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But I promise, my mother will be all right.

What language should we learn? There are many arguments about it. Supporters of the American English talk about its modernity, simplicity and convenience. They are right. Their opponents believe that the only option is the true British English, and everything else is simplification. They are right too. The correct answer is to learn both to understand all.

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### THE FORMATION OF IMAGE OF THE STATE ON THE INTERNATIONAL SCENE

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Image is the complete vision of concrete social object constructed on the basis of the stereotype perception, emotionally painted schematized image of this object ...

The invariant core of the studied category should be considered a dichotomy: internal image of the state (for citizens) — external image of the state (for world community). On the other hand, the category "image of the state" unites in itself a number of relevant categories of image: "image of women", "image of youth", "image of elderly people". Each of these categories reflects characteristics of internal and external images of the state. All components of such difficult organized category as "image of the state", are in close interaction and dynamics and are subject to continuous transformations.

The image of the state, its reputation is often based on elements of the myth, the generalized stereotypes about ethnics. Share of similar "myths" in policy is great. The thinking stereotypes is characteristic for psychology of the person, application of a cliché allows to save efforts in orientation in surrounding reality, simplifies the process of knowledge. But stereotypes most often cause an enormous loss to image of the country.

Continuous complication of system and character of the international relations, and also the increasing informatization of society do more and more actual a problem of image of the state. The image always taking an important place in world politics, and sometimes being important argument of adoption of political decisions turns into one of the key factors of the international relations now. In parallel with this process both practical, and scientific interests increase the phenomenon of image on the geopolitical arena.

The phenomenon of the state attracted the attention of researchers almost since its inception. Scientists have speculated about the state, its structure and the optimum device since Plato and Aristotle. The last was considered including from the point of view of perception of its image by citizens – both the most this state, and neighbors. As a matter of fact, the first attempts of judgment of image though, certainly, the term in its modern understanding wasn't used in the ancient time made. This subject is continued Aurelius Augustine in his work "About the City of God", Machiavelli in "Sovereign", by philosophers of an era of Education and Modern times, etc.

Yu.B. Kashlev co-authored by E.A. Galumov offers classification of the factors forming image of the state:

1. Conditional and static: natural and resource potential, geographical position, area of the territory, extent of borders, historical and cultural heritage of society.

2. Corrected, conditional and dynamic:

- the sociological: social and psychological moods in society, moral aspects of development of society;

- the institutional: stability of development of economy, GDP level, investment appeal, legal space and so forth [4, page 200].

Yu.V. Byba considers "Image of the state, is "the complex, stereotyped idea of it based on objective characteristics of the state, taking into account historical features of its development, created by means of a mythologization and information and communicative technologies, mediated by collective experience of the people" [1, p. 15].

This interpretation is represented more adequate from the point of view of understanding of image as that and very functional with practical sight, revealing the main regularities of formation of image of the state as the product subject - subject communication created as on the basis of objective characteristics, by means of special technologies directed on correction of an image.

The state activity in the sphere of formation of positive image of the country can't be limited only to documentary regulation, creation of committees and councils etc. Also real steps in the direction of creation of favorable image, concrete promotional campaigns are important. It is expressed in subjects, activities and projects which receive the status priority at the state level.

Presently mass communications many countries are engaged in purposeful creation, development and advance of positive image of the state on the world scene, understanding that a positive image of the country - the most important instrument of protection of its national interests, attraction of investments, expansions of travel business, strengthening of national pride, etc. Existence of annual article in the budget on advertizing of the country and its achievements is natural. For example, in the United States on it one billion dollars is annually taken away, and the United Arab Emirates abroad spend 5% of the state budget a year for creation of an attractive image of the country. Using advertizing, millions of tourists are attracted by Turkey, Egypt, Greece, Cyprus, Romania, etc. The same occurs and in the developed European countries - Germany, France, Great Britain. In our country the topic of "image" became a subject of public attention and the scientific analysis only in the last decade. The new area of scientific knowledge is image studies being formed. The category "image" is included into a conceptual framework of various sciences (psychology, sociology, philosophy, political science, cultural science, etc.), there were first chairs and faculties of image studies. The number of scientific and popular scientific publications in the field has been grown, also the number of various practical image i.e. the centers and studios increase; more and more politicians, journalists and scientists pay attention to this topic.

In general image of the country (as well as any other image) is formed on natural and artificial channels of communication, and defines the attitude towards the object (i.e. to the state). It is known that the main part of interactions as within the country, and on the international scene, is based not on intrinsic knowledge, namely on the basis of image. So, the image of the country coinciding with stereotype required, increases competitiveness. Necessary image of the country is the convincing argument for influence on acceptance of a set of interstate decisions. It turns out that one of the most important tasks of the top officials of the country is mastering the technology of an imaging adequate to meanings and the purposes of a state policy, and successful management of image of the country.

