

Artificial Intelligence (AI) as an Instrument of Public Diplomacy

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DOI: [10.22178/pos.129-10](https://doi.org/10.22178/pos.129-10)

LCC Subject Category: J(1)-981

Received 20.03.2026

Accepted 27.04.2026

Published online 30.04.2026

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Abstract. Diplomacy and technology are distinct terms and fields, but when combined and coordinated effectively, they can yield great results, especially in the modern era. Technology, artificial intelligence (AI), and public diplomacy form a nexus with very concrete effects in the international arena. In this paper, we have analysed artificial intelligence (AI) as an instrument for public diplomacy in technological transformation and communication in the international arena. By clarifying public diplomacy, soft power, and artificial intelligence, this study examines how states can leverage these tools to advance their interests and shape their image in the global arena. The methodology of this paper is mainly qualitative. It is based on a descriptive and comparative analysis of academic literature, relevant studies, official documents, and developments, examining the application of artificial intelligence in public diplomacy. The methods used in this paper include content analysis and thematic analysis of communications, digital intelligence, and theoretical analysis of the impact of artificial intelligence on processes and outcomes in modern public diplomacy.

The findings in this paper suggest that Artificial Intelligence (AI) represents a transformative tool for modern public diplomacy. The use of AI in public diplomacy requires a balance between technological development and innovation and international democratic principles to maintain trust and legitimacy in international communication. Public diplomacy and the use of artificial intelligence in modern times provide a basis for great success.

Keywords: Public diplomacy; Artificial Intelligence (AI); risks; opportunities; technology.

INTRODUCTION

Recent technological developments have changed the flows and methods of communication at the national and international levels. In this context, artificial intelligence has emerged and advanced as one of the most important and effective technologies to date, affecting many areas of society, including diplomacy in general, with particular emphasis on public diplomacy.

The use of artificial intelligence (AI) enables the collection and analysis of vast amounts of data, the identification of public opinion, the selection and qualification of data, the improvement of strategic international communication between countries, and, in general, with the global audience.

Artificial intelligence is a powerful, fast mechanism that can analyse all the data at its disposal

and provide the best possible results and solutions. Based on this achievement and development, it undoubtedly has its shortcomings and mistakes. So the use of artificial intelligence without positive outcomes can also have negative consequences.

Diplomacy, in general and with an emphasis on public diplomacy, is a "sensitive" and very important field for countries and states. The development of international relations, as well as developments in diplomacy and diplomatic cooperation, constitute a very broad and important field in this regard. Given this, policymakers and diplomatic institutions must carefully control how they use and cooperate with artificial intelligence.

The purpose of this paper is to analyse and elaborate on the scientific level the role of artificial intelligence in the development and advance-

ment of public diplomacy. Also, this paper focuses on the evolution of public diplomacy through technology and its impact on global international communication. In particular, the paper examines the historical development of artificial intelligence and its gradual integration into modern diplomatic practices, with emphasis on its theoretical and practical uses in public diplomacy. The interconnection in this analysis is always between artificial intelligence and public diplomacy, and we have attempted to elaborate on the concrete and strategic uses of the latter.

Public Diplomacy And Soft Power. Public diplomacy is a strategic component of foreign policy that aims to influence the perceptions and behaviours of the international public through non-military, non-patriarchal means [1]. It differs from traditional diplomacy because it focuses on communicating with the public and building the state's image, rather than being limited to state-to-state agreements. In this context, soft power is presented as a key tool of public diplomacy, allowing states to achieve strategic objectives through cultural, ideological and political influence [2]. Countries that enjoy these privileges can use this strong strategic connection to their advantage. By integrating these three elements through public diplomacy, they achieve positive, long-term results, especially when they coordinate them with technological developments.

Public diplomacy, which encompasses digital diplomacy and technological developments, is an effective instrument that has evolved and serves certain interests and purposes. This instrument, developed in collaboration with technology, if used correctly and with clear goals, delivers great results and strong competition on the international stage.

Public diplomacy functions by being well-planned, with clear, long-term goals and objectives, to achieve the best possible results for the state [3]. Public diplomacy and the use of soft power yield good results for countries that employ them effectively, in ways that are coherent with their power and influence.

The concept of soft power is closely related to a state's ability to shape preferences and perceptions without resorting to force. Author [1] argues that soft power is more sustainable and effective in the long term because it creates legitimacy and international sympathy. This approach is particularly important for countries seeking to build an

international identity and gain support for domestic or regional issues.

