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The role of public diplomacy in contemporary political processes

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□ ABSTRACT □

In recent years, against the backdrop of the processes of globalization and the rapid development of information and communication technologies, the capacity of citizens to influence the policies of their states has significantly increased. In this regard, governments of countries seeking to maintain and expand their influence in the world, try to take these new trends into account when planning and implementing their foreign policy. It can be noted that the importance of these political processes is indicate the need in the interests of increasing the effectiveness of state foreign policy; it is more effective to use the resource of the public diplomacy.

The public diplomacy is an integral part foreign policy of the state. What is the impact of public diplomacy technologies on political processes?

Key words: Public diplomacy, political processes, soft power, digital diplomacy, public cooperation.

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دور الدبلوماسية العامة في السياسة المعاصرة

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□ ملخّص □

في السنوات الأخيرة ، وعلى خلفية عمليات العولمة والتطور السريع لتكنولوجيا المعلومات والاتصالات ، زادت قدرة المواطنين على التأثير في سياسات دولهم بشكل كبير. وفي هذا الصدد ، تحاول حكومات البلدان التي تسعى للحفاظ على نفوذها وتوسعه في العالم ، أخذ هذه الاتجاهات الجديدة بعين الاعتبار عند تخطيط وتنفيذ سياستها الخارجية. تجدر الإشارة إلى أن أهمية هذه العمليات السياسية تشير إلى الحاجة إلى زيادة فعالية السياسة الخارجية للدولة، فإنه أكثر فعالية لاستخدام موارد الدبلوماسية العامة.

الدبلوماسية العامة جزء لا يتجزأ من السياسة الخارجية للدولة. ما هو تأثير تكنولوجيات الدبلوماسية العامة على العمليات السياسية؟

الكلمات المفتاحية: الدبلوماسية العامة، العمليات السياسية، القوة الناعمة، الدبلوماسية الرقمية، التعاون العام.

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1. An introduction

Public diplomacy is proposed to be defined as a set of technologies and instruments of foreign policy, characterized by legitimacy and openness, implemented within the framework of the activities of political institutions and actors, both public and non-state, aimed at implementing the complex diplomatic strategy of the state by influencing the population of a foreign state with the aim of influencing its political processes and making political decisions.

Public diplomacy is not intended to replace the existing formats of international cooperation, but effective use of its instruments provides additional opportunities for governments to achieve the necessary political goals. In particular, for Syria such objectives are positive perception of it in the world and information influence on public opinion abroad.

In political processes (such as changing regimes, changing national legislation, etc.), public diplomacy is realized by institutions through the use of a number of special technologies. The results of using the latter can be seen, for example, in the events of the "Arab Spring" in Egypt, the information war of the opposing forces in Syria and a number of others.

Thus, the increasing role of public diplomacy in political processes, the wide application of its technologies in the political sphere, gives this research practical relevance. Along with this, such factors as the insufficient scientific elaboration of the problem in modern political science.

Many foreign authors paid attention to the problems of public diplomacy and its application in political processes. American scientists: E. Gullion[1] and A. Hoffman[2] in the late 1960's. the first to try to give a scientific definition of this phenomenon, the central thesis of which was the recognition of the emergence of a new foreign policy method, through which the government of one country forms public opinion on a particular issue among the population of a foreign state.
The study of one of the early directions of public diplomacy, used during the years of the Cold War (70's and 80's of XX century) and known as "Cultural imperialism", such western and eastern scientists as P. Holhander (USA)[3] , G. Schiller (USA)[4] , J. Poiger (USA)[5], R. Cruz (Netherlands)[6], C. Lash)[7], N. Chomsky (USA)[8], A. Bullock (Great Britain) and O. Stellybrass (Great Britain)[9], G. Yu. Filimonov[10] (RF) and N. A. Tsvetkov

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[1] What is Public Diplomacy? : [Electronic resource] // United States Information Agency Alumni Association : http://www.publicdiplomacy.org/1.htm.

[2] International Communication and the New Diplomacy / ed. A. S. Hoffman. Bloomington : Indiana University Press, 1968.

[3] *Hollander, P.* Anti-Americanism: Critiques at Home and Abroad, 1965–1990. New York : Oxford University Press, 1992.

