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PUBLIC DIPLOMACY OF UKRAINE

Для формування моделей публічної дипломатії країн світу був застосований емпірично-аналітичний метод. Для виявлення спільних і відмінних рис різних форм зовнішньополітичної комунікації був застосований метод порівняння, практики публічної дипломатії різних країн світу – компаративний метод дослідження. В основі розробки рекомендацій для України лежить метод експертної оцінки.

У статті використані ключові елементи і сфери реалізації державної дипломатії суб'єктів міжнародних відносин на основі аналізу досягнень країн з добре розвинутою практикою (наприклад, США), міжнародних організацій (наприклад, ЄС) і держав з перехідною фрагментованою політичною культурою (наприклад, Китайська Народна Республіка та Російська Федерація). Було досліджено існуючу практику України в сфері публічної дипломатії, з подальшою розробкою рекомендацій як поліпшити зовнішні політичні зв'язки України через публічну дипломатію.

Розроблено рекомендації перспективної моделі української публічної дипломатії, в системі зовнішньополітичної та суспільної комунікації.

Практична значимість даних результатів полягає в можливості їх застосування для поглиблення подальших наукових досліджень в сфері зовнішньої політичної комунікації, а також в процесі здійснення державної політики в цій сфері. Результати дослідження можуть бути використані в практичній діяльності Міністерства закордонних справ України, зокрема, Департаментом міжнародної інформації і дипломатичних місій за кордоном, а також іншими урядовими установами, які беруть участь в іноземній політичній комунікації.

Ключові слова: публічна дипломатія, м'яка сила, культурна дипломатія, політична дипломатія, міжнародні відносини.

Formulation of the problem. The problem of public diplomacy in the system of foreign policy and effective application of this instrument in translation of own political culture and ideology, improvement of understanding of political culture of other countries is extremely current for Ukraine. Significant quantity of global states, namely USA, Great Britain, German, Japan, Canada, China, Russian Federation, are proceeding to search the most attractive model of public diplomacy passing way of capturing by this tool of foreign policy through its critical rethinking to pragmatic application. "Soft" power in general and the use of public diplomacy in particular allows to get more influence on the international arena than it is conditioned solely by military, political and economic power of the state. The building of effective public diplomacy will significantly contribute to ambitious objectives of Ukrainian foreign policy, while the fluctuation of its targeted development will only convert the country to the object of initiatives of other actors of international relations.

The degree of scientific development of the subject. The theoretical basis of the study are, first of all scientific works that reveal the essence of the changes in the environment of mass communications and their impact on international relations and instruments of foreign policy of states, the concept of "soft" power, its forms and tools such as public diplomacy, studying the ratio of public diplomacy of "hard" power, the efficiency of its use. Such scholars should be distinguished as M. Ruzkova,

A. Shunkaryka, E. Makarenko, E. Tuhomurovoi, O. Shevchenko, E. Julion, A. Hoffman, J. Nymol, G. Rowsly, D. Rotkopf, M. Leonard, N. Snow, R. Zaharna, B. Gregory, E. Jilboa, S. Anholt, Y. Melissen, P. van Hann, D. Ebshir, K. Edelman, J. Meloun, S. Riordan, R. Ermitesh.

The purpose and task of the investigation. The purpose of this investigation is determination of place and role of public diplomacy in the system of foreign policy as a form of expression and the means of translation of political culture and ideology, and development of effective model of public diplomacy of Ukraine.

The main material research. The last decades are characterized by rapid changes of the modern world and reformation of international relations environment. The changes affect all fields, including political, economic, social, cultural, informational ones. The tendency that affects all areas of development is globalization. It is closely related to the democratization of domestic political life of many countries as well as of international scope, increase of the number and role of intergovernmental

and non-governmental members on the international arena, convergence of global culture and development of transnational standards of behavior, the increasing the importance of public opinion and the impact of the latter on the formation and functioning of state political institutions, development of domestic and foreign policy etc. Significant changes of international processes are also caused by the development of information and communication technologies that facilitate to create new opportunities for communication and interaction between people worldwide, causing gradual erosion of the boundaries between internal and external policies. The role of media and international information flows significantly grows, especially of news flows.

