

SUMMARY

Subject of the thesis: Information policy as an element of «Soft Power» of Russian Federation foreign policy.

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Relevance of the research issue: In the context of the bipolar system collapsed in front of each state faces new challenges, most important of which is the development of "soft power". During the XXI century before Russia has repeatedly raised the question of protection of their rights and ensure the safety of its citizens. Therefore, the relevance of this work due to several factors. Firstly, there is a need to carry out a deep analysis of the trends and developments taking place in the world to be able to forecast events. The second aspect is related to the relevance of the emergence of new opportunities in the field of information technology. It is important to prevent a repeat of the second half of 2008, when the first stage of Russia is almost completely lost the information war the West over the August 2008 events in Georgia goal. Third, the use of information technology can be of great help in the dissemination of "soft power" of Russia, which in the long term should lead to a strengthening of the country's position on the world stage.

The purpose of the work is to examine the formation, development and implementation of the information component of "soft power" foreign policy of modern Russia.

Research objectives:

- consider the nature and content of the concept of "soft power";
- define the information content of the concept of "soft" power;
- analyze the information policy of the Russian Federation at the present stage;
- to characterize the actions of Russia in the information sphere of conflict in Ukraine.

Scientific novelty of the research is determined by the complex nature of the study, attempts to summarize the most difficult place in the world through the prism of the concept of the processes of "soft power" and the development of information technology in the world and Russia. In this work, an attempt was made to analyze the degree of efficiency of modern Russia's foreign policy in the context of its use of the information component of "soft power", with the identification of opportunities for its further development as a tool of "soft power"

Structure: the two chapters, containing four paragraphs, the conclusion and a 79-reference bibliography (thirty six of which are in foreign languages). The total volume is 77 pages.

Summary: Summing up the analysis conducted in this paper, we can conclude that at this stage of human development becomes apparent shift from traditional methods of influence on political actors to the more modern "soft" methods.

Technological progress does not stand still. The speed of technological development is increasing every year. Today's world is totally different from the one that was yesterday, and the ways in which today we can bring the state to the pedestal, are completely different from those that worked effectively before. With the development of technology Web 2.0, the old methods of informing the public about current events, forming the image of potential adversaries, very quickly lose its relevance. The primary task of the state is the need to create an effective information policy that would provide maximum control over the information environment.

Historically, new sources of information that are the basis of forming an opinion on events in people's minds, even worse beyond the control of the state. The aim of the information policy of the state is favorable to the formation of self flows and trends in the overall picture of the events.

Today, the strengths of "soft power" Russia is a historical and cultural heritage of the country, a large spread of the Russian language, its attractiveness for labor immigrants and advances in science. It is along these lines, in our opinion, it is necessary to conduct the most intense work, using information tools. Among these can be, for example, available online Russian language courses and explore the traditional culture to foreign residents, the missionary work of the Russian Orthodox Church.

With regard to the conflict in Ukraine, it is difficult to speak clearly about the success or failure of the policy pursued by Russia on this issue. On the one hand, it has been carried out successfully and timely operation of the annexation of Crimea, defending its position in the international arena, the huge rise of a patriotic general in the country. On the other hand, Russia has lost an ally of strategic importance. However, it is important to note that the tendency to gravitation towards the West began in the Ukraine during the time when Russia's foreign policy has not lived the best period, and even small successes are an excellent illustration to establish the situation on the information front.

In general, we can conclude that Russia stood on the right track of becoming "soft power" and its information part. The experience of the conflict in the Ukraine showed the overall state of Russia in this area and pointed to the defects, on which you need to carry out a thorough job.