the early 1990s, with the development of new communication networks and media some scholars, such as Wilson Ernest, have criticized the traditional cultural exchange program, claiming that it is costly and has little effect. It belongs to certain groups and communities belonging to the upper classes of society Wilson, And the program of cultural exchanges became especially important again (Vahidi, 2008, pp. 110-124). This dimension of diplomacy includes the program of citizens' exchange for educational, study, cultural, scientific, artistic, sports, language teaching and holding exhibitions of film music festivals, etc.

Cull and various countries have invested heavily in it. Five countries - the United States, France, Britain, Germany and Japan - have pioneered it. Cultural and educational in the United States and more than six thousand people in various cultural and educational programs in Japan (Nye, 2008, pp. 94-109) and more than a hundred people have participated in Malaysian training programs. An important change in the program of exchanges is that with the importance of the virtual environment, the way of cultural interactions between governments and people has changed compared to the past, and cultural exchange goes beyond the exchange of culture of art and citizens, including exchanges of ideas, discourses, etc. Governments have taken various initiatives to develop it through the Internet and other new media Arsenault. (Cowan, 2008) However, cultural exchange diplomacy is more effective than virtual exchange diplomacy.

- Persuasion of interaction and dialogue: With the emergence of the global public sphere and the diversity and evolution of information sources, the formation of citizens and informed public opinion has emerged that is more difficult to justify, control and persuade than in the past, so only pay attention to public opinion. It does not matter, but more important than that, consulting and involving the public in policymaking. They expect the diplomatic apparatus to pay more attention to their concerns and interests, so in the new public realm where we face the phenomenon of information abundance censorship is meaningless and the ability to justify and interpret policies and the power to attract and persuade public opinion is more important.

In the process of persuasion, dialogue and interaction with the public are very important; in traditional diplomatic procedures, the special task of listening and

dialogue has been neglected, but in modern public diplomacy this is the point of departure and therefore one of the goals of the government. In order to develop individual and institutional relations with different layers of the domestic and global public sphere, Explain and justify policies. From the point of view of Joseph Nye, the ratification process of an agreement now involves ongoing dialogue with domestic and international stakeholders and this requires coordination from the horizontal level within the bureaucracy to the general level of intra-community relations.

In other words, in traditional public diplomacy, and in the monologue the type of communication is one-way and purpose Is merely providing information or explanation about an event or topic and does not pay attention to feedback But modern public diplomacy is moving from monologue to dialogue, and that is the key to its success Conversations refer to situations in which ideas and information are exchanged, and an important role in mutual understanding, finding common ground and long-term cooperation, ideas and information can be conveyed through various means, such as formal meetings Qats can be exchanged for scientific conferences, cultural, artistic and sports occasions or through communication networks.

In modern public diplomacy, in addition to dialogue, cooperation is also important and provides a suitable basis and structure for the formation of lasting relations. Cooperation is the participation of national and transnational actors in joint programs, initiatives and events to achieve collective and specific goals and has an important role in increasing trust and mutual

understanding and reducing political tensions (Sajjadpour, Vahidi, 2011, pp. 85-86).

- Image, media, credibility: With the formation of the global public domain, the management of signs and images in order to increase global credibility and gain trust through new media is of great importance. Many international actors also create signs and images as They use global management in a powerful way. From Hamvan's point of view, with the development of global communication networks and media, the political paradigm has changed from the modern geopolitical world to the postmodern world of images and signs; In the past, it was important how a nation perceived itself, but now it is important how others perceive it, so the sign or image of a country is what people in other countries think and feel about it. From the point of view of Smith Gilles Scott, just as brands in the commercial sector show the quality of goods and gain public trust, in the political arena, images show the trust and good reputation of a country, and this is the biggest asset for it. And governments have a total of two major goals of image production and management: first, to provide a favorable environment for research on goals and policies in the global arena and in the relations of other countries, and second to develop the tourism industry and create a favorable environment for attracting foreign investment. The media has historically played an important role in this regard, but the formation of the global public sphere has added to the importance of their role, especially in new media such as the Internet, satellite and digital television, and transnational news agencies.

It is a combination of satellite, computer and television technologies and is less available to governments than traditional media, and due to its interactive nature and the dissemination of news and information in real language, it plays an important role in shaping global public opinion. Play. Due to this issue, different countries have invested a lot in them. Including the purposes of illustration through the media New is the increase in global credibility and trust, because with the advent of the global public sphere, people have a greater ability to determine the credibility of policies and propaganda, and their pressure to increase the credibility and accountability of governments has increased. From Joseph Nye's point of view, trust plays an important role in the relationship between the people and the government, and gaining credibility has become one of the sources of government power, and competition between different actors in this field has intensified. In other words, in the field of traditional politics, economic and military power was the key to victory, but in the age of networks, increasing credibility is the key to victory and a country's reputation is achieved through the process of persuasion and imagery, and this is more important than land, raw materials. And there are ways to achieve it. (Sajjadpour, Vahidi, 2011, pp. 86-87).

