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The changing role of protocol in the 21st century's diplomacy and international relations

Abstract

Protocol has long been considered to be the set of international courtesy rules primarily rooted from the French and Spanish royal courts of the 16–18th century. It has recently become a means of subconscious persuasion not only in diplomacy but also in the business and social world. These long-established rules facilitate not only the official representatives of nations but also for their people their co-existence in peace and harmony. It creates space, and sets the framework where offline and online interactions may take place. One of the most significant instruments that makes complex and delicate mechanisms of foreign policy work successfully. The year of 2020 brought many changes we all must face and react to. Protocol itself and protocol professionals are not exempt. Meetings, delegation programs, conferences and all official and social engagements have become unconventional to the end. The rise of online and hybrid events demands the skill of adaptability both in international relations and in protocol. The present article aims to briefly examine protocol by definitions and to show its complexity from a scientific perspective.

Protocol as applied interdisciplinary science: an innovative approach initiated by a professional expert having elaborate practical experience in the field.

Key words: protocol, diplomacy, etiquette, social manners, adaptability, international relations, online and hybrid events

Personal motto:
Diplomacy and Protocol – as painting in its frame, are inseparable.

Introduction

In the following paper, the author approaches the notion of protocol from a scientific perspective. Having cleared the international definition

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of the term "protocol" on the level of etymology, social syntax and connotations the author presents the different branches of the field of protocol in practice. After defining the three cornerstones of protocol of the 21st century the author is able to reveal the necessary role it plays. The present examination of protocol is conducted by a professional expert with elaborate international experience used as a primary source in a new and innovative approach.

1. Etymology and definition of protocol

The term "protocol" etymologically (prōtokollon) derives from the Greek words "prōtos" (first) and "kolla" (glue) – used for pieces of paper glued to the front page of a document – literally „the first sheet of a volume" (on which contents and errata were written). The sense of the notion developed in Medieval Latin and French from "rough draft; original copy of a treaty" to "official record of a transaction" to its present interpretation being a "diplomatic document" or "official document" and also used in legal sense as "minutes". In French, "protocole" "designates the imperative prescriptions which determine the respective place of the official characters and the manner of behaving towards them" as opposed to the highest level of etiquette which "designates the conduct of people accustomed to worldly life, respectful of the rules of decorum and established customs."(Serres 1967: 14).

Protocol has several meanings.

According to Merriam Webster Dictionary protocol is
– "an original draft, minute, or record of a document or transaction"
– "a preliminary memorandum often formulated and signed by diplomatic negotiators as a basis for a final convention or treaty"
– "the records or minutes of a diplomatic conference or congress that show officially the agreements arrived at by the negotiators"
– "a code prescribing strict adherence to correct etiquette and precedence"
– "a set of conventions governing the treatment and especially the formatting of data in an electronic communications system"

Cambridge Dictionary explains protocol as
– "the system of rules and acceptable behaviour used at official ceremonies and occasions"
– "a formal international agreement"
– "a computer language allowing computers that are connected to each other to communicate"

– "the formal system of rules for correct behaviour on official occasions"
– "a protocol is also the rules to be followed when doing a scientific study or an exact method for giving medical treatment"
  Collins Dictionary suggests that protocol is
– "a system of rules about the correct way to act in formal situations"
– "a set of rules for exchanging information between computers."
– "a written record of a treaty or agreement that has been made by two or more countries."
– "a plan for a course of medical treatment, or a plan for a scientific experiment."
  According to Oxford Lexico Dictionary protocol means
– "the official procedure or system of rules governing affairs of state or diplomatic occasions"
– "the accepted or established code of procedure or behaviour in any group, organization, or situation"
– the original draft of a diplomatic document, especially of the terms of a treaty agreed to in conference and signed by the parties." (e.g. Kyoto Protocol)
– "an amendment or addition to a treaty or convention"
– "a formal or official record of scientific experimental observations"
– "a procedure for carrying out a scientific experiment or a course of medical treatment"
– "a set of rules governing the exchange or transmission of data between devices"

As we can see, the definitions are similar, but hardly universally standardized. The conclusion is that the general concept of protocol may be summarized in four general senses.

