

SUMMARY

Subject of the thesis: "Soft power" in foreign policy of modern France.

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Relevance of the research issue. In the modern geopolitical context of powerful global actors cannot rely on military power. The era of information technology in the modern globalizing world, based on a polycentric model of the world, confronts the world centers the problem of finding new mechanisms of conducting their own policy and creating a positive image in other countries, which serves as a guide for resolving political problems in the international arena. The solution was found in the politics of humanitarian cooperation, which could prove to be synonymous with a policy of "soft power", allowing the language of cultural and public diplomacy to convey the idea of world political actors to direct the source of power on the ground in conditions of democratization of society-the people. Under global pressure of America significantly increases the importance of protecting the national culture and preservation of cultural identity of any self-respecting country. In this matter France, as the progenitor of the "state cultural policy", for many centuries successfully uses the so-called "soft", not the physical power to show the benefits and attractiveness of their political and social systems, worldview and lifestyle.

One of the main and effective instruments of influence "soft power" is traditionally the French culture. Therefore, the experience and example of cultural policy in France represent specific scientific, practical and universal interest.

The object of research is the policy of "soft power" and the means of its implementation.

The subject of research is a policy of "soft power" of France and the means of its realization at the present stage.

The purpose is to study the specifics of functioning of "soft power" in foreign policy of France.

Research objectives:

- to study the conceptual approaches to the concept and nature of "power" in the foreign policy of the state;
- explore resources and tools of "soft power";
- to characterize the resources and tools of "soft power" of France;
- to identify and preparation of priorities, goals and objectives of "soft power" of France at the present stage.

Scientific novelty: It is analyzed the combination of various areas of "soft power" in ensuring influence and promotion of France's national values, and found that the most effective manifestations of "soft power" are French language and culture, and the phenomenon of La Francophonie – the most obvious expression.

Structure: two chapters, four paragraphs, the conclusion, bibliography list of used literature from 123 sources, including 47 sources in foreign languages. The total volume is 71 pages.

Summary: The authority of the state on the world stage now is based not only on economic and military-political potential. A new factor of international influence has become a "soft power" of the state. Due to the cultural relation with foreign countries, distribution of culture, language and values, active international audiovisual activities forms the attractive image of the state, which contributes to the growth of its influence on the world stage. In this regard, cultural-humanitarian policy becomes an integral component of foreign policy of modern States. In the conditions of globalization of culture, information and education turned into a powerful weapon, to complement the military resources of the influential players in world politics non-military factors of political action, summarized in the concept of "soft power" ("diplomacy of influence"). Focused on promoting the values and beliefs of the country – the manufacturer "soft power" is an effective resource diplomacy, influencing policy and the logic of behavior of actors in international relations.

Now, in terms of the global pressure of America, will substantially increase the importance of protecting the national culture and preservation of cultural identity of any self-respecting country. In this matter France, as the progenitor of the "state cultural policy", for many centuries successfully uses the so-called "soft", not the physical power to show the benefits and attractiveness of their political and social systems, worldview and lifestyle.

The French model of "soft power" or "diplomacy of influence", is characterized by a close relationship of foreign policy and culture, the significant role of the state in cultural policy and a high share of public funding of cultural programs. France is the only country of the West, centrally uniting under the auspices of the Ministry of foreign Affairs and the Ministry of culture and communication are the tools of public diplomacy, but despite the efforts at the state level, today we are witnessing a weakening of its influence.