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My vdiachni Polshchi za pidtrymku nashoho shliakhu do NATO – Petro Poroshenko [We are thankful Poland for supporting our path to NATO – Petro Poroshenko] // Prezydent Ukrainy. – Retrieved from: <http://www.president.gov.ua/news/mi-vdyachni-polshi-za-pidtrimku-nashogo-shlyahu-do-nato-petr-45038> [in Ukrainian].

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THE ROLE OF «SOFT POWER» IN CHINESE EDUCATION SYSTEM

Introduction. Today, a cultural factor is one of the key elements of the so-called "soft power". In the whole world the influence of this aspect on the general socio-economic processes, interstate relations and ties is increasing. In international politics it has obtained a new meaning nowadays. Accordingly, many states are beginning to pay more attention to their cultural policies, the term "external cultural policy" is being increasingly used as export, dissemination and popularization of national culture or, conversely, rejection of foreign cultural expansion becomes a more effective instrument of foreign policy. Foreign cultural policy can also serve as an effective ideological tool that helps to carry out foreign policy strategies of states, creating a solid foundation that would allow them to promote and defend their national interests in the international arena, and, as well, have a significant impact on social development processes.

Review of recent publications. The issue of «soft power» has been discussed in numerous research works of both Ukrainian and foreign scholars. Among them are J. Nye, S. Vinsen-Lankran [1], M. Moore, O. Koval, M. Mukhina, S. Brozytov, M. Pozina, V.S. Kim, Ya.A. Bokhan [5] and others. Nevertheless, more attention needs to be given to the above mentioned subject.

Objective of the paper is to analyse and clarify the role of *soft power* as one of the priority elements in China's foreign policy activities.

Results of the research. The field of education also plays an important part in the implementation of the "soft power" strategy. Foreign students at Chinese universities are one of the most effective directions in this area. Among the governmental institutions, responsible for such programs, are the China Scholarship Council, the Office for International Cooperation and Exchanges, and other organizations under the Ministry of Education of the People's Republic of China. Educational institutions and industry as well as non-governmental organizations also monitor student mobility and China's cooperation in the field of education, in addition to state authorities. According to data as for 2010, international exchanges of

Chinese non-governmental organizations were formed and developed with more than 130 organizations from more than 30 countries and regions of the world [1].

It is worth noting that in 2001 the number of foreign students could barely be registered. However, already in 2012 there were about 300 000 foreign students studying in the PRC accounted for 8 % of the world index [2]. According to the Ministry of Education of China, in 2014 the number of foreign students increased by 29 % and reached almost 380 000 people, which gives the People's Republic the status of one of the most popular countries for studying. According to the government's strategy of the country by 2020 China will have attracted at least 500 000 people to study in her higher educational institutions [3].

The number of scholars in the total number of foreign students in China is approximately 10 %. Every year the Chinese authorities spend about \$ 100 million on promoting student mobility and about \$ 25 million to promote the "Study of Chinese as a Foreign Language" program.

In order to facilitate and increase the knowledge of foreign students about the possibilities of studying in the PRC, the Chinese Association for International Exchange – CUCAS (the China University of Applied Sciences and College System) has been established. Using this system minimizes the amount of time spent on searching for the desired university and training program. In addition to informing, CUCAS also provides consultant services for choosing a program of study and higher education, designing and preparing a package of entry documents, thus simplifying the process and reducing the deadlines for filling applications. Such information platforms and their usability allow us to demonstrate the positive image of education in China at a distance of several thousand kilometers from future students. The official status of CUCAS strengthens the confidence of consumers of educational services, as well as reduces the risks of possible fraud in this area [4].

The main attention is paid to exchange programs that have been significantly expanded including political training for foreign correspondents and officials, cultural, linguistic and academic programs [5].

The universities' positions of the People's Republic of China more than clearly demonstrate the "soft power" of the country's education. Chinese universities are becoming more and more competitive, which obviously attracts foreign students. According to QS's renowned world ranking, in 2015-2016 Beijing University and Tsinghua University, the best universities in China, are ranked 42th and 57th. And in 2016-2017 the universities under consideration rose in rank and took respectively 29 and 35 places, which greatly increased interest in them [6].

The Government of the People's Republic of China pays special attention to increasing its influence on the younger generation of foreign countries, due to the fact that the future of its "soft power" in a particular country and its development depends on the current perception of China by young people. One of the tools for youth involvement is holding of a large number of various symposia, forums, meetings, scientific conferences and other events in the PRC.

The organizers of such events are usually Chinese universities. It should be noted that these are not necessarily the best universities in the country, located in Beijing or Shanghai, but also small provincial universities. For example, Urumqi high

schools, the capital of which is the Xinjiang Uygur Autonomous Region, annually hold conferences with universities of Tajikistan, Uzbekistan and Kyrgyzstan. Most often in organizing such events local Confucius Institutes take part. In addition, conferences devoted to China issues are also held in the territory of the targeted States.

Among the political and economic conferences, *The Asia 21 Young Leaders Summit* is aimed at finding ambitious young people throughout the Asia-Pacific region, providing them with a platform for the exchange of experience and communication. In the future the ability to listen to their colleagues and try to understand them may help avoid potential difficulties in building relationships between participating countries. In 2015 in Hong Kong *The Asia 21 Young Leaders Summit* celebrated its 10-th anniversary [7].

Conclusion. Relying upon the above-mentioned facts, one may conclude that involving youth in the sphere of "soft power" influence is one of the most promising areas of China's policy in this aspect. No doubt, the success of this direction depends on China's further opportunities not only to strengthen the "soft power", but also the complex state power, as well as the country's position in the international environment. In this regard in the future China will step up its efforts to expand its influence on youth in foreign countries.

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RUSSIA'S POLICY ON CYBERSPACE

Introduction. Russia's aggression against Ukraine in the framework of the hybrid warfare in the East of Ukraine, as well as Russia's actual attempts to dismantle the current international security system, due to this confrontation, causes increased attention to all elements of the security policy of Russia by other actors. Russia's policy is considered to be no exception in the plane of national and international cyberspace and their attempts to use it for their own benefit, thus forming a closed informational model of society and trying to impose the same model throughout the world.

Cybersecurity policy in Russia has several peculiarities that make up both the advantages and disadvantages of this policy. This approach, especially its foreign policy dimension, is based on the information security concept. It covers a wide range of content issues, including advocacy and psychological operations through information networks.

Objective of the paper is to discuss the issues related to the cybersecurity policy in the Russian Federation.

Results of the research. In fact, the term “cybersecurity” does not exist in Russian legislation or in any accepted doctrine. The Russian government first used this term in the draft document “The Concept of the Strategy of Cybersecurity in Russia,” which was adopted in January 2014. The key difference between Russian and Western approaches to cybersecurity and cyberspace is understanding of Russia's