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CULTURAL DIPLOMACY AS A TOOL OF INTERNATIONAL COMMUNICATION

Abstract. *Cultural diplomacy is a modern type of diplomacy, which becomes an important direction of state policy and contributes to the social, cultural and economic development of the country, and to the dissemination of information about it through the use of an attractive system of values and cultural heritage of the nation. The article considers the aspects related to the formation of cultural diplomacy. Cultural diplomacy as a tool of “soft power” is becoming a relevant direction of state policy due to the need of effectively resolving issues of national security, forming a positive international image, stimulating cultural and economic development, and establishing global communications. The article examines the French, British and German models of cultural diplomacy, as well as the specific features of the development of Chinese cultural diplomacy. An example of a successful cultural diplomacy conducted by Italy is described: the country uses the promotion of cultural values to strengthen its own competitiveness on international markets, contributing the development of scientific, technological and economic cooperation. Special attention has been paid to the promotion of the national brand Ukraine Now, which was officially approved by the Government of Ukraine and acts as a tool of public diplomacy for presenting the state in the international environment. The authors have emphasized that the need for Ukraine to position itself in the world through the use of a number of means related to the cultural sphere has become particularly acute due to the need to counteract the aggressive policy of the Russian Federation. The article considers the content of the Public Diplomacy Strategy of the Ministry of Foreign Affairs of Ukraine for 2021-2025, which defines cultural diplomacy as one of the directions of public diplomacy and of the “soft power” policy, the purpose of which is to improve the recognition of Ukraine and its cultural diversity, to form a positive attitude of citizens of other countries to Ukraine. The strategic goals and objectives of cultural diplomacy of Ukraine are defined. The functions of cultural diplomacy performed by the Ukrainian Institute under the Ministry of Foreign Affairs of Ukraine are considered.*

Key words: *cultural diplomacy, public diplomacy, international communication, international image, national brand.*

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КУЛЬТУРНА ДИПЛОМАТІЯ ЯК ІНСТРУМЕНТ МІЖНАРОДНОЇ КОМУНІКАЦІЇ

Анотація. Сучасним різновидом дипломатії є культурна дипломатія, яка стає важливим напрямом державної політики і сприяє соціальному, культурному та економічному розвитку країни, поширенню інформації про неї шляхом використання привабливої системи цінностей та культурної спадщини нації. У статті розглядаються аспекти, пов'язані зі становленням культурної дипломатії. Культурна дипломатія як інструмент “м'якої сили” стає актуальним напрямом державної політики через необхідність ефективно вирішувати питання національної безпеки, формування позитивного міжнародного іміджу, стимулювання культурного та економічного розвитку, налагодження глобальних комунікацій. Розглянуто моделі культурної дипломатії, сформовані у світовій практиці: французька, британська та німецька, а також особливості розвитку культурної дипломатії Китаю. Описано приклад успішної культурної дипломатії Італії, яка використовує пропагування культурних цінностей для зміцнення власної конкурентоспроможності на міжнародних ринках, розвитку науково-технологічного та економічного співробітництва. Приділено увагу просуванню національного бренду країни *Ukraine Now*, що був офіційно схвалений Урядом України і виступає інструментом публічної дипломатії для презентування держави в міжнародному середовищі. Наголошено, що необхідність України позиціонувати себе на світовому рівні через використання низки засобів культурної сфери особливо загострилася через потіребу протидіяти агресивній політиці Російської Федерації. Розглянуто зміст Стратегії публічної дипломатії Міністерства закордонних справ України на 2021-2025 роки, яка визначає культурну дипломатію як один із напрямів публічної дипломатії та політики “м'якої сили”, метою якої визначено покращення впізнаваності України та її культурного розмаїття, формування позитивного ставлення громадян інших країн до України. Визначено стратегічні цілі та завдання культурної дипломатії України. Розглянуто функції культурної дипломатії, які виконує Український інститут при Міністерстві закордонних справ України.

Ключові слова: культурна дипломатія, публічна дипломатія, міжнародні комунікації, міжнародний імідж, національний бренд.

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Formulation of the problem. Cultural diplomacy is a modern type of diplomacy, which becomes an important direction of the state policy and contributes to the social, cultural and economic development of the country, the dissemination of information about it through cultural and artistic events, activities of cultural institutions, popularization of art, cultural heritage, etc. Cultural diplomacy plays the role of a communication tool, forms a positive image of the state in the world, and contributes to the development and strengthening of interstate relations. Its success at the international level and the protection of national interests depend on how effectively the cultural diplomacy of a particular state functions. The study of the development of cultural diplomacy is especially relevant for modern Ukraine in the conditions of war, as it contributes to the promotion of the Ukrainian cultural product and the full integration of Ukraine into the world cultural space. The study is relevant due to insufficient research in the area, both concerning the phenomenon of cultural diplomacy in general, and its role as a communication tool in shaping the country's image at the international level, in particular.

