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Olha Sazonova

Vasyl' Stus Donetsk National University

Vinnitsia

Research Supervisor: V.V. Kravchenko, PhD in History, Ass.Prof.

Language Supervisor: V.I. Kalinichenko, PhD in Philology, Ass. Prof.

SOFT POWER IN EDUCATION AS A STRATEGY OF COUNTRY'S POSITIVE IMAGE

Introduction. International relations, those which are built on an aggressive and forced basis and are identified as hard power cause the resistance revanchism,

provoking an unstable relationship of an affected object. Armed conflicts, economic and administrative pressure often have fleeting and unpredictable results. Different ways of influence on one's consciousness, non-violent methods of processing power and other influential groups have been known for a long time. Machiavelli, Thoreau and Gandhi, T. Leary and R. Wilson wrote about it in their numerous studies. Since the beginning of the XXI century the concept of Joseph Nye's soft power [5] has become increasingly popular in academic and political communities as an alternative to hard power. This concept helps to create a long-term country's positive image, ensuring its attractiveness, safety, and competitiveness under the conditions of globalization trends. So, in terms of strategic planning, soft power is a good and promising component of international relations.

The objective of the given paper is to discuss the existing views on the concept of soft power in the sphere of education as a strategy of country's positive image.

The relevance of the piece is the importance of intellectual, cultural and information flows in models of soft power (SP). Provision of higher education and the development of science including the social sciences, whose main task is to manufacture theories and concepts, and which legitimize the position and views of the state, that is pursuing a policy of SP. These tools allow individuals to influence and edit the value system to further promote the necessary confidence in the society – an object of influence, positive impacts on the image of a source application of soft power.

Formation of the "certain outlook" occurs through voluntary agents of influence, active leaders of society among young people, the future representatives of political, cultural, scientific, technical, social and other elites. In the long term, through grants, scholarships, and other education programs, donor countries exporting certain outlook, which most likely will be extended from society. To generate a broader understanding of the importance of soft power in education, as part of the foreign policy of Western democracies, some examples could be provided with the figures and statistics: according to the German Academic Exchange Service (DAAD), 300 909 foreign students received the education in German universities in the 2013/14 academic years, compared with 282 000 in 2013 and 246 000 in 2003. The report of the Institute of International Education informed that in the 2011/2012 academic year about 761 320 foreign citizens studied at US universities.

The report of OECD (Organization for Economic Cooperation and Development) 2012 Education at a Glance said that from 2000 to 2010 the number of foreigners who came to universities outside the country increased by 99% (from 2.1 to 4.1 million people) [2]. According to the European Commission in 2011/2012 academic years, about 3 million of students participated in the Erasmus program in 2012/2013 academic year and the budget of the program reached 480 million euros. In 2010, almost half of students from abroad studied in one of these countries [3]: the United States – it accounts for 17% of total foreign students in the world; United Kingdom (13%); Australia (7%); Germany and France (6%); Canada (5%).

The resource base of soft power is not limited to educational programs. The qualitative SP uses the totality of cultural, information, intelligence, networking, psychological and other technologies.

Conclusion. Thus, we can conclude that among the priority issues of international relations, the topical issue is the introduction of the own brand in the international public intellectual, cultural and information markets, and protection against similar foreign influence. So today's soft power tools in education acquire effective signs of latent interventions and the struggle for human and ideological resources for what Ukraine should consider strategies for building effective foreign and domestic policy.

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