These trends are closely related to changes in the content of the power of actors of international relations as an ability of the country to use its real or potential resources to affect the lives and behavior of other states. Along with the military-political and economic power ("hard") appears "soft" power

[1, c. 81-95]. As the ability of a member of international relations, state in particular, to influence the behavior or interests of other actors. There is a growing need to develop not only military and economic power of the state, but also to promote its own political culture, values, ideology, building of a dialogue with the leadership and the people of other countries, increase of its own attractiveness for them [2, c. 74-94]. As a result, the approaches to the implementation of foreign policy of states change, when along with traditional diplomacy the diplomacy aimed at a wider audience of people of other countries, especially public diplomacy appears.

The purpose implies solution of the following tasks:

- Systemizing of theoretical provisions and conclusions of foreign public and political science on public diplomacy matters.

It is shown the evolution of foreign scientific thought in studying of public diplomacy and summarized the approaches to this notion; it was proved that public diplomacy reflects and translates the political culture and ideology of a state and is an instrument of state foreign political public communication [3].

- Defining the place and role of public diplomacy in the system of foreign political public communication of the state.

It is defined that public diplomacy as well as cultural diplomacy, state branding and propaganda, is a part of the system of foreign political communication of states with different influence on the international arena (big, middle, small). It was developed the combined ideal model of public diplomacy of the state within which there is a task relied upon it not only to achieve a positive perception of the country by overseas public and building a dialogue with it, but also to broadcast the political culture, values guides up to ensure the change in the political culture of communication object according to the foreign policy goals of the subject [4, c. 229-231].

- Clarification of principal differences between public diplomacy and foreign political propaganda and state branding.

It was analyzed the approaches, purposes and tools of public diplomacy and foreign political propaganda state branding. It was found that public diplomacy is continuous effective instrument of foreign political communication due to the bilateral dialog and establishment of relations of mutual belief with the subject and the object of communication, extended possibilities for mutual transmission of political culture of the actors of international relations, that is absent in practice of propaganda as well as in practice of state branding.

- Summarizing of effective approaches and spheres of application of public diplomacy as an instrument to transmit political culture by the means of analysis of public diplomacy in the system of foreign policy of influential states with steady practice in this sphere (according to the example of United States of America).

It was fully investigated the evolution of public diplomacy of the United States of America. It was defined that the factors of non-efficiency of public diplomacy of the USA is mainly propagandistic nature of communication and non-coordination of the key notifications with real foreign policy of the state. It was demonstrated that public diplomacy of the United States is directed also to promote political culture and dominating ideologies of the USA. It was shown that public diplomacy is included to the system of foreign policy of the state and in case of non-efficiency may be substituted by force [5, c. 28-32].

- Clarification of special features of the process of building the public diplomacy of international communities and organizations (according to the example of the European Union).

It is clarified that the key particularity of European Union public diplomacy is increased complexity of such foreign political communication given non-developed political culture of EU as a community and the presence of several heterogeneous groups of target audiences. It is shown that the typical tooling of state public diplomacy may be applied effectively on the level of international communities and vice versa [6, с. 77-79].

- Analysis of special features of public diplomacy development in the countries with transitional political culture (according to the example of China and Russian Federation).

On the basis of comparative analysis of China and Russian Federation public diplomacy building it was found that foreign political communications of states of transitional political culture and totalitarian past is fragmented having such special features as non-coordination of communication between internal and external audiences, control over information flow, inclination to unilateral communication that decreases the efficiency of public diplomacy of such states in countries which political culture differs significantly from the political culture of China and Russia [7].

- Investigation of current practices of Ukraine in the field of public diplomacy including summarizing of Ukrainian experience in the sphere of international cultural and educational exchanges.

