

СЕКЦІЯ 3

«М'ЯКА СИЛА» ТА СУЧАСНА ПУБЛІЧНА ДИПЛОМАТІЯ

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PUBLIC DIPLOMACY AND SOFT POWER IN INTERNATIONAL POLITICS: A STRATEGIC TOOL OF PROPAGANDA

Анотація. Розуміння зв'язку між публічною дипломатією та м'якою силою є життєво важливим для здійснення влади в наш час. У міжнародній політиці ресурси м'якої сили виражаються країнами через демонстрацію своєї культури, своїх політичних цінностей та зовнішньої політики. Хоча публічна дипломатія є інструментом, який використовують уряди для спільної мобілізації цих ресурсів для спілкування та залучення громадськості інших країн, громадськості, а не уряди через мовлення, субсидування культури, організацію обмінів тощо.

Ключові слова: публічна дипломатія, м'яка сила, пропаганда.

Abstract. The understanding the relationship between public diplomacy and soft power is vital to exercise power, nowadays. In international politics recourses that soft power employs is expressed by countries through demonstrating their cultures, their political values and foreign policies. While public diplomacy is an instrument used by governments to mobilize these recourses together to communicate with and attract publics of other countries, publics rather than governments through broadcasting, subsidizing culture, arranging exchanges and so on.

Keywords: public diplomacy, soft power, propaganda.

In 21th century, public diplomacy and soft power has become an effective tool to shape publics' perceptions in a way that is favorable for states through establishing intangible assets of an attractive personality, culture, political values and institutions and policies that are legitimate or have a moral authority. Therefore, understanding the relationship between public diplomacy and soft power is vital to exercise power, nowadays. In international politics recourses that soft power employs is expressed by countries through demonstrating their cultures, their political values and foreign policies [1].

While public diplomacy is an instrument used by governments to mobilize these recourses together to communicate with and attract publics of other countries, *publics rather than governments* through broadcasting, subsidizing culture, arranging exchanges and so on.

Public diplomacy played an effective role during wartimes (First and second world wars) and especially throughout the cold war, it helped to erode the faith in communism behind the iron curtain. However, in an information age its relevance grew rapidly as more and more democratic governments established in the world and public opinion started to matter even more. Soft power becomes progressively influential nowadays as current struggle against transnational terrorism requires winning hearts and minds of people, rather overreliance on hard power, which isn't quite promising in bringing success in times of modern conditions [2, 4].

Public diplomacy requires an understanding of the role of credibility, reputation and civil society in projecting soft power. Without underlining national credibility, instruments of public diplomacy cannot do much in translating cultural recourses into soft power of attraction [3, 5, 6].

Thus, the effectiveness of public diplomacy is measured by minds changed. Public diplomacy, which falls into propaganda, not only fails to persuade, but undermines soft power as well.

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PUBLIC DIPLOMACY AND SOFT POWER OF RUSSIA

Аномація. Негативне сприйняття Росії, на думку російських дипломатів, є або результатом відсутності відповідних та / або адекватних знань про націю та її людей на Заході, або результатом навмисних спроб західних ЗМІ та влади зруйнувати російський образ. Інформаційна стратегія є життєво важливою не лише для пояснення чи підтвердження конкретного політичного вибору, а й для демонстрації успіхів Росії, російської культури і, головне, російської мови за кордоном, як сформульовано в Концепції зовнішньої політики [2]. Отже, головна проблема вбачається не в країні чи її політиці, а насамперед у нерозумінні іміджу та прогнозованої ідентичності Росії. Такий погляд на проблему з «важким образом» означає, що, передаючи більше інформації, це «неправильне сприйняття Росії» можна виправити.

Ключові слова: Росія, пропаганда, інформаційна війна.

Abstract. Negative perceptions of Russia, according to Russian diplomats, are either the result of a lack of suitable and / or adequate knowledge about the nation and its people in the West, or are the result of an intentional endeavor by Western media and authorities to ruin Russia's image. The informational strategy is vital not only for explaining or confirming specific policy choices, but also for displaying Russia's successes, Russian culture, and, most importantly, the Russian language abroad, as the Foreign Policy Concept paper articulates [2]. Thus, the core problem is seen to be not in the country or its policies, but rather in the misunderstanding of Russia's image and projected identity. Such an «image-heavy» perspective on the issue, then, implies that by beaming more information this «misperception of Russia» can be corrected.

Keywords: Russia, propaganda, information warfare

Research conducted in the West revealed that Russia was predominantly associated with vodka, the KGB, the mafia, and Kalashnikov weapons, all of which were undoubtedly unfavorable images for a country trying to reclaim its «Great Power» position at the time. More crucially, such a bad worldwide impression was seen as a key impediment not just to Russia's deeper integration with the West, but also with major international organizations, which was arguably another major foreign policy goal.