

## SUMMARY

**Subject of the thesis:** «Soft power» of Turkey at the present stage.

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**Relevance of the research issue** is that 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.

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 purpose** is to study the specifics of «soft power» in foreign policy of the state.

**Research objectives:**

- to explore conceptual approaches to the concept and nature of «power» in foreign policy strategy of the state;
- to explore resources, tools and strategies of «soft power»;
- to identify priorities, goals and objectives of «soft power» of Turkey at the present stage;
- to describe the resources, instruments and strategies of «soft power» of Turkey in the post-Soviet space.

**Scientific novelty:** It is studied the formation of the components of category of «soft power», and it is proved that almost all the major States at the present stage of trying to include «soft power» in its foreign policy strategy and expand its influence.

Attempted research of features of formation of the «soft power» of Turkey, and it is proved that the growth potential of Turkish «soft power» lies in enhancing economic, educational and religious influence, which develops into the formation of social and business networks.

**Structure:** two chapters, four paragraphs, the conclusion, bibliography list of used literature from 88 sources, including 43 sources in foreign languages. The total volume is 65 pages.

**Summary:** 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.