

# Classical and Contemporary Role of a Latvian Bilateral Ambassador: Comparative Analysis

Maija Bisofa, Riga Stradins University

**Abstract:** In the article the author compares the functions of a diplomatic mission in the classical and contemporary understanding. The aim is to show how the role of an Embassy has changed and what are the new tasks for an Ambassador.

The methodology of this paper is based on the classical political analysis approach.

The author concludes that diplomacy has transformed and in some aspects has even become deeper and more important. Therefore, one should not talk about the decline of the diplomatic job, simply in the 21<sup>st</sup> century bilateral diplomacy has to be practiced in a new style.

**Keywords:** Implementation of State's Foreign Policy Abroad, Vienna Convention on Diplomatic Relations, Classical Diplomacy, Diplomatic Functions, Transformation of Diplomacy, Contemporary Diplomacy

Diplomacy is one of the instruments for the implementation of a state's foreign policy [1]. The primary objective of all diplomatic relations is to safeguard the interests of one's country, and ambassador is the best instrument in the hands of a foreign minister to implement foreign policy outside state's borders. Diplomacy as a mechanism is particularly important for small states, whose ability to influence decisions and human resources is limited.

Diplomacy is in a constant change or as scholars sometimes put it, in an evolutionary process [2]. Diplomacy began as simple meetings between emissaries to discuss "next steps" in the relationship among tribes, states or empires. Throughout centuries, ancient diplomacy has transformed from an old-style small international elite, which mainly addressed the issues of sovereignty and territoriality [3] to a new open diplomacy, much more reliable and covering wide range of issues.

The 20<sup>th</sup> century is marked by the processes of globalisation and democratisation, the revolution of information technology, establishment of multilateral organizations, two bloody world wars, and changes in the balance of powers. Next to national governments non-governmental organisations, various interest and lobby groups and other new actors have visibly appeared on the international stage and insist on being heard and consulted [4]. Countless meetings by heads of state and foreign ministers, and various types of international conferences have taken place. Those and other processes undoubtedly have influenced the dynamics of international relations, and the new agenda requires new forms and techniques of diplomatic initiatives.

Diplomacy and institutions managing international relations in the course of history have existed alongside with different

political regimes, which directly or indirectly have influenced the range of its functions, but diplomacy has always adjusted to changes in contemporary society and international relations.

Also the basic principles of diplomatic missions – the provision of territorial integrity and political security, support to economic interests, as well as the protection of individuals and legal persons abroad – have remained invariable.

Foreign policy experts and scholars express different views on the role of Diplomatic Service and diplomats in the 21<sup>st</sup> century [2, 5]. One part of the experts say that the time of diplomacy is far from over, and role and functions of diplomacy have stayed the same, others argue that the force of globalization and appearance of other actors in addition to national states on the international stage have diminished the traditional functions of Diplomatic Service dramatically. More than 150 years ago, a Minister of Foreign Affairs of Great Britain at that time, after receiving a telegram said that that was the end of diplomacy [7]. The question of the future of diplomacy was raised again as a result of development of technological progress and such inventions as radio, telegraph, and of the intervention of the general public into the domain of foreign policy.

At the same time, the scope of diplomacy has broadened and deepened. Apart from traditional classical issues to be dealt with, diplomacy today is facing new challenges. Climate change, terrorism, migration and energy security are part of the matters which fill a diplomat's working day. The need to react faster than ever before, the work in public diplomacy, and the economic dimension are some other areas, where diplomats need to act, and ambassadors' workload is therefore increasing.

Francis Fukuyama in this book "*End of History*" argues that the advent of Western liberal democracy may signal the end point of humanity's socio-cultural evolution and the final form of human government. Is this the same case with the diplomacy? Is the bilateral diplomacy on its decline due to the changes in international environment and rise of multilateral diplomacy? Or rather, as Darwin has stated, that those who will be able to adapt to the new circumstances will survive – is it more applicable to the functioning of bilateral embassies today?

The history of Latvian diplomacy is as old as the history of the country. Latvia has twice established its diplomatic missions abroad – from the beginning, following the foundation of the Republic of Latvia after World War I, and

anew, after the restoration of independence 70 years later. In both cases ambassadors with or sometimes without a diplomatic team have been those who have established and developed the Latvian Foreign Service.