Analysis of recent research and publications.

The activation of globalization processes at the current scale contributes to the growth of the role of intercultural dialogue at the international level and the diversification of the applied principles and tasks of intercultural communication. The intensity of international communication determines the urgency of searching for competitive tools for the development of countries and the principles of implementing a complex of international relations. Taking into account the above, the role of mobile adaptive tools and the level of effectiveness of tools of soft influence on the established system of international relations are increasing due to the promotion of a positive image of the country, based on the attractiveness of the nation's value system and its cultural heritage.

According to M. Podaienko, the modern dialogue between civilizations cannot do without such a phenomenon as cultural diplomacy, that is, it is about the use of diplomatic tools, and not the power of levers of economic or military origin. Those countries that are really aware of their national tasks make significant efforts and allocate the necessary financial resources

for the development of their own cultural diplomacy, successfully achieving their goals [1].

Let us closely examine the main approaches to the definition of the concept of “cultural diplomacy”. It is considered as the main element of the implementation of the state’s strategic communications aimed at promoting its national interests; as a tool of soft power used to help solve the tasks of traditional diplomacy [2]; exchange of ideas, information, values, beliefs and cultural aspects to enhance mutual understanding; a sale of the country’s image based on the use of cultural means [3]; a means of implementing the foreign policy of the state and the development of society with the help of cultural achievements [4]. Therefore, cultural diplomacy is a means of “soft power”, a strategic element of foreign policy, with the help of which it is possible to find support of other countries at the social level pursuing national interests.

The urgency and need for Ukraine to position itself at the world level through the use of a number of means pertaining to the cultural sphere has become particularly acute due to the necessity to counteract the aggressive policy of the Russian Federation. Therefore, nowadays the issue of the country’s image is actualized not only in the area of economic development or implementation of democratic transformations, but also in view of ensuring national security.

Setting objectives. The purpose of the article is to investigate the role of cultural diplomacy as a communication tool for the country’s development, in particular in the aspects of shaping its image at the international level.

Presentation of the main research material. The public diplomacy strategy of the Ministry of Foreign Affairs of Ukraine for 2021–2025 defines cultural diplomacy as one of the directions of public diplomacy and “soft power” policy, the purpose of which is to improve the recognition of Ukraine and its cultural diversity, and to form a positive attitude of citizens of other countries towards Ukraine. Cultural diplomacy as one of the directions of foreign policy promotes popularization and exchange of national achievements, experience in the cultural sphere with residents of other countries, achieving better understanding and trust [5].

The role of cultural diplomacy is increasing as international communication remains an important norm of human communication. In this aspect, culture is considered as a dynamic system of information resources, where cultural values play the role of information signals that spread in society.

The functioning of cultural diplomacy in European countries made it possible to distinguish their three main models: French, British and German [1; 6]:

1. The French model provides for the integration of intercultural cooperation into the practice of international relations. The priority role in the implementation of this model is played by the state; the use of the French language is being strengthened as the main means of international communication and

diplomatic correspondence to strengthen the position of France in other countries of the world. Important attention is paid to the implementation of educational exchange programs and the organization of special events. The role of the coordinating body is played by the organization *Alliance Française*, which has branches in almost all capitals of the world.

2. The British model is based on the principle of an extended hand or indirect control with the distribution of functions, when international cultural cooperation is financed mainly by the country’s government, and the administrative and coordinating foundations belong to independent institutions. The British Council widely uses the latest technologies and implements a set of information services to put into effect its own cultural and educational projects in the host countries. Thus the British Council can be considered as a representative project, which fulfils the task of promoting a positive image of Britain abroad, improving the understanding of the goals and principles of political, economic and cultural activity, and informing the public about Britain’s achievements.

3. The German model is characterized by a high level of decentralization, when certain control by the state and partial centralization of international cultural activities is assumed, and the principle of distancing from the authorities is also used. The German government has recognized culture as an important component of the country’s foreign policy strategy, and cultural diplomacy as a component of European integration policy. The priority is to expand the cultural presence in third world countries; the Goethe Institute is responsible for establishing political and economic ties with Asian and African countries to implement the policy of intercultural cooperation with the German diaspora.