4–2 Areas of modern diplomacy

1-2-4 Cultural Diplomacy

"Cultural diplomacy is the architecture of a two-way highway in order to create channels to introduce the true image and values of a nation, and at the same time, to try to get true images of other nations and to understand their values" (Malon, 1988,

p. 12). Cultural diplomacy means the exchange of ideas, information, art, way of life, value system, traditions and beliefs in order to achieve common concepts and strengthen mutual understanding between nations and countries (Cummings, 2003, p. 1). And plays a valuable and important role in public diplomacy; Because it is a clear example of the use of soft power to influence other countries, using elements such as culture, values and ideas to encourage cooperation and then finds its true meaning and concept as a country to transfer the richness hidden in culture. And its civilization introduces and transmits it to other nations by using mechanisms and tools of the same kind. (Khani, 2005, pp. 137-138). Cultural diplomacy is also said to strive to enhance the level of communication and interaction between the nations of the world, with the aim of designing and establishing memoranda and agreements based on common values Ninkovich, Therefore, in order to transfer the culture and identity of any country through soft power, cultural diplomacy must be used The important point in this regard is the correct use of culture and cultural symbols and the components that make up culture, which for example is the most prominent component in cultural Iran" Persian "language.

4-2-2 Science and Technology Diplomacy

It is first necessary to define" science and technology diplomacy" in order to define the conceptual framework of the discussion" Science and technology diplomacy" is a combination of the two terms diplomacy and science and technology. Diplomacy in the literature of political science and international relations means "the art

of advancing and implementing foreign policy through peaceful means" (Ataei, 2010) which has a meaning against war, but sometimes war itself becomes a tool for diplomacy. At that time, there was talk of war diplomacy. Diplomacy has undergone many changes during its birth and maturity until it was divided into different branches. Initially, in the early twentieth century diplomacy was based on secret negotiations between representatives of countries, but then Since World War I, one of Wilson's 14 cases for world peace has been the abandonment of covert diplomacy and the use of overt diplomacy. After the formation of the League of Nations, the concept of" organizational diplomacy" was introduced.

It is noteworthy that there is no legal obligation in diplomatic relations between actors in the international arena, and therefore the use of leverage guarantees relations. The use of levers leads to the effectiveness of diplomacy. The gender of levers is different, but levers must be able to influence. The term economic diplomacy was introduced and used mainly in the post -Cold War era. During this period several models for the new world order were proposed, one of which was the geo-economics model. The basis of this model is based on the division of the advanced world into three blocks - the Pacific Rim and Asia led by China and Japan, the Americas led by the United States and Europe led by the European Union. It will be the giver of a new international economic order, and other countries must interact with these centers of power and wealth within this framework in order to use its revenues for national development. Thus, by this definition, economic diplomacy is generally contrasted with classical or traditional diplomacy, which prioritizes political relations based on economic relations and preferences. After the 70s and, the most important concept addressed in the various disciplines of the social sciences was "globalization," one of the hallmarks of which was the increase in interpersonal communication and the blurring of political boundaries. It is during this period that concepts such as" public diplomacy" soft power "," media diplomacy" became popular. (Kachueian,2008). By mentioning this introduction, it can be seen that at any time, according to its evolution The concept of diplomacy has been combined with that tool, and a new concept has been created that expresses a new way of pursuing the foreign policy of countries.

Technology is defined in the best definition of ability by explaining that technology is the ability to change a process or operation. And none of the above components alone can create the desired competitive advantage (Mirzaei and Abdi:2003). The goal of technology is to master nature and develop human capabilities. In many places the development of technology is based on trial and error not on scientific formulas, and the scientific reasons are known later. (Tabatabaei, 2004, p. 31) Undoubtedly, it can be said that in the development of the last few decades on the world stage, one of the main variables of progress has been the development of technology. Advances in military technologies, the most prominent of which are the production of nuclear weapons, the launch of satellites and space conquest by humans, the development of communication technology and the transfer of information, the fruits of which are the expansion of people-to-people communication,

mass media and increased exchange rates. Information is global Also in recent decades, new sciences and consequently new technologies have been introduced to the world, such as Nano.

4-2-2-1 Areas of application of science and technology diplomacy

diplomacy can be considered in four ways Use of science and technology for diplomatic purposes means that science and technology as diplomatic assets and tools. For example, Japan's cooperation with developing countries on global issues such as climate change, or the United States' effort to support Japan in creating new jobs for nuclear scientists in the former Soviet Union. Nuclear weapons were active. Another example in this regard is the sanctions imposed on the Islamic Republic of Iran, the core of which is the sanctions on various technologies.

Diplomacy for science and technology: This means using the capacity of diplomatic relations for the development and advancement of science and technology within the country.

Science-Based Diplomacy: Refers to the growing process of scientific input into the construction and implementation of diplomacy. Science can increase the validity and legitimacy of diplomatic policies for example, the use of IPCC in climate change negotiations or the use of information technology in the pursuit of diplomatic relations (digital diplomacy). It should be said that these changes are normal in diplomacy, and diplomacy cannot be considered the main variable in these changes. Therefore, this definition and meaning of science and technology diplomacy will not be considered by us.