[4] *Шиллер, Г.* Манипуляторы сознанием / пер. с англ.; науч. ред. Я. Н. Засурский. М. : Мысль, 1980.

[5] *Poiger, U.* Beyond "Modernization" and "Colonization" // Diplomatic History. 1999. Vol. 23. No. 1. P. 45

[6] *Kroe, R.* Cultural Transmissions and Receptions: American Mass Culture in Europe. Amsterdam : University of Amsterdam Press, 1993

[7] *Lasch, Ch.* The Agony of American Left. New York : Knopf, 1969; *Idem.* The Cultural Cold War // The Nation. 1967. 11 September. P 98

[8] *Chomsky, N. et al.* The Cold War and the University toward an Intellectual History of the Postwar Years. New York : New Press, 1997.

[9] The Harper Dictionary of Modern Thought / eds. A. Bullock, O. Stallybrass. New York : Harper & Row,1977.

(RF). The main instruments of this direction of public diplomacy were socio-cultural technologies (cinema, music, pop culture) with limited use of the media (mainly radio) of that period. It can be argued that the period of "cultural imperialism" was a "prototype" of modern concepts of public diplomacy, in which first attempts were made to specifically influence foreign audiences.

The collapse of the USSR and the end of the Cold War brought innovation and public diplomacy, so in the 90's. XX century, ever more attention of politicians and scientists was attracted by the concept of "soft power", formulated American researcher J. Nayem15. It was based on the priority of implementing foreign policy programs through humanitarian cooperation and the non-use of force methods. It can be argued that the importance of the concept of "soft power" is not only in the need to develop a positive image of the country abroad, but also to recognize the importance of forming in other countries specific groups of people (loyal to the interested state), as well as the relevance of receiving feedback from them. All this gave a new impetus to the development of public diplomacy and created prerequisites for studying the effectiveness of reverse communications and projects in the field of public diplomacy. Development of this concept, as well as the study of the complementary tools of public diplomacy (including PR-methods) are devoted to the work of scientists from different countries - J. Materna (USA)[11], MA Troitsky (Russia), IA Zeveleva (Russia)[12], B. Signitsera (USA), and T. Kumbsa (USA)[13].

The terrorist act of September 11, 2001, committed in the US, has become a powerful catalyst for a profound analysis of the effectiveness of public diplomacy programs. Therefore, the first half of the first decade of the XXI century, was devoted to the search for an answer to the question of the effectiveness of public diplomacy programs. It can be argued that in order to achieve this political goal, important technological opportunities arose in the form of actively developing Internet technologies, as well as an expanding network of broadcasting of various TV channels abroad. This important problem of public diplomacy (building long-term confidential relations with a foreign audience potentially capable of solving political problems) is devoted to the works of M. Leonard (Great Britain)[14], Sh. Riordan (Great Britain)[15], K. Stead (Great Britain), M. Smiving (United Kingdom), K. Ross (USA), J. Kelly (USA), J. Cowan (USA), A. Arsenall (USA). For these authors, the main task was to find the most effective forms of bilateral communication with the target foreign audience. In addition, scientists have developed a classification of levels of bilateral cooperation (depending on political goals), and also revealed the possibilities of cooperation in the field of public diplomacy between different countries. The English scientist S. Anholt formulated the concept of branding of

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[10] *Филимонов, Г. Ю.* Внешняя культурная политика США как компонент «мягкой силы»: дисс. канд. полит. наук. М., 2007.

[11] *Mattern, J .B.* Why Soft Power Isn't So Soft: Representational Force and the Sociolinguistic Construction of attraction in World Politics // Millennium : Journal of International Studies. 2005. Vol. 33 No. 3. P. 583–612.

[12] *Зевелев, И. А.* Сила и влияние в американо-российских отношениях. Семиотический анализ / И. А. Зевелев, М. А. Троицкий. М. : НОФМО, 2006. (Очерки текущей политики ; вып. 2)

[13] *Signitzer, B. H.* Public Relations and Public Diplomacy: Conceptual Convergences / B. H. Signitzer, T. Coombs // Public Relations Review. 1992. Vol. 18. No. 2. P. 137–148.

[14] *Leonard, M.* Public Diplomacy / M. Leonard, C. Stead, C. Smewing. London : The Foreign Policy Centre,2002.