The aim of this paper is to determine how Latvian Diplomatic Service adapts to the new challenges and how the role of bilateral ambassadors is transforming together with the changing political and international conditions. This aim will be achieved through an analysis of classical and contemporary understanding of diplomatic functions.

### I. CLASSICAL FUNCTIONS OF A DIPLOMATIC MISSION

The profession of diplomacy is as old as humanity and strongly competes for the title of the oldest profession. Diplomacy flourished between the time of the Italian Renaissance and the end of World War I. This system was based on the interests of promoting economic development. During this time period the European international system evolved through two key innovations – the creation of a network of resident embassies that inter-charged diplomats with foreign ministries in the capital cities.

Different authors name slightly different functions of classical or traditional diplomacy [8] but the author has chosen to take as a basis the list of diplomatic functions stated in the Diplomatic Convention Article 3: 1) representation; 2) protection; 3) negotiations; 4) information gathering and reporting and 5) promotion of friendly relations.<sup>1</sup>

In the classical understanding **Representation** is not only the most important, from which all other tasks of diplomatic missions arise, but also the most multishaped function of a diplomatic mission. The International Law Commission in 1957 described this function as “the task which characterizes the whole activity of the mission” [9]. A diplomatic envoy primarily has to represent the sending state and to act as a channel of official relations between the governments of the two states. In a traditional diplomacy main emphasis in representation of a sending state is put on the general formulation of country’s position in different topical issues, using diplomatic channels [1].

Alongside with the above described formal actions, the function of representation includes also informal diplomacy which first of all certainly is older than the formal diplomacy and achieved its climax in the Middle Ages and, secondly, should not be underestimated in comparison with the first one.

<sup>1</sup>Article 3 of the Vienna Convention on Diplomatic Relations (1961) states: “The functions of a diplomatic mission consist, *inter alia*, in:  
(a) Representing the sending State in the receiving State;  
(b) Protecting in the receiving State the interests of the sending State and of its nationals, within the limits permitted by international law;  
(c) Negotiating with the Government of the receiving State;  
(d) Ascertaining by all lawful means conditions and developments in the receiving State, and reporting thereon to the Government of the sending State;  
(e) Promoting friendly relations between the sending State and the receiving State, and developing their economic, cultural and scientific relations.”

One of the forms of informal diplomacy is different social activities of diplomats with an aim to maintain the prestige of a country [10].

If to speak about the representation in a classical understanding then it is impossible to skip the ceremonial part of this function. In R.P. Barston’s standard writing on diplomacy, the representation function is divided between “ceremonial” and “substantive” [2]. In the latter category the author has included explaining and defending national policy, negotiating, and interpreting the policies of receiving governments. But as regards the ceremonial part, the observance of certain rules or formalities has helped to maintain the hierarchy which enables diplomats to carry out their functions. The ceremonial part has gone hand in hand with diplomats’ profession from the very early days. Of course, it is difficult to compare the importance of the ceremonial aspects of diplomacy of the Middle Ages or earlier times with 20<sup>th</sup> century diplomacy or nowadays; however, ceremonies are still in place and most probably will continue to be.

**Art of negotiations** or a discussion intended to produce an agreement in diplomacy has also been fairly considered one of the core functions of diplomacy throughout the long history of international relations and can be regarded as a continuation of operations related to country representative function. Actually the art of negotiations is a contemporary transformation from the ancient Greek orator art. One of the most distinguished Greek diplomats *Demosthenes* has pointed out that the weapons of an ambassador are opportunities given to him and his words [11].

In a classical understanding of conducting negotiations in diplomacy whenever a government wishes to enter into any kind of treaty with another government, the formal negotiations are often preceded by preliminary soundings conducted by a diplomatic agent [12]. To be able to persuade the other side to enter into negotiations and achieve their desired result (*result desideratum*), a diplomatic agent should possess special negotiation skills, starting from the understanding of the residence country’s culture, traditions and relationships between people, as well as a talent to come to an agreement with people, disregarding which culture or political persuasion they possess, and feel the nuances of political games in such a way as to adapt to the always changing circumstances.

