

attention to the Pacific, and the United Kingdom is forced to address current issues such as the Syrian refugee crisis and a bold, aggressive Russia.

However, as the common history of the last century has shown, Britain will remain as important to US security as the United States is important to the United Kingdom.

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CULTURAL FACTOR OF UKRAINE-EU COOPERATION

Introduction. The EU implements many cultural programs in Ukraine. Cultural cooperation between Ukraine and the EU promotes the exchange of artworks and supports artists mobility.

Review of recent publications. Many experts wrote on problems of cultural cooperation between Ukraine and the European Union. For example, O. Domanskyi drew attention to the state's priorities and emphasized the significance of Ukrainian active participation in European and international cultural events [1]. S. Pahlov explored the European influence on Ukrainian cultural policy while V. Movchan and M. Emerson conducted an in-depth analysis of EU-Ukraine relations [2].

The objective of the paper is to clarify the framework of the current cultural interaction between Ukraine and the EU and define it as a promising sphere of convergence.

Results of the research. When the EU was established, all participating States had more than two centuries of market economy, rule of law and democratic traditions. The close integration of economic and cultural ties preceded the EU. Europeans cherish and invest in cultural development.

The “European Union’s cultural policy is governed by article 167 of section “Culture” of the Treaty on the Functioning of the European Union (TFEU), better known as the Treaty of Lisbon. Its provisions are as follows:

1. “The” Union shall contribute to the flowering of the cultures of the Member States while respecting their national and regional diversity and at the same time bringing the common cultural heritage to the fore.

2. Action by the Union shall be aimed at encouraging cooperation between Member States and, if necessary, supporting and supplementing their action in the following areas:

· a) improvement of the knowledge and dissemination of the culture and history of the European peoples,

b) conservation and safeguarding of cultural heritage of European significance,

c) non-commercial cultural exchanges,

d) artistic and literary creation, including in the audiovisual sector.

3. The Union and the Member States shall foster cooperation with third countries and the competent international organisations in the sphere of culture, in particular the Council of Europe.

4. The Union shall take cultural aspects into account in its action under other provisions of the Treaties, in particular in order to respect and to promote the diversity of its cultures.

5. In order to contribute to the achievement of the objectives referred to in this Article: the European Parliament and the Council acting in accordance with the ordinary legislative procedure and after consulting the Committee of the Regions, shall adopt incentive measures, excluding any harmonization of the laws and regulations of the Member States, the Council, on a proposal from the Commission, shall adopt recommendations” [3].

In 2015 Ukraine signed a treaty and joined the program “Creative Europe” for cultural and creative industries. The mission of “Creative Europe” is to support projects of transnational cooperation with cultural and creative organizations from different countries participating in the program [2: 241]. It significantly eased cooperation between Ukrainian and European partners, opened access to funding for joint projects in translation, cultural networks and platforms. Also, it created opportunities to apply for festival funding, attract more audience by accessing the European market. Cultural exchange is indeed a very promising factors of Ukraine’s cooperation with the European Union. It is aimed development of cultural diversity and the preservation of cultural and historical heritage.

Conclusion. Thus, the sphere of culture is an important factor in cooperation between Ukraine and the European Union. As a member of the “Creative Europe” program, Ukraine has many opportunities for joint cultural projects.

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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,