[15] *Riordan, S.* Dialogue-based Public Diplomacy: a New Foreign Policy Paradigm? The Hague : Netherlands Institute of International Relations 'Clingendael', 2004. (Discussion Papers in Diplomacy ; No. 95).

states[16], which was developed in the works of English scientists I. Feng, Szondy, K. Dinny[17] and Russian researchers VG Ivanov and MG Ivanova, who proposed the concept of charts power[18], devoted to The impact of international ratings on political processes. Their research was based on an analysis of the image characteristics of the state and the evaluation of its specific political actions by the foreign public. The concepts exploring the themes of "branding" and the reputation of states have become important elements of the theory of international relations. Their significance is explained by the fact that an objective understanding of perception national image of the foreign population of a country allows you to adjust and optimize the public diplomacy programs implemented in relation to it.

The high rate of technological progress facilitated the rapid development of new concepts of public diplomacy using Internet technologies and social networks (for example, "public diplomacy 2.0", "digital diplomacy", "twitter-diplomacy"), which became especially relevant from the middle of the first decade of the XXI century . (and it remains so far). Opportunities and threats of the use of such technologies in international politics are examined in the works of American researchers N. Cull[18], Dahl, L. Khatib, U. Dutton, M. Telvala. The main difference between the new methods is the possibility of using the target audience as active actors of the political process in their country in the interests of the interested foreign state.

The experience of applying the technologies of public diplomacy in political practice was summarized in the scientific works of researchers from different countries, analyzed by foreign scientists and experts, such as P. Harrison (USA), D. Scorton (USA), D. Ryland (USA), R. Stengel (USA), IS Ivanov (Russia)[19], AV Torkunov (Russia), Charles Crocker (USA), PJ Buchanan (USA), Yu. I. Matveenko (Russia). E. Satou (Great Britain), V. I. Popov (Russia)[20], J. Shuker (USA), A. Henrikson (USA) contributed significantly to the development and unification of the terminology used in the field of diplomacy and public diplomacy. , Sn. Crocker (USA), AV Dolinsky (Russia), AV Lukin (Russia).

It is worth noting that due to the complex geopolitical and economic conditions in which our country is located today, Syrian scientists have to form in Syria much of researches that lead to various aspects of public diplomacy and aim at developing conditions that should serve as a possible strengthening of Syria's position in the international arena.

It should also be noted that the analysis and assessment of the diversity of domestic and foreign approaches to the study of public diplomacy were conducted on the basis of the study of normative legal acts and scientific works from the field of the theory of international relations, diplomacy, comparative political science, international law.

With the mastery of domestic and foreign experience in the functioning of national systems of public diplomacy and the use of its technologies, Syrian researchers has to use various kinds of official sources: The Government of the Russian Federation, the European Commission, the European Parliament, the US Government, the US Congress, the Communist Party of China, the Government of Iran. Internet portal materials of

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[16] **Anholt-GfK Roper Nation Brands Index : gfkamerica.com : www.gfkamerica.com/ practice_areas/roper_pam/placebranding/nbi/index.en.html .**

[17] ***Dinnie, K.*** **Nation Branding: Concepts, Issues, Practice. Oxford : Elsevier, 2007.**

[18] ***Cull, N., J.*** **Public Diplomacy: Lessons from the Past. Los Angeles : Figueroa Press, 2009**

[19] ***Иванов, И. С.*** **Какая дипломатия нужна России в XXI веке? // Россия в глобальной политике. 2011. Т.№ 6. С. 17–27**

[20] ***Попов, В. И.*** **Современная дипломатия. М. : Восток-Запад, 2010. С. 15.**

international organizations and associations, leading media outlets, personal Internet pages of politicians and organizations, memoirs and speeches of political leaders were also used.

In general, as the analysis of sources has shown, researchers in the field of public diplomacy have managed to accumulate a large number of interesting materials, to develop original scientific approaches. Evidence is also growing in the practical importance of public diplomacy technologies, and increased attention to the topic by leading political scientists. Therefore, the more the systematization of approaches, institutions and technologies of public diplomacy is relevant from the point of view of their role in the political process and taking into account the experience of other countries. Analysis and identification of the most effective methods and technologies of public diplomacy in terms of achieving the set goals should also serve to clarify the specific features of the influence of public diplomacy on political processes. The conduct of this work is also caused by the urgent need for the formation of full-fledged state programs and strategic priorities in this area.