RESULTS AND DISCUSSION

Public Diplomacy And Artificial Intelligence (AI). Public diplomacy, as we have explained above, is a process by which a state communicates with the public of another country through various legal channels to influence perceptions and image, build trust, and advance and display the state's national interests, both openly and in closed settings. Public diplomacy has recently found strong support and the means to influence through technological development.

The era of technology and information is developing and advancing at an uncontrollable, increasingly rapid pace, affecting all spheres and conditions of life. These developments and innovations have also affected the field of diplomacy [4]. The evolution of diplomacy through new phases and methods, driven by technological progress, has brought various benefits [5]. In the digital age, the use and advancement of new technologies, especially with an emphasis on Artificial Intelligence (AI), are transforming how states and countries plan, implement, and evaluate their international communication strategies in line with their interests and strategies.

Artificial Intelligence (AI) is a branch of computer science that develops systems capable of performing tasks that usually require human intelligence and sustained, clear focus, such as learning, reasoning, problem-solving, and the perception and processing of natural language. All of these together constitute a difficult, often overly complicated system for human perception in a given real-time and domain. According to the authors [6], AI is the study and construction of intelligent agents and systems that perceive their environment and act in ways that maximise the achievement of their objectives.

Another definition emphasises that AI includes systems that imitate human cognitive processes through algorithms and data analysis [7]. In practice, this is achieved through techniques such as machine learning, which trains the system on data without being explicitly programmed for each situation, and deep learning, which uses artificial neural networks for complex tasks such as image and voice recognition.

Based on many definitions and analyses of artificial intelligence, we can derive and elaborate on its use and accuracy when combined with certain fields, with particular emphasis on public diplomacy. Artificial intelligence is a revolution of the times which has impacted and is transforming various fields and spheres.

Artificial Intelligence (AI) is transforming global economic, social, and political structures. It is considered a disruptive technology, comparable to electricity or the internet, due to its potential to impact many sectors simultaneously [8]. Through actions and process automation, large-scale data analysis, and improved decision-making, AI increases institutional productivity and efficiency by providing fast, advanced, and accurate facilities and productivity.

In general, we can say that AI is a multidisciplinary field that combines computer science, mathematics, statistics, and cognitive sciences to create systems that operate, simulate, or exceed certain capabilities of human intelligence by performing tasks more efficiently and at higher levels of operation and processing.

Public diplomacy and Artificial Intelligence are already structurally intertwined. AI increases analytical capacity, improves strategic communication and strengthens the soft power of states. However, policymakers and international organisations must balance their impact with strong ethical and regulatory standards to guarantee transparency and trust in international relations.

Given the visibility, future time horizons, and high levels of technological development, in the near future, the ability to integrate AI into public diplomacy strategies will be one of the main factors of competition in the international arena between states. Technologies such as AI will have a crucial impact.

Role And Opportunities. The role of artificial intelligence (AI) in public diplomacy can be broad, multidimensional, and very helpful. Using AI, public diplomacy can analyse global public opinion. Using AI, we can collect and analyse big data from minds, social networks, digital platforms, digital publications, perceptions, and many other digital activities. All of these can be used and analysed quickly to yield concrete perceptions, narratives, strategies, and action-oriented goals at the international level.

Through these analyses, using AI as a public diplomacy tool, states can design effective goals and objectives to achieve adequate outcomes.

AI enables audience segmentation and the creation of messages tailored to cultural, political, and social contexts, increasing the impact and effectiveness of communication [9]. Organisations carry this out quickly and in a standardised way, making it both simple and highly effective, especially when analysts must examine influence strategies clearly and precisely across many areas and aspects.

AI systems can analyse data from social networks, the media, and official reports to identify early signs of crises, such as political tensions, diplomatic incidents, or outbreaks of disinformation, allowing governments to intervene before a situation escalates [10]. Artificial intelligence can be used as a strategic tool in public diplomacy crisis management, making it easier to identify risks early and predict different scenarios.

The possibilities offered by AI are numerous. Starting with increasing institutional efficiency and performance, expanding and enhancing global reach, strengthening and influencing cultural diplomacy, supporting strategic decision-making, reducing costs, taking rapid action, disseminating information and specific messages rapidly, etc.

These aforementioned possibilities, and many others, are offered by AI, but it must be defined and used precisely as an instrument and service of public diplomacy.

