

SUMMARY

Subject of the thesis: Implementation of the concept of "soft power" (the case of the United States Of America)

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Relevance of the research issue: Mechanisms of non-military ways of influence have strongly occupied their position in American arsenal of foreign policy throughout the twentieth century. The balance of power, which was maintained by superpowers in a bipolar confrontation, and the guarantee of mutual destruction prompted the United States of America to choose an effective advocacy strategy, which includes attractiveness of culture, education, political values and lifestyle brands of society.

Relevance of the topic is explained by theoretical and practical importance of increasing the role of "soft power" and cultural communication methods' impact on modern system of international relations in general.

Successes of the "Cold War", which were achieved also with the help of "soft" penetration, have shown the growing role of indirect methods of information feedback. As the largest producer of information, the U.S. transformed into a single superpower, where "soft power" is widely used in the arsenal of foreign policy. In addition, the usage of cultural communication tools was basically determined by exhausting struggle with Moscow, during which Washington admitted failure of military power in an attempt to achieve leadership at the global level.

The purpose of the work is in careful examination of the specifics of the operation of the system, which is called the potential of "soft power" in U.S. foreign policy.

Research objectives:

- To analyze the role of the components of "soft power" of the United States of America in the complex of their national interests;
- To reveal key aspects of foreign culture and information policy of the USA and analyze the history of their formation;
- To identify basic principles and structure of formal and informal mechanism of realizing the potential of "soft power" in the foreign policy of the United States;
- To define the role of informal institutions of global governance as a policy lever of US' "soft power" on the world stage;

Scientific novelty: A comprehensive study of the history of the formation of complex components and a very meaningful category of "soft power" of the USA. First proposed structural study of mechanisms for implementing the policy of "soft

power" as a method of indirect control on two levels: the formal and informal in the context of American culture and promote the functioning of the whole system of international relations.

Scientific novelty of the research lies in the consideration of the controversial and complicated process of emergence and development of factors of indirect control as methods of U.S. foreign policy.

Structure: the two chapters, containing four paragraphs, the conclusion and a 78-reference bibliography (twenty one of which are in foreign languages). The total volume is 77 pages.

Summary: The foreign policy of the United States in the second half of the XX century is characterized by the increasing role of non-military factors in the arsenal of power tools of foreign policy. Despite the priority of military force as the main argument the U.S. in resolving the problems that are on the agenda at the global level, in the middle of XX century American strategists have noticed the obvious impossibility of effective influence on the system of international relations in order to achieve long-term results in economics and politics without creation a favorable cultural and information space.

Cultural factor is the key aspect of the concept of "soft power," which includes the system components, the most important of which were considered in this work. However, it is advisable to call the above-mentioned aspect of American foreign policy influence "the direction of foreign policy", mentioning also a complex of cultural tools with information, advocacy, education and other functions in the arsenal of methods of indirect impact on global processes from Washington and ensure U.S. national interests in a particular doctrinal understanding.

The process of the development of American cultural diplomacy in the period from 1945 till present gives us reasons to conclude that the full leadership in the modern world need a monopoly on persuasion, by which there is a chance to get access to new markets. Administration of the United States, which plays the role of global leadership clearly understands that it is impossible to manage global processes only by military force.