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PUBLIC DIPLOMACY

*Nations now stand in such constructed relations to one another
that none can stand any weakening of its culture
without losing power and influence in relation to the others.*

Immanuel Kant [1]

Introduction. Modern international relations are in the process of constant transformation. Since the appearance in the political discourse, public diplomacy has undergone a great evolution. If initially this term was understood as a propaganda euphemism, today it implies a developed multi-channel system of bilateral communication between societies of different countries. In connection with the evolution of the global communication context (the cheapening of communication technologies, the spread of the Internet), the great powers are no longer the only actors capable of disseminating information around the world.

As a consequence, the ability of each individual actor to influence the global information space has declined. In changed conditions, states are forced to involve non-state actors in their public diplomacy. At the same time, in almost all spheres of social life, the processes of globalization, which give rise to significant challenges in the field of foreign policy, are forcing global actors (in particular, the state) to find new forms, methods and tools of interaction and information and communication influence. So, «What is public diplomacy and what is difference between classic diplomacy and public diplomacy? ».

That is, **the objective of the paper** is to consider in detail the concept of public diplomacy and the related concepts. «Public diplomacy» - actions aimed at building long-term relations, defending the goals of national foreign policy and better understanding of the values and institutions of their own state abroad. Public diplomacy has several dimensions, which also include the spheres of state to create a national brand abroad, international public relations, etc.

«Classical diplomacy» is the official activity of heads of state and government, foreign ministers, foreign affairs offices, diplomatic missions abroad and the state, delegations, representations of people's diplomacy at international conferences on the realization of the goals and tasks of the state's foreign policy, protection of the rights and interests of the state, its institutions and citizens abroad and in the state.

Accordingly, the main difference between public diplomacy and classic diplomacy in actors. Because in classic diplomacy the main actor is government and all activities are carried out between them, and in public diplomacy cooperate non-governmental actors or the government of one state with the public of another. Furthermore, public diplomacy activities often present many differing views as represented by private individuals and organizations in addition to official government views. In traditional diplomacy, Embassy officials represent Government in a host country primarily by maintaining relations and conducting official conversation with the officials of the host government whereas public diplomacy primarily engages many diverse non-government elements of a society. If we are talking about truth, openness and transparency, then special attention should be paid to public diplomacy, since all the information about classical diplomacy is very limited and very often false.

Also, official diplomacy focuses on the behavior and policy of governments, in the case of public diplomacy, the public attitudes and behavior are of paramount importance. Depending on the degree of influence of the public's mood on

government strategies, public diplomacy can produce indirect influence through the population on government policy

As today's public diplomacy is becoming more and more popular and effective due to the increase of non-state actors in international relations, it is worth paying attention to its features and ways of implementation. Scientists distinguish the following three measures of public diplomacy:

1. Public diplomacy as a lobbyist dividedness. This is a form of short-term commune to carry out the necessary influence the state to make a decision for the border. With the help of public diplomacy you can convince the target audience, namely decision makers (parliamentarians or members of a government of another state), change their position in their favor.

2. Public diplomacy as international Public Relations. Form of communication in order to achieve medium-term. Has a broader basis than lobbying goes beyond the scope of political expediency and affects, for example, economic or cultural question.

3. Public diplomacy as a process of pronaming a national image or brand. The most comprehensive and complex dimension, aimed at creating or transforming the promotion and promotion of a positive international state of the media.

In broader terms, public diplomacy is embodied, first of all, in people-to-people contacts within the framework of educational programs, scientific and cultural exchanges, as well as in an open political dialogue. In general, the main tools of public diplomacy are joint public events (visits, seminars, conferences, press conferences, public debates, various projects, research, publications, radio, television, film productions, etc.), designed to convey the necessary information on the state to the world the public.

Public diplomacy is often confused with propaganda. Common is the fact that public diplomacy and propaganda campaigns are based on technologies of manipulating mass consciousness, mostly on conviction. However, propaganda strategies are usually used misleading misconceptions, concealment of critical information from the public, spread of fear, and intimidation.

Conclusion. So, public diplomacy is a new and more effective way of solving national problems at the international level, which has become increasingly popular nowadays. Public diplomacy is based on the principle of honesty and truthfulness of disseminating information. Thus, if channels of propagation in them are the same tools of influence is fundamentally opposed.

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CHINA’S STRATEGIC INTERESTS IN THE SOUTH CHINA SEA

Introduction. This paper discusses the People’s Republic of China’s strategic interests in the South China Sea, and focuses on the maritime China’s strategy, the resource security and maritime disputes in the region. Undoubtedly, there are still many issues that should be studied, but in order to make this piece of research a manageable endeavor, it explores basically the problems of resources and security strategy and shows the factors which influence these issues.

The objective of this paper is to consider the problem area in relation to national security, governance, economics and society perspectives. It takes a close look at how dynamics in these multidimensional domains affects the drafting of strategies and policy-making, and the influence they have on state actions.

To understand the geostrategic importance of the South China Sea it should be mentioned that the South China Sea (which is also named «Biển Đông» or «West Philippines Sea») is located on the south coast of China, in the east of Vietnam and in the west of the Philippines. The Gulf of Thailand covers the western part of the South China Sea. The countries and territories bordering the sea include: China, Taiwan, Philippines, Malaysia, Brunei, Indonesia, Singapore, Thailand, Cambodia and Vietnam. Hence, due to its location the South China Sea plays an important role in terms of geopolitics. Furthermore, it is also one of the busiest sea routes in the world. Since the 1980s at least 270 cargo ships have crossed its water a day.

So, it seems to be clear that China is not the only country in the region that seeks to claim control or ownership of assets and shipping lanes in this location. Many Asia-Pacific nations have their own interest in the South China Sea, all of which interweave with the territorial and maritime claims that are contested and disputed in