Protocol, in international interpretation, means
1. rules
2. agreement
3. computing language
4. medical plan

1.1. Evolution of notion

For a long time, protocol was considered to be implemented only in the world of diplomacy and governmental relations that was mainly defined by its essential characteristics: the ranking. Based on ranking and seniority, protocol has governed the realisation of diplomatic and protocol events and those who participated.

As we saw from the dictionary definitions, the notion of protocol has significantly expanded: from the "rules of diplomatic etiquette, behaviour and ranking" to the "set of rules of diplomatic events, and governmental affairs" then to system of rules at formal situations" all the way to "code of procedure in any group, organization, or situation".

This clearly demonstrates the broader sense of the usage of protocol, and the growing number of entities concerned. It reveals its presence at nearly all levels of the society.

This evolution of notion is the result of the continuous changes in the execution of international relations and diplomatic affairs. The emergence of the new actors: non-governmental organisations, transnational companies, representations of the international organisations, lobbyists and activists, online communities, influential private entities all expand the conventional boundaries of international relations and the channels of communications within.

The contemporary state of internal affairs have become complex: we therefore experience constant changes in the numbers, status and roles of new entities on the international scene.

The aforementioned dictionary lists ought to be complemented by the following meanings also often used to refer to the term "protocol":
– a **department or an office** of an institution (mainly in the public admin- istration) or branch of a company executing protocol tasks: organising official and diplomatic events, responsible for correspondence etc. (e.g. Protocol Department in the Hungarian Ministry of Foreign Affairs and Trade)
– a **service** offered for solving unforeseen issues and offering support a specific – usually official – situation
– **order** (in general)
– **procedure, process** – meaning not only the rules themselves (what) but the way of doing things (how)
– **hierarchy, precedence**

1.2. Social contextual usage

When applying protocol rules at high level events, the expression "protocol" may appear in a different social context. When one states "I am fond of protocol" that means that the person prefers things to be done "by the book", with all necessary formalities, pomp, and according to ranks.

Though the adjective "protocolar" officially exists, in native English language this form is not used at all, but only as a noun: "a protocol event", „the protocol dinner".

Consequently, protocol is a set of established rules, procedures and traditions, an international code of conduct and courtesy with local specialities that is observed not only in interstate relations and at diplomatic ceremonies but also at all levels of official and social engagements.

No organisation in the world could exist without order and procedures based on hierarchy, and no civilization exists without ceremonies.

2. Protocol as political instrument

We can all agree that the general role of protocol is to be able to show respect to others as it provides the appropriate way of treating them according to their ranks. Its function is to facilitate the smooth communication between the partners (Hossó 2013: 258).

Protocol creates space and sets the framework where engagements take place. By ensuring flawless organisation, participants at these meetings and events, especially those acting as host or as guest may focus on the content of the event without having to worry about the unexpected.

Apart from its "logistic" role being the set of rules and procedures, an international code of courtesy (McCaffree at al 2002: 15–33), protocol may be used as a means to subconsciously persuade others. Those who disrespect others and do not play by the (written or unwritten) rules will be sanctioned and soon find themselves "out of the game." Become banned by the members of the community. No one likes to engage with those who are not polite, considerate and respectful. It is not enough to know the rules: protocol also means an ability to use them. So those who know the rules and use them accordingly, who are well mannered (Forni 2003) and communicate by protocol shall become accepted and recognised at all levels of life – official or private. This statement is especially valid in diplomacy where every word (Girardin 2001: 139–152), gesture or movement has gravity.

Protocol, on the other hand, not only demonstrates mutual respect but it may be implemented as a political instrument – a form of demonstration of power of a state. **Protocol is the common language of educated people worldwide**. A non-verbal communication channel through

which intended messages can be sent – discreetly with subtlety to be only interpretable by the concerned party.

There are examples of „**protocol signalling**" in the history of diplomacy where deliberate "*breach of protocol*" is conducted in order to send signals to the other – often with negative connotation, though. Disagreement, disproval, dislike can be channelled by unwillingness to follow the rules, say the words, walk the talk. Unfortunately, unintended protocol mistakes also often occur due to inadequate preparation for the situation or the actor concerned, or simply by mistake. In case the concerned parties are high government officials or diplomats, these situations are to be prevented as much as possible, as they represent entire states leading to serious conflicts and tension between the states (Kinne 2014: 247–259).