The Ukrainian practice in the field of public and cultural diplomacy was integrally studied and presented. It was shown that Ukraine has a broad range of initiatives in this sphere under the low quality of performance.

It was demonstrated that the potential of such instrument as international cultural and educational exchanges are not used by the state sufficiently. It was proved the necessity of development of the state public diplomacy system beginning from the basic level.

- The development of recommendations regarding perspective model of Ukrainian public diplomacy in the system of foreign political public communication.

On the basis of investigation of the experience in the sphere of public diplomacy of other actors of international relations and investigation of expert opinion of Ukrainian specialists it was prioritized the list of initiatives recommended for implementation by Ukraine, and proposed the perspective model of public diplomacy of Ukraine [8].

Conclusion. Public diplomacy is the important factor of political development of the state that provides possibility of free development of foreign-policy communications and advancement of political culture. The offered measures of perfection of public diplomacy envisage the complex going near the decision of their basic problems and increase of her efficiency.

In a prospect it is expedient to deepen the practical aspects of introduction of these measures on the reformatting of environment of international relations predetermine the necessity of development of foreign-policy communications of the state in accordance with requirements of our time.

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Публичная дипломатия Украины

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Для формирования моделей публичной дипломатии стран мира был применен эмпирически-аналитический метод. Для выявления общих и отличительных особенностей различных форм внешнеполитической коммуникации был применен метод сравнения, практики публичной дипломатии разных стран мира – компаративный метод исследования. В основе разработки рекомендаций для Украины лежит метод экспертной оценки.

В статье использованы ключевые элементы и сферы реализации государственной дипломатии субъектов международных отношений на основе анализа достижений стран с хорошо развитой практикой (например, США), международных организаций (например, ЕС) и государств с переходной фрагментированной политической культурой (например Китай и Российская Федерация). Было исследовано существующую практику Украины в сфере публичной дипломатии, с последующей разработкой рекомендаций как улучшить внешние политические связи Украины с помощью публичной дипломатии.

Разработано рекомендации перспективной модели украинской публичной дипломатии, в системе внешнеполитической и общественной коммуникации.

Практическая ценность данных результатов заключается в возможности их применения для углубления дальнейших научных исследований в сфере внешней политической коммуникации, а также в процессе осуществления государственной политики в этой сфере. Результаты исследования могут быть использованы в практической деятельности Министерства иностранных дел Украины, в частности, Департаментом международной информации и дипломатических миссий за рубежом, а также другими правительственными учреждениями, которые участвуют в иностранной политической коммуникации.

Ключевые слова: публичная дипломатия, мягкая сила, культурная дипломатия, политическая дипломатия, международные отношения.

Public diplomacy of Ukraine

V. Dubas

Methodological and theoretical bases of the article are scientific researches of domestic and foreign scientists and the results of author. For forming the models of world countries public diplomacy the empiric-analytical method was applied. For revealing of common and distinct features of foreign political communication form, comparing of public diplomacy practice of different world countries the comparative method of investigation was applied. In the basis of development of recommendations for Ukraine there is a method of expert evaluation.

The article used key elements and implementation areas of the public diplomacy of the actors of international relations is defined based on the analyses of achievements of the countries with the well-developed practice (example of the USA), international organizations (example of the EU) and states with the fragmented transitional political culture (examples of the People Republic of China and Russian Federation). The current practices of Ukraine in the area of public diplomacy were studied, followed by the development of the recommendations on how to improve the external political communications of Ukraine through the public diplomacy.

Development of recommendations regarding perspective model of Ukrainian public diplomacy in the system of foreign political public communication.

Practical significance of the given results consists in a possibility of their application for deepening of further scientific investigations on the sphere of foreign political communication as well as in the process of exercising of state policy in this sphere. The results of the investigation may be used in practical activity of the Ministry of foreign affairs of Ukraine, particularly, by the Department of international information and diplomatic missions abroad, as well as by other government institutions involved to the foreign political communication.

Key words: public diplomacy, soft power, cultural diplomacy, political public, international relation.

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