

SUMMARY

Subject of the thesis: Modern public diplomacy of the United States of America.

Author: Saakiantc Diana

Academic Adviser: Suchkov M., Assistant Professor, PhD, Political Science

Organization: School of International Relations, Chair of International Relations, Political Science and World Economy, Pyatigorsk State Linguistic University.

Relevance of the research issue: A world where the crystallized system of international relations, cardinal-ending with existed before, opens up additional possibilities for diplomacy, however presenting it efficiently to new requirements. The need for procedural and communications support for a new model of international cooperation, the pace and intensity of processes at the global and regional levels, are the incentives of modern diplomacy to realize their maximum potential.

Perhaps the answer to all of these imperatives has been the rapid expansion of public diplomacy. Public diplomacy is a complex of measures used official diplomacy aimed at studying and informing foreign mass audience, and the influence on public opinion abroad, taking into account its own national interests. The phenomenon of public diplomacy is a relatively recent phenomenon. However, the pace of institutional formation were such that to date it is one of the dominant diplomatic practices. Active development of forms and methods of public diplomacy, outreach to achieve its objectives of a wide range of government institutions and civil society has allowed some scientists to talk about the origin along with the traditional diplomacy as well as the "new public diplomacy", taking into account the features of the information revolution and the Internet age. Today the skillful exercise of public diplomacy, clever use of so-called humanitarian resource in all its manifestations is able to give the state much more than what it seemingly could count on objective parameters of its power. This

provision applies, including the provision of military-political security and to the maintenance of a climate conducive to economic cooperation.

The purpose of the work is to outline identification of institutional, political and technological aspects of public diplomacy of the USA during the presidency of Barack Obama.

Research objectives:

- to identify the main approaches to the category "public diplomacy;
- to determine the value and role of public diplomacy in the foreign policy of a modern state;
- to systematize the key features of public diplomacy the U.S. during the reign of the Obama administration;
- identify the major techniques of public diplomacy of the U.S. and to follow the practice of their implementation.

Scientific novelty:

1. Realizing that to influence other States through military means alone in the modern world is not enough, the U.S. administration sees public diplomacy as the main means of capturing strategic communication spaces that, in turn, is intended to strengthen American leadership in the world. It is directed particularly 1) all public speeches by Obama abroad; 2) selection to work in the administration of a large number of specialists in this field; 3) purposeful work on the preparation of documents regulating the activities of the U.S. government in this area.

2. In the modern system of public diplomacy, the U.S. is a significant role for information technology and social media that allow you to "take to the streets" a certain part of the population, to organize in opposition groups, parties, etc. Programs of public diplomacy tolerated by the U.S. government in cyberspace, and key target audiences become participants social networks and users of Internet resources.

Structure: the two chapters, containing two paragraphs each, the conclusion and a 86-reference bibliography (29 of which are in foreign languages) and 3 Appendixes. The total volume is 73 pages.

Summary: The mission of public diplomacy can be interpreted in line with the different paradigms that are present in the theory of international relations. So, the opportunities provided by public diplomacy in terms of defending national interests, its ability to improve the balance of power in favor of one party to a bilateral or multilateral relations, who, realizing the promise of public diplomatic technologies in the conditions of mass society and anarchic by nature of the global world, most of them mastered, allows you to understand the nature of public diplomacy in the categories of the theory of neorealism.

A full participant in public diplomacy in many countries is the business community. As the globalization of business corporations are increasingly involved in international communication processes, and attitudes of foreign audiences to country inevitably affects their commercial success.

Despite the fact that the ownership structure of companies and all business interaction becomes more international, the public often perceives the company as are associated with a certain country, and it's impossible to ignore the topic of branding the state. This gives an additional impetus to the development of such disciplines as political science of image, which can fully develop due to the increasing practical interest of the business community.