## **GENESIS OF THE CONCEPT OF DIPLOMACY**

*Yuliia S. Palieieva*, Senior Lecturer, Department of Law, Political Science and International Relations, Alfred Nobel University (Ukraine).

E-mail: iupalieieva@duan.edu.ua DOI: 10.32342/2709-6408-2021-2-3-13

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The article is devoted to the history of diplomacy that that dates back to antiquity. But today its role is the most important compared to previous years. The dynamic process of development of relations in the international arena brings to the fore the process of rethinking diplomacy in accordance with the conditions of rapid changes in modern times. It had been determined that a single definition of diplomacy has not yet been developed. Over the past century, scientists, thinkers, politicians, lawyers have sought to master the concepts of diplomacy. They tried to understand the nature of diplomacy.

The existing definitions of diplomacy were analyzed in the article. Most believe that diplomacy is the activity of high-ranking officials in the implementation of foreign policy. Another view is that diplomacy is the art of negotiation. Consider a few examples. Diplomacy is the application of reason and tact to official relations between the governments of independent states. Besides, diplomacy is the science of foreign relations, the science of mutual interests of states, the science of relations between different states based on their mutual interests, the principle of international law and treaty obligations, the art of negotiation, the science of the art of representing and negotiating. Moreover, diplomacy is one of the most important means of implementing foreign policy. Diplomacy is the art of resolving international disputes by peaceful means. Also, diplomacy is the conduct of international relations through negotiations; the method by which these relations are regulated and maintained by ambassadors and envoys; the work or art of a diplomat. A qualitatively different definition is given by Western sources. Diplomacy is an established method of influencing the decisions and behavior of foreign governments and peoples through dialogue, negotiation and other measures than war or violence. Globalization and regionalization (localization) affect the international order and cooperation, contributing to these new developments in diplomacy. Diplomacy permeates relations at various levels from local to global.

It had been determined, in recent years, approaches to defining diplomacy have changed. If earlier it was a question of diplomacy in the context of negotiations between the states and establishment of friendly relations with them. Also, diplomacy was used as a synonym for foreign policy. Today, its content has become much more complex. The point of view on the possible cessation of the phenomenon of professional diplomacy has been studied. The author provided a critical analysis of this position. The author has thoroughly proved that this does not apply to diplomacy at all. In the modern world, diplomacy is used not only in the external relations of states, but also in all spheres of public life, especially in business. Therefore, knowledge of the basics and nature of diplomacy is necessary and useful for successful negotiations, contacts and relations at all levels.

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