The Role of Diplomatic Communication in Managing International Crises Related to Energy Security
"A case study of the European Union and Russia after the Russian-Ukrainian war 2022: CDA-critical discourse analysis of the speeches of Roberta Metsola, President of the European Union in 2022".

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Abstract:

Energy security in Europe has been significantly impacted by the 2022 Russian-Ukrainian conflict. Energy costs have sharply increased as a result of the conflict, and worries have been expressed as well regarding the safety of European energy supplies. In the present scenario, diplomatic communication has taken on a greater significance in handling the global dilemma relating to energy availability. Through an analysis of the relationship between the European Union and Russia, this article explores the function of diplomatic communication in handling the global dilemma surrounding energy security. The President of the European Union, Roberta Metsola, gave number of speeches in 2022, and the study analyzed three of them using critical discourse analysis (CDA). The essay makes the case that Metsola's speeches make use of a variety of rhetorical techniques to create a specific perception of Russia in addition to validate the EU's reaction regarding the conflict. The paper finishes by making the case that diplomacy communication might be crucial in handling global emergencies involving security of energy supply .

Academics and professionals in the fields of diplomatic communication, energy security, and international relations will find the study interesting. In addition to offering recommendations for future improvements, the study gives observations on the function of diplomatic communication in handling the resolution current worldwide crises.

Keywords:
(Diplomatic communication, Energy security, International crisis, Russian-Ukrainian war, Critical discourse analysis)

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Introduction:

The European Union (EU) for its energy needs, is significantly dependent on Russia. Russia supplied almost 40% to 45 % of the EU's natural gas imports in 2021. The EU is now more exposed to the Russian-Ukrainian conflict due to its reliance on Russian gas. Gas shipments from Russia to the EU have been halted due to the conflict. As a result, energy costs have gone up, and there are now more worries about the EU's capacity to satisfy its energy requirements. The EU has taken a variety of actions to lessen its dependency on Russian gas in response to the issue. These include varying its gas sources, putting money into renewable energy, and cutting back on energy use. Nevertheless, the implementation of these measures will take some time, and the EU still has a lot of work to do to ensure its energy security, the Russian-Ukrainian conflict has sparked a global energy security dilemma. The EU is having a hard time meeting its energy demands, which has raised energy costs and raised fears about the years to come.

However, the implementation of these initiatives will take some time, and the EU still has problems maintaining energy security. In this essay, Roberta Metsola, president of the European Union, in some of her speeches that are analyzed through critical discourse analysis (CDA) to display the function of diplomatic communication in handling global problems relating to energy security. In order to better comprehend the difficulties and possibilities that lie ahead, CDA enables comprehension of the foundational presumptions and power dynamics in diplomatic discourse.

As it enables nations to establish ties, bargain for accords, and settle differences, diplomatic communication is essential in handling international problems relating to energy security. The Russian-Ukrainian conflict has made clear how crucial diplomatic dialogue is to resolving conflicts. However, because Russia is using its energy resources as a weaponry, communication has also become more challenging as a result of the conflict. Analysing diplomatic communication and understanding how it is used to sway and manage public opinion may be done with the aid of critical discourse analysis (CDA). The EU has trouble meeting its energy requirements, which has raised energy costs and raised fears about the future. We can better grasp

that public perception is manipulated and controlled by looking at diplomatic communication.

Literature review

The study based on three pillars "variables":

- **1st pillar: Moderator Variable:** Critical Discourse Analysis
- **2nd pillar: Independent Variable:** Energy crisis
- **3rd pillar: Dependent Variable:** Diplomatic Communication
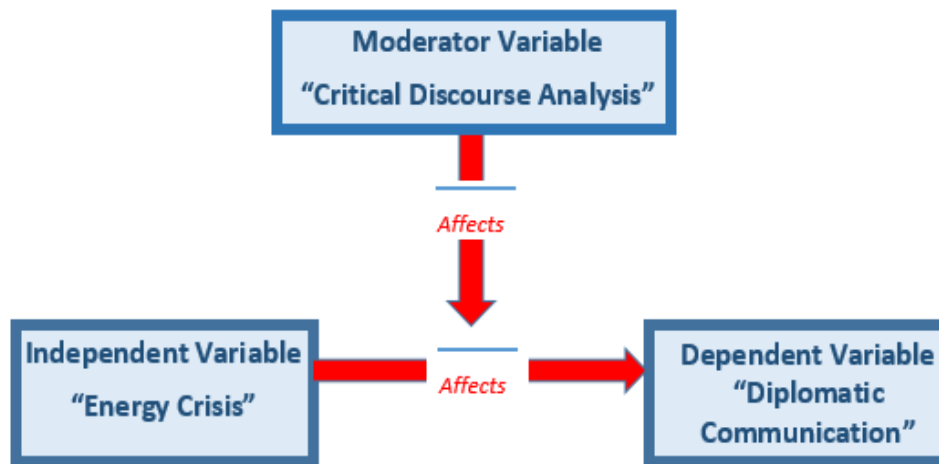

Figure (1): illustration of the variables

The study focuses on describing the changes and imbalances that Energy crisis "Independent variable" made on Diplomatic Communication "Dependent variable", in light of the effect of Critical discourse analysis "Moderator variable" that affect the relationship between the two variables (Dependent and the independent)

1ˢᵗ pillar: Moderator Variable: Critical Discourse Analysis

The study of (Naidu, J., Paolucci, E. O., & Turin, T. C. (2023)[1] Discuss the Critical discourse analysis (CDA) is an interdisciplinary research approach that examines how meaning is formed through discourse analysis as a social practise. In order to criticise and alter societal practises, CDA focuses on social and political dynamics that result in social phenomena, drawing on critical studies. By offering an overview and analysing three guiding principles—contributing to social justice, being firmly grounded in theory, and relying on constructivist epistemology—this article seeks to illustrate the advantages of CDA to population public health (PPH) research. The core objectives of PPH, such as addressing socioeconomic determinants of health and lowering health disparities, are in line with CDA's critical perspective. The study emphasises the necessity for PPH researchers to take into account critical discourse analysis as a method for comprehending social determinants of health and eradicating health disparities achieve health and wellness for all.

