

**Секция «Мировая политика»**

**Public Diplomacy as a State's Foreign Policy Instrument**

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Foreign policy – is a state's vector in international relations, the aim of which is to establish favorable conditions so that the state is able to achieve its own goals and obtain benefits while interacting with other actors of international relations, and to coexist with the states in accordance with certain principles and rules of the international community. The ordinary instruments of foreign policy are political, ideological, economic, military tools, and also diplomacy. However, nowadays due to the conditions of implementation of foreign policy, protection of national interests, and modern security challenges traditional instruments of diplomacy turns to be less effective, and the information era of the development of global community determines the necessity of new instruments, that will enable to achieve national goal in the international arena. One of them is public diplomacy.

Different scientists have different approaches to the definition of this term. One of the most popular among them is the following: public diplomacy – is a state and its separate representatives' activity, the major aim of which is to defend national interests and national security using informatization, influence, power of persuasion and manipulation of public opinion in foreign countries, and also to broaden political dialogue with other nations. It is obvious that public diplomacy is the new type and the part of traditional diplomacy, which is the instrument of cooperation and interaction between various actors of international relations, within the scope of attempts to influence national interests of one another without usage of military forces. The distinctive feature of public diplomacy is the fact that authorities of foreign states are no more the direct object. Target audience and public opinion tend to be in the centre of attention now [1].

American scientist K. Fitzpatrick offers applied tactical tools of public diplomacy in the order of decreasing its role and efficiency: educational and scientific exchange programs, personal communication with local people, international visiting programs, dialogue with the leaders of public opinion and with political elite, foundation of national libraries abroad, media-relations, speeches of states' leaders, international radio broadcast, demonstration of national art, interviews with national politicians in foreign mass-media, cultural exhibitions, state publishing, technical and other assistance, articles of experts in local mass-media, feature films and documentaries, Internet web-sites, national corners, psychological war, disinformation, and advertising campaign in local mass-media with financial support [4].

Nevertheless, at the present stage of development even public diplomacy turns to be an ordinary instrument of foreign policy. Meanwhile, the new term has appeared in modern political science called "new public diplomacy". It has summarized all that evolutionary and revolutionary changes in public diplomacy, and also has demonstrated real and symbolic differences between the systems of external communication of the times of "cold war" and third Millennium. Israeli expert E. Gilboa has mentioned the following distinctive features of new public diplomacy:

- Public diplomacy is led by states and non-governmental subjects, the role of unconventional subjects is becoming more and more important;
- Usage of new modern technologies for interaction with global community;
- Is based on the concept of "soft power strategic public diplomacy, information management, branding of states and level of representation in the Internet;
- Has internal level in each external political action.

Internal level of foreign policy means, that nowadays it is impossible to divide national internal political discourse from international external one. That's why any internal political action must be planned and implemented, considering the potential reaction of foreign audience and vice versa. New public diplomacy is oriented on the dialogue with international community on the whole and with foreign audiences separately, but not simply on distribution of information. Its aim is to establish permanent connections between the institutions of civil society of different countries, develop international networks and participation in its functioning together with reduction of state control, granting the atmosphere of trust and equality [3].

Although new public diplomacy nowadays is the newest and one of the most important tool of foreign policy, attempts to step onto the next level already exist. D. Ronfield and J. Arkilla, taking into account two trends about the cost reduction and acceleration of global communication processes, and also the fact of emergence of a large number of non-governmental actors that may have political influence, have offered the third trend: recognition of the bond between information and authority (power). As the result, three-level system of information reality has been formed: cyberspace, information space and noosphere. Scientists deem that development of non-governmental actors that are functioning due to public interests and are organized by the network principle, facilitates the establishment of noosphere. What is more, the achievement of goals by forming broad coalitions between various governmental and non-governmental members for dominance in information space in this new information context is called noopolicy [2].

Therefore, the range of instruments of foreign policy is quite diversified. Apart from traditional instruments, the role of public diplomacy, and even new public diplomacy and noopolicy is extremely important. However, scientific thought is constantly developing, offering new and new more sophisticated tools of foreign policy due to the rapid development of information technologies, globalization and internationalization.

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