

## SUMMARY

**Subject of the thesis:** The potential of «soft power» of the Russian Federation.

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**Relevance of the research issue:** Modern trends in international relations vindicate the use of components of «soft power» in the implementation of foreign policy. Recently historical great power rivalry for the world domination has based solely on the application of methods of «hard power». However, the U.S. has shown an effective example of the fact that the favour of the allies and country image primarily depends on the effectiveness of «soft» impact.

The Russian Federation also follows modern trends of world political development and pays more attention to the necessity of the denial of using old methods in foreign policy. In recent years, the modern Russian state and the political situation is redefining the importance of the development of «soft power» factors for the implementation of national foreign policy interests. At present, the Russian Federation faces some serious foreign policy challenges, decides the fate of the Russian factor in the international arena.

**The purpose** of the work is to identify the potential of «soft power» of the Russian Federation and analyze the prospects for the use of methods and means of «soft power» in the foreign policy of the Russian Federation.

**Research objectives:**

- to explore the basic concept of «soft power» in the classical works;
- to characterize the recent theoretical studies of the concept, including the works of Russian scientists;
- to identify the universal factors of «soft power»;
- to analyze the role of the concept of «soft power» in the foreign policy of the Russian Federation;
- to define the role of public institutions and non-governmental organizations in the process of the implementation of «soft power» of the Russian Federation;
- to identify the main factors of «soft power» of the Russian Federation, to assess their current status and analyze their development potential.

**Scientific novelty** is defined by its goals and objectives and is as follows:

- the role of public institutions and non-governmental organizations has been defined as the main conductors of «soft power» of the Russian Federation abroad;
- the potential of the factors of «soft power» in the foreign policy of the Russian Federation has been evaluated and the necessity of an integrated development of these factors has been defined.

**Structure:** the two chapters, containing six paragraphs, the conclusion and a 147-reference bibliography (51 of which are in foreign languages) and the five Appendixes. The total volume is 100 pages.

**Summary:** In the XXI century concept of «soft power» and its possible application particularly becomes very important for Russia, for the following reasons. First, the Russian Federation is not yet an economic pole, and its military capabilities are skeptically assessed in the West. Therefore, Russian political and material resources are insufficient to have an impact on global economic processes, or to create their own effective regional system. Second, Russia's foreign policy positions predominantly oppose Western countries (for example, different approaches to the situation in Syria, Iran, Ukraine, etc.) and often have an anti-Western orientation. While country's foreign policy is an important component of its «soft power», according to the theory of J. Nye.

In this regard, an urgent task for Russia is the creation of the Russian information network communication project, via which the Russian Federation could distribute its own «soft power» to foreign audiences.

Institutions of «soft power» of the Russian Federation may be represented by existing institutions Rossotrudnichestvo and the Russian World Foundation. The necessity of the working linkage between Rossotrudnichestvo and Russian NGOs is obvious.

Analysis of the factors of «soft power» of the Russian Federation suggests that the main factor which Russian government should focus on is the Russian language, which remains one of the most widely used abroad.

However, we must recognize that the factors of «soft power» of the Russian Federation are interdependent. It's impossible to imagine the development of the tourism cluster and popular culture without relying on the powerful and stable economy. Factor of the Russian language is closely linked with the Russian education and all-Russian cultural treasures. In connection with this interdependence an integrated development factors «soft power» of Russia is needed.

The priority region for distributing Russian «soft power» is the territory of the former Soviet Union, where a large number of Russian-speaking population live and some citizens retain friendly attitude towards Russia, and prepared to take the Russian cultural property.