The goal of the study of (Mondahl, J., Thomsen, T. G., Hellesø, R., & Frederiksen, K. (2023)) [2] was to investigate how institutional variables, particularly those related to head and neck cancer, may worsen the disparity in cancer treatment for patients with low socioeconomic level. It looked at the patients' treatment course using a critical discourse analysis of policy papers. The findings showed a discourse of engagement and efficiency that patients with low socioeconomic level may find challenging. Because most patients with low socioeconomic level are unable to understand and act in line with these discourses, the discursive framing of head and neck cancer therapy may actually increase inequality.

The study of (Morgenshtern, M., & Schmid, J. (2023)) [3] Represent that in social work, journal archival sourcing which

represents legitimated information and is the dominant canon is an underutilized research strategy. The importance of journal mining is discussed in this essay, especially from the angles of critical social work and critical discourse analysis. The present's Foucauldian past is positioned as a suitable analytical instrument. The essay explains how to apply this research technique and makes the case that it might be incredibly helpful throughout the history of the field.

This study of (Yu, Y., Chan, T. F., & Huang, Q. (2023)) [4] looks at how pro-work conservatism was constructed discursively in 3,000 Weibo postings in reaction to China's three-child policy. It reveals that the discourse is supported by three main themes: gender-essentialist standards, the high expense of raising children, and women's sacrifice in the labor market. The discourse is expressed through techniques like morality, justification, and authorization. The research focuses on the one-child policy's impact, the emergence of feminist consciousness in the modern era, and the significance of language use in influencing gender-role beliefs to shape public opinion.

This research of (Dini, J. P. A. U. (2022)) [5] emphasizes the use of critical discourse analysis (CDA) in the learning process by using CDA to examine children's development in the classroom. The goal of the qualitative method is to identify the best app for applying CDA in the early stages of children's development, which is based on a literature research and online resources. The clear, methodical, needs-based, encouraging, and empowering critical thinking structure emphasizes writing abilities, language, context, and creativity. Teachers are enabled to uncover patterns and opportunities, and they play a key role in supporting students' learning and creativity.

The study of (Abbas, A. H. (2022)) [6] illustrate that COVID-19 pandemic has received significant political coverage in the media, and vaccinations were instrumental in its eradication. Using an analytical

framework, this essay examines a few reports from American and Chinese media. The study suggests that illnesses and vaccinations not be made political based on the findings that the COVID-19 vaccines have been politicized. In order to build herd immunity and defeat the terrible epidemic, which has claimed thousands of innocent lives, it is essential to appreciate and have faith in science.

The article of (Nartey, M., & Mwinlaaru, I. N. (2019)) [7] examine the past ten years, CDA techniques based on corpus linguistics (CL) have gained popularity. Using a triangulated approach, this research conducts a triangulated review of 121 studies, concentrating on the chronological evolution, areas of involvement, topicalized topics, and area/regional coverage. The study examines the determinants behind corpus-based CDA's appeal, provides insights into its development, and looks ahead to the framework's future. The study comes to the conclusion that corpus-based CDA offers a reliable approach for answering research questions on discursive reflections on social issues and locating fresh locations for in-depth investigation.

The study of (Fan, X. (2019)) [8] Discover that link between power and ideology is examined through critical discourse analysis (CDA), which looks at the ideology and power that underlie language. News is a vital source of information, but people sometimes ignore its ideology. In order to examine the ideological and political viewpoints behind the text, this essay examines the history and characteristics of CDA with an emphasis on transitivity, modality, transformation, and categorization.

The article (Sengul, K. (2019)) [9], which focuses on right-wing populist rhetoric in Australia, introduces critical discourse analysis (CDA) as a useful tool for political communication research. A detailed breakdown of the steps necessary in performing a CDA is provided in the case study of Australian Senator Pauline Hanson's 2016 inaugural address, emphasizing both its advantages and

disadvantages. The study contributes to the field's rising requests for a greater understanding of qualitative and critical perspectives.

This article of (Teo, P., & Ren, S. (2019)) [10] looks at how China's top institutions are affected by the worldwide marketization of higher education. In order to assess the degree to which this institutionalized genre integrates a marketing function with other ideological imperatives, it analyses messages from university presidents that have been posted on their websites. The study examines the macro level rhetorical structure and micro level discursive techniques utilized in the presidents' communications using the concepts of Critical Discourse Analysis and a genre analysis method. The results show a dynamic intertwining of three different discursive threads built on the basic structure of the presidents' messages: bureaucratic, conversational, and commercial. This research identifies conflicting demands and contestations that show the dual function of the presidents' statements in portraying a globalized, worldwide view while upholding devotion to political ideology and national interests.