In turn, China’s cultural diplomacy remains largely centralized and fully managed and controlled by the state. Over the past decades, China has made notable progress in establishing network structures to address the issues of theory and practice of Chinese cultural diplomacy in today’s globalized world. First, powerful cultural and educational, scientific and innovative centres were established on the territory of China; secondly, cultural institutions operate on various international platforms outside the country. The purpose and mission of China’s cultural diplomacy includes the following directions: 1) popularization of traditional and modern Chinese culture; 2) promotion of the Chinese language in the world; 3) educational and scientific cooperation in the international aspect; 4) providing support to the Chinese diaspora; 5) implementation of international economic growth and investment projects; 6) formation of a national brand in the field of culture; 7) creation of a positive image of the Chinese model of the social and economic system [7, p. 99].

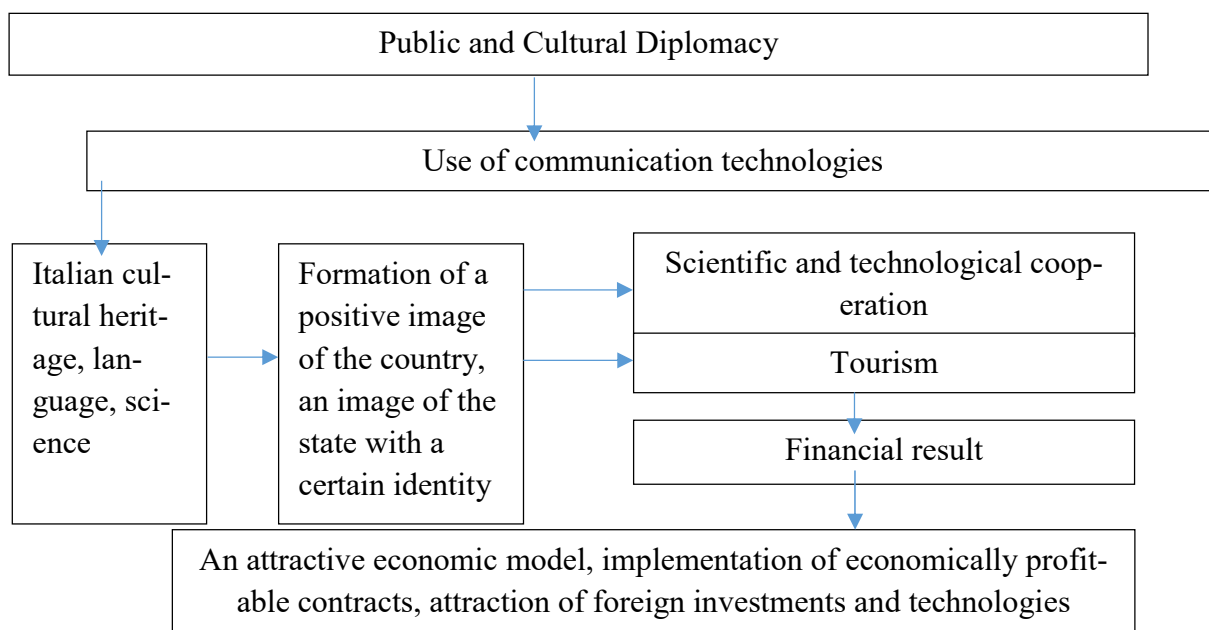


Fig. 1. The role of cultural diplomacy in the development of the country (the example of Italy)

Today, many countries of the world form their politics and diplomacy based on culture. An example of a successful combination of politics and culture is demonstrated by Italy, since it is culture that adds considerable amounts of income to the Italian budget (almost 6% of GDP each year). The tourism sector is developing intensively, Italy has a strong cultural potential and until recently was the leader in the number of UNESCO World Heritage sites, although now it shares the first position with China [8]. The significant potential of the country's cultural heritage sites contributes to the creation of favourable conditions for cultural diplomacy.

In the medium term, Italy not only promotes or advertises its culture and goods, but also creates a model of the "product of Italy" through thoughtful public, economic and cultural diplomacy, perceived as a comprehensive attractive role model. In the 1980s, the "Made in Italy" brand expanded its popularity and spread Italian values. The Italian brands of clothing, food industry, furniture and cars began to use the name "made in Italy" to combat the counterfeiting of Italian-made handmade goods, especially in the four traditional fields of fashion, food, design and mechanical products (cars, industrial design, machines, ships), also known as the "four A's", from the initial letters: *Abbigliamento* (fashion), *Agroalimentare* (food/wine), *Arredamento* (design), and *Automotive* (automobiles), plus a fifth might be added, *Artigianale* (artisan, handcrafted items). Since 1999, the brand has been protected by the Italian Institute for the Protection of Manufacturers [9]. The experiment of using the economic factor in diplomacy made it possible to form an attractive image related to the Italian identity,

attracting foreigners to close cooperation through cultural projects and relationships.

