

Nazar Dorosh

Vasyl' Stus Donetsk National University

Vinnitsia

Research Supervisor: I.H. Panina, PhD in History, Senior Lecturer

Language Advisor: V.I. Kalinichenko, PhD in Philology, Senior Lecturer

SOUTH-EAST ASIA IN JAPANESE FOREIGN POLICY

Introduction: South-East Asia has always been of significance to Japan that takes an interest in the area in terms of national strategies, economy and the energy sector. Japan is not the only party concerned with the resources of the region. Recently the competition for spheres of influence has been observed there. China, which is powerful enough to compete with Japan, is currently intensifying cooperation with the countries of South-East Asia. The region has also been of interest to the USA promoting its relationships with both the countries of South-East Asia and China [6]. Due to this Japan finds it increasingly difficult to pursue its policy in the area.

Review of recent publications. The issue of Japan's regional foreign policy in South-East Asia is considered in research studies by L. P. Er, J. Lee, H. Zhao, and N. Katagiri. These and other researchers raise the issue of economic cooperation, Japan's principles of foreign policy, and the competitive situation in the region that has arisen due to the involvement of the USA, China and other parties. In particular, the academic paper "China's Development Assistance in Southeast Asia: A Threat to Japanese Interests?" by R. Yamamoto that was published in 2020, touches upon the rivalry between Japan and China for the influence in the region. The author explains how Japan can take advantage of the current situation in the region as well as substantiates the alternative ways of developing the given situation [2].

Objective of the paper. The purpose of the paper under consideration is to assess the competitive ability of Japan as a party pursuing its policy in South-East Asia as well as to identify the major problems the country is facing in this regard.

Research results. Japan is one of the leading economies in the world. It is currently seeking for new opportunities of development. The Japanese government have decided to put neighbouring territories at the heart of their policy. South-East Asia is crucial for Japan as an energy market. The region is rich in resources, and is actively developing its energy sector, particularly the hydropower industry. Cooperation with South-East Asia is important for Japan as the way of its worldwide expansion.

Japan is trying to have a well-established presence as a credible partner in the region. Meanwhile, it is trying to play down the impact of China. In 2019, Japanese investments in the countries of South-East Asia were estimated at USD 367,000,000. At the same time, Chinese investments were estimated at USD 255,000,000 [3]. Upon the outbreak of COVID-19 the Japanese government paid 12,000,000,000 Yens (approximately \$114,000,000). It is the first part of the support programme [4].

On the one hand, it proves the competitiveness of the Japanese. On the other hand, the statistics show that Japan had to do their best in order to challenge the market leader. At the same time, there were other numerous problems Japan had to sort out in order to transform South-East Asia into the affected area. The above problems consisted in the proximity to China and mental ties with it, as well as with other South-East Asian countries.

Though after World War II Japan posed itself as a soft power, countries of the region had already “enjoyed” the Japanese rule. It turned to be one of the constraining factors of the Japanese influence on the countries under consideration.

In his academic paper “Some Peculiarities of Modern Processes of the Economic Integration in the Central Asia”, Y. Shwed stated that China had enjoyed the competitive advantage and “the present-day policy of China in South-East Asia consists in transforming the country into a major partner in Eastern Asia and expanding its influence” [1].

Such changes cannot be overlooked by the USA that is not willing to be too permissive to China and keep out of the developments happening in the area. The reasons are quite clear – not to let China reinforce their positions in the area. On the one hand, it poses problems for Japan that could see a new tough rival in South-East Asia. Nevertheless, Japan can have the advantage of it. Mutual advantages for the both countries are revealed in the article “Southeast Asia’s Geopolitical Centrality and the U.S. – Japan Alliance” [5]. Cooperation in South-East Asia is to facilitate the solution of the major problem of both Japan and the USA, which is definitely the strengthening of China.

Another factor is that there are still historical and socio-economical problems, which significantly restrict Japan’s possibilities to execute its “soft power”. Such problems as the impossibility to deny the past history, restrictions for immigrants, being unable to change its image in the minds of the countries within this area stand in the way of promoting foreign policy. The above mentioned factors say for the conservatism of the Japanese government in executing foreign policies. At the same time, it turned to be a constraining factor of the Japanese foreign policies.

Conclusion. Clearly enough, the Japanese are doing their best to affect South-East Asia politically. The above mentioned statement is crucial for Japan that strives to expand its influence across South-East Asia. This area is important for Japan in terms of energy sources. At the same time, Japan has to do her best to become a market leader in the region defeating their challenger, namely China. They also have to revise their past in order to reach the ambitious goals.

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Iryna Maksymova

*Vasyl' Stus Donetsk National University,
Vinnytsia*

*Research Supervisor: I.V. Bohinska, PhD in History,
Assoc. Prof.*

*Language Advisor: V.I. Kalinichenko, PhD in Philology,
Senior Lecturer*

BRITISH MEDIA AS AN INSTRUMENT FOR CREATING AN IMAGE OF THE ROYAL FAMILY

Introduction. The monarch is the image and the face of the country. People are watching them closely and tracking every word of theirs, as well as their act, therefore, they should be very careful in their actions. The same is relevant for all the members of the royal family. It is becoming more special and increasingly important because of the growing influence of the media which now impact our lives. The British royal family owe the mass media their extreme popularity throughout the world, but this also had its own price – now there is not a single step, no mistake that can be kept in secret, and at least the whole Europe will speak about it the next day.

This paper is about the most highlighted and scandalous events of the royal family that British media are so much fond of.