The purpose of this work is to determine the prospects and opportunities for using public diplomacy to solve the foreign policy tasks of the modern state.

1.1. **Objectives of thesis**:

- to clarify the conceptual apparatus of public diplomacy - to determine its main characteristics as an object of political science research and to identify the key stages in the formation of its theoretical basis in political science.

- Systematize the basic technologies of public diplomacy، the most effective impact on the population of foreign countries for the achievement of relevant political goals.
- To carry out a comparative analysis of the functioning of national systems of public diplomacy on the example of a number of states, such as the United States, Russia, China, Iran, and the EU countries to study the practical use of public diplomacy technologies in political processes؛

1.2. The concept of "public diplomacy"

The concept of "public diplomacy" includes such terms as "Soft power", "public diplomacy" and others, but at the same time should be regarded as an independent direction of the foreign policy of the state, responsible for influencing the population of a foreign state with the aim of influencing its political processes and making political decisions.

National systems of public diplomacy of different countries have their own specifics of practical application of various instruments public diplomacy, but conceptually based on the use of uniform technologies.

At the present stage, the most important to achieve political goals, parts of public diplomacy are educational, social, media and Internet technologies. Among the various target groups of public diplomacy programs, a cluster of young leaders has a special role.

1.3. Study methods

- Institutional method (in the study of media broadcasting abroad (comparative-historical method (study of the features of the development of scientific views on public diplomacy for historical periods, depending on the objectives of public diplomacy).
- Method of case studies (when examining specific examples of public diplomacy).
- Structural and functional analysis (analysis of national systems of public diplomacy).

2. Theoretical and methodological approaches to the study of public diplomacy

Theoretical and methodological approaches to this work of public diplomacy is devoted to the work of the phenomenon of public diplomacy on the basis of the study of a large number of scientific papers, official documents, legal acts, Internet portals of international organizations and associations, publications of leading media, etc.

2.1 **Basic Characteristics and Concepts of Public Diplomacy** as an Object of Political Science Research", the origin of the term "public diplomacy" the problem field of research and basic concepts (diplomacy, publicity, political process, etc.) are specified.

Based on the analysis of sources, it was concluded that public diplomacy is a collection of foreign policy technologies and instruments that are characterized by legitimacy and openness, implemented within the framework of the activities of political institutions and actors, both state and non-state, aimed at implementing the complex diplomatic strategy of the state with by influencing the population of a foreign state with the aim of influencing its political processes and adopting political reforms.

The theses pays special attention to the inadmissibility of opposing public and traditional diplomacy, since these are two different instruments of foreign policy, but aimed at achieving one goal: political influence on the governments of other countries.

It is also noted that in modern political science there is no single or "classical" definition of public diplomacy and many understand it as independent (without coordination with the government) communications of various actors from different countries with each other. However, this interaction can facilitate and assist the state in the implementation of its political projects abroad, but is not directly part of its foreign policy.

2.2. **The main stages in the formation of the theory of public diplomacy in political science**

The main stages of the development of scientific ideas about the phenomenon of public diplomacy are examined: "the beginning of public diplomacy", "public diplomacy during the Cold War", "public diplomacy after the Cold War" in 90s of the XX century, "public diplomacy after September 11, 2001", "modern public diplomacy" (from 2006 to the present).

The "birth" of the theory of public diplomacy (First half of the 20th century): analysis of the first mention of public diplomacy in the scientific literature of the late XIX-early XX century, allows us to conclude that before the end of the Second World War the term "public diplomacy" was interpreted primarily in terms of "glasnost" and "public cooperation". The study of the problem was then of an unsystematic nature, and the knowledge gained was not formalized in the form of scientific concepts.

Theoretical approaches to public diplomacy during the Cold War (the period from the late 30's to the end of the 1980s): with the onset of the Cold War, the content of the sought-after term has changed, mainly it was used in the media as a synonym for the word " propaganda". The beginning of a new stage in the study of public diplomacy dates back to 1965, when the American researchers E. Gullion and A. Hoffman proposed the first scientific interpretation of the concept, based on the recognition of the need for the state to interact with foreign populations to solve national political problems.

