

SUMMARY

Subject of the thesis: Public diplomacy of the USA at the present stage.

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Relevance of the research issue is defined by the fact that in recent years, public diplomacy has an important place in foreign policy of the United States. Today in the United States officially recognized the effectiveness of public diplomacy and the necessity of its use to create a favorable atmosphere abroad, promotes the effective conduct of political or economic actions. However, in science there is no comprehensive consideration of public diplomacy.

The relevance of the topic as well due to the fact that knowledge of the institutions and instruments of public diplomacy, the USA will allow a better understanding of the foreign policy of the United States, as well as to evaluate the effectiveness of information and image between the state and the necessity of development of this direction of diplomacy in Russia.

The purpose to investigate the role of public diplomacy of the USA in the modern world.

Research objectives:

- to examine theories and concepts of public diplomacy;
- to analyze objectives and instruments of public diplomacy;
- to explore the objectives and instruments of public diplomacy of the USA;
- to characterize current trends in public diplomacy the United States.

Scientific novelty: it is proved that public diplomacy at the present stage is an important instrument for achieving national objectives in the field of foreign policy.

It is shown that the USA remain created decades ago effective mechanisms of foreign policy information impact on other countries methods of public diplomacy are in constant search of new forms and methods of informational work with the foreign audiences depending on achieved results.

Structure: two chapters, four paragraphs, the conclusion, bibliography list of used literature from 111 sources, including 74 sources in foreign languages. The total volume is 64 pages.

Summary: Today in the United States officially recognized the effectiveness of public diplomacy and the necessity of its use to create a favorable atmosphere abroad, promotes the effective conduct of political or economic actions. However, in science there is no comprehensive consideration of public diplomacy.

Public diplomacy the USA is based on the following bases: political, public diplomacy activities, however diverse they may be, should support U.S. national interests. The second base of public diplomacy is to recognize the need for

clarification of the policy and its justification of fundamental values and culture of the United States. The third foundation of American public diplomacy is to do to access foreign community consistent, truthful and credible. Fourth basis follows from the previous one and consists in a sequence of calls were supplemented by the ability of the government to adapt them to specific audiences. Fifth basis of public diplomacy involves the recognition of the media as the main instrument of information programs of the U.S. government. The sixth foundation of American diplomacy, alliances and partners, through which the government covers a wide foreign audience. The power of international alliances and partners from the private sector, whether transnational corporations, humanitarian organizations, or just living abroad for Americans, is considered important for achieving public policy objectives. These partners not only provide access to broader segments of the population, provide fresh ideas and additional resources, but also can serve as independent experts, able to confirm the veracity of government reports. The seventh base of public diplomacy is international communication and exchanges.

Knowledge of the institutions and instruments of public diplomacy of the USA will allow a better understanding of the foreign policy of the United States, as well as to evaluate the effectiveness of information and image between the state and the necessity of development of this direction of diplomacy in Russia.