The study of (Mullet, D. R. (2018)) [11] examine the qualitative approach for examining how discourses create, uphold, and justify social inequality is called critical discourse analysis (CDA). It asserts that language use is intentional, whether decisions are made consciously or unconsciously. Depending on the objectives of the research and the theoretical stances, CDA employs a variety of methods. In this manual, a generic CDA analytic framework is presented, along with examples of how it might be used to CDA research in education. The likelihood of ideological assumptions being reproduced in CDA research investigations is examined, as is the significance of qualitative rigour and reliability.

The study of (Van Leeuwen, T. (2018)) [12] Critical discourse analysis must also analyze the findings of discourse analysis, and this study contends that this cannot be done just on the

basis of discourse internals. Discourse analysis may disclose what texts omit, how texts alter, and how they judge the social reality they reflect. The paper will first discuss how critical discourse analysts might determine whether there have been misrepresentations, and then how they might judge whether such misrepresentations are legitimate and encourage unacceptable forms of inequality, or how discourses might be morally evaluated. This will help to develop the argument. 'Marriage equality' as it has lately played out in Australia is specifically mentioned.

2nd pillar: Independent Variable: Energy crisis

This article of (Żuk, P. (2023)) [13] investigates how soft power may be used to influence energy policy and generate societal acceptance for actions that are not subject to open public discussion. Nearly 5,000 communications from 2015 to 2021 are examined in order to analyse media coverage of nuclear energy in Poland. The analysis reconstructs the stories and justifications used to advocate nuclear energy and statistically evaluates the market worth of the coverage. In order to support certain technological models and energy policy plans, the author emphasises the use of soft power in analysing media reports, expert opinions, political communications, and advertising efforts. The public attitude during the energy crisis may be influenced by this approach, which is especially helpful in addressing disagreements over energy policy. It highlights prevailing viewpoints, debates, and the development of energy policy as well as the social climate and attitudes impacted by soft power.

The study of (Szulecki, K., & Overland, I. (2023)) [14] addresses Europe's reliance on Russian energy supplies has been a point of discussion ever since Russia invaded Ukraine in February 2022. Russian supply reductions in response to EU sanctions on its coal, oil, and gas were announced. However, sanctions have largely missed Russia's contribution to the world's nuclear power industry. This research maps the worldwide portfolio of Rosatom and its

affiliates, classifies the countries where Russia is operating, and looks at them as instruments of Russian energy statecraft. Long-term energy requirements are categorized, with each dependency's unique security hazards highlighted. Although the conflict and Russia's energy policies may weaken Rosatom's position in Europe and harm its reputation as a trustworthy provider, its stature may be unaffected elsewhere.

The article of examine (Teshome, M. Z. (2023)) [15] the effect of nuclear stigma on international efforts to accomplish sustainable development goals, this study examines the relationship between increased access to nuclear technology and knowledge for peaceful applications and sustainable development. The relevance of increasing access to nuclear technology and contemporary knowledge for energy security and sustainable development is emphasized in the study. However, obstacles to increasing access to nuclear technology include the nuclear taboo, bad perceptions, and popular opposition to nuclear power. The study makes recommendations for controlling normative contestations, stepping up awareness campaigns, risk communication systems, shifting narratives, guaranteeing transparency, taking steps to develop trust, and fostering a culture of nuclear safety and security.

Energy security in the EU has been highlighted in study of (Hadfield, A., Moffoot, S., Middleton, A. F., & Albertazzi, D. (2023)) [16] by the conflict in Ukraine, with energy reforms fusing commerce, sustainability, and foreign and security policy. With regional and international forces like Ukraine, Russia, the US, NATO, and the UN, the EU has grown in influence. It is imperative that the EU make measures to remove its unequal reliance on Russian fossil resources and address the energy crisis brought on by gas supply disruptions. Reflection and a careful balancing of strategic autonomy and socially just transition are necessary for the EU's transition to energy independence. The management of the EU's

energy requirements will require strategic autonomy together with a transition that is socially just in the implementation of climate policy. This offers the EU a once-in-a-lifetime chance to reinvent itself as a cogent regional energy player.

The study of (Jermalavičius, T., Tynkkynen, V. P., Prokip, A., & Egenhofer, C. (2023). War and Energy Security: Lessons for The Future.) [17] illustrate that energy security has been negatively impacted by the Russia-Ukraine conflict on a national, regional, and EU level. The paper looks at how the crisis was handled, what the future holds for energy security, and how new energy and technology companies fit into the geopolitical picture. It also looks at how complex energy systems perform in settings of high-intensity conventional warfare. In order to counteract strategic coercion through the energy sector, the research emphasises the significance of regulatory, legislative, and technical flexibility. The report issues a warning, however, that in the cost-conscious economic environment of the future, there may be a decline in the desire for resilient investments and transformative solutions, or that the EU and US may adopt protectionist policies in the development of green energy, undermining transatlantic cooperation in energy security.

The study of (Huang, Y., Han, D., He, Z., Zheng, Z., & Wei, B. (2023). Research to Identify Factors Influencing the Country's Energy Security Based on Text Data Mining Technology. *Chemistry and Technology of Fuels and Oils*, 1-10.) [18] examine phrase "energy security" is frequently used in economic and political conversations, although its meaning is sometimes ambiguous and not fully supported. This study intends to take into account energy security as part of globally acknowledged indices to evaluate global security. To assess the social-economic development elements that affect energy security indicators, regression modelling is utilized. According to the analysis, only the United States has a statistically significant association between energy security and national security. For useful modelling,

the study emphasizes the necessity for long-term cross-state indices that represent energy, economics, and national security.