At the stage of formation of public diplomacy (70s and 80s of XX century), many scientists studied the question of how actively developing spheres of cinematography, mass media, music can be used to influence the population of foreign countries. This direction of public diplomacy was called "cultural imperialism." The concept of cultural imperialism, widespread during the Cold War, as a whole, describes the possibilities of rendering cultural impact on the population of foreign countries. The interest of researchers in this

area of public diplomacy indicated an increase in the degree of influence of some states on the population of others. However, it should be noted that in this period this influence, as a rule, did not serve the achievement of specific political goals. In addition, so far there has been no talk about planning and coordinating such expansive activities, as well as analyzing the feedback - from consumers of foreign culture to the state that distributes it. Thus, it can be argued that the main political tasks of this period were the delivery of necessary information to a foreign audience and the formation of a positive image of the interested state in its environment.

Concepts of public diplomacy, developed in the context of geopolitical changes caused the disintegration of the USSR (90-ies of the XX century): a new understanding of the role of public diplomacy was proposed in 1990 by Harvard professor J. Nye. The scientist has introduced the scientific term "soft power" (soft power) for the designation of such phenomena as cultural content, value and attractiveness. J. Nye and his followers could in some measure bring the understanding of public diplomacy to a new level, because the novelty of the concept of "soft power" consisted of the idea of the need not only to create a positive image of his country abroad, but also to form in other countries specific groups of loyal and politically promising foreign citizens potentially interested in further cooperation. During that period, the sphere of PR (communication with the public) also received active development in many countries, so the use of its methods in working with foreign populations by many (B. *Signitzer*) was seen as a logical addition to the toolkit of public diplomacy. It should be noted that the introduction of PR methods in public diplomacy was a natural process, since, on the one hand, the latter became an interdisciplinary part of foreign policy, designed to solve tasks that go beyond traditional diplomacy, on the other - it was logical to involve PR technologies, working on the formation of opinion of a particular group of the population.

Formation of bilateral channels of communication as a priority in public diplomacy (2001-2006): a new surge of interest in the topic of public diplomacy was caused by the tragic events in the United States on September 11, 2001, which claimed the lives of more than 3,000 people. The weak effectiveness of the impact unilaterally became obvious, therefore the main direction of new research in the field of public diplomacy was the search for two-way communication tools that really provide feedback. One of the brightest representatives of the new generation of researchers of public diplomacy was the English scientist S. Anholt, who developed in 2006 the concept of "branding of states" and argued that the assessment of the actions of the state in question by the population of foreign countries directly depends on the image (brand) of the state. The concept has received wide popularity and has been developed in the works of many scientists, like V.G. Ivanov and M.I. Ivanova proposed the concept of "power ratings", which describes how interested parties manipulate public opinion through instrument ratings. At the beginning of the XXI century, a significant contribution to the study of public diplomacy was made by the founder of the European Council for International Affairs, the English scholar M. Leonard. In public diplomacy, he singled out three dimensions: reactive (hours and days), proactive (weeks and months) and building relationships (years).

The followers of Leonard, among whom we can name K. Ross, J. Kelly, J. Coauna and A. Arsenallt, singled out similar hypostases, forms of public diplomacy: informing, influencing and establishing relations; monologue, dialogue and cooperation. All Leonard scientists were united by the idea of the need to build long-term, trusting relations with the foreign community instead of holding one-off information events. Thus, it can be said that M. Leonhard and his school made a significant contribution to the development of public

diplomacy primarily by articulating its political tasks, such as: the state's designation of its own position, the development of a common platform with other countries, the long-term unification of joint efforts on an international issue. The main difficulty in implementing programs of public diplomacy in the mid-2000s, it was impossible to assess the rapid effect of their application, since they were mainly aimed at achieving long-term results. However, national governments and their constituents had to act immediately in response to external threats and challenges. Therefore, in 2007, the creator of the term "soft power" J. Nye presented an updated concept of public diplomacy, introducing the scientific term "smart power" and supplementing the "soft power" programs with economic and military tools. It should be noted that the first half of the first decade of the 21st century was devoted to researchers of public diplomacy on the topic of effective channels of feedback and two-way communication.