**Information gathering and reporting** back to the capital city: in the classical understanding this function has the idea of writing a report in order to evaluate the situation on the ground and warn the government at home about any potentially negative developments. A diplomat, therefore, has a task not only to summarize the facts, but analyze the information and to be able to predict precisely developments in advance in such a way averting potentially critical situations. In traditional diplomacy before the communication and media revolution, diplomatic agents residing in a host country and their reports were practically the only and main source of information about situation and facts and in case the government at home did not receive the necessary information on time or received

wrongly predicted developments, a large share of credit or blame for such failure of one's governments subsequently wrong policy towards another government laid on the shoulders of a diplomatic agent [12].

It is important to mention that formal and informal ways of gathering information have always existed.

**Establishment of friendly relations:** this function underlines particularly the goodwill mission of a diplomat. It means that a diplomatic agent has to take all pains to promote understanding between two states by informing nationals of one state about goals and ideas of another state.

Among other traditional activities on how to promote friendly relations between two countries, exchange of goodwill missions and cultural delegations can be named, in such a way allowing nationals of one country to get acquainted with art, music and poetry of another country.

## II. CONTEMPORARY UNDERSTANDING OF FUNCTIONS OF A DIPLOMATIC MISSION

In the 21<sup>st</sup> century the Foreign Service has to adapt to the new institutional coordination networks. Foreign Services have to delegate a part of their functions to other actors, as their role in the 21st century increases. Diplomatic service in the 21st century is getting broader and includes specialists from different branches. Information technology increases the efficiency of diplomacy. Besides, alongside with foreign services also different NGOs, interest groups and corporations actively engage in interstate relations.

Even though in recent years the amount of academic literature about diplomatic services has increased, this literature lacks descriptions of a practical vision of diplomats, i.e. how they see the role of a bilateral ambassador in the 21st century. In order to determine the role of a contemporary bilateral ambassador the author has posed several questions directly to the contemporary Latvian bilateral ambassadors in order to find out from a direct source, what the real challenges of ambassador's everyday work are, and how they themselves see their profession at present [13]. Accordingly, the following picture arises: according to ambassadors, **representation** has stayed as the most universal and the "main" or "supra" function among all others. It overwhelms all other functions which actually to some point are only instruments for achieving the supra-aim, namely, the representation.

Diplomats point out that the style of ambassadors' work in each country differs, but the function of representation is common in all states. According to the heads of missions, representation is a very necessary function due to the following reasons. First, it needs to be carried out on a wide scale, by participating in different events, seminars and conferences organised by the host country. Second, representation includes also the work carried out by an ambassador to create a positive image of the sending country. Third reason relates in particular to the countries having rich and detailed protocol traditions, for example, monarchies.

**Negotiations:** even though the function of conducting negotiations already from the very ancient history has been justly considered one of the core tasks of diplomacy, today a diplomat posted to a bilateral embassy does not act too often as a negotiator in the classical sense anymore as they did in

the past. Ambassadors and embassy staff are no longer the main instruments in bilateral negotiations. Direct contacts and instant communication between the authorities either in the margins of international conferences or high-level meetings leaves little room in the bilateral negotiating process for the diplomatic missions.

The course and process of such conferences and meetings is vividly discussed in the international media. Does that mean a tendency for the importance and responsibility of a diplomat to decrease? Yes and no. A diplomat's job still is to evaluate the trustfulness of his communication partner, his strengths and weaknesses, prejudices and ambitions; a diplomat also has to sense the right way how to manoeuvre during a discussion. Besides, in contemporary diplomacy, states hold bilateral and multilateral meetings or consultations about common security, economy or legal issues where a diplomatic agent has a leading role in maintaining contacts and the formulation of a country's position.

Another reason for the decrease of importance of the negotiation function in a bilateral embassy is the extraordinary ease of travelling in today's world. If a hundred years ago, participation in an international conference or a bilateral meeting was limited because of the lack of affordable and speedy transport, at present the venue of negotiations no longer matters. The development of transport system together with the communications revolution has definitely changed the rules of the game of bilateral negotiations.

