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UKRAINIAN DIASPORA AND THE INTERNATIONAL IMAGE OF UKRAINE

Introduction. A positive image of the country is always important. Unfortunately, the image of Ukraine is fragmentary and limited to Chernobyl, the Orange Revolution and the “post-communist country”. In recent years, Euromaidan and the protracted Russian aggression added to the list.

In international relations, a bad or missing reputation is viewed as a weakness and a problem for public policy. Ukraine must build a positive image in the international arena. The formation of a positive image for Ukraine is one of the main tasks for foreign policy. One of the most effective tools can be close cooperation with the Ukrainian diaspora who is a carrier of the Ukrainian language, culture, mentality,

and worldview, with which citizens of the countries of emigration Ukrainian can coexist.

Objective of the paper is to analyze the role of the Ukrainian diaspora in improving the image of our country in the countries of residence of compatriots.

Result of the research. Diaspora plays a significant role in shaping the country's image on the world stage. It can be a good instrument of influence in the countries of residence of compatriots. To use it efficiently, financial support is needed for some of the Ukrainian institutions created by foreign institutions, especially cultural and scientific ones. State support will be able to turn them into a kind of representative offices of Ukraine abroad. This is one of the problems of forming a positive image of Ukraine – insufficient funding for such institutions [2].

Ukraine faces the following tasks of nation branding strategy: improving the economic situation of its people, the growth of real incomes; increasing the authority of Ukraine in the international arena; reduction of Ukraine's public debt; taking more effective actions to eliminate corruption; ensuring transparency of decision-making; improvement of Ukraine's policy on establishing relations between the Ukrainian diaspora and the state; increasing the amount of statistical and reference information about Ukraine in foreign media, which aims to break down stereotypes and highlight the positive aspects of our people, culture and traditions [3: 14].

Ukraine has internal problems hurting its positive image: lack of reforms and economic crisis; the existence of a more crucial and noticeable problem on the horizon (namely the solution of relations with the existing aggressor country); imperfect legislation and its constant change; bureaucratization of political decision-making; non-compliance with political promises by the political authorities.

Diaspora can act not only as one of the factors in the formation of Ukraine's international image, but also as a successful instrument of influence in the countries of residence of compatriots. For example, Poland succeeded on the eve of the ratification of the EU accession treaty, actively using the Polish diaspora to mobilize public opinion in the EU states in favour of Poland's joining the European community [1: 24]. Ukrainians have large diasporas abroad in Russia, Canada, the USA, Brazil, Kazakhstan, Italy and Argentina. In general, the Ukrainian diaspora is present in more than one hundred and twenty countries of the world. According to some reports, about 20 million people outside Ukraine are identified as having Ukrainian ethnicity. That is why the involvement of the diaspora, and its informational, intellectual, cultural and financial potential can contribute to a positive image of Ukraine. Ukraine must take an active and effective position concerning diaspora and offer financial support to such cooperation programs. Ukrainian diaspora plays a significant role, through the active influence on state and social processes. The image can influence the formation of the opinion of citizens of other countries about the place of origin of this person negatively or positively. This is what the country can use to its advantage. Proper use of information about their famous citizens or diasporas abroad can change the way locals think about Ukraine or break some stereotypes about the population.

Conclusion. Thus, there are many problems and challenges that Ukraine must cope with to build a positive image in the international arena. The process requires a state policy to focus on positive and dispel negative stereotypes. Ukrainian government can call on the diaspora to improve the international relations.

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EUROPEAN PROJECT AFTER BREXIT

Introduction. Understanding of modern political and economic processes in Europe, the goals, principles, and mechanisms of functioning of the EU is impossible without analyzing the idea of integration of European peoples in the modern context. At all stages of its development, the "European idea" was geopolitical.[9] The European Union, which continues the process of transformation, has the right to complement the idea of a "united Europe" and, accordingly, to develop the "European project".

Review of recent publications. The authors of the research topic can be divided into the following groups: the authors of which studied the issues of "European identity" and "European project"; works of the authors of Eurosceptics and Euro-optimists in the context of the world community; authors researching on Brexit: D. Loventel, M. Kozlovets, R. Sinpos, F. Robinson, T. Oliver, E. Johnson, B. Laffan, M. Mathis, K. Amadeo and others.