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UDC 327.8

COUNTRY IMAGE AS AN ELEMENT OF SOFT POWER

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Nowadays the role of the image of country is becoming increasingly important in international relations. Along with traditional factors that influence the formation of interstate relations, the country's image has become an integral variable that determines the development of international contacts. The implementation of a long-term image strategy allows states not only to attract investment and tourists, but also adds weight on the world stage, increasing the "soft power" of the state. The concept that most fully reveals the possibilities of the state's image as an instrument of increasing its influence is the concept of "soft power". It was developed by many foreign and domestic scientists. It should be noted that the concept of "Soft power" gained popularity quite quickly: if in the 1990s it was known only in a narrow circle of specialists, then in the late 1990s and early 2000s, the term "soft power" was widely used not only in scientific but also in journalistic literature, as well as in the headlines of articles in the media aimed at a wide audience. It should be emphasized that today, when the term "soft power" is mentioned in the public information space, it is simplified and practically reduced to issues of promoting the image of the state. At the same time, other tools of "soft power" are omitted, so we can say that the country's image is a key element of "soft power". "The strategy of "soft power" can be effectively used when the state aspires to global dominance or to global primacy [1]".

It is also very important that the tools of "soft power" of the state can not be used in isolation from the situation that has developed in the country and in the world, since this type of force is an essential direction of foreign policy and it "must be considered in the focus of global socio-political, economic and cultural processes that form a new, radically different from the previous, system of world politics, where the classic hierarchical models of relations between political actors begin to give way to network structures [2]".

The main aspects of implementing the "soft power" policy include:

- Public diplomacy;
- foreign cultural policy;

- information policy (including social networks and other innovative media resources);
- international educational policy;
- humanitarian interaction at the level of NGOs (in terms of implementing high humanitarian technologies);
- the use of financial and economic instruments;
- to attract foreign investment and create a favorable investment climate; export of mass and consumer culture products (cinema, music industry, show business, etc.) [2].

In addition, there is a classification of the main resources of "soft power". There is a culture that is divided into "high" (it includes the "eternal classics" of literature, theater, ballet, music and painting) and "mass" (represented by popular music, entertainment shows, movies and fashion). It is also important to have a stable and sustainable economy, an attractive business culture, and a socially responsible business. No less important is the standard of living of the population, which includes such indicators as life expectancy and the amount of social benefits. The importance of the country's status is highlighted separately: it should be perceived by one of the world's leaders. At the same time, it is difficult to overestimate the high authority of the head of state in the international arena. Important as domestic policy, particularly the observance of human rights, the rule of law and safeguarding civil liberties; and external, which must be effective to comply with norms of international law and take into account the interests of other countries. In addition, it is important not only to have a foreign Diaspora, but also its active activity in the interests of the country. A large number of authoritative non-state structures, national and international, as well as authoritative media with a global audience, should work for the benefit of the state. The prevalence of the country's language in the world is also crucial. It is important that education in the country is considered prestigious on the world stage. The state should be perceived as taking care of the environment. No less important are the country's sporting achievements: international achievements of athletes, the holding of prestigious international sport events, the level of development of professional sports and entertainment industry. Also should be a scientific sphere that includes space developments and advanced technologies, as well as current research, achievements and established scientific schools and traditions. In addition, the country should be attractive from a tourist point of view and have a significant incoming tourist flow. The tool of "soft power" can also be a factor of shared religious identity with other countries. States also need programs aimed at working with the established elite of various States in the political, military, managerial, business and journalistic spheres. Here, governments need to build their work by organizing conferences, round tables, internships, exchange of experience, and inviting lectures.

The model of "soft power" is slightly different from the expert in the field of "soft power" O.F. Rusakova, who writes about the five components of "soft power" and highlights its structural components:

- business / innovation - the attractiveness of the country's economy in terms of openness, ability to innovate;
- culture - the influence of institutions and cultural achievements, the spread of language, international coverage of cultural products of the country;
- government - the attractiveness of the country's management model;
- diplomacy - the ability to form a favorable national narrative for an international audience;
- education - the attractiveness of the University education system, academic mobility [3].

Despite the differences in researchers' theories it can be argued that the main elements of "soft power" are almost identical for each author. However, they may differ in names and be disclosed in more detail or, on the contrary, only their key areas are indicated. It is important to note that the concept of "soft power" is not limited to the image of the state, but includes many other elements. At the same time, all other components of this concept serve either to strengthen the country's image, or to promote it.