**Information gathering:** in contemporary diplomacy a diplomatic agent has a right and an obligation to report to his government about the conditions in the host country, as it is considered to be in the mutual interest of both states. As states are interlinked with each other and negative political or economical situation in one country can cause a chain reaction and a negative impact on another country, it is important to understand processes that are taking place outside own borders. Therefore a diplomat, residing in a host country, has to analyse the information available for him to be able to predict precisely any developments in advance, thus preventing potentially critical situations.

However, it has to be realised that in the 21st century in the field of information gathering diplomats face strong competition from journalists, in addition to the impact of modern information and communication technologies, such as the Internet, e-mail, video and telephone conferences. "Diplomatic agents are today, like everyone, suspended by telegraph wires; space and time no longer exists," a French scholar wrote [14]. Those technologies, undoubtedly, not only facilitate the everyday job of a diplomat, providing a rapid exchange of news, search facilities and easy reference, but also challenge the role of diplomacy and the function of information gathering, for all that, not reducing this role. Deputy Secretary General of the International Telecommunication Union with regard to the significance of the Internet for the Diplomatic Corps stresses, "Electronic methods will change the way diplomats work. As most UN System documents and data are made available electronically, and connection to the Internet becomes possible from most

countries, the information which you have here in Geneva will be available just as quickly to the ministries in your capitals. This means that the part of the Permanent Missions' job concerned with collecting and sending paper will become less necessary, while the ability to identify items of real interest in the mass of information becomes ever more important." [15]

**Enhancement of friendly interstate relations** is understood as the development of cultural, scientific and economic relations. As regards the promotion of economy, this sphere demands particular attention today as it derives from the need to promote national prosperity and to pursue a foreign economic policy. The promotion of export and efforts to attract foreign investment are among the core tasks that a contemporary bilateral ambassador has to carry out in a host country.

#### CONCLUSION

Diplomacy is one tool out of a set of instruments through which decisions are implemented, policy activated, and policy objectives achieved.

Diplomacy is in constant evolution and also in the future will continue to transform and develop.

Representation should be considered the most universal and the "main" or "supra" function among all others. Even more so: representation hand in hand with the protection of interests and establishing friendly relations to a certain extent involves or overwhelms both other functions, where negotiations and information gathering are only instruments for achieving the supra-aim, namely, the representation.

The most widely recognised priority function of an Ambassador today is the Promotion of Friendly Relations, followed by Representation Function and Protection of Interests. List is concluded by Information Gathering and the Negotiation Function regarded as the most rarely used.

Even though the function of conducting negotiations already from the very ancient history has been justly considered one of the core tasks of diplomacy, today a diplomat posted to a bilateral embassy does not act too often as a negotiator in the classical sense anymore as they did in the past. Ambassadors and embassy staff are no longer the main instruments in bilateral negotiations.

As the diplomatic agenda is changing and consequently diplomacy has changed substantially in its methods, content and style, an entirely new type of a diplomat is required, different from those who engaged only in the traditional forms of international relations.

Ambassadors have to deal in their everyday job with line ministries, NGOs, the media, civil society groups, lobby groups and other actors involved in foreign policy.

#### REFERENCES

1. **Hamilton, Keith and Langhorne, Richard.** *The Practice of Diplomacy - its Evolution, Theory and Administration.* London & NY, Routledge: 1998, p. 134
2. **Barston, R.P.** *Modern Diplomacy.* 3<sup>rd</sup> ed., Longman, Pearson Education Ltd.: 2006, pp. 1, 2, 5-13

Citizens of one state, who travel to another state, be it for leisure or business, in case of emergency may need to turn to an embassy for help. As travelling has become easier and cheaper, the consular function is believed to have become more important.

Economic diplomacy and public diplomacy are new fields of action for a contemporary ambassador. Everyday work with Latvian entrepreneurs – finding new export markets, searching for new business contacts and partners, analysing the market situation in a host country, solving problem situations and dealing with all other issues with which Latvian entrepreneurs turn to the embassy or the ambassador – has become a core task of an ambassador.

