

## E-DIPLOMACY AND POLITICAL NARRATIVES (A CASE STUDY OF US PRESIDENTIAL ELECTIONS 2024)

**Muhammad Huzaifa Bin Salih,**

Assistant Director Information, PHD Scholar International Relations, mhbs2222@gmail.com

**Muhammad Asif,**

Ph.D Scholar Department of Pakistan Studies, Imperial College of Business Studies Lahore  
Pakistan

sirasif786@gmail.com

**Hamza iftikhar**

PhD, Department of Government and Public Policy, school of social sciences and humanities  
s3h, national university of science and technology, 44000, Islamabad, Pakistan

hftikhar@s3h.nust.edu.pk

**Masooma Soomro**

BS (Hons) Library Information Science and Archive Studies, University of Sindh, Jamshoro,  
Pakistan. masoomasoomro05@gmail.com

**Muhammad Arif**

Department of English Linguistics, The Islamia University of Bahawalpur

malikedu55@gmail.com

### Abstract

*This study investigates about the E diplomacy and the global political narratives and its impact on the local political outcomes through the case study of 2024 US presidential elections and how it has influenced the Pakistani political scenario. E diplomacy also known as digital diplomacy with the platforms like X formerly known as Twitter, Facebook and YouTube used by the state leaders, diplomats and international actors but it has remained mostly underexplored. This research fills the critical gap by finding in depth that how global narratives shape the local diplomacy and human rights in context of US general election 2024 and how the Pakistan domestic political environment changed after it, the study employees agenda setting and framing theory and analyses the strategic communication via E platforms which has influenced the public opinions and the political discourse. The study also investigates about the Indo-Pak War (May 2025) and the social media factor of E-diplomacy. The findings contribute to the field of political communication, foreign policy, international relations, diplomacy and the digital media. The study highlights Bi-directional influence of digital and E diplomacy through global political events and its impact on local political scenarios in digitally interconnected world.*

### Introduction

According to Pantoja & Khan, 2021 Digitalization of diplomacy, usually referred to as e-diplomacy has considerably reshaped the situation in the international relations and politics. States, leaders, and international actors can now directly interact with their audiences without the need of traditional diplomatic channels through E platforms (e.g., Twitter, Facebook and YouTube). These transformations have been behind the rapid spread of narratives that resonate across borders and affect global as well as domestic political outcomes. Khan, Ittefaq, Pantoja & Raziq, (2021) The US Presidential Elections 2024 represent no different manifestations of this phenomenon because this event is very pivotal to change the global narrative on democracy and governance and to have impact on the domestic political landscape of Pakistan. During this time, particular attention needs to be paid to cases in which the interplay between global political narratives and domestic political realities are mediated through e diplomacy, such as the detention of former Prime Minister Imran Khan. This research contributes to the study of political communication, diplomacy, foreign policy and international relations by exploring the potential ways in which the use of e-diplomacy can influence domestic political outcomes, especially in the Global affairs. Whereas existing research has explored how digital platforms support the advancement of international

diplomatic agendas, practically very less research has been done on the role of E platforms in forming domestic political crises and no research has been done on US presidential elections 2024 affect on Pakistani Politics as elections in US are recently been conducted. This study fills an important gap in understanding the symbiotic relationship between global political events and domestic political movements, by focusing on the case of Pakistan and the US Presidential Elections 2024. Finally, it draws lessons on the ways in which narratives developed throughout international events can reverberate with, and further develop, local political dynamics, and sheds new light on the transformative capacity of E diplomacy. Strategic deployment of E-platforms pushes a political narrative 'out' into the world Manzoor, S. (2020). A framework for E-diplomacy on social media to describe how international actors pursue it as means of achieving their strategic objectives. Ittefaq (2021). The ways in which digital platforms play out in South Asia within narratives of sovereignty and democracy, underscore the value of attending to electronic narratives to understand how they shape global imaginations during political crises. Bjola, C. (2010) However, these studies mainly focus either on global or domestic dimensions of E-diplomacy, whereas how international event like the US Presidential Elections 2024 have an impact on domestic political dynamics in countries like Pakistan especially on Former Prime Minister Imran Khan detention policy shift and support from United States senators through Twitter X and Facebook remains under studied.