Science and Technology as a Source of Soft Power: As Joseph Nye puts it in his definition of soft power, "soft power" is the ability to achieve what is desired by gravity, not by coercion or bribery When you can get others to accept your ideals and do what you want them to do, "he says". In this case, you will not have to spend a lot of money to implement the policy of hooch and stick to direct them (Nay, 2008, pp. 24-25).

For example, we can mention the promotion of Japan's face due to its scientific and technological achievements. Or the charm that Western countries have been able to find for themselves (Dickson, 2010), for the system of the Islamic Republic of Iran, which according to the Vision 1404 document should be inspiring in the Islamic world (Vision document of the Islamic Republic of Iran) It is important. But because this is after the impact of science and technology diplomacy It is indirect, but we do not address it as important.

3-2-4 Cyber diplomacy

The rapid growth of communication technologies such as satellite and cable television, fiber optics and wireless communications, and the inability of official diplomatic apparatuses to compete with the media, has led governments to face the fact that a new form of diplomacy using Cyberspace has entered the realm of international relations, and cyberspace, due to its uncontrollable nature, is a phenomenon that can well be described as a strategic and decisive element. A phenomenon to which a new page is added every day and affects all areas of human life This diplomacy envisions a future in which the diplomat, as a natural or legal person,

formally submits his or her credentials through the website and e-mail and performs all his or her duties in the same way (Vista, News ID: 279546).

In fact, it can be said that raising the level of information of governments in the third millennium, there are several methods, one of which is the use of inputs in cyber diplomacy. Cyber-diplomacy in the simplest definition, the use of information technology tools And Communication of the day is to explain, expand and improve the effectiveness of a country's diplomatic apparatus in cyberspace. In cyber diplomacy, the audience, both domestic and foreign, are all members of the third millennium information society, which has more than one billion members (Hadiyan & et al., 2013).

Therefore, those who work in this field should know that their audience is one or a group of family members of one billion cyberspace users. Cyber-diplomacy aims to present the domestic or foreign policy of a country in different areas related to it, in a different environment from the inputs of the traditional structure. For example, in the election of the third council of Tehran, which brought hundreds of thousands of candidates, despite the fact that the necessary tools in Iran's cyber diplomacy were already designed, the registration and qualification process of Candidates could be directed electronically to the website of the Ministry of Interior or the governorates of the provinces.

4-2-3-1 Cyber diplomacy and e -government

a cyber-diplomacy body whose program is to mobilize and direct government-oriented IT programs in relation to the IT body of other countries. Even after e-commerce and e-banking in Iran gained considerable speed and growth, the regulation of government relations in this area with the world's economic and commercial centers, based on the principles of Iran's foreign policy, should be regulated by Iranian cyber diplomacy, otherwise experts E-commerce or webmaster is a government site that does not have the ability to define and adjust communication levels and layers. Cyber diplomacy is actually part of the body of e-government. It is part of the overall structure of the virtual government in a country. In fact, if e-government is driven by a weak body, a scattered trustee, and a pointless program what can be expected from cyber-diplomats is the amount of cross-sectional content production on government websites! While when there is a coherent e-government, the cyber-diplomacy of a country also moves in line with its goals and becomes a factor for fulfilling the demands of e-government in the international arena (Amini,2014, p. 104).

The emergence of international communications with everyone many to man, accelerating time-consuming diplomatic processes, imaging capabilities, soft power, strengthening global communication and information infrastructure are the most obvious results of the impact of new communication and information technologies on diplomacy and politics. Is foreign.

Governments may have had to hold numerous seminars and debates in the past to persuade public opinion, but based on soft power, policies must communicate their

messages indirectly. Over time issues related to new ICT technologies and the impact they have on international issues, as well as the need for diplomacy and the negotiation process, will become clearer, leading to the need for infrastructure. New research will become more and more visible. Therefore, a strong cyber-diplomacy can be defined and recognized only in the form of government based on coherent ICT inputs (Tabatabaei, 2016, p. 128).

4-2-4 Explicit diplomacy

The term "open diplomacy" was first coined in 1965 by Dean Edmund Gallion, a professor at the Fletcher School of Law and Diplomacy at Tufts University, and is one of the hallmarks of modern diplomacy. This form of diplomacy, by influencing and influencing the public attitudes of the people through the mass media, affects the formation and formation of public opinion, followed by the foreign policy of each country… Open diplomacy is used against covert diplomacy and can interact between the interests of private groups in one country and private interests in another, reporting on foreign affairs and their impact on domestic policies, and communicating between those in any way involved. There are areas of communication, such as diplomats and foreign delegates, and eventually intercultural communication processes. Of course, this type of diplomacy is more of an attribute to express the nature of diplomacy but because the mass media itself eliminates covert diplomacy; it can also be seen as a form of diplomacy. Explicit diplomacy deals with the influence and influence of public attitudes on the formation and implementation of foreign policy. This diplomacy transcends the common dimensions of

international relations and goes beyond traditional diplomacy. Shaping public opinion in other countries, interacting between the interests of one country's private groups and private interests in another, reporting on foreign affairs and their impact on domestic policies, communicating with those whose job it is to communicate, such as diplomats and envoys Externally, intercultural communication processes are among the elements of this diplomacy (Andisheh Club website, news code :45645).