Ever increasing role of the media and the necessity to talk to the press, to blog on the internet, to give speeches in different events and use all possibilities to talk to the public in order to explain the sending country's opinion on various questions or to discuss topical issues of mutual interest for both the sending and the receiving countries require ambassadors to be skilful in public diplomacy.

Organizational complexity has transformed an ambassador-negotiator into an ambassador manager.

However, the fundamental tasks of diplomacy – the maintenance of positive peace and comprehensive security, democratisation, the promotion of human rights, economic co-operation and sustainable development, facilitation of humanitarian actions, prevention of terrorism and criminal activity – have not changed. The ability and knowledge to sense what is going on and to inform the ambassador's own government is still important, as well as the supplying of political intelligence, which is a basis for the policy at home toward the state to which an ambassador is accredited.

Nothing will substitute one of the most essential elements in bilateral relations – the human interaction and people-to-people contacts, which cannot be replaced by distance communication. In this respect diplomats will always remain invaluable instruments for bilateral relations.

The conclusion is that the role of a bilateral ambassador in the 21<sup>st</sup> century is not diminishing; it has been transformed and in some aspects has even become deeper and more important. Therefore, we cannot talk about the decline of the diplomatic job, rather it has transformed and deepened, the horizon of diplomacy has widened to include all levels of cooperation. Consequently, in the 21<sup>st</sup> century bilateral diplomacy has to be practiced in a new style.

3. **Nicolson, H.** *Diplomacy*, 3<sup>rd</sup> ed., London, Oxford University Press: 1965, pp. 30, 55-67, 162, 198
4. The Honourable Dr. George F. Vella *Deputy Prime Minister and Minister of Foreign Affairs and the Environment of Malta Opening Address in the International Conference on Diplomacy*, 1998 [tiešsaiste].  
Pieejams: [http://www.ati.usacademy.info/Books/Modern\\_Diplomacy.pdf](http://www.ati.usacademy.info/Books/Modern_Diplomacy.pdf)
5. **Hocking, B., Spence, D.** (eds.). *Foreign Ministries in the European Union: integrating diplomats*. New York, Palgrave Macmillan: 2003, p. 1