Protocol reflects political relations between states, and its proper application, or misuse affects these relations. This is why the knowledge and correct usage of its rules are indicators of diplomatic skills and professional approach to the counterpart involved (Raiffa 1982: 119–131).

Protocol is international since its basic principles are universally recognized. However, one of the most important characteristics of protocol is its ability to take national / local differences into account and to adapt to the political and social changes. Especially since 2020 as all social interactions have had to comply with health protocols.

3. Protocol as applied multidisciplinary science

Protocol has never been discussed or analysed from a scientific perspective – according to our best knowledge. To examine the field of protocol as applied interdisciplinary science is an innovative approach that needs to be initiated by a professional expert (preferably with scientific knowledge) having elaborate practical experience in the field to be used as a primary source, rather than to be conducted by a scholar, or academic entity (without hands-on experience and real understanding) who would probably tackle the case study based on purely theoretical knowledge and secondary sources gained from books, interviews and surveys.

To appreciate the true complexity of this applied field a full analysis is to be executed on its competences, applied areas, subjects, regulatory documents, tools and other related scientific disciplines protocol implemented in practice.

The notion of protocol – in our practice – is an umbrella term.

In Hungary, for the past fifteen years (especially after the political and diplomatic changes that occurred upon the EU succession and

therefore a greater inclusion of the world's hard policy) the national protocol practice and education have used the term as a **collective concept** incorporating all the protocol areas and their sub-areas.

Its main branches are: **State Protocol, Diplomatic Protocol, Military Protocol, Sport Protocol and Ecclesiastical Protocol.** (Hossó 2015: 14–400)

These categories can be explained with science.

According to Cambridge Dictionary, "science" is

– "the knowledge from a careful study of the structure and behaviour of the physical world, especially by watching, measuring, and doing experiments, and the development of theories to describe the results of these activities"
– "a particular subject that is studied using scientific methods".

Based on the first definition of science, protocol may be considered as a multidisciplinary applied science of political sciences in social sciences, similarly to diplomacy as it has its own subjects, own special areas of implementation, meaning its competences, and it is taught at university-level aiming to provide new case studies and analyses in order to strive to fulfill the requirements of scientific research and measurements.

Knowledge of protocol is a very diverse, multifaceted body of knowledge whose timeless significance is proven to be invaluable in the world of diplomacy and international relations. The expectations from protocol professionals are one of the highest. To be able to act and react in certain situations with great consequences and enormous mental stress, especially in those unexpected situations, in-depth theoretical knowledge and hands-on, practical experience, as well as sound diplomatic skills are all required to solve even the unforeseen issues, answer the unanticipated questions that may arise during the course of actions.

Protocol applies to a well-defined segment of society in a specific relation hence we may distinguish the specific branches of protocol.

Each category has its own subjects, its specified competence on each level within, and its own set of rules and procedure as well. Also, these fields can be further divided into **sub-areas**.

For instance, the levels of State Protocol are in line with the concerned entities, their own protocol departments and the laws governing their respective official capacity.

In this sense, we differentiate the levels of

– Presidential protocol
– Prime ministerial protocol
– Ministerial protocol

– State secretarial protocol

and further on

– *city and town level protocol* (for mayors as city diplomats)

as well as in the private sector there is

– *company-, institution-, organisation- level protocol* (governing primarily the events and official communication of their leaders)

Protocol, as any other already recognised sciences, is **an activity of getting to know the world around us**. In this case, this means the awareness of history, structure of the state and government, religious views, national symbols, local cultures, the customs and traditions of the given countries. All this accumulated knowledge needs to be put in practice when dealing with encounters on an international level.

The **special segment of society in protocol** is the circle of participants fulfilling capacities in official public and diplomatic events and ceremonies.

The next characteristic is the **aspect of multidisciplinarity**. Multidisciplinarity draws on knowledge from different disciplines but stays within their boundaries (Choi, Pak 2006).