Along with the traditional factors reflecting features of political, economic system of the state, its military power, characteristics of an image of the state became an integral part of the list of variables which are considered by researchers when studying the relations between the countries. Thus it should be noted that interest in studying of an image of the state in the international relations is a consequence of development of a problem of image of the state which in the early nineties received not only scientific, but also political filling: the task of creation of positive image of Kazakhstan abroad was formulated by the political leadership. The problem of an image of the state gained relevance when it became obvious that the perception of the state isn't always carried out

according to the image created by it, and goes images which arise at other participants of the international relations.

Above mentioned allows to draw a conclusion that it is important to state to understand how it is perceived by other participants of the international relations before developing positions on this or that question or to take specific actions in foreign policy. In view of this circumstance, political leaders have to be interested in avoiding influence of incentives and commission of the actions based only on image without receiving "feedback" in the form of images which are formed by other states.

The increase in number of researches on a problem of an image of the state is explained as well by that in modern science there were theoretical bases allowing to consider relationship of the states taking into account representation of actors about to themselves and other participants of the international relations. This circumstance is connected with development of a constructivist paradigm in the theory of the international relations, and also use for judgment of the relations arising between participants of world politics, knowledge which are accumulated in various branches of psychology and sociology.

The knowledge of the world, including other participants of the international relations, is mediated by features of identity of the states which are carrying out interaction in this concrete situation. However this general principle requests a further specification in relation to a solution about mechanisms of influence of identity on perception of other participants of the international relations.

The state on the international scene is at the same time positioned in three various spheres. First, it is characterized by the unique geographical positions, features of the organization of political and economic life, military power, culture and history, ethnic and religious structure of the population shared by values and belief. In scientific literature the similar set of characteristics is designated by means of concept "national identity". Secondly, the state differs by the special position in the system of the international relations, membership in the international organizations, the friendly or hostile relations with these or those countries. In other words, the state is characterized by the special status. Thirdly, each state realizes a certain list of roles on the international scene.

Thus, the idea of the state of itself and other participants of the international relations has three-component structure which includes: national identity, status and roles.

Designing of an image of the state which reflects idea of the subject of knowledge about national identity, the status and a role of the country which not necessarily coincide with its objective characteristics in three called spheres of positioning becomes result of process of knowledge. Thus it should be noted that each of components of an image can be characterized by a positive, negative or ambivalent emotional colouring.

Thus, the problem of an image of the state gained relevance when it became obvious that the perception of the state isn't always carried out according to the image created by it, and goes images which arise at other participants of the international relations. The growth in number of researches on a problem of an image of the state is explained as well by that in modern science there were theoretical bases allowing to consider relationship of the states taking into account representations of actors about to themselves and other participants of the international relations.

So, image represents purposefully created image, urged to make emotional and psychological impact on someone for the purpose of promoting, advertizing. Image of the country is a complex of the objective characteristics of the state system interconnected among themselves (economic, geographical, national, demographic, etc.) created in the course of evolutionary development of statehood as a difficult multiple-factor subsystem of the world device. Image of the country includes a number of the basic elements making its structure: image of the power, image of economy, image of Armed Forces, foreign policy image of the country, image of information policy of the state.

Image of the country (as well as the region and other territories) exists at several levels of understanding - household, social and economic, business, financial, etc. In general image of the

country (as well as any other image) is formed on natural and artificial channels of communication, and defines the attitude towards the object (i.e. to the state). It is known that the main part of interactions as within the country, and on the international scene, is based not on intrinsic knowledge, namely on the basis of image. So, the image of the country coinciding with in the same way demanded, increases competitiveness. Necessary image of the country - convincing argument for influence on acceptance of a set of interstate decisions. The problem of an image of the state gained relevance when it became obvious that the perception of the state isn't always carried out according to the image created by it, and goes images which arise at other participants of the international relations.

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УДК 327.00.05.

## **НЕМЕЦКАЯ КЛАССИЧЕСКАЯ ФИЛОСОФИЯ КАК ИМПУЛЬС ДОЛГОСРОЧНОГО РАЗВИТИЯ ГЕРМАНСКОГО ГОСУДАРСТВА**

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В статье рассматривается период немецкой классической философии и ее влияние на Германское государство в долгосрочном плане.

Ключевые слова: немецкая философия, Германия, государство, право, политика, идеология.

В становлении и развитии любого государства весомую роль играет идеология. Так как именно она определяет будущее развитие и становление государства. Идеология опирается в большей или меньшей мере на философские, экономические, политические и другие гуманитарные науки. Целесообразнее будет исследование данной темы с позиции философии. Потому что именно философия выступает тем фундаментом, опорой и основой, на которые опираются все другие социальные науки. Философия является фундаментом и методологической основой идеологических и политических доктрин. Идеология и политика не могут существовать долго и оказывать глобальное влияние, если они не опираются на философию.

Немецкая классическая философия сыграла позитивную и продуктивную роль в развитии Германского государства и общественной теории в целом. Критически переосмыслив предшествующие доктрины, немецкие философы приступили к систематической разработке методологии теоретического познания [1, с. 333].

В данной статье рассматриваются основные концепции немецких философов XIX века, а именно политические мысли и концепции И. Канта, И. Г. Фихте и В. Ф. Гегеля.

Иммануил Кант ( 22 апреля 1724, Кенингсберг, Пруссия – 12 февраля 1804,