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THE ROLE OF CULTURAL DIPLOMACY IN INTERNATIONAL RELATIONS

Introduction. Cultural diplomacy has been used as an instrument of international relations for centuries. Researchers, travelers, merchants, teachers, and artists can be viewed as the examples of "informal ambassadors" or early "cultural diplomats." Throughout the history of mankind, the processes of exchanging language, religion, ideas, art have consistently improved the relations between different peoples. Modern international relations determine the new content of cultural diplomacy. In an increasingly globalized interdependent world it is cultural diplomacy that is crucial for strengthening peace and stability.

Review of recent publications. The issues of using the cultural diplomacy tools have been studied by such foreign scholars as M. Cummings, M. Kilbain, J. Nay, E. Onukh, and F. Taylor. Among the domestic researchers who studied this issue, it is worth mentioning S. Gutsal, O. Kuchmiy, O. Rozumna and others.

Objectives of the paper. The purpose of the paper under consideration is to define the concept of "cultural diplomacy", identify the tools, principles and tasks of cultural diplomacy, determine the role of cultural diplomacy in international relations.

Results of the research. Among the main tools of cultural diplomacy there are works of art, including films, dance, music, painting, sculpture; exhibitions that provide an opportunity to showcase numerous cultural objects; educational programs; cultural exchanges; activities of libraries abroad and translation of popular national works; broadcasting news and cultural programs; religious diplomacy (interreligious dialogue).

The term "cultural diplomacy" was introduced by the American researcher F. Barghom in the 1930s in the context of assessing Soviet policy, which was interpreted by the scholar as the manipulation of cultural materials for propaganda purposes. Further, the understanding of cultural diplomacy evolved to its perception as an exchange of ideas, information, values, traditions, beliefs and other aspects of culture that can help improve mutual understanding [5].

Cultural diplomacy can be defined as a tool for representing national identity at the international level, as well as a tool for mediation between the interaction of different cultures. According to the German diplomat A. Enders, cultural diplomacy is a tool that serves political purposes, and although it sets its own goals, they follow from the general goals of foreign policy [5]. As a kind of "soft power", cultural

diplomacy allows to convey and realize the interests of the state through the transmission of culture, values and ideas as opposed to the use of "hard power", which carries out coercion through military pressure. Although the researcher K. Schneider believes that today using the instruments of cultural diplomacy is secondary to more rigid instruments of influence [2].

E. Onuch, a well-known Polish diplomat, also noted the long-term orientation of cultural diplomacy. In his opinion, cultural diplomacy is a long-term activity, an instrument of public policy, which is designed for the longer term, and therefore it should not be a specific tool of policy that is profitable, necessary at a particular time [3]. Domestic researcher O. Rozumna considers cultural diplomacy as a set of techniques and practical measures developed and implemented by foreign relations bodies or other authorized state bodies that support the diplomatic activities of the state by broadcasting samples of national culture to foreign audiences [4: 53].

The International Institute of Cultural Diplomacy has proposed the following definition: cultural diplomacy is a course of action that is based on the exchange of ideas, values, traditions, other aspects of culture or identity and uses it to strengthen relations, expand socio-cultural cooperation, promote national interests. Cultural diplomacy can be practiced either in the public sector, or in the private sector, as well as in civil society, and its goal is to promote peace and stability through intercultural relations [1].

The Institute also identified the following principles of cultural diplomacy, which must be followed in the implementation of its measures: recognition of cultural diversity and heritage; intercultural dialogue; justice, equality; protection of international human rights; promoting global peace and stability.

Cultural diplomacy is an important tool of state foreign policy, related to the presentation, promotion and construction of a positive image of the state through cultural activities. Thus, the Slovak scholar M. Kuruč defines cultural diplomacy as a specific activity focused on the exchange of cultural values in accordance with the goals of foreign policy [1]. Contrary to the established analytical practice, cultural diplomacy has not only external but also internal application. Maintaining the attractiveness of one's own culture and the state as a whole is one of the most important tasks for the people.

Among the main tasks of cultural diplomacy the following ones can be observed:

- to create a positive attitude towards the people, culture and politics of a country;
- to stimulate closer cooperation between certain countries;
- assist in changing the policy or political environment of the target country;
- prevent, regulate and mitigate conflicts with the target nation.

The growing interest in cultural diplomacy is due to the fact that often classical diplomacy is not able to cope with crises. This is especially true of asymmetric, hybrid conflicts, when new political actors are involved in international processes.

Cultural diplomacy is also effective where there is a crisis of identity (cultural, religious, ethnic), because it is aimed at maintaining and developing mutual respect

and dialogue between different cultures. Actors of cultural diplomacy can include various individuals and organizations, including ministries of foreign affairs / ministries of culture (diplomatic missions and cultural institutions) staff; socio-political and cultural-educational organizations that receive organizational, political and financial support from the state and coordinate activities with diplomatic missions; directly cultural figures (artists, painters, musicians, etc.).

Conclusion. Summing up, it is worth emphasizing the importance of cultural diplomacy in modern international relations. Cultural diplomacy is associated with the use of culture as an object and means of achieving the fundamental goals of foreign policy, creating a favorable image of the country, popularizing the culture and languages of its people. Considering the essence of cultural diplomacy, it should be noted that it is a kind of demonstrating the national power, because it presents to the world the achievements of science and technology, the competitiveness in many areas ranging from sports and industry up to the military power of a state.

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