In Russia, for example, government realized that the country has problems with the perception of its image in the world. Today the state leadership also dedicates more attention to the issue of Russia's image. President Vladimir Putin has repeatedly spoken out on this topic. For example at meeting in the Russian foreign Ministry of ambassadors and permanent representatives of the Russian Federation abroad, the head of state said: "The image of Russia abroad is not formed by us, so it is often distorted and does not reflect the real situation in our country, nor its contribution to world civilization, science, culture, and the position of our country in international Affairs is now covered somewhat one-sidedly. And we are to blame for the fact that we do not explain our position well [4]". It should be noted that the understanding and recognition of the existing problem by the state leadership is in itself the first and important step towards its solution. At present, this problem is particularly significant and is recognized by the ruling elite. Russia's information security, its international image, and other international policy issues are outlined in official documents.

For example in 2016 the Concept of foreign policy of the Russian Federation identified the possibilities of "soft power" and it was defined as "a comprehensive tool for solving foreign policy problems based on the capabilities of civil society, information and communication, humanitarian and other alternative methods and technologies to classical diplomacy [5].

Most researchers note that countries need to develop this are and that it has the necessary potential for this. It is worth recognizing that today this states lag behind the West in the effectiveness of using the "soft power" strategy in the international arena. Russia has outstanding resources to promote its image, but it does not use its full potential.

Today, the image of Kazakhstan is actively studied both within the country and in the West. This is done using various research methods. For example, the analysis of the image of the state in a particular segment of the Internet can be studied by applying a qualitative content analysis, in which on e way or another you can see the attitude to a particular event and trace the presence of trends and patterns. By analyzing text in formation and applying content analysis, you can identify which adjectives are most of ten used in relation to Kazakstan, and this can be done not only with the text of news or other messages, but also with comments related to texts about our country or written to posts related to it or mentioning its name.

The monograph of O.M. Hauer-Tyukavkina "Modern image policy of the European Union" [6] considers three ways to influence the image:

- creating an image that was previously missing;
- modification of the image;
- neutralizing negative aspects and building a new image.

The same author notes that in the conditions of competition in the economy, politics and culture, and at the global level, the main task of any state is to form a competitive identity. In this situation, special attention should be paid not so much to economic and military power, but rather to improve the image of the state, turning it into a brand with bright and unique characteristics that are important for the main target audiences [7].

That is why it is necessary to use the mechanism of national branding to improve the existing image of the state. After all, "for any state, a brand is one of the most important assets, since it attracts investors and tourists". According to the author of this theory, S. Anholt, the main points of the state brand are the people, culture and traditions, investment and immigration legislation, foreign and domestic policy, export trademarks and tourism. The sum of these national competencies creates the brand of the region. However, when applying national branding in practice, it is necessary to keep in mind the risks. Creating and maintaining an attractive brand image of any state is not only associated with significant prospects, but also fraught with some dangers. The possibilities are that effective branding is organically perceived by society, becomes its tradition, which can be cultivated in the long term. Risks are also associated with the building work on the creation of communication space. If there is no constant information support, the image may not be understood it may be transformed into a negative one.

Formation of a positive image of Kazakhstan in the conditions of international transformation of the global world order is one of the basic tasks foreign policy of the Republic of Kazakhstan. Our country has accumulated over 25 years of independence great unique experience and developed mechanisms that require deep understanding and building further successful work in order to strengthening its place on the world stage. The first President of Kazakhstan N. Nazarbayev at a meeting with representatives of the diplomatic mission in Akorda noted that Central Asia is experiencing a new stage of its development. Hence, according to the President, it is extremely important to constantly strengthen and develop multilateral and mutually beneficial peace cooperation, as well as to establish cooperation with countries and organizations. "Our policy, as before, is aimed at equal partnership, combining the efforts of our countries to increase the role of the region in international Affairs and ensure prosperity in the five countries... We will continue to cooperate with global and regional international organizations in which Kazakhstan participates" [8].

The fundamental resource of Kazakhstan's "soft power" is its cultural and historical heritage. A unique fusion of cultures, traditions and customs of the steppe civilization, art, science, achievements and experience in building a peaceful interfaith dialogue, there are vast spaces land rich in minerals, the location itself, which is a connecting bridge between two great cultures-East and West-all this distinguishes Kazakhstan.