According to Hans N. Touch, author of Communication with the World, overt diplomacy is defined as:

Formal government efforts to shape the overseas communications environment in which US foreign policy is pursued in order to reduce the degree of misunderstanding and complication that complicates US relations with other countries. In general, open diplomacy refers to government programs aimed at informing or influencing the public opinion of other countries (Kharazi, 2013, p. 15).

According to a study conducted in the Library of Congress on the US Senate Foreign Relations Committee on International and Cultural Programs and Activities, the term open diplomacy was first coined in 1965 by Dean Edmund Gallion of Tufts University's Fletcher School of Law and Diplomacy. Application. The event follows the establishment of the Edward. R. Moro Center for Open Diplomacy at the Fletcher Facial School. Took. In one of its first pamphlets, the Moro Center defined open diplomacy as follows: Explicit diplomacy deals with the influence of public attitudes on the formation and implementation of foreign policy. This diplomacy covers the (common) dimensions of international relations and goes beyond traditional diplomacy. Shaping public opinion

in other countries, interacting between the interests of one country's private groups and private interests in another, reporting on foreign affairs and their impact on domestic policies, communicating with those whose job it is to communicate, such as diplomats and envoys abroad; According to Hans N. Touch, author of Communication with the World, overt diplomacy is defined as: Formal government efforts to shape the overseas communications environment in which US policy is implemented in order to reduce the degree of misunderstanding that complicates US relations with other countries. In general, open diplomacy refers to government programs that aim to inform or influence the public opinion of other countries (Andisheh Club website, news code :45645).

5-2-4 Citizenship of Diplomacy

field of international relations and diplomacy has been accompanied by rapid developments in recent decade… In the context of this development, governments, which were considered the most important and perhaps the only actors in this field, although still maintaining their position as the most important actors in this field, but due to the complexity and breadth of the international arena, new actors Because international organizations, local and city governments and governments, non-governmental organizations, etc. have emerged, and this field has actually become global politics.

With the emergence of these new actors, the field of diplomacy has also developed and along with traditional or political diplomacy common in the past decades, he

pointed out new forms of diplomacy, including public diplomacy, which include cultural diplomacy, media diplomacy, artistic diplomacy and etc. (Azari, 2015, p. 202).

In this regard, one of the most modern types and forms of diplomacy is citizen diplomacy, which is based on the concept of citizen-diplomat, which is a set of conscious actions and reactions of citizens of a country to achieve national, regional and international goals and interests in the international arena becomes. This concept, which is a special connection with people-to-people diplomacy, is an arena, a platform and a possibility in which citizens act and act as new actors in the international arena. According to the concept of citizenship diplomacy, elite citizens who have transnational movements and actions in any area of society's specialty are considered diplomats. It is designed to promote a culture of peace tolerance and non-violence, and to identify prominent figures in the world in this area. It provides a suitable ground for thinking and exchanging opinions and improving the level of cooperation in this field. It can be considered in line with citizenship diplomacy and is one of the prominent examples in the field. In fact, the UNESCO Madanjit Singh Award for promoting tolerance and non-violence is an arena for peace diploma on-violence, in which it is even more possible to appreciate outstanding activities and actions in promoting a culture of peace and non-violence and exchange of experience… This field is provided from different countries. This award provides an opportunity for activists and elites in this field to find ways to expand cooperation and reach common solutions to address common issues while thinking and exchanging ideas.

International peace and security as an ideal of the international community requires efforts, actions and cooperation at all national, regional and international levels with the role of all actors (Seyed Alavi, 2012, p. 106).

In this regard, the Republic of Iran, as a committed member of the international community, has always had effective actions and movements. At the 68th session of the UN General Assembly, the President of the Islamic Republic of Iran, the President of the Islamic Republic of Iran, presented an innovative and privileged idea of the world against violence and extremism, which was widely welcomed by the international community and the basis for a resolution. By the vote of all members except one member the call of the world to fight violence and extremism by the Islamic Republic of Iran, based on the principles of religious and national culture and the principles of foreign policy, as well as understanding the bitter realities of the world is full of violence and extremism today. In such an atmosphere and based on the same strategy of the Republic of Iran, in recent years, good citizenship movements have been carried out to promote the idea and strengthen its scientific and cultural support. Gary as common pain today Human society is of special importance and has made the Republic of Slab May one of the countries present to be nominated for the UNESCO Prize for promoting tolerance and denial of violence (Artist Newspaper, 8/26/1695, News ID:7707).