A study of (Chen, Y., & Rowlands, I. H. (2022). The socio-political context of energy storage transition: Insights from a media analysis of Chinese newspapers. *Energy Research & Social Science*, *84*, 102348.) [19] address the sustainable energy transition that depends on the advancement of energy storage (ES) technology, however owing to the socio-political environment, this development is difficult on a wide scale. A research that examined 156 ES-related articles from two popular Chinese newspapers, People's Daily and China Daily, found a favourable development path for ES. There are, however, concerns about domestic complexity and local institutional inertia that might impede the transformation. The results demonstrate China's distinctive socio-political context, audience knowledge, and stakeholder support for ES.

This study of (Corbett, J., & Savarimuthu, B. T. R. (2022)) [20] investigates how social media analytics (SMA) might be used to interpret emotional discourse about sustainable energy in the US. It evaluates and contrasts the expression of emotion across 27 utilities, exhibiting a range of intensities and polarities. The study identifies four clusters with comparable emotional discourse patterns, with happiness and sorrow being the most prevalent positive and negative emotions, respectively. Negative affect in the emotion discourse is largely brought about by utility followers. SMA may be used in conjunction with other approaches to assess social acceptance, educate policy, oversee sustainable energy initiatives, and create powerful communication plans.

In this study of (Jiang, K., Ashworth, P., Zhang, S., & Hu, G. (2022)) [21], 492 news stories from China's CCUS reporting environment from 2002 to 2021 were examined. According to the findings, media attention started in 2005, and 71.3% of newsletters expressed support for CCUS. Most articles focused primarily on

environmental issues, while paying less attention to other problems. Media coverage was being driven by CCUS-related policies, but the way they were being presented at the moment was insufficient because of technical misunderstandings and a lack of thorough coverage. The study suggested a communication plan focused on science for the general public that included policy advice, newspaper functions, journalist training, public participation, and student education.

The study of (Żuk, P., & Szulecki, K. (2020)) [22] ,Concern over populist politics has grown significantly in the context of tackling climate change and decarbonizing energy systems. Although there is an expanding theoretical literature on the relationship between populism and climate action, there is little empirical data on how populism might really affect climate policy, particularly in Eastern Europe. This study examines right-wing populist media discourses in Poland about energy and climate, emphasizing the nation's alleged lack of progress in implementing European climate policy and making the transition to clean energy. The investigation demonstrates the substance of populist climate and energy discourse using four essential components of populist political rhetoric, including epistemes, Manichean good and evil connotations, and internal enemies.

The study of (Lehotský, L., Černoch, F., Osička, J., & Ocelík, P. (2019)) [23] examine that EU wants to lessen its reliance on coal for electricity, but tackling climate change issues alone won't be enough to win over the public. This essay investigates the elements influencing public support for a phase-out of coal through media material. The media creates issues that require answers and shapes the public's opinion of their insignificance. By ignoring the connections between these activities, the Czech media has established a conceptual framework that isolates coal extraction from burning. Due to this disregard, economic issues relating to private companies and coal

usage become more widely publicized, making it more difficult to execute future regulations for the phase-out of coal.

3rd pillar: Dependent Variable: Diplomatic Communication

The study of (Riordan, N., Machoň, M., & Csajková, L. (2023)) [24] address that International Relations (IR) experts are paying more attention to the growing human activity in space, which has shown the participation of certain groups and the dynamics of political discussions leading to agreements on peaceful space exploration. To comprehend the role of participants in the discussions that resulted in the Artemis Accords and their diplomatic communication style, this research examines qualitative data and expert interviews. The advancement of ethical standards and openness was highlighted as requiring both public and private diplomatic dialogue. While private communication allowed for the participation of business partners, public communication encouraged foreign governments to support peaceful space exploration beyond low Earth orbit.

The study of (Xiao, J. (2023)) [25] address the concept of panda diplomacy as to its rarity, good cultural associations, and ongoing "Panda Diplomacy," the giant panda has recently come to represent China on a global scale. The innovative image of the panda diplomat has fresh potential for modification and reconstruction in the age of digital media. The iPanda Channel, a worldwide communication platform created by CCTV, is distinguished by its all-media strategy and diversified, globalised content. This paper discusses and summarises the strategies and foreign influences of iPanda and their effects on promoting official and non-governmental exchanges, enhancing China's soft power globally, and enhancing China's diplomatic activities as well as official and non-government exchanges.

The article of (Hassan, N. H. A. B. (2023)) [26] discuss the notion of media diplomacy, which refers to government-sponsored initiatives to actively engage foreign publics, is examined in the

research. It focuses on a case study of Antony Blinken, the US secretary of state, who described the Russian-Ukrainian war in 155 tweets. The paper shows how the United States utilised media diplomacy to further foreign policy objectives, such as constructing an image of Russia and Ukraine utilising a "non-provocation policy" to avert a global conflict in which Russia may deploy its nuclear weapons. Blinken delivered intended signals subtly by using linguistic manipulation and mental framing. The study is based on two basic axes: international attitude, which is the consensus among most people, and media diplomacy, which is a tool for governments during conflict.

The study of (Bendaş, K. (2023)) [27] illustrate that in the contemporary culture we live in, almost everything has gone digital. As in any other subject, the field of public diplomacy has been digitalized by communication technologies, particularly in the last 30 years, and the idea of "digital public diplomacy" has evolved. According to their image, people and organizations are judged, and those with a positive image are admired, respected, and followed. The scenario for those with a poor reputation is the reverse. Because of this, governments are attempting to project their own images in digital public diplomacy in accordance with the circumstances of the moment. The significance of image in the modern digital world has expanded due to the quickly evolving new media technologies, and public diplomacy commonly uses this area. At this level, public diplomacy nowadays takes advantage of chances in hot spots and uses the internet as a platform for creating images. In this study, the digital public diplomacy image-building procedures were looked at.

