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## **POSITIVE AND NEGATIVE COMPONENTS OF ISRAEL'S IMAGE IN THE MODERN INTERNATIONAL ARENA**

**Introduction.** The image of Israel as a state is a complex phenomenon. It is made up of tradition and innovation, reflects the latest trends and pressing issues of the day, and is clearly linked to both foreign and domestic policy in many areas. The image affects all the spheres of public, socio-economic and political life of the country. In this regard, it can be argued that *Israel's state image* is a tool that helps to support the processes of establishing the state's relations with other players in international relations, while also influencing its internal development and determining the vectors of this development.

Israel's foreign policy in the twenty-first century has been quite thoughtful and holistic, and one that has allowed it to reach a high level of interaction with the leading players in today's system of international relations. The multi-vector policy has ensured that the state is not locked into internal regional issues and the question of recognition. Thus, for many centuries the State of Israel has been the scene of the most extraordinary events in the history of humanity. These moments have been seen in the nature and mentality of this state and have determined the components of its image at the present stage.

**Review of recent publications.** The state image of Israel has been studied by many international scholars, including J.F. Jones, S. Anholt, M.Aronchuk, O.G. Leonova and others.

**Objectives of the paper:** to identify the main positive and negative aspects of Israel's state image in the contemporary international arena, and to examine their impact on the perception of the country in the world.

**Results of the research.** Although the independence of Israel was not declared until 14 May 1948, its image undoubtedly had already begun to form much earlier. In many ways, this image was endowed with both positive and negative traits. Accordingly, certain stereotypes about Israel, its culture, customs, traditions, foreign policy as well as about Jews themselves, have emerged in the minds not only of ordinary people but also of leading states. These stereotypes have become entrenched in the minds of many nations of the modern world, for example, in some European countries, Latin America and the post-Soviet space.

First of all, it is worth pointing out that at the moment there are still prejudices against the Jews themselves. It is worth mentioning such an event as the Holocaust. It all started when Adolf Hitler came to power in Germany in 1933 and established the National Socialist regime in the country. This regime was based on the Nazi racial doctrine, according to which Aryan Germans belonged to a superior race and Jews were considered people who were not worthy of honor and freedom. Documents discovered after the end of World War II indicate that Hitler's ultimate goal was the total annihilation of all Jews throughout the world. Thus, the fact that the Jews are the people not worthy of existence has been cemented by history. Antisemitism is a form of national intolerance that is expressed in hostility towards Jews as an ethnic or religious group and is a type of xenophobia. This phenomenon has not disappeared even today [1].

At the end of the 20-th and beginning of the 21-st century, a phenomenon called "new anti-Semitism" emerged, which is a new form of anti-Semitism that tends to manifest itself as opposition to Zionism and criticism of the Israeli government [1].

French philosopher Pierre-André Tagieff has argued that the first wave of what he calls the "new Judeophobia" emerged in the Arab-Muslim world and in the Soviet environment after the 1967 Six-Day War. He argues that anti-Jewish themes focus on the demonic figures of Israel and what he calls "Zionism from a fantasy world": that Jews conspire together to conquer the world and are imperialistic and bloodthirsty, leading to a revival of stories of ritual murder and food and water poisoning.

With the collapse of the USSR and the end of the 20-th century the situation has not changed much. Recent events are an example of this. Recent reports have documented that there has been an alarming increase in anti-Semitic conspiracy theories and clichés against Jews and the state of Israel as a result of the coronavirus pandemic. The research carried out by Oxford University has shown that almost 20 per cent of adults in the UK believe that Jews are behind the spread of the virus for financial gain. *The #IsraelFights4Humanity campaign* ("Israel Fights for Humanity") demonstrates Israel's efforts to combat the coronavirus, a direct challenge to these anti-Semitic accusations, many of which take a modern form of anti-Zionism [2].

Israel is too often accused and, in the Prime Minister's words, "there is a presumption of its guilt even before it is proven guilty", i.e. the State of Israel is perceived as an aggressive country [5]. But here too, the facts refute these claims. Throughout Israel's history, its pursuit of peaceful goals and its abhorrence of unnecessary conflicts and wars run deep. Despite many difficulties, Israel can be

proud of its achievements. Israel's entire system – the executive, judiciary and legislature – worked to uphold the rule of law and respect for human rights.

A vibrant media enjoying complete freedom, a strong judiciary, strong opposition parties and numerous human rights organizations that operated freely in Israel guaranteed the rule of law and respect for human rights. Israel had justified the trust of the international community and become a modern, liberal, Western-style democratic state in which religious freedom was guaranteed to all. Israeli people practice almost every religion in the world and are of different races and ethnic and national origins and enjoy equal rights under the law norms.

Very often the state is accused of close contacts with the United States of America, stressing that the country could not have managed on its own without the help of a strong player, and there are also complaints that the Jewish lobby is the reason for these close contacts. Indeed, Israel and the United States enjoy a close relationship because both share fundamental values and strategic interests. Among these shared values, the respect for democracy, the respect for the rights of every individual and the belief that a state should be governed democratically, are important. Israel continues to contribute to strategic cooperation with the US, including intelligence sharing, weapons development and technology development, common defense planning and joint maneuvers for the benefit of each side. Israel's experience in fighting terrorism and ensuring the security of its citizens came in handy for America after the September 11, 2001 attacks [3].

Another stereotype is that the State of Israel is considered as such a state that has no right to exist, as it arose artificially. One of the arguments that Israel has no right to exist is that the Jews do not constitute a single people. But like the Norwegians, the Japanese and the French, the Jewish people is a nation whose members all have a common origin, history, religion, language and culture. Moreover, since self-determination is the primary test of a people or a nation, the very existence of Israel is proof that the Jews define themselves as a people [5].

**Conclusion.** Thus, summarizing the above mentioned ideas, we can conclude that certain elements of the state functioning can influence its image in both positive and negative ways, as can also be claimed about tourism. The state of Israel, mobilizing all its forces, is trying to overcome certain stereotypical attitudes that are ingrained in the minds of not only ordinary people, but also the leading players in the modern international system.

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**ACTIONS OF THE RUSSIAN FEDERATION REGARDING UKRAINE  
AND THEIR IMPACT ON RUSSIA'S IMAGE IN  
THE GLOBAL MEDIA**