

GOALS OF DEVELOPMENT OF DIGITAL DIPLOMACY AND ACTIONS-RESULTS IN THIS REGARD IN CENTRAL ASIAN COUNTRIES

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Annotation: *The purpose of this scientific article is to show the importance of digital diplomacy in the current period and to show the reasons and goals of its development, and to analyze the development mechanism and actions of the digital diplomacy of the Central Asian countries in the same period, and to analyze the results achieved on a statistical basis.*

Key terms: *revolution, digital diplomacy, development of digital diplomacy, democracy, nation's image, public diplomacy, information management, response, internet freedom, external resources, policy planning*

INTRODUCTION

Technological revolutions in the nineteenth and twentieth centuries caused changes in diplomatic relations. In the nineteenth century, the advent of steamships and railroads greatly increased the mobility of diplomats, while the invention of the telegraph allowed rapid and direct communication between governments, as well as foreign ministries and embassies allowed to establish good communication. In the twentieth century, the development of air travel and information technology (IT) added to the ease and speed of movement and communication.

METHODOLOGY

The rise of democracy and its values has introduced digital diplomacy to many countries and spread ownership of their image. It also increased people's access to international information. Soft power refers in many ways to perceived value, social norms, and public influence. The use of soft power aims to shape the preferences of others through seduction rather than coercion. In addition to two forms of diplomacy, traditional and public, there is also a third form - social diplomacy - as a modern form of the new era.

DATA COLLECTION AND ANALYSIS

The late twentieth century saw the development of a new form of public diplomacy known as digital diplomacy. At the same time, many other social networks have become elements of digital diplomacy.

Above, we got acquainted with the evolution of digital diplomacy, so what is the goal of developing digital diplomacy? The adoption of digital diplomacy by international actors, mainly states, is based on several goals, for the implementation of which the latter are maximally involved. The main goals of digital diplomacy are:

Table 1.
Main goals of digital diplomacy for development

	Goals of DD	Including
1	knowledge management	the use of departmental and national knowledge for the preservation, dissemination and optimization of their use abroad in the national interest;
2	Public diplomacy	keep in touch with audiences as they move online and use new communication tools to listen and target key audiences to key messages and influence key online influencers;
3	Information management	helping to bring together a huge flow of information and use it to better inform policy making, and to help anticipate and respond to emerging social and political movements;
4	Consular communication and response	creation of channels of direct personal communication with managed communications in crisis situations with foreign citizens;
5	Disaster response	harnessing the power of connected technologies in emergency situations;
6	Internet Freedom	Creating technologies to keep the Internet free and open. Its goals are related to the promotion of free speech and democracy and the undermining of authoritarian regimes;
7	External resources	using external experience to achieve national goals and create digital mechanisms for their use;
8	Policy Planning	Ensuring effective government-wide oversight, coordination, and planning of international policy in response to the internationalization of the bureaucracy.

Not only for the public, but also for the public interest, the state also widely uses digital diplomacy in its diplomatic relations. It is important to create a national brand or have an image of one's country. At the same time, it was mentioned a lot that the development of digital technologies is driving the development of digital diplomacy, and the main goals of the country and society as a whole were considered in the development of digital diplomacy. In general, the following are important for more digital diplomacy to be effective.

RESULT AND DISCUSSION

The implementation of digital services depended on the ICT infrastructure, in particular the coverage, speed and strength of the Internet connection. The level of digital implementation of national digital strategies, public services and e-government was also reflected in countries' digital diplomatic relations. In recent years, important measures have been taken in Central Asian countries to improve digital communication and diplomatic relations. In particular:

Kazakhstan. At first, Kazakhstan became a leader in Central Asia in the introduction of digital technologies. The "Digital Kazakhstan" program was launched in December 2017. With its electronic government launched in 2008, our northern neighbor became popular outside the region - in Asia and the world.

To further strengthen these achievements, several new laws on public services and new technologies have been passed in recent years. As early as 2020, 83 percent of public services in Kazakhstan were transferred to the electronic government system.

Kazakhstan rose to 29th place (from 39th place in 2018) in the latest e-government ranking published by the UN. The country has a very high index of e-participation and open government (UN, 2020).

Kyrgyzstan. In 2019, Kyrgyzstan adopted the concept of the national digital formation program "Digital Kyrgyzstan 2019-2023". In the same year, it was declared the "Year of Digital Development and Digitization in Kyrgyzstan."

Prior to this, in 2017, the government adopted the Taza Koom digital formation program aimed at improving the national digital infrastructure.

Despite the existence of problems such as the level of internet coverage and high prices in the country, the e-government system - e-kyzmat is regularly expanding its electronic services provided to the population.

