

SUMMARY

Subject of the thesis: «Soft power» in foreign policy of Turkey.

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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. The relevance of the topic is also explained by the fact that «soft power» is playing an increasingly prominent role in international relations, and if used wisely can be very effective even for a small state. More serious players are able to achieve «soft» methods more success. In recent years, the foreign policy ambitions of Turkey have increasingly become a cause for concern of the states adjoining it. Not abandoning the idea of joining the EU and being a USA ally, Ankara has stepped up its regional policy and seeks to strengthen its influence in the former possessions covered by the political crisis. For Russia and the former Soviet Union, where a significant proportion of the population are ethnic Turks, they are Muslims, the intensification of foreign policy efforts of Turkey can have very significant consequences.

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

The subject of research are the instruments of «soft power» of Turkey and the means of its implementation at the post-Soviet space.

The purpose is to study the specificity of «soft power» in Turkey '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 ' Turkey s «soft power»;
- to describe the resources, instruments and strategies of «soft power» of Turkey in the post-Soviet space.

Scientific novelty: A complex analysis of the "soft power" strategy of the Republic of Turkey was carried out, which allowed to demonstrate the value and semantic bases of its policy, the change of which is connected with internal political transformations and stated the shift of Turkey's foreign policy towards the achievement of a new regional status in the system of international relations, strength, filled with value content «neopanturkism».

Structure: two chapters, four paragraphs, the conclusion, bibliography list of used literature from 116 sources, including 68 sources in foreign languages. The total volume is 68 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. Given the deep

changes in the system of international relations and related strategic uncertainty, interest in the use of «soft power» in foreign policy of the state is justified and necessary. The ability to be attractive to foreign partners for their citizens means the ability to convince and encourage them to work together. Now all the «combat» actions transferred to the boardrooms of international organizations and to the pages of the world media. This tactic, known as «soft power», has been discussed in scientific circles since the late 80-s, but it has long been used and consists of economic, political and cultural influence. «Soft power» in the center of the global social, political, economic and cultural processes, which eventually form a new, radically different from the previous one, the system of world politics, in which the classical model of the hierarchy of the interaction of political actors give place to network structures. Innovative mechanisms of «soft» political strategy information impact and influence on the consciousness of the masses through social media and other electronic "arenas" are appeared. In this case, begin to develop research in the field of informal foreign cultural policy examples of Hollywood cinema, the music industry, youth subcultures and other elements of popular culture. Today, «soft power» plays an increasingly prominent role in international relations, and if it used wisely can be very effective even for a small state. More serious players are able to achieve «soft» methods more success. In recent years, the foreign policy ambitions of Turkey have increasingly become a cause for concern of the States adjoining it. Not abandoning the idea of joining the EU and being a USA ally, Ankara has stepped up its regional policy and seeks to strengthen its influence in the former possessions covered by the political crisis. For Russia and the former Soviet Union, where a significant proportion of the population are ethnic Turks and are Muslims, the intensification of foreign policy efforts of Turkey can have very significant consequences.