

editorial of “*GlobUkraineNews*” about each of the countries, and a photo album in which you can view vivid photos from the life of #*GlobalUkrainians*” [3].

The Foundation has two educational projects, such as the Global Ukraine Academy, aimed at identifying Ukrainian leaders, creating new agents of cultural diplomacy and activating their actions at all levels, from local to international, and Global Ukraine – BUSINESS HUB, which contributes to the development of Ukrainian business. Stopfake and Global Ukraine are just a drop of those projects created by activists after the events on the Maidan that have become engines of development of cultural diplomacy of Ukraine. However, in my opinion, it is these projects that are a vivid example of Ukraine’s active, innovative and incalculable cultural diplomacy.

Conclusion. *Stopfake* and *Global Ukraine* appear to be just a drop in the ocean of those projects created by activists after the events on the Maidan that have become engines of development of cultural diplomacy in Ukraine. However, in my opinion, these projects can be viewed as a vivid example of Ukraine’s active and innovative cultural diplomacy.

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ACTIVITY OF THE USA IN THE MIDDLE EAST

Introduction. The Middle East is currently viewed as one of the key regions for the United States of America in the world arena. Support of Israel, counteraction to strengthening of Iran in the region, oil production safety, etc. are traditionally referred to the American interests. In the plane of realization of the interests the United States are usually assisted and supported by their allies in the region: Saudi Arabia, Jordan, Egypt, Qatar, Bahrain, Kuwait, Israel.

The paper under consideration aims at discussing the current issues of the US political and economic activity in the Middle East region in terms of the allies support.

So, the following main American interests in the Middle East should be considered [6; 7]:

1. Safety and war with terrorism.
2. Control of Iran.
3. Support of Israel.
4. Safety of oil production.
5. Non-proliferation of nuclear weapon.
6. Human rights and democratization.
7. Destabilization exception in the region and emergence of the uncontrollable conflicts.

Military operations in Iraq and Afghanistan have undermined the terrorist groups, though having not neutralized them completely. The reason for Iran to have been controlled for so long is actually mistrust of Obama's administration (both in general and because of the previous administrations of other ex-presidents) to the clerical mode which rules the country. This mode causes suspicions in the USA on the nuclear weapon issues and the help to the terrorist groups in action. Safety of Israel in general acts as the base of all the further Middle Eastern policy of the USA since Israel appears to be the main trade partner in the region [2: 60-61]. Israel has long received significant military and technical assistance from the United States. Between the countries they currently operate the agreement on free trade. However, there are also disagreements on some issues, for instance, the status of Palestinians in Israel or the policy aspects in relation to Iran, or negotiation process between the Palestinian administration and Israel.

"The oil factor" is also important in terms of the US policy in the region. This results from the fact that here about 60% of the world reserves of hydrocarbons are concentrated. In addition, more than a half of needs for oil in the American economy is covered due to the import. According to official forecasts of the U.S. Department of Energy, by 2025 more than 65% of all oil will have already been imported to the USA from the Middle Eastern countries [1: 11]. Not only the USA, but also the European Union and Japan are considered today to be large importers of Middle Eastern oil. It is expected that the world demand for the oil will have increased twice by 2030, mainly owing to the growth of the economies of China and India. Therefore, the Middle East plays and will continue to play an important role in the world economy and safety as the chief supplier of oil [5: 22].

The policy of the USA on non-proliferation of the nuclear weapon in the Middle East region is completely clear nowadays. Considering a rather unstable situation in the region it is possible to imagine what happens if at least one of the countries possesses nuclear weapon [3].

The discussion about the Middle East and the United States is conducted. Taking into consideration the history of their relationship one does not wonder why this problem appears to be so difficult and unresolved. It is necessary to predict

further development of the relations of these two political actors for forecasting in general of the future of the world and possible modifications in the international political arena. The forecast is also necessary for avoidance of the possible new conflicts or escalation of the old ones.

Conclusion. So, there are prospects of development of relationship between the USA and the Middle East. However, the situation has changed radically in recent years, so that the policy of the USA for this region has to undergo cardinal changes, now the East considers all the parties of this relationship, both benefit from them, and shortcomings of "friendship" with the USA, and the anti-American moods are becoming a peculiar lever of pressure upon America.

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THE ROLE OF HISTORICAL TRADITION IN THE FORMATION OF UKRAINIAN DIPLOMACY (THE FIRST HALF OF THE 1990s)

Introduction. The Diplomatic relations of Ukraine are an integral part of its foreign policy interactions, as today they are intervened with all the aspects of the country's life and are achieving a qualitatively new level of their development. Nowadays, there is no doubt that the diplomacy has transformed considerably and has acquired new features. Native diplomats, historians and politologists have started to review and reconsider the importance of the issue of the Ukrainian revolution of 1917-1921.

The objective of this paper is to bring the light on how at the beginning of the twentieth century the Ukrainian people received the opportunity to gain their independence and create their own foreign policy. After the events of the revolution in Petrograd on March, 8 (February, 23) the Ukrainian national movement got the possibility to form its own institutions of self-government, which later transformed into the representative institutions of the whole Ukrainian nation [2: 1-5].

The absence of unity among the Ukrainian political circles slowed down the construction of the Ukrainian state. Autonomistic views dominated in the society, which blocked the realization of the idea of a self-sufficient state. From the very beginning the wrong aim which was chosen caused a number of mistakes: the absence of the national army, blurred borders, budget deficiency played a crucial role in the short-term existence of the UPR (the Ukrainian People's Republic) [4: 1-2].

The unfavourable foreign conditions had a negative influence: World War I, the Bolsheviks' and the White Guard's aggressive policy in the national matter, the rivalry with the newly founded Poland, the absence of the Central Powers' support.