4-2-6 Media diplomacy

Many leaders and officials have not yet adapted to the new realities of global communication. Foreign policy experts, intelligence officers, secret agents, and diplomats have delegated many of their traditional functions to journalists and the media. Spokespersons, media diplomats, and communications experts have increasingly played an influential role in the internal affairs of their governments, and even more so terms such as "news agencies report" are now among the significant citations that Policymakers and politicians often resort to it to validate public opinion. Policymaking is no longer possible without the use of the media, and the media cannot cover international affairs without the cooperation of the government.

Media coverage of events conveying real information to the public as well as breaking public opinion on issues The State Department helps to clarify scenarios, and by analyzing data and evaluating decisions and executions, they create a kind of interaction in countries' foreign policy. The media has largely played the role of a tool for political propaganda by governments. They play the role of justifying public opinion in the field of foreign policy by defending foreign policy and by valuing and valuing inducing a message and highlighting, in order to legitimize government policies and conveying the messages of countries' diplomats to world public opinion. To. In this role, they spread the culture, ideas opinions and propagate the ideology and foreign policy ideas of countries. Sometimes the media, instead of providing news, provide analysis and interpretation that is more about awareness and education for a global audience. In this role, the media understand the different dimensions of political issues and currents with their national and transnational audiences. The media also represents civil society organizations, NGOs, multinational corporations and public opinion; They

play a major role in increasing the transparency of foreign policy issues. They are the eyes of the above groups and the means of putting pressure on politicians to hold them accountable. Holding press conferences and press conferences effectively provide this ground for the media (Kimiaei, 2015).

B Theoretical approach: constructivism

5-Introducing the theory

One of the important theories in recent decades in international relations is constructivism or constructivism, which is not only important in international relations in terms of its content, but also in the sense that it is an effort in the field of trans theory. Is. If we consider constructivism in an analytical framework, we must first consider that despite the more or less significant differences that exist between constructivists in this field, we can see that they also have similarities that sum up them in a way. In terms of transtheoretical issues, it places the naturalists-positivists on the one hand and the mainstream namely realism and liberalism.

People live within interacting social groups (ethnic, national, ideological, gender, cultural, religious etc.). Including governments, and interact with each other. These groups, which include leaders; They act in a way that creates, perpetuates, and changes their living environment. Do not, Structures Existence They will not (Klutz and Lynch, 2017, p. 21). Constructivism describes the interrelationship between the actions of people and the influence of societies in the formation of these actions as the "mutual construction" of structures and agents.

Subjective vision: In the constructivist view, intersubjective perception includes structures and agents. These norms, laws, meanings of languages, cultures and ideologies are social phenomena that create identities and guiding action. The existence of these social phenomena requires that more than one person accept them and define their people by referring to them. Inter subject perception is more than the algebraic sum of individuals' beliefs. For example, the use of money requires the common acceptance that signs can be used to exchange goods This requires a general agreement between buyers and sellers (Klutz and Lynch, 2017, p. 22).

- Background: Because inter subject perception varies in different regions, over time and in hierarchy Constructivists place their research questions in social, historical, and spatial contexts. To understand how meaningful change affects people's lives in specific areas and periods, and to assess people's potential for changing conventional practices. Researchers should avoid using objectified, essentialist or static perceptions of culture that prevent change; to refuse. For example, one might describe contemporary capitalism as an ideology in which the concept of money is based on the exchange rate not gol, instead of slavery, legitimacy is the work for which wages are paid. But capitalism, like any other ideology, gradually shows itself in a different way (Klutz and Lynch, 2017, p. 24).

- Power: due to the coexistence of multiple meanings that are often in conflict with each other Constructivists ask why and

how in a given context, certain actions take precedence over other actions. Dominant intersubjective perception such as What Caused Could be America and Soviet Union During the war Cold enemy rather than allay are defined as powerful concepts; Because they created the interests and identities of people and also form interpretations of behavior (Klutz and Lynch, 2017, p. 26).

According to Nichols on off, constructivism begins with functions, that is, what is done, actions that are done, and words that are said (Hadiyan, 2003, p. 918).

The first change was the emergence of the none debate, which included It is a debate between neorealism and neoliberals. Appearance change, A series of new approaches, such as the theory of postmodernism, the theory of feminism, and the critical theory, which legislated and explained world politics, constructivist theory in response to both theories Through the middle way, he expanded his point of view (Ebrahimifar, 2009, p. 78).

The rise of social constructivism in international politics has in fact been an attempt to bridge the gap between rationalism and critical approaches. Constructivism is a new approach to the role of rationality in the collective situations and phenomena of human beings, and just as it emphasizes material and social structures, it also considers normative and spiritual structures important. In terms of philosophical idealism, this approach does not rely solely on material conditions and forces, but considers ideas and thoughts. In other words, according to this analysis, it is governments and policymakers who make sense of physical factors such as land, weapons, and so on.