In general, cultural diplomacy contributes to the formation of a positive image of Italy at the international level, strengthening the country's competitive position in international markets and promoting the development of scientific and technological cooperation. The formation of a positive image takes place by promoting belonging to world cultural heritage, art, and literature. Dissemination of information about the country's attractiveness in view of the concentration of a significant number of archaeological sites, museums, and cathedrals draws attention to the country's tourism sector as well. It should be noted that the spread of culture contributes not only to the support of the culture of Italian communities abroad, but also allows for financial gain. Cultural diplomacy is used to form and maintain the image of an economically attractive Italian model, which finds its practical embodiment in the signing and implementation of profitable economic contracts [9].

Public diplomacy has cultural diplomacy as a component, and it is inextricably linked to the strategy of the country's national brand. It is aimed mostly at the external projection of the country's identity and image and pursues mainly economic goals: encouraging investments, attracting tourists, increasing export supplies and trade in general, attracting talented youth and skilled labour, and strengthening the cultural presence in the world. To achieve the main goal and strategic goals of public diplomacy, it is important that all parties involved in the formation of a positive image of Ukraine abroad share a common understanding and vision and use unified approaches and a visual image to represent Ukraine at the international level.

Let us focus on the national visual brand of Ukraine, *UkraineNow*, which was officially approved by the Government of Ukraine on May 10, 2018. It acts as a tool of public diplomacy for presenting the state in the international environment. *UkraineNow* is an umbrella brand that can be developed and used for campaigns in various directions. The brand's philosophy is based on the word "now", which is the most important word for modern Ukrainians. The brand is intended for use by state institutions and local self-government bodies, as well as the business sector and individual citizens. As experts note, the qualified use of the brand will allow forming a favourable image of Ukraine, its citizens, foreign and domestic policy, and cultural values. It will also contribute to systematically changing the perception of Ukraine and its citizens, and presenting Ukraine as an open country with European values. The *UkraineNow* brand identity, which is outlined in the corresponding brand book, is recommended to be used within all image events and campaigns of the Ministry of Foreign Affairs, placed on the accompanying content to promote the development of the brand identity and increase the recognition of the national brand.

The defined narratives for successful positioning of Ukraine are as follows [5]:

1. A modern European country with a thousand-year history, culture and art.
2. A brave and sincere country. A country of strong emotions. A country of freedom and dignity.
3. A defender of peace. Ukraine is a guardian of the peace and tranquillity of Europe.
4. A country of positive discoveries. A country that exceeds expectations from people, nature and opportunities.
5. Ukraine is a guarantor of world food security.

Therefore, taking into account today's challenges for the country, the application of the strategy of a "niche-like" cultural diplomacy is absolutely justified and will allow not only to successfully position it at the international level, but also to promote economic development.

The fact that Ukraine has also followed the path of developing cultural diplomacy can be considered as a successful example. For its implementation, a new structure named *The Ukrainian Institute* was created. Generally speaking, this is a state institution aiming its activity at improving the understanding and perception of Ukraine in the world and the development of its cultural ties with other countries. The institution belongs to the sphere of management of the Ministry of Foreign Affairs.

It is planned to open its first branches abroad, which will also perform the tasks of presenting and promoting the image of Ukraine in the world, promoting international exchanges and integrating Ukraine into the world cultural space, popularizing the Ukrainian language and cultural products in the international environment, spreading information about scientific, educational and tourism potential of the country, etc.

The current work of the Institute involves the involvement of a wide range of participants from the

state, the public sector, business circles, as well as international experts and the diaspora. Beyond doubt, the process of functioning of the Ukrainian Institute involves the use of principles of synergy of state authorities, networking and co-competition, i.e. consolidation of efforts of representatives of various industries. It is considered appropriate to build long-term relationships based on trust and to maximize the integration of the capabilities of professionals from different fields, combining competition and cooperation to achieve success. As a result, it is planned to create a modern and unique image of Ukraine, interesting for potential partners, to produce information messages for the international community, focused on development and communication, and to implement mechanisms for the transmission of Ukrainian values [10].