Disciplines and special fields of mainly social sciences that are incorporated in the body of protocol in different ratios:
– *Vexillology* (study of the history, symbolism and usage of flags),
– *Heraldry* (a broad term, encompassing the design, display, and study of armorial bearings),
– *Phaleristics* (this subject includes orders of chivalry (including military orders), orders of merit)
– *Symbolic anthropology* (the study of cultural symbols and how those symbols can be interpreted to better understand a particular society)
– *International History, Diplomacy History*
– *Intercultural studies*
– *Communication (*Jönsson, Hall 2003: 195–210) *and media*
– *Languages (*Jaber 2001: 49–54)
– *Catering and tourism*
– *Social behaviour (*Pease A.i B. 2005: 7–107)
– *Safety and Security*
– *Information technology, Digital Diplomacy*

An important fact needs to be added: in real situations the five main areas of protocol hardly ever exist on their own as in most cases they are interconnected.

For instance, a several day long World Championships in any sports in Hungary would require the knowledge of Sports Protocol (Hossó 2015: 13–15), as well as that of State and Diplomatic Protocol. The

explanation is simple: when inviting high-ranking state leaders and ambassadors to the event the correct forms of address are to be applied complemented by the appropriate behaviour and language expected in their presence.

Furthermore, when Medal Ceremonies are carried out by ceremonial soldiers upon the approval of the Ministry of Defence, national Military Protocol is to be observed and the proper usage of national symbols (Vexillology) is a must. At the accompanying hospitality events, such as gala dinners, receptions, press conferences, the rules of catering as well as Religious Protocol are being followed. When selecting protocol gifts, careful preparations are taken whilst observing religious and symbolic anthropology aspects.

The above arguments support the hypothesis of protocol being regarded as applied discipline that fundamentally influences the success of state and diplomatic ceremonies, events and meetings, thus contributes to the achieving of the goal formulated in the foreign policy of the states.

4. Protocol in the 21st century

The year 2020 brought many changes into our everyday lives. Maintaining relations at any level has never been harder and more difficult. In the period of prohibition on foreign travel or meeting in person, our communication had to find alternative solutions. The world is changing, constantly, unstoppably.

The changes resulted in countless, unprecedented situations to which we all had to react. Protocol itself and protocol professionals are not exempt. Meetings, delegation programs, conferences or any social engagements have become unconventional to the end. The rise of online and hybrid events demands the skill of adaptability both in international relations and protocol.

The new world has called for a new protocol. Whilst trust is the most valuable currency of the 21st century, protocol is its ATM-machine – I stated at a recent conference in Budapest.

It simply means that protocol will always pay off upon knowing the right codes.

The three cornerstones of this new protocol are:
– Adaptability
– Traditions
– Mindfulness (Hossó 2020: 16–18)

Traditions and mindfulness are undisputed factors already discussed. Adaptability is the new key-component, for all of us. As Darwin once put it: *The most important factor in survival is neither intelligence nor strength but adaptability*.

As we had to adapt to safety and health protocols, we learnt how to keep social distance. We changed the way of greeting, avoiding hand-shakes, and introducing new ways of showing respect when meeting others.

5. Protocol as new trust-gaining tool

In Hungary, starting from the first wave of COVID and spring lockdown, protocol has gained a new sense in public communication. It has become a frequent terminology used first by the government and the media then the private sector.

Before 2020, this term only referred to describe high-level state and diplomatic events, now it is part of the everyday vocabulary. Protocol has become the synonym for "health procedures" and "safety measures" in the Hungarian language. The daily headlines were long emphasizing how protocol was introduced both in the public and private sector: schools, museums, venues, events. After the first lockdown when public buildings and venues could reopen early summer, the term "protocol" was frequented by their management to demonstrate for the general public that they are again safe and secure venues. Protocol – long-known for its strict rules – has become a **factor of assurance** for civilians. Public knowledge has it if a venue is run by protocol, the appropriate safety and health measurements must have been preceded.

6. Online protocol rules for digital platforms

All social gatherings and communications have been shifted to the digital world. We had to learn the new rules of "*online protocol*" – how to compose or reply to e-mails, how to check-in real time from home-office… how to attend online courses or meetings or even hold online public speeches, lectures. The pandemic has affected all levels of our lives therefore we have to learn how to communicate not only effectively but also politely over the internet.