Constructivists focus on beliefs between minds and doctrines of knowledge, while they hold that the interests and identities of human beings, as they perceive themselves in relation to others, are shaped by the same common beliefs. Are taken and explained. Under these conditions, tools such as collective social institutions, such as government rule or a state of turmoil, are formed based on the perceptions of the actors and can be made and paid for by their minds. The main point in the constructivist approach is that international politics cannot be reduced to a series of interactions and rational behaviors and purely material and institutional frameworks at the national and international levels, because the interaction of states is based solely on a series of interests. Established nationals are not formed, but over time, as a kind of behavioral pattern, are formed through identities or cause the formation of identities (Ghavam, 2009, p. 222).

5-1 Constructivist methodology

To explain the importance of conceptualization as a key element in methodology, we compare the use of two groups of constructivists from different types of discourse analysis. These constructivists have used discourse analysis to create interdisciplinary perspectives on "strategic culture." A book that is clearly at the end of the positivist side of the epistemological spectrum; National Security Culture Book It uses sociological concepts that use hypotheses and generalizations. In contrast, the book Cultures of Insecurity explicitly uses anthropological perspectives (klutz and Lynch, 2017, p. 35).

Concepts: Constructivists consider "security" more of a relationship that is historically conditioned by culture; Not an objective feature determined by the distribution of military capabilities. But as soon as scholars allow cultural change over time or space, a door opens to conflicting worldviews, not necessarily a single or cohesive culture prevails (Klotz & Lynch, 2017, pp. 36-37).

Tools: Do the differences between the sociological and anthropological types of constructivism create a deep methodological gap between them? In our opinion, no. Evidence in policy discourse, such as public commentary, confidential political debates, and interviews, can come from both positivist and postmodern formulations. Support positivist security studies.

Content analysis can be used from a historical perspective to determine how specific terms find particular prominence at specific points in time and whether their application expands geographically Comparing frameworks by putting each in front of its alternatives adds depth to the analysis and avoids the risk of forcing a particular framework to appear "weak" or "strong". Framework analysis because it relies primarily on the actors' own representations of a situation; It emphasizes instrumental agency more than narrative. Metanarrative analysis reminds us that nothing causes the inherent superiority of one framework or actor over another. (Klutz and Lynch, 2017, p. 88).

Impact Assessment: Perhaps the main level at which analysts should consider an actor successful is when that actor framework prevails. Researchers can record the emergence of keywords in a framework in

the discourse of other actors and track the timing of the emergence of these words in political discourse to prove that the discourse actually originated from the first actor. Recognition of this difference returns the researcher to the relationship between the framework and its opponents Constructivists must the goal-oriented traits remain sensitive. Analysts should also keep in mind that not all actors seek change, and their frameworks can reinforce the status quo (Klutz and Lynch, 2017, p. 88).

Constructivism believes that not all interpretations are equally supportable, (Klotz and Lynch 2017, p 39). The choice of criteria for measuring "accuracy" reflects hypothetical assumptions that underlie the definitions of key concepts (Klutz and Lynch, 2017, p 40). Generalization: Regardless of the use of specific social science terms or critical theory, constructivists are skeptical of absolute generalizations and prefer contextual analysis. The nature of the academic system, including rankings and the participation of academic counterparts in the evaluation of scientific works, means that scientists are constantly judging the quality of research (Klutz and Lynch, 2017, p 42).

5.2 The importance of semantic structures in international politics

The main focus of constructivists is the emphasis on the role and position of semantic structures, ideas norms, and common intersubjective values in the analysis of international politics; While realists emphasize "material structures and the distribution of power in the international system ", Marxists emphasize the

"material structures of the global capitalist economy" as determinants of the behavior of states and their actions in foreign policy. In this view, what shapes human social structures are common ideas and beliefs, not material forces; It is through these common beliefs that the "identity" and "interests" of the actors emerge. Normative structures, metaphors, and semantic systems determine how actors interpret their material environment from this perspective, international realities are identified by those epistemological structures that give meaning to the material world, and actors act on other subjects and actors according to the meaning and concept that those subjects create for them (Karami, 2004, A: p. 162).

Semantic and normative structures influence the behavior of actors and countries through imagination communication, and constraint, and shape their identities and interests: First, immaterial and normative structures influence the definition of the domain of capabilities of countries. That is, how they think and imagine what they can or cannot do determines the perceptual limitations and limitations of their actions and the perceived strategies that countries have for achieving their goals and interests. Second, semantic and intellectual structures affect the identity and interests of countries through communication. When A decision -maker or a country tries to justify its behavior, resorting to established norms and values of legitimate behavior. Third, normative and semantic structures, even if they cannot influence the identity and interests of countries through the above two means of imagination and communication, impose restrictions on the behavior of countries (Smith Reeves,2005,199-198). For example, anti - oppression norms. The oppressed, who are the dominant norms in

the foreign policy of the Islamic Republic of Iran, to a large extent limit the scope of its interaction and relations with the countries that support the Zionist regime, such as the United States and some European countries.

