

SUMMARY

Subject of the thesis: «Soft power» as an instrument of China's foreign policy.

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Relevance of the research issue is due to the fact that the meaning of «soft power» increases in the theory and practice of modern international relations as a whole. Many countries of the world use this concept as an instrument for carrying out their foreign policy, in particular, the People's Republic of China.

Over the past twenty years, the Chinese government has expanded the geography of use of this concept by the countries of the North and South-East Asia to Africa and Latin America. In addition, China is actively implementing its «soft power» in the economic contacts with foreign countries and in diplomacy through international and regional institutions.

Analysts of the PRC concept of «soft power» referred it to the overall national strategy of foreign policy. Its influence in the concept of the «complex power of the state» is growing and becomes an important criterion of international competition.

Thus, the study of «soft power» as a political instrument for carrying out China's foreign policy at the turn of the 20th and 21st centuries. is actual, expedient and represent a specific scientific, practical and universal interest.

The object of research are resources and instruments of «soft power».

The subject of research are the instruments of «soft power» of China and the means of its implementation at the present stage.

The purpose is to study the specificity of «soft power» in China's foreign policy.

Research objectives:

- to study conceptual approaches to the concept and essence of «power» in the foreign policy strategy of the state;
- to study the resources and tools of «soft power»;
- to characterize the resources and instruments of China's «soft power»;
- to identify priorities, goals and objectives of China's «soft power» at the present stage.

Scientific novelty: It is explored that the main focus of the «soft power» is to eradicate the myth of the "Chinese threat", to create the image of a responsible member of the world community. A specific feature of the Chinese «soft power» is the programs to popularize the Chinese language (Confucius Institutes) and "panda-diplomacy".

It is proved that China at this stage does not have in its ideological arsenal the so-called «universal values» that it could offer the world, and the toughening of

the authoritarian political system is the biggest obstacle to the positive image of the country and the government.

Structure: two chapters, four paragraphs, the conclusion, bibliography list of used literature from 142 sources, including 68 sources in foreign languages. The total volume is 80 pages.

Summary: The meaning of «soft power» increases in the theory and practice of modern international relations as a whole. Many countries of the world use this concept as an instrument for pursuing their foreign policy.

Asian countries, such as Japan, South Korea and Singapore, have recently realized that growing «soft power» by promoting their cultural attractions, educational systems and public policies can greatly enhance the economy and improve their diplomatic relations with others.

In the case of China, the central government has developed strategies to strengthen China's «soft power», which in conjunction with public diplomacy are called upon to develop China's positive international image. This manifested itself in numerous international festivals, art exhibitions and cultural events, a network of Confucius Institutes, the popularity of Chinese language classes and culture, and the expansion of international television and radio broadcasting.

In our opinion, the main obstacle to the implementation of the «soft power» concept by China is the lack of trust on the part of its immediate facilities, since what is perceived in most countries as vehicles of «soft power» - the media, is censored. Another limitation is the inflexibility of the political system and strict regulation of utterances and political decisions at all levels, while the effective application of the soft power concept implies greater openness and flexibility.

China is in fact a very attractive model for leaders and politicians in Southeast Asia and, no doubt, in other parts of the world. Leaders see China as a powerful nation capable of challenging American and Western dictates, while ensuring the economic stability and prosperity of its citizens

In some parts of Africa and Latin America, the so-called "Beijing consensus" on an authoritarian government and market economy has become more popular than the previously dominant "Washington consensus" of a market economy with a democratic government. China has strengthened this attractiveness through economic assistance and access to a growing market.

The most likely scenario for the use of China's «soft power» is still that it will be compensatory in relation to the hard power, if possible providing a friendly or at least neutral international environment for the processes of internal development of the state and its economy. Although there are successes in some areas, in some cases this can be explained not only by the efforts of the Chinese side, but by a change in the international situation, in particular by the rejection, by a number of countries of the policy of interference in the internal affairs of states conducted by the United States.