6. **Barston, R.P.** *The Other Powers. Studies in the Foreign Policies of Small States.* London, George Allen & Unwin Ltd.: 1973, pp. 13-26
7. **Catto, H.E.** *The End of Diplomacy?* United States Institute of Peace NET Diplomacy I: Beyond Foreign Ministries. Washington, D.C.: United States Institute of Peace, 2002, pp. 3-5
8. **White, B.** *Diplomacy. The Globalization of World Politics: An Introduction to International Relations.* 3<sup>rd</sup> ed., Oxford, Oxford University Press: 2005, pp. 321, 389, 391, 397-398
9. **Raymond, A. Jones** *The British diplomatic service, 1815-1914*, p. 8 [tiešsaiste]. Pieejams: [http://books.google.lv/books?id=R8ECAAAAMAAJ&pg=PA46&lp\\_g=PA46&dq=professionalization+of+diplomatic+service&source=bl&ots=BMXQLD\\_uiz&sig=RRcZvQhrp0yHLPX2edwswBB1DO8&hl=lv&ei=InlF5SDpDnyh\\_Abx44jIDA&sa=X&oi=book\\_result&ct=result&resnum=3&ved=0CBQQ6AEwAg#v=onepage&q=professionalization%20of%20diplomatic%20service&f=true](http://books.google.lv/books?id=R8ECAAAAMAAJ&pg=PA46&lp_g=PA46&dq=professionalization+of+diplomatic+service&source=bl&ots=BMXQLD_uiz&sig=RRcZvQhrp0yHLPX2edwswBB1DO8&hl=lv&ei=InlF5SDpDnyh_Abx44jIDA&sa=X&oi=book_result&ct=result&resnum=3&ved=0CBQQ6AEwAg#v=onepage&q=professionalization%20of%20diplomatic%20service&f=true) International Law commission: Draft articles on Special Missions, Article I (1), 1 July 1960 (Yearbook of International Law Commission, 1960/II, p.179)
10. **Nicolson, H.** *Diplomacy*, 3<sup>rd</sup> ed., London, Oxford University Press: 1965, pp. 30, 55-67, 162, 198
11. **Nicolson, H.** *The Evolution of Diplomatic Method.* London, Constable & Co Ltd.: 1954, p. 13
12. **Sen, Biswanath.** *A Diplomat's Handbook of International Law and Practice*, 3rd ed., London, Martinus Nijhoff Publishers: 1965, pp. 58 – 67
13. Altogether 24 answers from the following Latvian bilateral ambassadors (posted abroad on January 2010) were received: Mr Apokins, Igors – Ambassador to the Uzbekistan, Mr Baumanis, Hardijs – Ambassador to Lithuania, Mrs Bergmane, Līga – Ambassador to Greece, Mr Bērtulis, Artis – Ambassador to Portugal, Mr Bone, Juris – Ambassador to Finland, Mr Eihenbaums, Kārlis – Ambassador to Estonia, Mrs Erte, Veronika – Ambassador to Hungary, Mr Jansons, Raimonds – Ambassador to Belgium, Mr Jegermanis, Gints – Ambassador to Denmark, Mr Kārklīņš, Jānis – Ambassador to France, Mr Kļava, Ilgvars – Ambassador to Germany, Mr Lappuķe, Rolands – Ambassador to Spain, Mrs Pavļuta – Deslandes Sanita, Ambassador to the Netherlands, Mr Perts, Mārtiņš – Ambassador to Israel, Mr Pildegovičs, Andrejs – Ambassador to the USA, Mr Poikāns, Juris – Ambassador to Slovenia, Mr Popkovs, Mihails – Ambassador to Azerbaijan, Mr Sarkanis, Alberts – Ambassador to Kazakhstan, Mr Andris Sekacis – Ambassador to Norway, Mr Selga, Māris – Ambassador to Egypt, Mr Skuja, Edgars – Ambassador to the Russian Federation, Mr Stiprais, Eduards – Ambassador to the United Kingdom, Mr Vaivars, Peteris – Ambassador to Japan, Mr Vilcāns, Andris – Ambassador to Georgia.
14. **Nickles, David Paul.** *Under the Wire: how the Telegraph Changed Diplomacy.* Harvard University Press: 2003, p. 80
15. **Baldi, Stefano.** *Permanent Mission of Italy to the International Organizations Mediterranean Academy of Diplomacy* [tiešsaiste]. Pieejams: [http://www.ati.usacademy.info/Books/Modern\\_Diplomacy.pdf](http://www.ati.usacademy.info/Books/Modern_Diplomacy.pdf)



**Maija Bisofa** graduated from Riga Stradiņš University in 2006 and obtained a Master's Degree in Business Administration (MBA). Another Master's Degree in International and Comparative Law (LL.M.) was obtained in 2002 from the Concordia International University in Estonia.

The author's only workplace has been the Ministry of Foreign Affairs of the Republic of Latvia; currently Maija Bišofa is posted to the Embassy of Latvia to the Russian Federation as the Second Secretary, responsible for

media and cultural issues.

Contact information: phone number + 798 517 666 02, e-mail address: [maija.bisofa@mfa.gov.lv](mailto:maija.bisofa@mfa.gov.lv)

#### **Maija Bišofa. Latvijas divpusējā vēstnieka loma klasiskajā un mūsdienu izpratnē: salīdzinošā analīze**

Diplomatija ir viens no valsts ārpolitikas īstenošanas veidiem. Diplomātija nepārtraukti mainās, vai kā dažkārt zinātnieki to dēvē, atrodas evolūcijas procesā. Ārpolitikas ekspertu un zinātnieku viedokļi atšķiras jautājumā par to, kāda ir diplomātiskā dienesta un diplomātu loma 21. gadsimtā. Viena daļa ekspertu saka, ka diplomātijas norieta laiks ir vēl tālu un tās funkcijas un loma gadu un gadsimtu gaitā nemainās. Tomēr nevar noliegt, ka 21. gadsimtā diplomātiskais jeb ārlietu dienests, līdzīgi kā citas valsts pārvaldes iestādes, ir pakļauts straujām pārmaiņām.