Digital diplomacy is discussed the study of (Ayhan, N. (2023).) [28] as a type of modern public diplomacy that makes use of social media, the internet, and new information and communication technology to improve diplomatic ties. Greater information availability, more contact between individuals and organizations, and

increased openness are the primary contrasts between modern public diplomacy and traditional public diplomacy. As it is clear, diplomacy is undergoing a significant transformation. Its structure and techniques are evolving, and new avenues are emerging in response to new difficulties. In the course of current actions in the area of international relations, the chapter analyses new opportunities and technology for use by the diplomatic departments of the Russian Federation and Ukraine. A detailed study of the paper "The Truth behind Events in Ukraine and Donbass (2014-2022)" that was published on the official website of the Russian Federation's Ministry of Foreign Affairs was also offered by the writers.

This essay of (Budnitsky, S. (2023).) [29] discusses the idea of involvement in contemporary public diplomacy and makes the case that it can worsen rather than lessen international tensions. It looks at the Russian-Ukrainian War, where Russian humor disparages its Western and Ukrainian adversaries to bolster Russia's illiberal credentials. In the meanwhile, Ukraine makes jokes about Russia to preserve military support and indicate its membership in the Euro-Atlantic region. Instead of encouraging the development of relationships and trust, this divisive humour adds to misunderstandings and undermines shared epistemological grounds, which results in global disengagement. The essay ends with conjecture about a return to public diplomacy 1.5, which blends polarising state-driven communication from Cold War public diplomacy 1.0 with new players, technology, and media forms, such humour, that are distinctive of public diplomacy 2.0.

The study of (Kiraz, S. (2023)) [30] looks at how crisis management practitioners adjust to emerging trends in global politics. It makes the case that crisis management procedures incorporate digital public diplomacy, changing the way conventional approaches are used. The study looks at the interaction between public expectations and government goals as well as how social media has

changed crisis management. The study tries to ascertain the benefits and drawbacks of this change in crisis management.

The chapter of (Cotton, A. M., & Sebastião, S. P. (2022)) [31] provides a diachronic method of analysis that separates six eras, from conventional diplomacy through public diplomacy as it is currently understood from a European perspective. From a communication standpoint, diplomacy is examined, focusing on how a diachronic analysis sheds light on the evolution of public diplomacy as a link between diplomacy and the range of publics. The chapter underlines the connection between public diplomacy, public relations, and international public relations in an effort to create a justification for the participation of communication academics in public diplomacy.

The study of (Limani, B., & Limani, E. (2022)) [32] looks at how players in the public and commercial sectors now communicate while working to boost a nation's reputation. The present framework, which is based on the transmission model, focuses on clear communication and presupposes that the receiver's comprehension closely matches the sender's purpose. This method, however, ignores the difficulties of communication and the collaborative construction of novel social realities. In order to move away from the transmission model and towards a communication-focused strategy, the authors suggest a new communication model built on the Coordinated Management of Meaning (CMM) theoretical framework. To guarantee that stakeholders apply the CMM-based model and that it is properly monitored and assessed, more study is required.

The study of (Saliu, H. (2022)) [33] explain Public diplomacy including the interaction of state and non-governmental actors with international audiences in order to advance desirable goals. Scholars' categories public diplomacy operations into two broad areas in the connected world of today: listening as its most significant component and information management as its primary activity. The decisions made by both groups are influenced by pre-social media

communication, deep medicalization, fake news, and the post-truth age. With 4.5 billion individuals utilizing internet platforms and billion messages being transmitted every day in the post-truth world, listening is no longer the primary component of public diplomacy. Instead, the primary method of communication is information management, and public diplomacy has evolved into public globalization.

The study of (Tsvetkova, N., & Rushchin, D. (2021)) [34] address the Russian public diplomacy that has downplayed its reliance on cultural diplomacy and soft power in favor of political marketing and sharp power. This article covers Russia's prominent public diplomacy initiatives in the traditional and digital communication spheres and discusses the theoretical implications of soft power, political marketing, and strategic communication for public diplomacy. It demonstrates how strategic communication and political marketing have been more frequently used by Russia's public diplomacy recently than soft power, discussion, and engagement. As a result, despite new reforms and government funding, Russia's public diplomacy is unable to influence target audiences or enhance its reputation through international assistance.

The study of (Fadillah, D., & Jandevi, U. (2021)) [35] examine that intercultural interactions depend heavily on diplomatic relations and international communication. Through their artistic talents, Indonesian students in China primarily students play a key role in cross-cultural diplomacy and communication. A research examined the use of Yospan, a traditional dance style from Papua, as a vehicle for cultural diplomacy between China and Indonesia. The study adopted a qualitative methodology and employed soft diplomacy and theories of international communication to analyze the data. The study discovered that cultural missions using traditional dance and literature can alter outsiders' preconceptions and stereotypes about Indonesia. The finding implies that traditional culture is a potent

tool for developing diplomacy in cross-cultural interactions. To encourage cultural interchange and international understanding, the government could assist Indonesian students in opening cultural centres in friendly nations.

The study of (Bos, M., & Melissen, J. (2019)) [36] address the significance of non-state diplomacy in crisis circumstances outside of the western world is emphasized in this article. It looks at the reasons why rebel groups utilized social media to improve their communications. Policymakers may better grasp the characteristics, goals, and capabilities of different rebel groups operating in the Sahel area by using the public diplomacy viewpoint. The MNLA and Ansar Dine are two factions in Mali whose investigation indicates their local and worldwide framing operations on various digital platforms. As the reach of stakeholders has changed in the internet era, rebel groups deploy public diplomacy nimbly and pragmatically. They might become more influential on a global scale thanks to social media.

