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FORMATION OF UKRAINE'S POSITIVE IMAGE BY MEANS OF CULTURAL DIPLOMACY

Introduction: In the conditions of modern international relations, culture is an integral part of diplomacy, which provides the basis for improving the climate of international cooperation, the development of intergovernmental cooperation and contributes to the achievement of the goals of foreign policy and the resolution of national security issues. Recently, many states have resorted to promote their own brand in the international arena, which has come to terms with "image diplomacy."

Given the fact that the image of the country is shaped by a wide range of foreign-political, economic, cultural and other actions of the state and non-state actors associated with this country, the notion of image diplomacy is closely linked with

other methods of implementing methods of “soft power”, such as public and cultural diplomacy.

Review of recent publications. In general, the direction of image diplomacy is based on the concept of soft power formulated by J.S. Nye and also studied by J. McClury. The actual concept of the country's brand was introduced into the political research by S. Anholt, who extrapolated the concept of management and marketing to international relations. Issues of cultural diplomacy within political science, in particular, in the theory of international relations, were studied in the writings of J. Vieira, M. Cummings, E. Onukh, M. Kilbein, F. Taylor.

The use of soft power tools in Ukraine's foreign policy is one of the important tasks of the foreign policy strategy of our state. This problem was researched by A. Lutsenko, Y. Turchin, O. Tishchenko-Tishkovets, E. Magda, N. Rzhetskaya, N. Museyenko, O. Kuchmii, I. Sokurovskaya and others. The issues of public and cultural diplomacy of Ukraine in this context have become the subject of the research of V. Tsivatoy, S. Hutsal, O. Romasnoy and others. However, consideration of the real recent steps of Ukraine on a strategic long-term basis, taking into account existing models of other countries using the means of public and cultural diplomacy through the prism of the concept of "soft power", requires a new scientific reflection, taking into account the current foreign policy situation and security and the image challenges Ukraine is facing.

The objective of the paper: a comprehensive analysis of the processes of formation and development of the main trends in terms of positive image-making of Ukraine through the use of cultural diplomacy tools.

Results of research:

- historical retrospective of the formation of Ukraine's image in the context of the formation of Ukrainian statehood was analyzed;
- formation and components of the image of Ukraine in the international arena and its significance in the coordinates of the hybrid threat was analyzed;
- the problem of the development of domestic cultural diplomacy, the conditions and factors of the integration of national culture into the international cultural space, and the determination role of state and non-state institutions in this process was substantiated.

Conclusion: it is possible to state that cultural diplomacy in Ukraine is only to be developed actively and today faces many problems, in particular, due to the lack of unified coordination of the work of various cultural centers, the absence of a single state strategy. Developing a public consensus in the implementation of the policy of cultural diplomacy is now a major task, since Ukrainian cultural initiatives that reach the international level must be internally coordinated and reflect the general social consensus.

Ukraine today has a unique chance to build an appropriate image, using a significant potential for change, centered around the whole society. Due to the rapid development of technologies and tectonic changes in public relations, everyone can contribute to its construction. Formation of a positive image of the country has ceased to be the exclusive prerogative of the state machine, and more and more people are

convinced of this in their own experience. Ukrainian diplomacy takes the first steps, overcoming the resistance of the bureaucratic machine of ministries and departments, apathy and ignorance.

The development of cultural diplomacy influences the effectiveness of the foreign policy of the state, adding to its prestige and credibility. At present, the success of national cultural diplomacy is possible by combining efforts in this direction between two profile ministries – the Ministry of Foreign Affairs of Ukraine and the Ministry of Culture of Ukraine, as well as representatives of the expert community, the Ukrainian diaspora and contemporary artists.

Ukraine faces a difficult task: to form a stable image of Ukraine as an integral part of world history and culture in the international contingency. The tools for implementing such a cultural policy must be resilient to current trends in a globalized world. The ability to demonstrate the country's position with the help of culture literally, clearly, "plainly" and nonviolently remains relevant for the Ukrainian diplomatic corps nowadays.

Therefore, the main task of the cultural diplomacy of Ukraine remains the formation of a positive image of our state through means of international cooperation and culture. The Ukrainian content of foreign cultural residents, the combination of the past with modern, focusing on the strategic goal of cultural diplomacy to protect national interests and security, while developing responded to external challenges and threats may be crucial in this context.

The political elite should listen to the initiatives from below and support the horizontal model of state cultural management. The main contemporary challenge for Ukraine is to form its own vision of the place in the competitive world. It is clear that it is an impossible task to do without preserving the sovereignty and restoring Ukraine's territorial integrity. Our state will not only need to prove the obvious – the actual right to exist, but also provide a springboard for sustainable development and protection of national interests. The uniqueness of Ukraine has to be a generally recognized fact and a clear proposal for cooperation. That culture can bring Ukraine beyond the short-sighted political perspective, so you can look at it differently, not as a big problem area, but as a distinct, diverse space that is sensitive to interactions with other cultures. The space that can move into a common future, promote good values and innovative ideas.

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THE CRIMEA PROBLEM IN THE UKRAINIAN-RUSSIAN RELATIONS

Introduction. The Russian attack has become a shock for the majority of the Ukrainian citizens, but the Russian-Ukrainian confrontation has deep historical roots. The absorption of Ukraine, its material and human resources – one of the key prerequisites for the deployment of the Russian imperial project. The history of relations between the Ukrainians and Russians is a chronicle of wars, liberation uprisings of Ukrainians and a consistent policy of russification and assimilation of Ukrainians.

The review of recent publications. The topic under consideration has been highlighted by A. Bebler, J. Mearsheimer and M. Klotz. The source of the study consists of bilateral agreements, legislation, press conferences and interview materials, media materials, reference literature and statistical sources [5].

Armed aggression is just one of the tools of the Russian Federation (the RF) against Ukraine, the last argument when all other means to conquer Ukrainians have exhausted themselves. Aggression is conducted in several dimensions: military, political, economic, social, humanitarian, and information. Elements of the hybrid war have been implemented as propaganda based on lies, manipulation and substitution of concepts, denial of the very fact of the war and the RF participation in it; accusing Ukraine of its own crimes, distortions of the Ukrainian history; trade-economic pressure and energy blockade; terror and intimidation of the Ukrainian citizens [2].