

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.

The paper aims to study the crisis of European identity and Brexit as its manifestation.

Results of the research. In the XXI century, the European national consciousness remains at the highest degree in the political arena. At the same time, regional self-identification increasingly fuels separatist movements. On the way of “replenishment of supranational, obligatory self-identification there is a lot of anxiety” [4]. In the competition of national, regional and national self-identification, the main rival of national-state self-government is regional. The inhabitants of the continent are closer to the idea of "Europe of the Regions" than the idea of "a single European community"[2].

The complication of the situation on the continent in the ethnic, racial and religious aspects subordinates the cultural and civil homogeneity of Western societies and poses a powerful obstacle to the formation of a European identity. Internally displaced, affiliated values and life threats of independent civilizations resulted in the leadership of other cultural influences [8]. The degree of adaptation to the "new homeland" is different. In the United Kingdom, another referendum on the independence of Scotland will be possible in the future. The country is already trying to separate itself in 2014, but then slightly more than half of its inhabitants, 55.3%, voted against the separation. At that time, it was the European Union that showed Britain's main argument [3]. Now, if the country still leaves the EU, the new referendum will cause an inevitable step, the results of which look quite predictable.

Conclusion. After Brexit, neither the UK nor EU countries remain the same. In renegotiations on a new EU trade agreement there are three main possible scenarios:

1. Introduction to the European Economic Area (EEA), together with the EU, Norway, Iceland and Liechtenstein (including those related to the fishing industry and agriculture).

2. Swiss option – participation in the European Free Trade Association (EFTA) or another free trade scenario with the EU, but without joining the EEA. So, in the Swiss-EU relations with the EU there is an exclusion of financial services [7].

3. Trade according to the WTO rules (lack of benefit for free trade with the EU). the best scenario for the UK will be the model of Norway or Switzerland when a country wins its advantageous positions in trade agreements and participates in certain areas of common policy while contributing to the EU budget.

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SOFT OR SHARP POWER IN CHINA'S FOREIGN POLICY

Introduction. The People's Republic of China emerged as a powerful player in the international arena. It also affected Chinese foreign policy consisted of dual trends of "welcoming oneself" (qingjinlai) and "going outside" (zouchuqu). The policy relies on the liberal-democratic paradigm of "soft power." In contrast to the "soft power", Western scholars introduced the concept of "sharp power" for describing the state activities in the international arena. Chinese President Xi Jinping said: "The growth of the world economy requires new drivers, development must be more inclusive and balanced, and the gap between rich and the poor must be reduced. Hotspots in some regions are causing instability and terrorism is thriving. The deficit of world development and governance is a serious challenge for humanity "[4].

Objective of the paper is to specify the "soft power" and "sharp power" in China's foreign policy.

Review of recent publications. The concept of "soft power" is based on the cultural influence that a country exerts. The ability to exert such influence depends on external circumstances, such as cooperation. For example, Western culture blends American and European values and thus often widens a gap with the Muslim culture.