5-3 Mutual development of structure and agent

Another important issue in the ontology of constructivists is the relationship between structure and agent, which has penetrated from sociology to the realm of international relations. The main question of the structure-broker is, "what is the structure Does it matter in social life? "The two main answers are: "individualism" and "holistic" or structuralism." The claim of individualism is to explain social sciences must be reduced to the characteristics or interactions of individuals who exist independently of each other. Total Seismism argues that the effects of social structures cannot be reduced to existing independent agents and their interactions, and that these effects include the construction of agents to the causal meaning of both It has a formative meaning (Went, 2005, p. 40).

New Theories in International Relations Kenneth Waltz's realism and Wallenstein's theory of the world system are among the structuralist theories. In contrast, Wallenstein's theory of the world system is one in which existence precedes the capitalist world economy system, in which governments have a secondary aspect to structure, and it is this structure that reproduces and consolidates states through the mechanism of unequal division of labor and Bourgeois a contract that owes its effort. Contrary to these two interpretations, the theory of "constructs the theory is that

Anthony Giddens is an English sociologist. Constructivism seeks to strike a balance between emphasizing the position of the structure of the international system and emphasizing the role of agents or units in international relations.

Construction does not give existential precedence to any of the structures or agents, but emphasizes the mutual consolidation of the structure and the agent. On the one hand, it is the agents and governments whose actions are to be reproduced and consistency leads to structure, and on the other hand structures are composed of the relationships they give to agents and governments (Wendt, 1987, pp. 337-338).

5-4 Identity and its effect on the formation of interests

Identity in its simplest definition is "what is everything" or in philosophical terms, "everything that turns something" into what it is (Moshirzadeh and Masoudi, 2009, p. 254) In another definition, identity means relatively fixed understandings based on a specific role of oneself and expectations of others (Hadiyan, 2003, p. 921). Constructivists by using the category of "identity" in the study of international relations believe that identity At the same time, they reinforce rational choices, and it is the normative patterns of international politics that shape them : identities cannot be defined in isolation from their social context, they are inherently "relational" matters And should be considered as a set of meanings that an actor attributes to himself by considering the perspective of others as a social object(Moshirzadeh, 2007, p. 332).

Explaining how identities are formed in social interactions and contexts, went argues that role-based identities are meanings that actors ascribe to themselves when they see themselves as objects - that is from another perspective. Thus, when the "self" takes the perspective of the "other" in an attempt to predict the behavior of the "other", it consolidates itself in a certain way or places itself in a certain position. In this context, who the "self" is in this interaction is not independent of who the "self" thinks in the opinion of the "other", who is the "self". In this case, these self -understandings are in a sense within the mind of the "self," but they become meaningful only because the "other" affirms them, that is, because of social relations. Went cites an example for further explanation; Anyone can consider their identity as "president" at any time, but he cannot be president, and his ideas about himself will be meaningless, unless others share this idea with him (Went, 2005, p. 9).

In Identities are the basis of interests, and each particular identity requires particular interests. For example, having the identity of "Revolutionary" has certain interests that are different from the interests of the identity of "Liberal Democracy" for another government. Is. Constructivism follows the sociology of the relationship between interests and Identity by the concept of "role" Analyzes and explains. National role, "is the definition given by policymakers and Decision -makers to perform various types of decisions, commitments, rules and actions appropriate for the country and the tasks and functions that it must perform in different thematic and geographical conditions, and it is recognized

by other countries as well" (Dehghani Firoozabadi, 2008, p. 246).

5-5 Norms and identities in constructivist theory

In constructivist theory, identities, norms, and culture play an important role in world politics. Identities and interests of states are created by norms, interactions, and cultures that determine the subject master of states interaction.

In general, constructivists believe that the equation of power and security has changed in the logic of modern convergence. In this regard, power is associated with different indicators from the past Countries cannot design their strategic behavior without the military equation. The context to establish the connection between the internal components and International provides.

Constructivists' approach shows that norms as collective expectations determine and recognize identity and thus create them. In their view, international expectations have a great impact on the interests of domestic politics and the identity of actors, but the choice of national actors It also affects international structures, so the attempt to link domestic and international systems is one of the major approaches of constructivists, and this has led them to link the effects of internal and external security of actors to each other.

In the constructivist theory of identity is of special importance, identity is the understandings and expectations of the self that are specific to the role. In essence, identity cannot be defined separately from its social context. In general, social identity is a person's self-perception in relation to other

actors who in this way produce special interests and shape the decisions of decision makers (Ahmadi, 2010, p. 139).

Government constructivists A social actor is known as a social actor, his identity and interests are predetermined (Heydari and et al., 2009, p. 176). The identity of governments can have a stabilizing and changing role in two general levels, which are:

Norms and meanings of internal mental fear that include political culture, public opinion, the constitution and party views. Norms and structures that include international law, international organizations and procedures.

The normative pattern affects identity. Identity also reinforces rational choice and allows the nation to categorize other actors. Create a hierarchical reality of oneself and another based on which a friend or foe is identified to Be (Brick, 2011, pp. 60-61). According to the contents and the presented analyses, it can be concluded that constructivism is the middle way in terms of content, and in this way, there is a way to study and critique, and we also continue to follow the same principle. We will pay for this important.