Commenting on the previous studies:

• It was discovered that there were few Arab studies that addressed the study idea during the assessment of prior studies that targeted the research's target area. This may be due to the topic's novelty and its connection to Europe and the west in general.

• The foreign studies set themselves apart by treating this subject in a rich and varied manner.

• The bulk of earlier research concentrated on the function of diplomatic discourse communication According to these researchs, diplomatic communication can be employed to:

- Building trust and collaboration between nations is possible through diplomatic communication, which is important for handling global problems.

- Using diplomatic communication to defuse tensions between nations can assist to stop crises from getting worse.
- To increase public support for a nation's policy, diplomatic communication can be utilised. This support is crucial for resolving global crises.

Theoretical Framework:

1st Theory of Critical Discourse Analysis ([37), (38)]

Fowler et al.'s (1979) notion gave rise to critical discourse analysis (CDA) during the final years of the 1970s. Critical discourse analysis emerged as a result of Fairclough's emphasis on social rights in discourse in 1989. Discourse, according to CDA, is a constrained and harmful societal practise.

Critical Discourse Analysis is another name for critical linguistics, discourse analysis looks at how speakers perceive communication in relation to its context, and an approach is called Critical Discourse Analysis (CDA). By employing this technique, we can comprehend how individuals receive or perceive the message in its entire social and literary context.

Instead than concentrating on tiny bits of language or communication, discourse analysis concentrates on the more extensive themes, the text is examined using Critical Discourse Analysis on all levels, including lexicon, syntax, register, and genre.

2nd Theory of political discourse [(39)]

The principles and ideas that make up current political discourse theory come from many different fields. It aims to get under the surface of the positive narrative that individuals tell themselves about politics as a sort of critique. Discourse theories may differ, but they are all concerned with the ways individuals come to think the way they do about power and how it is exercised. To comprehend dangers

and resistance to democracy and democratic values, political science and sociology examine various ideologies, dogmas, and worldview systems in terms of their substance as well as the scope and intensity of their popularity.

Conceptual Framework:

1st Concept of Diplomatic communication:

The study of diplomatic communication theory looks at how communication functions in international relations. It aims to comprehend how ambassadors interact with one another, their home governments, and the general public. Although the study of diplomatic communication is complicated and constantly changing, there are generally three different schools of thought:

The formal and institutional facets of diplomatic communication are the emphasis of the traditional strategy. This method emphasizes the function of diplomats as representatives of their governments and looks at the manner in which they interact with one another through language, symbols, and rituals.

The interpersonal and psychological facets of diplomatic communication are the emphasis of the behavioral approach. This method emphasizes how a diplomat's personality, ideas, and attitudes may influence how they communicate.

The social and political environment of diplomatic communication is the main emphasis of the structural approach. This method explores the influences of domestic politics, public opinion, and the international system on diplomatic communication.

2nd Concept of Mobilizing Public opinion:

In order to accomplish a desired result, mobilizing public opinion entails influencing the beliefs, attitudes, and behaviors of a large number of individuals. This may be accomplished through a variety of strategies, including direct action, emotional appeals, informative campaigns, and social pressure. Mobilization is frequently employed in politics and social movements. While social movements promote

causes like environmental preservation or civil rights, political campaigns typically favor a candidate or policy.

The principles of framing, emotions, and social networks are crucial to the success of public opinion mobilization. Emotions may be a strong incentive for action, yet framing a problem as a moral or scientific problem can have a major influence on how others see it. Additionally, social media may be an effective instrument for a campaign's public opinion mobilization.

Practical Framework:

Research problem:

"The case study of the European Union and Russia after the Russian-Ukrainian war 2022 is used to illustrate how diplomacy communication can be used to manage an international crisis related to energy security."

The research problem is divided into two sub-problems:

1. *How can diplomacy communication be used to build trust and cooperation between two or more parties in an international crisis?*

2. *How can diplomacy communication be used to resolve the underlying issues that led to the crisis?*

The global energy market has been significantly impacted by the Russian-Ukrainian conflict, and the European Union is particularly susceptible to this disruption. The war has caused a dramatic rise in energy prices, and the EU is strongly dependent on Russia for natural gas. This has sparked worries about the EU's energy security and prompted requests for a more diversified energy portfolio.

In this setting, diplomatic communication plays a more crucial part in handling global problems relating to energy security. Communication in diplomacy may be used to foster mutual trust and collaboration between nations as well as to reduce tensions and avert conflict.

There will be four stages to the study:

- Data gathering: In the first stage, information will be gathered from Roberta Metsola's remarks as the president of the European Union in 2022.

- Data analysis: Using CDA, the data will be examined in the second step. Discourse analysis using CDA focuses on the power dynamics in texts. The power dynamics of Roberta Metsola's talks will be determined by CDA.

- Interpretation: The third stage will include explaining what the data analysis revealed. The analysis will concentrate on how Roberta Metsola's speeches' power linguistic dynamics may be used to control global problems including energy security.

- Drawing conclusions from the research will be the fourth phase. The study's ramifications for the fields of critical discourse analysis and international relations will be highlighted in the conclusions.

Research question and hypotheses:

- **1ˢᵗ Hypothesis:** Diplomatic communication can help manage international problems involving energy security.
  1ˢᵗ Question: How can diplomacy communication help to manage worldwide energy security crises?