The next resource is the geographical location of Kazakhstan. Kazakhstan's "soft power" lies in its transcontinental position. Kazakhstan is the place where East and West met, where most of the Great silk road is located, which is a kind of symbol of the connection of these great cultures. In addition, the nature of Kazakhstan is rich in unique places for attracting both tourists and researchers. Not by chance, what is it a popular American publication, like the Huffington Post, recommends travelers to visit Kazakhstan. This rating included 17 places for the "epic" travel in 2017, where Kazakhstan is ranked third, and also advises not to be just a tourist, but to be a researcher [9].

Multiculturalism and religious policy are the following strategic resources and advantages of Kazakhstan. It is also necessary to note the policy of repatriation of Kazakhs, which is declared as one of the priority tasks of migration policy Respublic of Kazakhstan. Since independence, special programs, quotas and conditions for learning the Kazakh language, life and traditions have been created. All of these are undoubtedly influential factors in international processes. At the same time, it is important to create an information and communication space for unhindered interaction and promotion of Kazakh culture and language.

To conclude, it notes that only constant monitoring of the current state of the image of the state, thoughtfulness and consistency, as well as complementarity of all the tools of "soft power" aimed at improving the image, after a certain (possibly very long) time period will lead to a gradual but significant improvement of the image of Russia and Kazakhstan in the international arena. In the era of the information revolution, the main role in politics begins play cultural and information technologies. Symbolic cultural hegemony in the information society is now becoming a crucial noospheric weapon. That is why the question of a positive image of modern statesb is of paramount importance.

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ӘОЖ 327.7

ҰЛЫБРИТАНИЯ ЖӘНЕ ЕУРОПАЛЫҚ ОДАҚ ҚАРЫМ-ҚАТЫНАСТАРЫ. «BREXIT» САЛДАРЫ

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Еуропалық интеграция мәселесі көпвекторлы процесс ретінде және соңғы онжылдықтардағы Ұлыбританияның рөлі саяси өмірде ғалымдарының талдауы болып табылады. Алайда бұл мәселе 2016 жылы референдумға және Ұлыбританияның Еуропалық Одақтан шығуын жақтаушылардың жеңісіне байланысты өзекті тақырыпқа айналды. Бұл оқиға белсенді саяси және ғылыми дискурстың пайда болуына әкелді. Ағылшындардың еуропалық интеграциялық саясатының мазмұны халықаралық шарттармен, келісімдермен, Ұлыбритания үкіметінің, парламенттің құжаттарымен, сөйлеулермен, сайлау манифесттерімен, есептермен, саяси көшбасшылардың сөйлеген сөздерімен, сондай-ақ Лондон мен Брюссельдің ресми хат-хабарларымен ұсынылған. Ұлыбритания мен Еуропалық экономикалық қоғамдастық пен Еуропалық Одақ арасындағы қарым-қатынастар тарихының әртүрлі аспектілеріне қызығушылық артқандықтан, бүгінгі таңда зерттеу кеңістігінде тақырыптық өзгеріс орын алуда, бұл маңызды болып табылады, нәтижесінде осы кезеңнің көптеген оқиғаларының маңыздылығы қайта қарастырылады. Еуропалық саясатты консервативті емес көзқарас тұрғысынан талдау, Лондонның 1972-2017 жылдардағы бағытын негізінен анықтаған, интеграцияның динамикасы мен ерекшелігін бақылауға мүмкіндік береді, сонымен қатар Еуропалық Одақтан шығу мәселесінде объективті және субъективті факторлардың арақатынасын анықтауға мүмкіндік береді. Brexit қазіргі уақытта Еуропада және одан тыс жерлерде маңызды мәселе болып табылады және оның қазіргі, бірақ одан әрі еуропалық интеграцияға әсерін бағалауға болмайды.

Еуропалық Одақ жарты ғасырға жуық уақыт ішінде азаппен дүниеге келді. Ұлыбритания мен қауымдастық арасындағы қарым-қатынас бастапқы кезден-ақ қиын болды. Бастапқыда Еуропа елдерін біріктіру тек экономикалық мақсаттарды көздеді – бірыңғай