Modern theories of public diplomacy are based on the use of innovative technologies and tools (from 2006 to the present): as is known, most of all changes in the practice of public diplomacy were caused by the development of Internet technologies. Scientists who studied these processes (H. Dale, U. Dutton, M. Telval, N. Kall), proposed new methods for expanding the programs of public diplomacy, taking into account the increased role of Internet technologies. Realities in which each user of the network can broadcast his opinion and enter into discussions on issues of his interest with colleagues from anywhere in the world in real time, seriously complicated the control of the state over international communications, but at the same time gave rise to colossal opportunities for direct influence on every person, practically regardless of his place of residence, views and convictions.

The history of the development of theoretical and methodological approaches to the study of public diplomacy directly reflects the functional transformation of this foreign policy direction. From the middle of the first decade of the XXI century, the main task of public diplomacy in international relations was the motivation of citizens in foreign countries for certain concrete political actions by a number of methods that were discussed above. Such an opportunity appeared primarily due to the rapid development of Internet and network technologies.

3. Practical Impact of Public Diplomacy on Political Processes

In this part of theses, some examples of the functioning of national systems of public diplomacy are examined, the main technologies of public diplomacy, as well as the methodology for managing the national system of public diplomacy, are studied.

3.1. Modern national system of public diplomacy

The consideration of the use of technologies of public diplomacy in political processes is substantiated by the example of foreign policy activity in this sphere of four countries (Russia, China, the US and Iran) and the European Union. Such a choice is due to several reasons: these subjects of international politics are leaders of world or regional political processes; significantly differ from each other in terms of geographical, economic, demographic, religious and social characteristics; have a long experience of developing their own unique systems of public diplomacy.

An acquaintance with the practice of these four countries and the EU allows us to conclude that different countries or associations (such as the EU) have different structures and formats for managing systems of public diplomacy. However, in order to understand

the very essence of them, it seems reasonable to analyze the practical application of public diplomacy technologies.

3.2. Basic Technologies of Public Diplomacy",

The application of the main instruments of public diplomacy, which have a practical impact on the necessary political processes: educational technologies, media technologies, Internet technologies, social technologies, are considered.

3.2.1 **Educational technologies**: among the basic tools that the education system provides and which can be used in the interests of public diplomacy, it is possible to single out higher education for foreign citizens, short-term educational courses and exchange programs, national educational centers abroad, reform of foreign educational systems. The formation of foreign citizens solves several basic political tasks: it shapes the world outlook of people, the system of their values and views; creates groups of people loyal to the state concerned and promotes their unification. Thus, educational programs for the population of foreign countries are a preparatory stage, a step in the creation of dependent acting or potential elites. However, it should be noted that the main shortcoming of such programs is the lack of further algorithms for interaction between the "host state" and "graduates". After receiving education or passing specialized courses, a person becomes open and receptive to proposals for cooperation. But in general, he receives neither proposals nor recommendations for further action. In this regard, the effectiveness of government investments in these projects, obviously, can be significantly increased if already at the initial stage of their implementation, plans for further cooperation with participants of various educational projects will be developed.

3.2.2 **Media technology**: Based on the study of TV channels (CNN, BBC, Euro news, Al-Jazeera, Al-Hurra, RT (former Russia Today), CCTV, CNC, Al-Alam, Press TV, Sahar TV, Hispan TV), radio stations (Voice of Russia, Voice of America, Radio Marti, CRI, Voice of the Islamic Republic) and printed publications (China Daily, World Journal, China Press, European Voice), the thesis concludes, that now the media continue to be the most reliable of the operational tools of public diplomacy, since it is with their help that you can quickly deliver the necessary information to the broad masses and spread it around the world. At the same time, the costs of maintaining their own media that can really influence foreign audiences are very high and are a long-term investment, as the success of this or that publication is the consumer's confidence in him, which ensures his popularity.