- **2ⁿᵈ Hypothesis**: The European Union and Russia have distinct ways to diplomacy communication in dealing with international energy security challenges.
  2ⁿᵈ Question: How do the European Union and Russia vary in their approaches to diplomatic communication in dealing with international energy security crises?

- **3ʳᵈ Hypothesis:** Roberta Metsola's statements as President of the European Union represent the EU's approach to diplomatic communication in handling worldwide energy security challenges.
  3ʳᵈ Question: How do Roberta Metsola's statements, as President of the European Union, represent the EU's approach to diplomatic communication in handling worldwide energy security crises?

- **4ᵗʰ Hypothesis:** Roberta Metsola, President of the European Union, has had an influence on the handling of the international energy security problem between the European Union and Russia.
  4ᵗʰ Question: What effect have Roberta Metsola's comments as President of the European Union had on the handling of the international problem over energy security between the EU and Russia?

Research objectives:

• To examine the function of diplomatic communication in addressing worldwide energy security issues.

• To identify the fundamental aspects of diplomatic communication that are effective in handling international crises connected to energy security.

• Identify the primary obstacles and possibilities for diplomacy communication in dealing with worldwide energy security problems.

• Make recommendations on how diplomatic communication might be utilized more effectively to handle international energy security challenges.

• To comprehend how diplomatic communication may be utilized to avoid, reduce, and resolve international energy security issues.

•• To assess the efficacy of diplomatic communication in managing international energy security problems.

Research significance:

1st Literature significance:

The following are some concrete contributions that this research might make:

- It might aid in identifying the important aspects that contribute to effective diplomatic communication in the context of international energy security crises.
- It might create new communication tactics to help prevent and manage future crises.
- It might equip diplomats and other officials with training and information on how to communicate successfully in these challenging situations.
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2nd conceptual significance:

- The findings might aid our understanding of the importance of language and rhetoric in international relations.
- It may aid in the development of new tools for analyzing and assessing diplomatic speech.
- It has the potential to be a useful resource for policymakers, diplomats, and other stakeholders trying to avoid and resolve international crises.

3rd practical significance:

- The findings might help governments and companies communicate more effectively about energy security challenges.
- This may result in better-informed public discourse and decision-making.
- The research might also aid in the development of new tools and approaches for dealing with energy security problems. This might assist to mitigate the effect of future crises and keep them from worsening.
- It can aid in the development of new tactics and approaches for resolving crises via communication.
- It can assist to enhance the training of ambassadors and other authorities involved in crisis management.
- It can aid in raising awareness of the significance of communication in resolving international problems.

Research Design:

The goal of analytical research is to comprehend the cause-and-effect interactions between two or more variables. To draw inferences and draw conclusions, information must be gathered, examined, and interpreted. Marketing, commercial, and social science research frequently employ analytical research.

• Observational investigations

There are many different types of observational study. The most common patterns are covered here.

• Cross-sectional investigation:

In this method, a specific sample is collected at a certain time without any additional research.

Research Approach: (Case study)

- After that, the researcher would choose a case study for the study. In this situation, the researcher would choose the European Union and Russia following the 2022 Russian-Ukrainian conflict. This case is an excellent example of a global emergency involving energy security, and it gives a chance to investigate the function of diplomatic communication in crisis management.

Data collection (Discourse analysis):

- Critical discourse analysis: The researcher would use critical discourse analysis to evaluate Roberta Metsola's statements as President of the European Union to find the ways in which she utilized language to build a certain image of the problem and to propose a specific course of action.

Data analysis

Modal Verbs	Will	Must	Can	Need	Should
No.	31	27	20	22	11
Frequency	27.92%	24.32%	18.01%	19.8%	9.9%

Table (1) Modal verbs "modality" analysis: total 111 verbs "in 3 speeches"

The qualitative evidence of the results is documented in the references (40) (41) (42)

- It became obvious to the researcher throughout the sample examination of Metsola's official statement that the five modal verbs listed in the preceding table best represent the modal verbs employed in the speech.

- In this table, the majority of verbs used is verb "WILL", and the second place goes to modal verbs "MUST" and "CAN & NEED" are almost in the same rank of the sample covered.

- Metsola used in a discourse a middle-level model "WILL" to show the readiness of EU governments to face the consequences of the Russian-Ukraine war on **"Gas Supplies"**.

- • The high-level model "MUST, NEED & CAN," which reflects international unrest, seriousness, and commitment by Metsola to address this problem, came in second place.

- The modal verbs will and must can be used to convey the speaker's personal opinion or viewpoint in addition to denoting obligation, necessity, or certainty. They can also be an effective weapon for persuasion when employed in political speeches.

- The data provided in the data table above comes from the idea of showcasing that the main theme provided by Metsola is (True unity)

  Metsola said *"Our unity must be real - the lowest common denominator should not be the benchmark. We need to move faster and deeper"*.

- *Metsola urges a robust reaction to the energy situation.*

Personal Pronouns	1st person		2nd person		3rd person	
	I/my/me	we/us/our	you	your	He/she/his/her	They/their/them
No.	192		10		26	
Frequency	84.2%		4.38%		11.4%	

Table (2) Modal verbs analysis: total 228 pronouns "in 3 speeches"

The qualitative evidence of the results is documented in the references (40) (41) (42)

- • First person pronouns are frequently employed by Metsola to demonstrate political communication since they contribute to a favorable perception of the person who speaks as a unique person.