5-6 Structuralism as a middle ground

As mentioned, constructivism is called middle ground in terms of content. This means that it is in the middle of two main currents and paradigms of theories of international relations, namely realism and liberalism. In other words, constructivism derives some of its assumptions from realism and some from liberalism. Assumptions such as governments as the main actors in the structure of the international system, the anarchic structure of the

international system, national interests, survival and self-help are concepting that constructivist derive from realism. In addition, assumptions such as cooperation evolution, and spiritual norms There are assumptions that the constructivists owe to the theory of liberalism and its divisions. (Ghavam, 2009, p. 223).

Constructivism is important not only in terms of content, but also in the field of trans theory. Many theorists of international relations have considered constructivism as a middle ground alongside the approach of the English school or the international community. Therefore, in terms of content, this approach is between the two main paradigms and currents, namely realism on the one hand and idealism on the other. But from a theoretical point of view, it is in the middle of the spectrum of naturalists and positivists on the one hand and poststructuralists on the other. (Moshirzadeh, 2006, p. 323). In other words, constructivism seeks to bridge the gap between rationalist approaches such as realism Liberalism, neorealism, neoliberalism, and reactionary schools such as postmodernism, feminism, and the Frankfurt School of Criticism.

In relation to the social sciences, constructivism potentially seeks general changes in the understanding of social reality. They emphasize the interrelationships of nature and human cognition and propose a view in the social sciences that does not challenge science, rationality, and modernity, but largely harmonizes science with a constructivist understanding of social reality. The view of the constructivist approach to social inquiries stems from the hypothesis that material structures find meaning beyond definite biological necessities, and only through social concepts and through interpretation. In this regard, it should be said that constructivism is a new, evolving theory that combines perception and interpretation to adopt a scientific approach in international relations. Therefore, according to this school, science and interpretation are not fundamentally two different methods for different purposes Next, it should be noted that constructivists are in fact the first group of political theorists to base the theory of international relations on explicit metaphysics. And put social theory. Thus, the constructivism of international relations has led to new questions about the role of identities, norms and scientific concepts in ensuring national security, about institutionalism and international governance and about the social construction of new non-military transnational and territorial terrifies.

Framework analysis, which was initially a reaction to materialist and rationalist assumptions in the field of social movement, seeks to unravel the complex relationship between actors, goals, and behavior by focusing on the production of meaning as a kind of restraint. Application, for example, in transnational social movements that seek to influence international organizations and governments within international regimes; It consists of two stages: Researchers first examine the production of discourse by analyzing the content of specific frameworks. They then evaluate the effects of these frameworks on actions. The adaptation of the discourse and behavioral dimensions of these effects requires the existence of extensive criteria for success and failure (Klutz and Lynch, 2017, pp. 138-139).

Constructivism sets out a range of processes that may change the very nature of governments as actors as well as their specific goals and political choices. Constructivist research tends to follow one of two perspectives by reflecting on issues in speech action theory. A group based on the theory of communicative action focuses on the general exchange of ideas. The other group to more severe inequalities of Power pays attention to this exchange and calls them language games (Klutz and Lynch, 2017, pp. 148-149).

Conclusion:

Modern public diplomacy and international public relations are both influenced by the new international environment. With the increasing involvement of non-governmental actors, the global co-operation resulting from the global use of global communication and information highways has provided a new opportunity for the development of diplomatic thinking in the international arena.

If the emergence of transnational and multinational actors, especially transnational and multinational corporations and multilateral organizations, during the development of liberalism, led to a great deal of co-reliance and the strengthening and expansion of international organizations, now a new generation of actors is involved. Such as the new media, electronic communications services, and human rights organizations, environmentalists, groups, and genuine independents who claim to be independent of a particular government and have a transnational identity; They create a global connection and with their international behavior seek to redefine a new order for the world by connecting with their like-minded parties. They also create a global connection by creating invisible networks in political, economic cultural, social and ... Results There have been many, the most important of which is the emergence of new strategies in the field of public diplomacy and international relations of countries.

Regarding constructivism as a theoretical approach of this research, it should be stated that from the point of view of this theory, it is necessary to introduce collective norms into the internal system and political plans as the main actors of international relations should be through the expansion of communication and interact to conform to these norms governing international relations. In fact, constructivists believe that the international community is shaped by certain norms and rules. They argue that currents in the field of international interaction all regard norms as criteria for the rational and rational interests of independent political units, and that it is these beliefs and norms by which interests take objective form. In fact, the rules and norms It is considered the basis of relations and is based on determining which actors and by following what principles, produce the desired practical and objective results in the field of international relations. Accordingly, constructivists emphasize the interaction between international politics and domestic politics, which in the process of interaction constitute the international community. Thus, constructivism is a bridge between those who see international relations as a set of realities and those who seek political and social life within the international arena.

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