Ambitious tasks have been set for the next few years: to develop the Institute's international network, to open its foreign branches, which will be points of presence of cultural diplomacy of Ukraine at the international level. The mission is revealed in strengthening the international and domestic subjectivity of Ukraine thanks to the use of a set of means of cultural diplomacy.

The main strategic goals of the Ukrainian Institute are the following [10]:

1. Improving the understanding and recognition of Ukraine by foreign audiences. The Institute spreads knowledge about Ukraine, involves a wide range of residents of other countries in discussions and dialogue, ensures the visibility of the country in the information field, and promotes Ukrainian narratives about Ukraine.

2. Ensuring stable demand for professional interaction with Ukraine. The Institute develops constant interest in cooperation with Ukraine in the international professional and expert environment, provides mediation and expert support.

3. Strengthening the capacity of subjects of Ukrainian culture, education, science and civil society for international cooperation. The Institute develops the competences and capabilities of its participants by involving the sphere of culture in international cooperation, which improves the quality and effectiveness of the representation of Ukraine in the world.

4. Increasing the degree of Ukraine's involvement in current world cultural processes. The programs of the Institute are aimed at strengthening the role of Ukraine in international cultural dialogue and exchange; ensure the presence of Ukraine on key cultural, scientific, educational and political platforms of the world.

5. Expansion of the scope of use of the Ukrainian language in the international environment. The Institute strengthens the presence of the Ukrainian language in the public space and its use in the professional environment.

In practice, cultural diplomacy measures involve the institutionalization of international cultural relations. A significant majority of influential European states have created networks of cultural institutions

abroad. In particular, cultural representations of European countries work in the capital of Ukraine: the British Council, the French Institute, the Czech Centre, the Polish Institute, the Cervantes Institute, the Goethe Institute and others.

The geographical priorities of cooperation are determined from the point of view of Ukraine's foreign policy priorities and consultations with leading state specialized institutions (the Ukrainian Institute, the State Agency for Tourism Development of Ukraine, the Ukrainian State Centre for International Education, the Office for Attracting and Supporting Investments *UkraineInvest*, etc.).

According to experts, the priority countries for domestic foreign policy are the Big Seven countries: the USA, Canada, Japan, Great Britain, France, Germany and Italy. Poland, Lithuania, Georgia, Azerbaijan, Turkey, Great Britain and Brazil are strategic partners. The development of strategic partnership relations between Ukraine and the People's Republic of China is also a priority. From a regional point of view, Europe is a strategically important region, in particular, regional leaders, countries with a sceptical attitude towards Ukraine, countries with a strong pro-Ukrainian position. Priority regions for Ukraine are also the Middle East and the countries of Southeast Asia, in particular the Association of South East Asian Nations (ASEAN) countries. In the direction of cultural diplomacy, the USA, Canada, Great Britain, the Netherlands, France, Germany, Poland, Lithuania, Italy, Austria, Turkey, Israel, Qatar, the UAE, China, Japan, etc. have been identified as priority countries and regions [10].

Therefore, the development of cultural diplomacy of Ukraine involves the development and justification of strategic tasks, target audience, channels and tools, geographical priorities. The strategic goals and objectives of cultural diplomacy should be as follows: increasing the level of recognition and better understanding of Ukraine among foreign audiences; the perception of Ukraine in the world as a democratic European country that chose integration to full membership in the EU and NATO in conditions of external aggression.

Conclusions and prospects for further research.

Cultural diplomacy is a tool of international communication that performs the task of changing the attitude and behaviour of the international community towards a certain country. Cultural diplomacy as a tool of "soft power" is becoming a relevant direction of state policy due to the need to effectively resolve issues of national security, forming a positive international image, stimulating cultural and economic development, and establishing global communications.

Cultural diplomacy is a diplomatic tool, not a lever of country power, capable of delivering long-term desired results. The success of cultural diplomacy is determined by the level of awareness of the country at the world level, its positive image and perception, which makes the country attractive for international cooperation. Cultural diplomacy, implemented on carefully developed principles, will contribute not only

to the promotion of the country's brand at the world level, but also to its social and economic development.

The relevance and need for Ukraine to position itself at the world level through the use of a number of means of the cultural sphere has become especially acute due to the need to counteract the aggressive policy of Russia. At the same time, for Ukraine, cultural diplomacy should be considered in the following context: the attraction of foreign investments depends on the international reputation of the country; the presence of domestic goods, technologies and services on the world market and the general attitude towards the state and its citizens.

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