- First person pronouns enable politicians to talk directly to their audience and express their ideas and feelings, which helps them build a relationship. Making them accessible and human helps to increase credibility, make their arguments more compelling, and instill a feeling of sense of urgency. Legislators may promote a feeling of urgency and inclusion in the approach by speaking in the first person and taking ownership of their choices and actions.
- • First-person pronouns (I, me, my, we, us, and our) provide the listener a sense of the sender's humanity and closeness, making them seem like the most important person who expresses their opinions. Their usage suggests a predisposition for manipulating emotions.
- . This indicates that, at that time, she intended to highlight the significance of her cause and what was in the best interests of European Union.

Results:

- The result of this study agreed with previous studies, in terms of a lot of studies for example the study of (Ayhan, N. (2023). The study make a case study on Russia and examining new opportunities and technologies for use by the (diplomatic communication) of the Russian Federation and Ukraine in the context of current activities in the field of international relations.
- Findings of the study: The study discovered that diplomatic communication was crucial in handling the world-wide dilemma over energy security between the European Union and Russia in 2022, following the Russian-Ukrainian conflict. Using critical discourse analysis (CDA), it was possible to determine how Roberta Metsola, President of the European Union, utilized language to create a certain perception of the issue and to shape the behaviour of the EU and Russia.
- The study's conclusions have a variety of values for how diplomacy is conducted.

- Primarily the results imply that diplomats should be conscious of language's influence and how it may be utilized to create a specific view of a situation.
- In order to elicit the desired emotions in their audience and to influence their behavior, diplomats may want to employ rhetorical techniques including the use of emotional language and moral arguments.
- The results imply that ambassadors should utilize causal justification to explain that a specific situation constitutes a threat to their interests.
- The study of diplomacy can benefit from a number of the research's conclusions.
- The results firstly imply that CDA can be a helpful technique for studying diplomatic communication.
- Furthermore, the results imply that research on diplomatic communication should concentrate on the ways in which language is employed to create a specific understanding of a crisis and to affect the actions of other players.
- The results imply that the study of diplomatic communication need to concentrate on the rhetorical techniques that diplomats employ to accomplish their objectives.
- Overall, the research results point to the importance of diplomatic dialogue in handling international crises involving energy security.
- Using CDA, it was possible to determine how Roberta Metsola, the president of the European Union, used language to create a certain perception of the situation and to shape the behaviour of the EU and Russia.
- The analysis's findings demonstrated that Metsola employed a variety of rhetorical techniques, such as emotional language, moral arguments, and logic of causality, to create a specific view of the issue.

- According to the research' interpretation and is diplomatic communication can be an effective technique for handling global crises.
- The results of the study have a variety of ramifications for both the study and practice of diplomacy.

Following are some examples of how the research findings have been interpreted by the researcher:

- Worldwide emergencies may be effectively managed with the use of diplomatic communications.
- Convergence building, engagement signaling, and narrative challenges may all be accomplished through diplomatic communication.
- The approach of diplomatic communication is intricate as well as dynamic.
- The background of the crisis, the spokesperson's trustworthiness, and the intended audience are only a few of the variables that affect how successful diplomatic communication is.

Conclusion:

In summary, the study came to the conclusion that diplomatic dialogue is crucial for handling global crises involving energy security. The case study of the European Union and Russia following the Russian-Ukrainian War in 2022 demonstrated how CDA-critical discourse analysis of Roberta Metsola's three speeches, the European EU Presidency in 2022, may be used to assist identify the diplomatic tactics utilized to handle the problem. The study also noted a few shortcomings and offered a handful of recommendations for more study.

A number of recommendations are made by the study's authors, encompassing:

- Diplomats should employ CDA-critical discourse analysis to pinpoint the methods other nations employ to deal with

international problems. They can use this information to create their own powerful tactics.

- In order to achieve unanimity throughout the nations concerned in a global emergency, diplomats need work hard. By doing this, it will be possible to guarantee that the crisis is efficiently managed and that the interests of all nations are taken into consideration.

There were a few limitations in the study, such as:

- The research was restricted to a single case study, therefore it is unclear if the conclusions would apply to other situations.
- The three speeches were subjected to a critical discourse analysis for the purpose of this study, therefore it is unclear whether alternate methodologies would have led to different

- conclusions.

Proposed academic course of study (Research recommendation	
Course Title:	**Diplomatic Communication**
Course Description:	This course explores how communication duties in global connections. It examines the many channels ambassadors use to communicate with one another, their home governments, and the general public. The course also looks at the various aspects of cultural backgrounds, authority, and media sources that affect diplomatic communication.
Courses objectives:	Recognise the significance of communication in global interactions. Examine the many means through which ambassadors communicate. Determine the elements that affect diplomatic correspondence. hone your polite communication abilities
Course Content:	The background of diplomatic communications. The various forms of diplomatic communication. The part that society plays in diplomatic dialogue. The part power plays in diplomatic dialogue.
course Methods:	Various instructional techniques, such as lectures, debates, investigations, and modelling, will be used in the course. Additionally, a research project on a subject connected to diplomatic communication will be expected of the learners.
Course curriculum:	week 1: Diplomatic Communication Introduction Week 2: Diplomatic communication throughout history Week 3: The Various Diplomatic Communication Styles Week 4: How Cultural Differences Affect Diplomatic Communication Week Five: How Power Affects Diplomatic Communication Week six's topic is "The Media's Role in Diplomatic Communication" Week 7: Communication Ethics in Diplomacy Midterm Exam in Week 8 Week 9: Presentations of research project Week 10: Revisions to the research project 11th week: Final exam

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2nd speech:

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