

# **The Role Of Facebook In Advancing Foreign Policy of Iran and The United States Case Study: The Joint Comprehensive Plan of Action (JCPOA) (BARJAM)**

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Nowadays, the way of human communication has changed and became more complicated by the development of communication technologies and the formation of cyberspace. Due to this, the importance of focusing on cyberspace and its impact on foreign policy design has become more important. Politicians have also tried to accompany public opinion using existing capacities in cyberspace and using public diplomacy. In this regard, it can be said that the use of common communication elements like language, flag, alphabet, poetry, painting, etc. can contribute to the cohesion of communication in a community and make adaptation among social groups. In this way, people will behave in a coherent way as a nation and achieve a common political unity. The principle aim of this study is to answer the question "What role has Facebook played in advancing the foreign policy of Iran and the United States with an emphasis on the The Joint Comprehensive Plan of Action (JCPOA) barnameye jame'e eqdame moshtarak, acronym: BARJAM)?" The results show that the role of the Facebook in the foreign policy of the two countries of the United States and the Islamic Republic of Iran in the JCPOA is more consistent with the Karl Deutsch's political communication method than the McClelland's theory. Therefore, the two countries have tried to take advantage of the sophistication, initiative, and transparency process than the elements such as knowledge, interests, knowledge, advocacy and action.

**Keywords :** Air, BARJAM, Zarif, Facebook

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