In the 2020 UN ranking, Kyrgyzstan took 83rd place. The country's EGDI (e-Government Development Index) and e-participation index are high, while the index of public information openness is rated average.

Tajikistan. In 2011, Tajikistan presented the concept of the formation of electronic government in 2012-2020. The concept, which was planned to be implemented in three phases, has fallen far behind schedule: factors such as the low level of internet connectivity and high prices (including the 5 percent share tax introduced for the internet), as well as the lack of ICT infrastructure throughout the country, caused the project to stall.

According to 2020 data, only 26% of the country's population is connected to the Internet.

These circumstances were also reflected in the UN ranking: Tajikistan is in 133rd place. The country's EGDI and e-participation indices are average, and government information openness is low.

Turkmenistan. In 2019, Turkmenistan adopted the Concept of Digital Economy Development until 2025. In March 2020, the law on electronic document exchange and digital services was adopted. Turkmens plan to introduce electronic document exchange from 2021, moreover, President Gurbanguly Berdimuhammedov demands officials to launch the electronic government system as soon as possible.

However, the low level of ICT infrastructure and internet coverage will make it difficult to launch e-government. In addition, according to Datareportal, only 1.2% of the country's population uses social networks, which indicates that the level of digital literacy of the population is quite low.

Among 193 UN member countries, Turkmenistan ranks 158th due to the low level of indices of e-participation and openness of government information.

Uzbekistan. The "Digital Uzbekistan-2030" program is being implemented in our country. At the initiative of President Shavkat Mirziyoyev, 2020 was named the "Year of Science, Enlightenment and Development of the Digital Economy", the head of state described the measures for the transition to the digital economy in the next five years. The

presidential decree of April 2020 accelerated the process of connecting most government services to the e-government system.

Uzbekistan currently occupies the 87th place in the UN ranking. The indexes of e-participation and state information openness of our country are very high. A lot of work is being done in the direction of updating and developing ICT infrastructure in our country - we expect better results from future ratings.

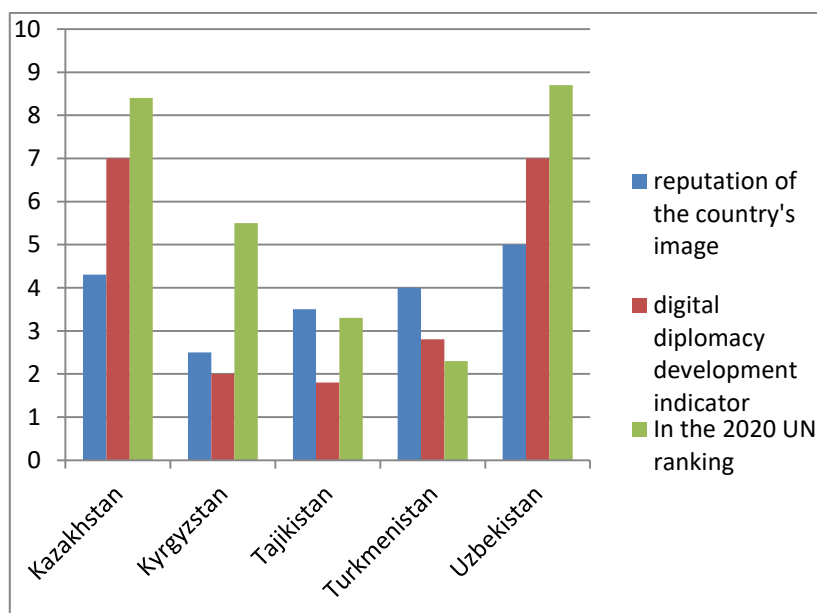


Figure 3.3. Indicators of development of digital diplomacy of Central Asian countries and indicators of the status of the country's image of them.

CONCLUSION

In general, each country of Central Asia has its own national strategy for the establishment and development of electronic government. However, the same, unchangeable condition for all is quality ICT infrastructure. According to the World Bank, Central Asia is one of the regions with low internet speed and, conversely, more expensive regions. This is a big obstacle to the development of digital communication in the region. Based on this, the implementation of large projects in our region, including Uzbekistan, has been started.

In addition, in order to reduce the digital divide between regions, the World Bank developed the concept of the Digital CASA (Digital Central Asia - South Asia) regional program, which provides for the improvement of broadband Internet connection in the region and the development of an integrated digital infrastructure. we will dwell in detail).

In a word, it is a fact that Central Asia lags behind some regions in digital development, but we should not ignore the positive policy of the governments of the countries of our region in the introduction of digital technologies in recent years. The ongoing pandemic has really tested our digital capabilities, so to speak, in some sense,

given the impetus to the development of technologies. In today's environment, everyone realizes that digital technologies are as necessary for business and society as water and air.

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