

SUMMARY

Subject of the thesis: "Modern public diplomacy of the USA as an instrument of foreign policy (on the example of Russia)"

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Relevance of the research issue: Public diplomacy traditionally occupies an important place in the foreign policy of the United States. Today, the effectiveness of public diplomacy recognize official in the United States, the need for its use to create a favorable atmosphere abroad, conducive to the effective conduct of political or economic actions in America.

This emphasizes the fact that the modern world is dynamic and the expansion of the positions of a country in foreign policy courses changes the balance of forces of countries that have a certain status in the world arena.

This is the reason for the special importance that public diplomacy has, which is "a complex of measures used by official diplomacy aimed at studying and informing a foreign mass audience, as well as influencing public opinion abroad taking into account their own state interests."

Over time, public diplomacy evolved, its instruments and methods changed. At present, its old methods are replaced by completely new methods based on highly developed information and communication resources.

Knowledge of the institutions and tools of US public diplomacy will allow us to better understand the foreign policy of the United States, as well as assess the effectiveness of the information and image work of the state and the need to develop this direction of diplomacy in Russia. Uniqueness of the United States, in comparison with other world powers, consists in the existence of a dense network of connections and contacts that connects them with the population of virtually all countries of the world - a network that exists independently of any official channels of interstate interaction.

The purpose of the work is to analyze the public diplomacy of the United States of America, to reveal the essence of the phenomenon of US public diplomacy in its historical and institutional dimensions through the prism of its programs in Russia.

Research objectives:

- to structure modern institutions of public diplomacy in international relations;
- identify the features of modern concepts of public diplomacy;
- to reveal mechanisms and tools of public diplomacy of the USA;
- Identify key features of American public diplomacy towards Russia.

Scientific novelty:

- it is proved that traditionally in the US foreign policy course of public diplomacy an important role is played as a conductor of the American "soft power" and a tool to strengthen "global leadership of the United States." However, with the advent of the new US president, there is a tendency to reduce the financing of non-military foreign policy.

- The main tools and technologies for the implementation of US public diplomacy have been systematized and the specifics of their application to Russia have been revealed.

Structure: the two chapters, containing two paragraphs each, the conclusion and a 106-reference bibliography (56 of which are in foreign languages). The total volume is 92 pages.

Summary: The United States views public diplomacy as an important means of winning "strategic communication spaces" in order to maintain "American leadership" in the world. On this, in particular, 1) all public speeches of the top American leadership abroad are oriented; 2) selection for work in administration of a large number of specialists in this field; 3) purposeful work on the preparation of documents regulating the activities of the US government in this field.

At the same time, with the arrival of President Trump, there is a tendency to emphasize the power tools of foreign policy characteristic of the republican government, which in the medium term may lead to a decrease in the role of public diplomacy institutions in the country's foreign policy.

Information technology and social media are playing an increasingly prominent role in the current system of American public diplomacy. They are means of mobilizing the protest potential of the population of third countries, as well as a tool for organizing it in opposition groups and individual actions. Thus, the US in many ways already today is moving the policy in the field of public diplomacy to cyberspace, thus making participants in social networks and users of Internet resources a key target audience for US public diplomacy initiatives. It is in this direction that a significant part of the work of American public diplomacy in Russia is focused, in conditions when the activities of traditional institutions - non-governmental organizations, exchange and grant programs - are administratively and legislatively limited.