Due the centrality of democracy, governance, and human rights in the international narratives of the elections in Pakistan, how far these narratives influenced public opinion and diplomatic interventions in Pakistan is not yet explored to any great extent. This research therefore fills this void by exploring how E-platforms enabled global stories to be aligned with domestic political demands in Pakistan and eventually resulted in key political outcomes.

In this research, E-diplomacy, global political narratives, and domestic political outcomes are explored with the US Presidential Elections 2024 and Pakistan as a case study. It aims to assess how digital platforms were utilized to build and project narratives that were resonating with global and also domestic political developments. The study uses agenda setting, framing theory and social constructivism theory and tries to explain how international political events interact with domestic political movements in a digitally integrated world.

This research therefore adds to the growing body of e-diplomacy literature by seeking to bridge the critical gap in understanding how e-diplomacy has a bi-directional influence on the global and domestic politics. The E-platforms in themselves illustrate the ability to forge new political realities and provide lessons for academics, policymakers, and political movers alike. This work highlights the role of E- diplomacy in navigating today's complex political communication and 'e-governance' through examination of the intersection of US presidential elections 2024 with Pakistan's political crisis.

### 1.1. Problem Statement

The Propaganda in social media platforms shape the political discourse as an agenda setting, and framing in e-diplomacy. Despite its relevance for shaping voter behavior, public opinion and international perception of political events, large scale campaigns (the 2024 US Presidential Election being just one example) have, to date, received many consideration in its regard. While previous works have examined to what extent social media can facilitate or enable the creation, propagation and mobilization of political narratives, engaging voters, and shaping both public discourse, less has been done on studying the confluence of these themes around a major political event like the US presidential election 2024, which this research will explore.

## 1.2. Research Questions

1. How do social media platforms enable agenda setting and framing in E-Diplomacy of major political events, the case of the 2024 US Presidential Election?
2. Analyze how did e-diplomacy by US Diplomats affected political narratives in Pakistan, pre and post US presidential elections 2024.
3. How E-Diplomacy is changing traditional diplomacy through different forms of Mass media.

## 1.3. Research Objectives

In this Research, the Objectives is to study how social media platforms help with agenda setting and framing within e-diplomacy during these major events, and their impact on changing political narratives, the 2024 US Presidential Election and the impact of e-diplomacy on the political narratives in Pakistan.

## 1.4. Significance of Study

It is significant because this research adds to the stock of knowledge regarding the relationship between social media, e-diplomacy and political campaigns. This study examines how social media platforms can be employed to set the agenda and frame during electoral processes to explain how such strategies within E-diplomacy navigate the politics of narratives and importantly, determine global opinion of such events. E-diplomacy greatly affects political communication, international relations, foreign policy and media.

## 2. Literature Review

Raziq, M. M., & Khan, M. L. (2021) explain that in recent political and diplomatic engagements, E diplomacy, also known by the name digital diplomacy, has become a transformational tool. Digital platforms are used to amplify narratives and to create bilateral or multilateral relations; hence it influences public perception. Now more than ever in such a digitally saturated environment, in a digital era, this interplay between e-diplomacy and political narratives are at its peak in times when decisive events in the historical timeline are taking place just as the US Presidential Elections 2024. However, with the spread of information about diplomacy through social media, traditional diplomacy is constantly fading away with time, youth are no more interested in print/electronic media. In the case of Pakistan, and the case of Imran Khan's political journey during this period, e diplomacy is shaping international as well as domestic political environments for creating political narratives.

In 2024, US elections were heavily infused with digital platforms as tools to plan for campaign strategies and to communicate narratives and engage internationally. According to scholars, social media was no longer just a medium of communication, but a weapon to mold global audience as well as South Asian audiences. (Khan, M. L., Ittefaq, M., Pantoja, Y. I. M., & Raziq, M. M. 2021) However, this digital engagement which towards strategic framing of a narrative, was mapped to certain consequences for countries such as Pakistan which had strong public and political sentiment towards global political developments.

As we get closer to the US Presidential Elections 2024, e-diplomacy and its role depicts the growing dependence of states on digital platforms for communication of their narrative to and with global audiences. In 2024, digital outreach was particularly strong and the campaign used social media to construct some international narratives which resonated globally including in Pakistanis as well. The US elections were a prime point of discussion on governance, global democracy, and bilateral relations. US diplomatic discourse surrounding these elections transmitted its reverberation beyond US borders, and created narratives about governance, foreign policy, and public diplomacy in South Asia, specifically Pakistan.