3.2.3 **Internet technologies**: Although traditional media is still the most common source of news, in recent years, the number of recipients of information from the Internet has been growing at a rapid pace. Separate attention deserves Internet tools of two-way communication, such as social networks and interactive Internet portals. As one of the most vivid examples of the use of Internet technologies to influence political processes abroad, the author cites revolutionary events in the countries of North Africa and the Middle East, known as the "Arab Spring". Modern "public diplomacy 2.0." differs from earlier forms of work on the Internet, when communication Internet technologies were basically unidirectional and users were only recipients' information. Now the resources have become interactive, with the possibility of feedback. The complication of the interaction processes and the expansion of the field for communications require great efforts in working with the Internet audience on the part of those who want to use the Internet for political purposes. Nevertheless, experts in the field of public diplomacy call not to rely on Internet technology as an easy way to solve all foreign policy problems, since only personal contact can provide the most powerful and lasting effect. In developed

national systems of public diplomacy, one tool complements the other, and is not opposed to it.

3.2.4 **Social technologies**: First of all, the mechanisms and forms of activity of non-governmental structures in the sphere of public diplomacy are disclosed. The events of the Egyptian revolution in 2011 showed the role played by social networks as an important tool for uniting and channeling citizens' communication. However, all protests and other political actions in real (non-virtual) life were organized by members of various movements, groups and organizations. The targeted influence on such associations is one of the most effective tools used in the sphere of public diplomacy. Based on the analysis of the use of NGOs in political processes abroad, it was concluded that this activity could contribute more to the achievement of political goals if, at the stage of the choice of a relevant non-governmental partner, a number of factors were taken into account, the most important of which are: relations with it by the local population; the real number of its supporters and activists; its mobilization capabilities; own resources (financial, organizational, "media", political), political views.

3.3. **Analysis of the effectiveness of the use of technologies of public diplomacy in modern political processes**

The methodology for managing the national system of public diplomacy, designed to enhance the effectiveness of state influence on political processes in specific countries, which includes the following main elements definition of the target country, the definition of foreign policy objectives in relation to a given country, determining the priority target audience by various criteria (such as size, membership of the elite, etc), the development of a program of public diplomacy in relation to the chosen country (including such sections as the socio-economic characteristics of the selected country, the plan for implementing the program, etc, implementation of the public diplomacy program, analysis of the effectiveness of program implementation (including performance evaluation criteria).

With the consistent application of the above described technique, it is possible to significantly improve the efficiency of the use of technology of public diplomacy to influence the chosen political processes in a foreign state.

Conclusions:

The main conclusions have been formulated and new promising directions for further research in the field of public diplomacy, significant both from the point of view of fundamental science and in the sense of practical application of their results, have been determined. According to the author, public diplomacy cannot be separated from official diplomacy, but in many cases it is a more effective and flexible instrument for influencing political processes in foreign countries. In today's complex and dynamic geopolitical situation, only the systemic and combined approach of the state to the application of various instruments of foreign policy can enable it to achieve its political goals. From the author's point of view, active attempts are currently being made to apply this approach, which, including، the introduction into scientific circulation of such a new concept as the "hybrid war". According to the thesis, further studies in the field of public diplomacy have broad prospects both from the point of view of fundamental science and in the sense of the practical application of their results, which will lead to a steady increase in the role of public diplomacy in political processes.

- Practical implementation of public diplomacy programs has its regional aspects; however, it is based on a single set of key technologies: educational, social, media and Internet technologies.

• Different states have similar problems in the sphere of public diplomacy, among which one can single out: undeveloped channels of communication with the target audience; insufficient level of use of modern information technologies, including social networks؛ absence of a unified system for planning public diplomacy programs; lack of professional staff.

• The most perfect from the point of view of tools and volumes of financing at the moment can be recognized the national system of public diplomacy of the USA.

• Competition in the field of public diplomacy is intensifying, therefore, states that are trying to seriously expand their influence abroad through this institution need to strengthen support for this direction of foreign policy activity.

• for the successful implementation of public diplomacy programs abroad, each country should clearly understand its advantage and formulate its own, different from other attractiveness for the target audience, for example: Iran - the center of the Shiite world, the United States - a place for self-actualization of the most successful and active, Europe - a stable region with a high standard of living with a developed social infrastructure, etc.

• Effective work of the national system of public diplomacy is possible only with active and continuous coordination of all programs, outgoing from a single state-authorized body, as well as involving ordinary citizens in participating in these programs.

• Each of the technologies of public diplomacy considered in the theoretical part of the thesis is suitable for solving different types of political problems: educational - for the formation of values and common views; the media -to create public opinion on specific and topical issues؛ Internet and social networks - for building interactive communication channels; social - to organize specific political actions.

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