"*Netiquette*" is the set of rules about behaviour that is acceptable on the internet as Cambridge Dictionary puts it. Though official and

business etiquette overlap with the basic tenets of the accepted social manners for using computer networks, there are still important aspects to be considered before sitting before the screen and check-in live.

In practice, the first and foremost rule of thumb is to treat all these official engagements the same way as they were carried out in a normal setting. Should one participate in an online job interview or hold a work presentation in the morning or simply attend a digital conference from home-office, the best practice is to prepare for these occasions as before the pandemic. It is advisable to allow the same timeframe to get ready as normal, put on the same official attire in full (ladies also make up) that one would choose in regular circumstances. What we sometimes forget is to allow ourselves to adjust mentally to these occasions thinking that by not having to leave for work we can save time therefore we tend to change our daily routine. On one hand, this is true, getting up and preparing ourselves physically to sit down in front of the computer takes much less time. On the other hand, we tend to forget that the routine we were accustomed to by leaving home and going to work also provided us with time to prepare our mindset: to mentally enter the official role and the capacity we have to fulfil in that particular communication environment. Whether to act as lecturer, job applicant, fellow work colleague, peer or head of delegation, we have to be credible, professional. This means looking and sounding professional. When attention is also paid to our surroundings – what others may see and hear of us. Since we conduct these meetings via the internet, we have to make even more effort to keep the attention of our audience. Since we are usually in a sitting position before the screen, most of our nonverbal signals cannot be used when talking. This leads to the fact that verbally (wording and intonation) we have to be more expressive to deliver the same message and reach the same effects when doing so in person and being able to use body positioning and movements, gestures, facial expressions, proxemics in our communication system. This also applies when decoding our communication partners' reactions. It is much more difficult to sense the real feelings, thoughts, and attitudes of our counterparts by only relying on the wording and intonation during the speech. Based on the experiments of Albert Mehrabian in 1967 on emotional reaction (like-dislike) in very specific conditions, we know that the three elements account differently for our liking for the person who puts forward a message concerning their feelings: words account for 7%, tone of voice accounts for 38%, and facial expression accounts for 55% of the liking. This above "7%–38%–55% rule" has been widely misinterpreted as communication experts at seminars and trainings around the globe

have been **falsely generalising these figures** ever since. They are simply mistaken to teach that our *general communication system* is based on body language (55%), vocal tone (38%), and actual verbal content (7%) based on Mehrabian's findings.

What is true – taking aside the quoted percentages and the several limitations of the study's applicability to real life – that for effective and meaningful communication about emotions, these three elements of the message need to support one another. Need to be congruent. In case they are not congruent, the receiver of the message may be confused by having to decode two different messages coming from two different channels, and decide which one to rely on.

What is also true, without referring to any research result, is that receivers tend to trust what they see (nonverbal signs) rather than what words they actually hear. As nonverbal messages are normally sent involuntarily, subconsciously during conversations, they show the true intentions and attitudes of the sender who focuses on the textual content when speaking without being aware of their own gestures, facial expressions, body movements accompanying their words. Therefore, nonverbal signs are more credible than verbal. *Vide at crede* – says the Latin, (seeing is believing) righteously.

It is also true that in our online world of communication we basically lose the opportunity to rely on the nonverbal signs as the visible "language" is extremely limited when sitting in front of a laptop. Gestures, body movements, proxemics may not be decoded therefore we can mainly rely on the verbal signs and intonations.

And this is just one specific aspect of netiquette.

There are many other details we need to consider: the sound usage of technical tools, the ensuring of undisturbed, professional-looking environment around us. No to mention the unprecedented lack of responses we may experience during a larger group meeting or a conference. When members of the audience turn off their microphones and cameras, our keynote speech or lecture suddenly becomes impersonal. Without any human reaction and feedback it is impossible to fathom their perception, understanding and to find out about their opinion... or if they are even there at all in the first place.

