

## SUMMARY

**Subject of the thesis:** The perception of Russia in the modern world.

**Author:** Avdiev Adam Salmanovich.

**Academic Adviser:** Adamova M.A., 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:** At present time more attention is paid to the state's position in global space. Competition is both economic and political means. In this fight, winning those countries whose position in the world more sustainable. One of the important factors to ensure a sustainable position is the image of the country, which increasingly determines its weight in the international arena, the possibility to assert their interests and capacity, therefore improving the image and reputation of the characteristics of the state holds an important place in the foreign policy of the state.

Russia has a certain image in the international arena, in the minds of the world public and the media. However, the transformation of the Russian political system at the turn of XX–XXI centuries resulted in the need to make significant adjustments and establish a new system of representation. In this regard, the problem of formation of positive image of Russia abroad is relevant and requires further reflection.

**The purpose** is studying international image of Russia at the present stage.

**Research objectives:**

- to explore the international image of the state as a phenomenon and concept;
- to consider the basic instruments and resources for the formation of the international image of the state;
- to analyze the basic instruments and resources for the formation of the international image of Russia;
- to identify the problems and prospects of modern perception of Russia in the world.

**Scientific novelty** is in the the following:

- it is proved that along with the traditional factors that reflect the characteristics of the political and economic system of the state, its military power, the state's image and its perception in the international arena becomes significant role, and image formation becomes an important area of public policy;
- it is shown that the deterioration of the image of modern Russia was affected by the Ukrainian crisis and the annexation of Crimea, after which the world has intensified the aggressive images of Imperial Russia, the country of the invaders.

**Structure:** two chapters, four paragraphs, the conclusion, bibliography list of used literature from 95 sources, including 26 sources in foreign languages. The total volume is 61 pages.

**Summary:** At present time more attention is paid to the state's position in global space. Competition is both economic and political means. In this fight, winning those countries whose position in the world more sustainable. One of the important factors to ensure a sustainable position is the image of the country, which increasingly determines its weight in the international arena, the possibility to assert their interests and capacity, therefore improving the image and reputation of the characteristics of the state holds an important place in the foreign policy of the state.

However in political science the issue of image of the state so far has received less attention than issues of personal and corporate image. This is especially true for the Russian political science in which the study of this field has been developed only in recent decades.

Russia has a certain image in the international arena, in the minds of the world public and the media. But the transformation of the Russian political system at the turn of XX–XXI centuries resulted in the need to make significant adjustments and establish a new system of representation. The formed image of Russia in the international arena is also inconsistent with prevailing negative characteristics. In order to positivisme it seems necessary to develop a state the image concept, consolidation of efforts of all actors in shaping the image of the Russian Federation and the intensification of their activities. Branding strategy of Russia cannot be developed, based on the situational analysis of information on the wave of confrontation between Russia and Western countries. It needs constant systematic work to promote a positive image of Russia, not only confined to crisis situations, when there is a mobilization of all resources