Lai izvērtētu diplomātiskā dienesta funkciju lomu mūsdienās, šī raksta autore salīdzina diplomātisko misiju uzdevumus 1961. gada Vīnes Konvencijas par Diplomātiskajiem sakariem jeb klasiskajā izpratnē ar mūsdienu izpratni par diplomātijas uzdevumiem.

Šī raksta mērķis ir parādīt, kā divpusējās vēstniecības loma ir mainījusies, un kādi ir tās jaunie uzdevumi, kas ir mūsdienu vēstnieka darbā nācis klāt un attiecīgi, kādas funkcijas ir zaudējušas savu nozīmi.

Darba metodoloģija ir balstīta uz klasiskās politiskās analīzes pieeju, kā arī salīdzinošo analīzi par diplomātiskās misijas uzdevumiem un funkcijām pirms 50 gadiem, kad tika pieņemta Vīnes konvencija, un mūsdienās.

Lai noteiktu divpusējā vēstnieka lomu un izcīnījumus mūsdienās, autors ir veicis 24 Latvijas vēstnieku, rezidējošu ārvalstīs, viedokļu kvalitatīvo analīzi.

Ekonomiskā un publiskā diplomātija ir divas jaunas jomas, kas prasa lielu ieguldījumu no vēstniecības vadītāja un darbinieku puses. Masu informācijas līdzekļu nozīme pieaug un diplomātiskās pārstāvniecības vadītājam biežāk nekā jebkad iepriekš ir jārunā TV kameru priekšā, ar rakstošajiem medijiem, ar rezidences valsts sabiedrību.

Viss iepriekš minētais liecina par to, ka divpusējo vēstnieku loma 21. gadsimtā nemazinās, bet gan pārveidojas un dažos aspektos kļūst pat dziļāka un nozīmīgāka. Līdz ar to, pēc autores domām, nebūtu jārunā par diplomātiskā darba norietu, bet par tā transformāciju un padziļināšanos, kā arī diplomātijas aptvertā lauka paplašināšanos, lai iekļautu visu līmeņu sadarbību. 21. gadsimtā divpusējā diplomātija prasa jaunus īstenošanas paņēmienus.

#### **Майя Бишофа. Классическое и современное значение роли посла Латвии в двусторонних дипломатических отношениях: сравнительный анализ**

Дипломатия является одним из способов реализации внешней политики государства. Одна часть экспертов по внешней политике считает, что время заката дипломатии в 21-м веке еще не пришло, а другие, что ее функции и значение остаются неизменными на протяжении столетий.

Для оценки роли современных представительств государств автор этой статьи сравнивает задачи дипломатических миссий в классическом понимании и в современном понимании функций дипломатии.

Целью данной статьи является показать, как именно изменилась роль посольства в двухсторонних дипломатических отношениях, обозначить ее новые задачи, те обязанности посла, которые добавились в наши дни, и соответственно, те функции, которые утратили свою актуальность.

Методология исследования основана на классическом политическом анализе, который включает в себя три основных части: 1) теоретическая часть, 2) эмпирическая часть и 3) аналитическая часть.

Послу в своей повседневной работе необходимо тесно сотрудничать с отраслевыми министерствами, негосударственными организациями, СМИ, представителями гражданского общества и другими субъектами, участвующими в реализации внешней политики.

Экономическая и общественная дипломатия - это две новые области, которые требуют крупных инвестиций со стороны посла и сотрудников посольства. Значение СМИ с каждым годом растет, поэтому главы дипломатических миссий чаще, чем когда-либо выступают перед телекамерами, общаются с представителями печатных СМИ и населением.

Все вышесказанное свидетельствует о том, что роль послов в двухсторонних дипломатических отношениях в 21-м веке не уменьшается, а преобразуется, в некоторых аспектах становится даже более важной. Следовательно, по мнению автора, не следует говорить о закате дипломатической миссии, но только о преобразовании и углублении ее функций, а также о расширении сферы деятельности дипломатии реализуя сотрудничество на всех уровнях. В 21-м веке двусторонняя дипломатия требует новых методов в реализации своих функций.