Inside Pakistan, the US elections reverberated across the digital narratives of state and non state actors. At this time Imran Khan's political narrative, his criticism from jail through E-diplomacy

from twitter X and facebook, influenced over domestic politics, had a strong echo. As a political figure, Imran Khan's access to social media from jail and his crafty use of e-diplomacy secured international attention and support for his release and that from Pakistan and United States. Such amplification of voices and mobilisation of public sentiment was clearly amplified by digital platforms via e-diplomacy when he is currently detained.

The online campaign and high-profile international actors including businessmen and politicians promoting e diplomacy tools played a significant role in amplifying the global outcry for Imran Khan's release. The phenomenon shows that Global incidents, for instance, US elections, convene narratives which affect the political picture of the other countries directly, or in a roundabout way (Pantoja & Khan, 2021). Furthermore, use of E-diplomacy by Imran Khan from jail showed the influence of international narratives on domestic political developments. The reactions around the world and diplomatic interventions highlighting digital platforms demonstrated how e-diplomacy becomes a backend to produce political outcomes. The political discourse surrounding the release of Imran Khan is closely related to broader debates of democracy and human rights that have being promised in the US elections. However, the alignment of an international and a domestic narrative shows that between global events and local political realities there is a complex relationship. Analysts have observed that Imran Khan's strategic use of platforms like Twitter not only kept his narrative alive but also garnered significant international attention. (Ittefaq, M., Khan, M. L., & Raziq, M. M. 2021). The ripple effect of this digital activism improved global and diplomatic influences, which very likely Influenced Imran Khan's release and impacted domestic politics (Raziq, M. M., & Khan, M. L. 2021)

Academic discourse on this topic demonstrates a growing need to understand e-diplomacy as a means of moulding public opinion and policy making. Investigations of E-diplomacy frameworks, for example, show how platforms such as Twitter X and facebook have become battle grounds of competing narratives, where political leaders and states can address themselves directly to foreign entities. For example, a study of Pakistan's digital diplomacy strategies confirms that specific campaigns has the ability to create global awareness and support for the domestic political causes.

Through the US Presidential Elections 2024 and their effect on Imran Khan and Pakistan, this is a strong case study of how e-diplomacy and political narratives meet. With this period comes the potential for E-diplomacy to transform, not only political outcomes but also the nature of international relations, and global governance. The implications of e-diplomacy for international politics and country governance have not surprisingly attracted scholarly attention as it evolves rapidly. The study will examine the E diplomacy during the US presidential elections 2024 before and after 20 January 2025, study will analyze the affect of E diplomacy on changing of political narratives in Pakistan, the study not only talks about the Imran Khan retention scenario and international E diplomacy but in large also the different issues relating to human rights violation and economic issues raised during and after US presidential election 2024, which changed the political narratives in Pakistan rapidly, some tweets by the federal ministers of Pakistan were also deleted including tweet by federal Minister Ahsan iqbal against the Donald Trump telling us about the importance of E diplomacy and its impact on political domestic narratives.

In this study, key variables include E-diplomacy (independent variable), political narratives (mediation variable) and domestic political outcomes in Pakistan (dependent variable) in the context of US Presidential Election 2024 and its impact on Pakistan. Further, it covers platform usage (e.g. Twitter X, Facebook), engagement strategy, and narrative dissemination. Political outcomes are framed through narratives of democracy, sovereignty and international influence, and domestic political outcomes are connected to changes in political alignment, public opinion and key decisions, for instance Imran Khan's release case. The relation between these variables



are a cause effect relationship where the impact of E-diplomacy on political narrative influences domestic political outcomes. By integrating Agenda setting, framing theory, and Social constructivism, we will be able to view the mechanism with which e-diplomacy works and how it influences the public opinion of the 21st century. We need to know that there is no specific reality, the realities are made by the people and given to the public, through opinion leaders to the opinion followers.

### 2.1. Research Gap

Little research exists connecting US Presidential Elections to global advocacy movements. There are few studies that analyze the intersection of Trump's E-diplomacy strategies and their impact on South Asia, and the role of diasporic communities in e-diplomacy. US presidential elections 2024 have also recently been conducted having very limited data on it. Existing literature demonstrates that the influence of e-diplomacy on social media platforms changes political narratives. It is an intersection of the 2024 US Presidential Elections, a Trump victory, and Imran Khan release movement, Indo-Pak War (May 2025) a rare opportunity to study how global political events and E-Diplomacy coincide to shape diplomatic outcomes. With this we will also have a look into how the political and strategic dynamics of Pakistan have changed after Trump's victory and use of E diplomacy by Trump administration through Twitter X or Facebook. The goal of this study is to fill critical gaps in our understanding of these interconnected dynamics.