Besides all the above, we are only learning the rules of "*digital diplomacy*" as content management, too. It incorporates the substantive aspects of online communication: what we post about ourselves on the internet, how we react to other statements in social media, how our websites represent us, our services or products whether we are private entities or representing companies, ministries or even countries. It is imperative to be

aware of what we may or may not articulate in social media. To choose the right photos to the posts, to form opinions in a civilised, diplomatic manner. To behave politely in public. And the list continues.

The world is unstoppably changing therefore protocol is forced to do so, and parallel its education has to.

The future generations of protocol professionals should also possess the aforementioned values of the new protocol and **use the skills of adaptability, learn the conventional rules and traditions and act / react to unprecedented situations with mindfulness**.

7. Virtual diplomacy during the pandemic

In protocol practice we all witness that high-level bilateral or multilateral diplomatic meetings and discussions are held fully or partially online every day. In Hungary, the Minister of Foreign Affairs and State often shares images and videos on his public social media site which are taken during these talks – so do the other members of the Hungarian Government. The usual setting is that they check-in either from their own office or a conference room at their ministry, alone at the table or accompanied by their colleagues before either a laptop or a large screen where their respective counterparts are seen. For instance, Ms. Tunde Szabo, Minister of State for Sport recently attended the annual European Sport Conference from her office. In high diplomacy we experience these hybrid events too, meaning that some are present in person, some via the internet.
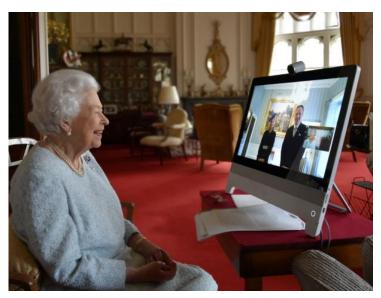
Since the "show must go on" the diplomatic events of the highest level must be held. A fine example of this protocol solution is the virtual *Presentation of Credentials*. Normally, Ambassadors (occasionally with their spouses and diplomatic staff) are invited to the Palace or Office of the Heads of State in the Receiving States where they present two documents: the Letters of their own Credence and the Letters of Recall of their predecessors both signed by the Heads of State of their Sending States.

HM Queen Elizabeth II was the first monarch to introduce this historic ceremonial change on 12th of December 2020 when she carried out the virtual presentation via video calls conducted with the help of her staff from Windsor Castle where she was being isolated. Her Majesty connected with three new incoming ambassadors, one of them was representing Hungary. Traditionally, after the presentation the new ambassadors are granted a one-on-one twenty-minute audience with the Queen at Buckingham Palace. "His Excellency Dr. Ferenc Kumin was received in audience by The Queen via video link and presented the

Letters of Recall of his predecessor and his own Letters of Credence as Ambassador from Hungary to the Court of St. James's. Mrs. Kumin was also received by Her Majesty via video link."

1. Presentation of Credentials (Source: Yui Mok/Getty Images Europe)
Prezentacja źródeł (źródło: Yui Mok / Getty Images Europe)

2. Virtual diplomatic audience (Souce: Telegraph)
Wirtualna audiencja dyplomatyczna (Souce: Telegraph)

8. Best protocol practices for mega events

In Hungary the new practice of protocol has demonstrated effective solutions for holding physical business or sport events safely, and not only at state or governmental level.

Having been involved as chief of protocol in the most significant sport events for the past 13 years I hereby would like to share some good solutions proving: if there is a will, there is a way. Sport events are similar to diplomatic ones in a sense that they cannot be just cancelled or postponed. They need to be held for at least the sake of the athletes to maintain competition cycles. Furthermore, they have to happen in person at the stadium – even without spectators as opposed to conferences, lectures and meetings that may be joined even from the privacy of our homes.

In Hungary starting from November 2020, the so called bubble-system has proved to be the solution as a way to safely resume playing team sports during the COVID-19 pandemic. Only athletes, coaches, referees and the key organisers are present in person at the field of competition whilst spectators may follow the events via TV or online broadcasting. As Merriam Webster Dictionary puts it "bubble can be seen and heard in reference to an area within which competing sports teams stay isolated from the general public during a series of games that includes accommodations, amenities, and the location at which the games are held without spectators in attendance."

