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FEATURES OF CONSTRUCTING THE IMAGE OF THE FIRST LADY OF THE USA (EXAMPLE OF JACQUELINE KENNEDY)

Introduction: In the modern world, the figure of the first lady is significant for many spheres of public life. Although she is not a political figure in the traditional sense, there are many cases in which the president's wife has influenced decision-making in both domestic and foreign policy. In addition, the first lady has a significant impact on shaping the image of the president and, to a certain extent, acts as the "face" of the state on the international arena. Within the country, the president's wife is considered to be an example for a female audience embodying the values and moral foundations of American society.

Review of recent publications. The issues of constructing the image of the first lady did not constitute a separate area of theoretical research. However, topics related to our research have been studied mostly by foreign scholars, among which are C. Anthony [1], K. Brower [2], I. Kalita [7], N. Shvedova [10]. Also, this topic has been studied by such Ukrainian scholar as V. Chikalyuk [9].

Objectives of the paper. The purpose of this article is to explore the image of the first lady as a social construct, identify the sources and tools by which it is being created.

Results of the research. The first lady, unlike the president who is the official representative of the government, acts as a non-state actor or unofficial power and, in fact, is an example of the combination of several social functions: the wife of the president, stylist or PR specialist, etc. [7]. She has no normatively defined rights and obligations. There is no mention of the "first lady" in the US regulations, which makes it possible to state that, officially, there is no such institute. So far, the status of the first lady remains unofficial and mostly symbolic. However, certain points of the normative documents that determine the status and regulate the activities of the president's wife may be applied to the first lady. According to the legal documents which were analyzed, the president's wife is considered to be an official or servant [3], also she acts as the functional equivalent of a president's assistant [3] and has a staff at her disposal in White House [6].

The formalized term of "president's wife" did not replace the concept of "first lady", which exists in the imagination of Americans and acts as a social construct. Expectations of ordinary Americans are perhaps the most important factor in shaping the image of the first lady. It is important that these expectations are based on a particular value system. Therefore, the basis of this construct are the values of American society [4]. Also, the first lady herself is the incarnation of the best female qualities: modesty, sincerity, naturalness, restraint and grace. Her social roles are primarily related to the family and implemented through supporting her husband, raising children, creating family comfort. More broadly, she represents the role of a women and the status of gender equality in American society.

The problem of creating an image of the first lady is relevant in a particular political context. The beginning of this process is mostly the presidential race, during which the candidate's wife directs her activities to support her husband and gain voters' loyalty. The activity of the candidate's wife during the presidential race sets the stage for creating her own image as a potential first lady. American poll results show that 5-7% of voters choose a candidate, relying on likes or dislikes for potential first lady [10: 51]. This is the resource that a candidate's wife can put into her husband's victory in elections. The example of Jacqueline Kennedy and her "Campaign wife" [5] can be considered as classical in forming the image of the first lady during the presidential campaign. Meetings with voters, communication with journalists, blogging, social and political advertising, organization of secular events, fundraising in support of the candidate, supporting her husband during the presidential campaign - this is not a complete list of those events, organization or participation in which contribute to creating the image of the future first lady.

The conversion of the candidate's wife into the first lady after the end of the presidential campaign is conditioned by another political context related to living in the White House. A new stage in constructing her image is related to the implementation of a socially significant project. Sociological polls in the US show that Americans highly appreciate initiating of social projects of national

importance by the first ladies. For example, according to a poll of 2012, 59% of respondents [10: 51] thought it was necessary for the first lady of the US to take a specific social course during her husband's presidency. The first ladies do charity work, take care of the medical field, fight with alcoholism and drug addiction, promote healthy lifestyle, make efforts to preserve cultural heritage and so on. The ability to recognize an actual social problem and demonstrate effective steps in solving it are important components of a positive *image* of the first lady. The active efforts of the president's wife in the implementation of a nationwide social program can be considered as a factor of political stability and an important image policy in favor of the head of state. And conversely, if the first lady does not demonstrate an effective approach and personal interest in solving social problems, it threatens the image loss to both her and the president.

Language practices remain effective image-building tools. The public speeches of the president's wives are important, because Americans give the first lady an important symbolic meaning and take her speeches not less seriously than the speeches of the officials. Through public speaking and interviews, first ladies can mobilize public around their projects or divert public attention from problems, point out important landmarks of development of society, explain the president's policies, and sometimes save his reputation. However, public speaking is not only a way of maintaining communication with American society. Publicity of the first lady is a prerequisite for maintaining her image and possessing of oratory can significantly improve it.

The president's wife is always in the spotlight, so an important element of the image of the first lady is her style. The hostess of the White House has to look like a real first lady which means to follow the protocol, but at the same time it is important to find first lady's own individual style in clothing and accessories that would stand her out among of other women. Americans always have been meticulous about first ladies' appearance, especially about the authorship of their outfit. They believe that the first lady of the state should choose the clothes created by domestic designers, thus supporting the national manufacturer and to some extent the country's economy.

For many years, Jacqueline Kennedy has been considered as the most elegant first lady of the United States. Americans call her "the icon of the 1960s" [8]. This is a result of a successful first lady's image that made Jacqueline an example for women around the world. Therefore, the image of the first lady can be used to conduct cultural diplomacy and improve the image of the state. Dresses by American designers, elegance, a sense of style, and a constant display of dedication to the United States - these are the benchmarks for image makers who create the image of the first lady.

Conclusions: The first lady of the USA is an integral part of American political culture and has an important symbolistic value for American society. This is evidenced by numerous polls dedicated to first ladies and one of its kind First Ladies' National library. Construction the image of the first lady of the United States is a long process, caused by a certain set of factors that influence its formation. This image is the result of political, social and public activity of the first lady, her activity and

interest in issues of national importance, her interaction with American society and her individual characteristics such as educational attainment, personal interests, system of values, possessing of oratory, personal style and self-presentation. All these components in complex construct the image of the first lady.

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CONFUCIUS INSTITUTE AS INSTITUTIONALIZATION OF PRC CULTURAL DIPLOMACY

Introduction. Countries that actively conduct cultural diplomacy in the international arena, in addition to the documentary background create relevant state bodies and institutions responsible for the practical implementation of the culture use in favor of diplomacy abroad. The institution that embodies the cultural diplomacy of the People's Republic of China is the Confucius Institute (CI), founded in 2004 [1]. It is similar to European cultural institutions such as the French Alliance *Française*, the Italian Cervantes Institute, the German Goethe-Institute.

The objective of this paper is to analyze CI structure and functions of the Chinese cultural foreign body, as well as other states' attitude towards it in the international arena.

The main Institute's objectives are to promote the culture and language of the People's Republic of China. However, educational and scientific programs and exchanges have been added to the responsibilities of the body. The main goals of the Institute are to draw attention and deepen the understanding and interest of the world community to China and the Chinese language, to develop and deepen China's relationship with the world, to present the country as a trustworthy partner. The Confucius Institutes provide opportunities to learn Chinese, including online classes and materials on the institution's website [2]. The Institute also conducts educational and cultural events, conferences, organizes students and teachers exchanges and internships, publishes literature and tests Chinese language skills.

The first Confucius Institute was opened in South Korea, Seoul. Such a starting point for the establishment of the network is connected with the favorable historical foundation existing on the peninsula, namely the practice of observing Confucian