### 2.2. Theoretical Framework

This study draws on the following frameworks:

- **Agenda-Setting Theory:** Explains how social media platforms prioritize certain narratives, influencing public discourse and diplomatic attention (McCombs & Shaw, 1972).
- **Framing Theory:** Highlights how the same event (e.g., Imran Khan's detention) can be portrayed differently to serve specific political agendas (Entman, 1993).

## 3. Methodology

### 3.1. Research Nature

This research is qualitative in nature. It employs a qualitative research approach to explore the role of social media in e-diplomacy during the 2024 US Presidential Election. It focuses on analyzing social media content and interviews to interpret how agenda-setting and framing influence the public opinion, political narratives, and international perceptions.

### 3.2. Research Design

The study uses a qualitative case study research design to explore e-diplomacy and political narratives during the 2024 US Presidential Election and their influence on Pakistan through interviews and content analysis.

### 3.3.

#### Research

#### Philosophy

The study adopts the interpretivist research philosophy, Interpretivism philosophy suits relativist ontology and subjectivist epistemology, focusing on socially constructed realities and co-created knowledge.

### 3.4. Sources of Data

The study uses social media content, articles newspapers, and media coverage to ensure a comprehensive analysis.

### 3.5. Data Collection Tools

The data collection tools include social media posts, newspapers, articles and media coverage.

### 3.6. Data Collection Procedure

In order to collect the data, the procedure will include analyzing the primary and secondary sources such as social media posts, articles, newspapers and media coverage themes.

### 3.7. Data Analysis Technique

The study uses content and descriptive analysis to identify and interpret patterns in the data, linking key themes to the research objectives, such as agenda-setting, framing, and Social Constructivism.

### 3.8. Delimitations of the Study

Delimitations of the study includes examining e-diplomacy and political narratives during the US Presidential Election 2024 focusing specifically on Pakistan. It does not explore other aspects of the election or impacts on other countries

### 4. Discussion:

As we know that the world is interlinked through the digital media and through the digital print and electronic the messages are conveyed from state to state and E diplomacy is carried out which is of great importance in the 21st century, the old traditional ways of communication Has been ended and now if any country wants to communicate with the other country they do it through mostly Twitter now known as X which can also be seen in the scenario of Pakistan, that how the political narratives were changed after the victory of Donald Trump in the US presidential election 2024 and the former federal ministers who had done tweets against Donald Trump were deleted overnight and hence were going in favor of another political party of the United States. Victory of Donald Trump showed that how the influence of US presidential elections impacted the local political scenario in Pakistan with that we have seen that how the talk shows aired Joe Wilson and Richard Grenell statements on X in prime time about their support for former prime minister Imran Khan and violation of human rights this shows that digital media has great importance and E diplomacy is being carried out through them and with it they make agendas and do framing of different issues. Propaganda and agenda are now just a click away on social media, with that Donald Trump tweet that stopped whole Indo-Pak War (7 May-10 May 2025) is a great example of E-diplomacy and how traditional diplomacy have been wiped out in the past decade.

Even nowadays countries and person even in jail are communicating globally through X(Twitter) While being in jail and making narratives, example in Pakistan is Imran Khan Ex-Prime Minister of Pakistan while sitting in the jail he is giving his political narratives through X formerly known as Twitter. so not only the international actors are using it, but also the local actors with that through this E diplomacy the local political narratives changes and adjust themselves accordingly.

Social media and E-diplomacy played an important role in Indo Pak war (May 2025) as all communication were done through social media and propaganda, framing and agenda was also done through social media through public and political figures, even the war ended was through E diplomacy message by US president on social media. E-Diplomacy has great importance in today's era which had seen a fast growth in the past decade.

### 5. Recommendations:

Recommendations for the future researchers are:

1. Can do a comparative analysis of traditional ways of communication and E diplomacy
2. Role of social media in making of narrative and Public sentiments
3. Framing, agenda setting and digital diplomacy effects on the public
4. Digital media and how it can be used for conflict resolution
5. Policy making for the regulating of E diplomacy

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