**Digital Diplomacy: The Changing Face of Publicity**

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This paper would look at the social phenomenon of 'Digital Diplomacy' as’publicity’. On one hand, the publicity image belongs to the moment by stimulating the imagination, through ways of memory or expectation, yet on the other hand, it is drawn from a past which is mystified and promises of a future that is deferred. The larger aim of the paper is to explore the possible languages in which publicity as a social and political phenomenon expresses itself and the individual in the process is implicated in it. The methods deployed would be textual analysis; newspapers, online archives from electronic spaces of mass media to capture narratives and understand their role in the transformation of public sphere and the political culture of the milieu.

*Keywords: Publicity, Public Sphere, Digital Diplomacy, Media, Image*

**Sub theme: Role of Media in Shaping Public Opinion • Media and Ethics**