

## **IMPACT OF PROTOCOL AND ETIQUETTE ON INTERNATIONAL RELATIONS IN A GLOBAL AND REGIONAL PERSPECTIVE**

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Etiquette is a set of norms and rules that reflect ideas about proper behavior and formalize the process of communication of people in society. Business etiquette is the order of conduct established in business communication, a set of rules that must be followed, allowing to regulate business communication. According to generally accepted understanding, diplomatic protocol is a set of rules, traditions and conventions followed by governments, foreign affairs agencies, diplomatic missions, and other officials in the process of international communication. International business etiquette is the result of a long selection of rules and norms of the most appropriate behavior that contributes to success in international business relations ... Establishing strong business ties and relationships with foreign partners obliges you to know and be able to use the principles and rules of business etiquette of different countries.

International etiquette includes the moral and behavioral attitudes of various social and ethnic groups. Knowledge of and adherence to basic rules and norms of ethics and etiquette contributes to more effective everyday, business and international communication.

In connection with the increase in the intensity of international contacts, special attention is directed to the study of the process of communication between representatives of different nationalities.

National and cultural specifics have a huge impact on the effectiveness of communication. When representatives of different national cultures come into contact, even speaking the same language, each representative acts according to his own national model of behavior, sometimes very sharply different from the model of behavior of another representative.

All specialists in international relations argue that national characteristics are of great importance in business relations and should in no way be ignored. At the same time, they note that while the interests of the parties coincide, national differences are practically invisible, but as soon as a conflict is outlined, they begin to play an important role.

The use of diplomatic etiquette does not depend on the desire or unwillingness of the state to strengthen good-neighborly, friendly relations with other states, but rather is an elementary necessity due to the familiarity of such actions in international relations. Violation of the rules of diplomatic etiquette may entail retaliatory actions not only from the state, in respect of which they have not been implemented, but also from third states, noting the non-diplomatic nature of the actions of the state that violated diplomatic etiquette. In case of violation of the rules of international politeness, a response is possible only from the side of the state in respect of which the principle of diplomatic politeness has not been implemented.

Knowledge of etiquette is a professional quality that you need to constantly develop in yourself. For example, the Japanese spend millions of dollars annually training their employees in good manners and improving their knowledge of etiquette. After all, they perfectly understand that the success of any company, first of all, depends on its employees, and their ability to work to achieve a common goal.

The role of business etiquette lies in the complete harmony of business relationships, which will contribute to the further successful development of the business.

Based on the above factors, it can be concluded that the use of protocol and diplomatic etiquette most strongly affects relations between people or states. However, despite the fact that the norms of diplomatic etiquette, as a rule, do not violate moral norms, diplomatic etiquette is not expected to unconditionally coincide with the current moral norms. As LS Likhacheva notes, "empirical experience shows that you can follow all the rules of ethics and still remain an immoral person."

Moreover, a significant degree of neutrality in relation to morality is necessary in the process of implementing the norms of diplomatic etiquette. So, for example, communication and respectful treatment of the ambassador of a foreign state, which is in a state of war with the receiving state, is not fully justified from the point of view of moral norms, at the same time, the norms of diplomatic etiquette require that he be treated with equal respect and respect. as well as to the ambassadors of other friendly states. That is, the purpose of applying diplomatic etiquette is primarily to recognize the independent value of a diplomat and the state that sent him to the host country.

## **References**

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