Risks And Challenges. The inclusion and integration of Artificial Intelligence (AI) in public diplomacy have brought significant changes and facilitations. This inclusion has facilitated international cooperation, public opinion, and the easy and rapid display of images from different countries. When we talk about the risks and challenges of using artificial intelligence in diplomacy, we mean the risks it entails; on the other hand, many positive aspects facilitate and advance the practice and use of public diplomacy.

Disinformation and propaganda in the technological field pose serious threats, especially for states. These risks have unpredictable, rapid consequences that can be severe and costly [11]. So, despite the positive aspects of using technology and artificial intelligence (AI), there is also a negative, dangerous side. The use of artificial intelligence can pose challenges to public diplomacy and, in many cases, lead to consequences ranging

from violations of international law to impacts on the international image and other aspects.

AI systems depend on the processing of personal and strategic data; this poses risks to citizens' privacy and can be used for propaganda or to manipulate public opinion [12]. AI algorithms can inherit biases from the data they are trained on. In public diplomacy, this can result in biased messages that favour some groups and ignore others, undermining the effectiveness of diplomatic campaigns [13]. Failure of AI to function properly, as individuals, institutions, and countries want it to, can have major negative consequences. Not all countries have the capacity to use, control, and set standards for Artificial Intelligence (AI).

Organisations can use AI to generate personalised content that spreads disinformation or propaganda, thereby increasing the risk to public opinion and international relations, especially for countries with limited resources [14]. Countries with limited resources and underdeveloped technology, especially in advanced technologies, may encounter major problems in using AI. These setbacks can turn against their wishes and positive strategies. And this is called technological inequality between countries.

The many challenges of using Artificial Intelligence (AI) in public diplomacy often highlight AI's shortcomings in achieving desired results.

AI models often operate as "black boxes", making it difficult to explain their decisions and raising questions of institutional responsibility [15]. Artificial intelligence cannot be considered transparent or held accountable for certain responsibilities and actions. Its functioning does not, in itself, carry responsibility, as a human being does, although the coding and actions are, in most cases, directed by humans.

Similarly, the use of artificial intelligence to automatically generate responses and decisions can be perceived as unconvincing, manipulative, inauthentic, and unserious. So the use of artificial intelligence still requires further advancement and precision for a fairer, safer use.

Having mentioned some of the risks and features of using artificial intelligence (AI) above, we can say that its implementation and safety do not yet meet the conditions. Still, it can be used in certain frameworks and stages.

There is still no fully harmonised global regime for AI governance in diplomacy, which creates normative gaps and the risk of abuse [9]. On the other hand, the lack of adequate international and global law and decision-making regarding the use of artificial intelligence in sensitive areas such as diplomacy and public diplomacy does not operate in an acceptable and harmonised way, which raises the challenges and risks of its widespread use. It also increases the quality and risk of relying entirely on artificial intelligence (AI). The risks and challenges of artificial intelligence are unavoidable. As we analysed above, artificial intelligence has both positive and negative sides.

CONCLUSIONS

Artificial Intelligence is increasingly becoming an instrument and strategic facilitator for modern public diplomacy in the times we live in. It increases and expands analytical capacities, global reach and influence, and improves and strengthens interaction with the international public.

The use of artificial intelligence (AI) and other technologies in public diplomacy, alongside certain interests and strategies, offers strategic benefits and positive results. However, experts and stakeholders must not underestimate the problems, challenges, and risks it also carries. Privacy, algorithmic bias, information manipulation, information misuse, and a lack of transparency are key issues that require careful use of artificial intelligence (AI) and the implementation of ethical regulations. Through the controlled, well-supervised, and regulated use of artificial intelligence (AI), the risks of AI use in public diplomacy can be maximised and reduced.

In summary, artificial intelligence (AI) is a tool, instrument, or strategy that can help public diplomacy be more powerful, more targeted, more analytical, and more focused on clear goals and objectives. Regulators and organisations must carefully control the use of artificial intelligence (AI) in this context, ensure transparency, uphold ethics, maintain security and data control, and establish clear boundaries and defined interests to avoid risks.

The use of artificial intelligence in diplomacy, in general and especially in public diplomacy, is a modern pearl. Still, it must be used in a controlled and appropriate manner, without exceeding

international standards and conditions. Given their use, the risks arising from negligence and various errors, which may cause damage and

consequences, must always be minimised and avoided.

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