The ISL Swimming Competition Series in the Duna Arena, or the FINA Men's Water Polo World League Europe Final Tournament were successfully organised according to health protocols and the rules of the bubble system. The latter even one received recognition by FINA. The general bubble standards are the following: only athletes in possession of negative COVID-test results may participate. The competing foreign teams are picked up at the airport and driven straight to their designated hotels restricted only for their stay. The teams are only driven to the stadium and back, as they are not allowed anywhere else in order to avoid any contact with third parties. Athletes may not leave their hotel rooms, either. The competition fields and all adjoined areas and also the equipment are frequently sanitised. The venue is disinfected by UV lights and ozone generators before and after the competitions. Organisers must also present negative test results within 24 hours before entering the building – in masks. Social distancing is kept at all times.

Conclusion

In our swiftly changing world, protocol brings the values of stability, safety and reliability into our social interactions – both offline and online. Most of its rules are internationally accepted and observed. The national traditions and local customs rooting from even the ancient times are eternal therefore unchanged. Protocol – in order to fulfill its primary function to facilitate flawless communication among the parties involved – has to continually adapt to social, political changes on national and international level as well.

The 21st century has brought many unforeseen situations protocol has had to find the right answers to. It can only succeed if these changes are taken into consideration and a mindful, reasonable approach is the governing principle. Adaptability eventually becomes its main cornerstone that complements mindfulness and the long-observed traditions (rules).

What we experience is that the channels and platforms of protocol are shifting to the online sphere, therefore the forms and means are significantly varying. The entities – natural or legal – involved in protocol are also changing – from the state and diplomatic representatives to accomplished leaders and lobbyists of the private and public sector, representatives of international organisations and multinational companies are all partaking in official engagements where protocol is being adhered to. Online protocol, as a new field has evolved. Protocol has recently been associated with the terms of safety and security providing best practices for all sorts of interactions. Thanks to its solutions even diplomatic ceremonies with the strictest formalities may take place. Athletes around the world may continue their professional lives and participate in international competitions.

However, the expanding spheres of protocol require special knowledge of all professional areas related to protocol. Depending on the specific authorities, competences, laws and entities – different protocol areas can be identified – which are highly interconnected. The umbrella term finally deserves scientific recognition – as a multidisciplinary applied science.

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Ewolucja roli protokołu w dyplomacji i stosunkach międzynarodowych XXI wieku

Streszczenie

Protokół od dawna uważany jest za zbiór międzynarodowych reguł kurtuazyjnych wywodzących się z francuskich i hiszpańskich dworów królewskich XVI–XVIII w.. W ostatnim czasie stał się narzędziem podświadomej perswazji nie tylko w dyplomacji, ale także w biznesie i świecie społecznym. Te od dawna ustalone zasady ułatwiają nie tylko oficjalnym przedstawicielom narodów, ale także ich ludowi współistnienie w pokoju i harmonii. Tworzy przestrzeń i wyznacza ramy, w których mogą zachodzić interakcje offline i online. Stanowi jeden z najważniejszych instrumentów, dzięki którym z powodzeniem funkcjonuje złożony i delikatny mechanizm polityki zagranicznej.

Rok 2020 przyniósł wiele zmian, z którymi wszyscy musimy się zmierzyć i na które musimy zareagować. Sam protokół i specjaliści od protokołu nie są z nich wyłączeni. Programy delegacji, konferencje i wszelkie oficjalne i towarzyskie spotkania stały się niekonwencjonalne. Rozwój wydarzeń online i hybrydowych wymaga umiejętności adaptacji zarówno w stosunkach międzynarodowych, jak i protokołach. Niniejszy artykuł ma na celu krótkie zbadanie protokołu według definicji i ukazanie jego złożoności z naukowego punktu widzenia.

Protokół jako interdyscyplinarna nauka stosowana: innowacyjne podejście zapoczątkowane przez profesjonalnego eksperta posiadającego praktyczne doświadczenie w tej dziedzinie.

Słowa kluczowe: protokół, dyplomacja, etykieta, obyczaje społeczne, zdolność adaptacji, stosunki międzynarodowe, wydarzenia online i hybrydowe