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PUBLIC DIPLOMACY: SPORTS CASE

Introduction: International affairs with many centers of power interacting are guided by diverse interests form a hierarchically polycentric structure. According to G. Kissinger, world order is getting constantly transformed to ensure the sustainable development of the relationship and avoid conflicts. Diplomacy is a tool to achieve the common goals of peace and prosperity. G. Palmerston said about Great Britain: “We have no eternal allies, and we have no perpetual enemies. Our interests are eternal and perpetual, and those interests it is our duty to follow.” According to G. Morgenthau political international power relies on the psychological influence of those who have it and those who do not. The powerful party can control the actions of the weak party: and it is called “smart power”.

Review of recent publications: J. Nye wrote extensively on the “soft power”. He identifies 3 definitions of public diplomacy. The first one is based on realism and defines “public diplomacy” as a state policy instrument aimed at ensuring national

goals. The second definition comes from neoliberalism: "Soft power is the ability to persuade others to want what you want, – the ability to entice and attract". The last is based on constructivism that defines "soft power" as a means of understanding the "other" culture, traditions, focusing on the role of non-governmental organizations in international relations. Critics of the concept of "soft power" D. Galarotti, K. Waltz focus on the complexity of determining the effectiveness of public diplomacy.

The objective of the paper is to explore the definition and applications of soft power.

Results of the research: Public diplomacy include culture, education, music, and sports. Sport is a complex phenomenon of international policy with many types and functions. Jay Kukli says: "When sports become popular, government involvement usually increases." Sports diplomacy has the following functions:

1. Image – aimed at building a state brand that will promote the development of relations; 2. Agitation and propaganda aimed at ensuring national interests.

M. Brodskaya wrote: "Sport can be seen as an alternative to campaigns naval squadrons, military bases in other parts of the world". Sports diplomacy has the following vectors:

1. Social – to strengthen national identity;
2. National security;
3. Commercial component.

Sports diplomacy employs the tools:

1. Organization of sports events.
2. Sports exchange and training programs.

Conclusion: Sports diplomacy is an effective part of public diplomacy. It can improve international relations and promote foreign policy interests. The "soft power" of sports diplomacy promises positive results at low expenses. Sports diplomacy has a special place in the system of international relations, given its influence and popularity. In a globalized era, sports diplomacy came to the forefront of modern diplomacy.

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