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Nota di contenuto	1: Introduction -- 2: Public Diplomacy & the Digital Society -- 3: A Vocal and Volatile Online Public -- 4: From Targeting to Tailoring - The Two Stages of Public Diplomacy's Digitalization -- 5: The Specter of Echo Chambers- Public Diplomacy in the Age of Disinformation -- 6: The New Public Diplomacy- Fact or Fiction -- 7: Overcoming the Limitations of Traditional Diplomacy -- 8: On Selfie Diplomacy -- 9: The Digitalization of Ambassadors -- 10: A Discussion of the Digitalization of Public Diplomacy.
Sommario/riassunto	This book addresses how digitalization has influenced the institutions, practitioners and audiences of diplomacy. Throughout, the author argues that terms such as 'digitalized public diplomacy' or 'digital public diplomacy' are misleading, as they suggest that Ministries of Foreign Affairs (MFAs) are either digital or non-digital, when in fact digitalization should be conceptualized as a long-term process in

which the values, norms, working procedures and goals of public diplomacy are challenged and re-defined. Subsequently, through case study examination, this book also argues that different MFAs are at different stages of the digitalization process. By adopting the term 'the digitalization of public diplomacy', this book will offer a new conceptual framework for investigating the impact of digitalization on the practice of public diplomacy. Ilan Manor is Researcher at the University of Oxford, UK, studying the use of digital diplomacy in times of crisis. .
