

SUMMARY

Subject of the thesis: NCFD in the Structure of the Foreign Policy Image of Modern Russia

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Topicality of the research issue: The modern increasingly complex system of international relations requires states to use a more extensive set of tools and mechanisms in implementing their foreign policy course. At present, the classification of foreign policy instruments based on force-based methods of influence has become the most popular among international scholars, experts and politicians.

"Hard" and "soft" forces, as well as their combination ("smart" force), are among the most discussed terms in the modern theory of international relations. At the same time, at the present time, the use of a "soft" force comes to the fore, one of the most topical areas of which is the image policy of the state. Image has become an integral part of strategic capital, and therefore the issue of promoting the national image as a component of "soft" power is particularly acute for countries with limited economic and military resources.

The foreign policy image of modern Russia and its improvement are one of the strategic tasks facing the state. Russia's image policy is an important foreign policy component and affects most aspects of society, including culture, religion, the media and communications, business and politics. At the same time, Russia uses hybrid methods of influence.

Russia's image policy is built, including through the development of its regions in various federal districts, for which the formation of a positive image can partly become a solution to socio-economic problems. In this connection, the development of proposals and recommendations on the development of this direction of Russia's foreign policy adds urgency to the work.

The purpose is to study the specifics of modern image-making policy in Russia, taking into account the activities of its federal districts (for example, the NCFD).

Research objectives:

- to study the foreign policy instruments of the modern state;
- to give a description of "soft" power as a mechanism for the state to implement its foreign policy course;
- to determine the basics of the formation and specific features of the imidzhevoy policy of the state;
- to study the image policy of Russia at the present stage;
- to analyze the role of the institution of the federal districts of the Russian Federation in the process of forming and implementing the image policy of Russia (on the example of the NCFD);

- to identify promising areas for the development of the foreign policy image of the Russian Federation, taking into account the experience of the North Caucasus Federal District and the company "Resorts of the North Caucasus".

Scientific novelty:

The scientific novelty of the study is determined by the identification of the specifics of the functioning of Russia's modern image policy, which at the present time, taking into account multidimensionality, relies more on the institutions for translating its cultural potential (in particular, the media, promoting the Russian language through the Pushkin Institute) and business projects, including at the regional level, including projects of the Company "Resorts of the North Caucasus", which promotes the brand of the tourist cluster of the region.

Structure: The structure of the work reflects the logic of the conducted research and is subordinate to the solution of the tasks set. The work consists of an introduction, two chapters containing three paragraphs each, conclusions, a bibliographic list of used literature, including 169 sources, including 93 sources in English and Spanish, as well as 4 annexes. The total amount of work is 91 pages of typewritten text.

Summary: In the history of political doctrines the image policy of the state does not occupy the most significant place in many respects due to the fact that this direction of the country's policy, based on determining the image of a political subject in the eyes of society within the state and on the international arena, is relatively new. The use of the concept of "image" was fixed in political science in the late 60s of the 20th century, initially in economic science and later in political science. Although the image building and image technologies have a very long history. Actions to create a special image of a politician, party, organization, state or region took place back in antiquity, when political entities, city-states began to appear, the struggle for public opinion and influence on political and other processes

The image of the state is also an object of constant competition from that state, which is trying to improve it and various external forces. All this is a component of information wars, which are now a common practice. As an example, we can cite the situation with the positioning of Russia as the main violator of international norms and rules. This trend was especially clear after the military conflict with Georgia in 2008. The situation around Syria and Ukraine, attempts to blame our country for poisoning the former employee of the special services S.V. The violins also fall under the indicated canvas.

Thus, the image policy of the state is not only an element of promoting and strengthening the attractive image of the state in the international arena, but also a means of opposing measures to informally "blacken" its country's image, which, in the final analysis, corresponds to the protection of national security.

Russia's image policy is an essential component of its foreign policy and affects most aspects of society, including culture, religion, the media and communications, business and politics. Russia uses hybrid methods of influence, including operations of white, gray and black action all over the world. Although we focus on key elements of influence, it is important to note that Russia's actions are not limited to one of the ways of transferring - the Kremlin uses the majority, if not all spheres of civil society and public life, to implement policies aimed at gaining positive perception from the outside world. Various ways of influencing Russia's world regarding the formation of its foreign policy image, in our opinion, can be divided into four broad categories: culture (in particular the media), society, business and politics.

The cumulative result from the implementation of the relevant federal target programs, sections of state programs, as well as the activities of the established institutions for the development of the region, can be characterized as positive. In 2016, all resorts of the region were visited by almost 1.5 million tourists. Especially noticeable progress in the ski sector, for two years it has doubled - up to half a million people. However, according to experts, the North Caucasus is able to receive much more tourists - up to 10 million people a year. This statement was made by the Chairman of the Government of the Russian Federation DA. Medvedev during a meeting of the Government Commission on the socio-economic development of the North Caucasus Federal District on March 10, 2017 in Yessentuki.

Based on the above, we can conclude that the contribution of the image of the region to the level of investment attractiveness of the territory is determined by its property to activate the internal potential of the territory. To transform it into an important reputational resource that ensures the promotion and enhancement of the positive perception of the region and its competitiveness in the long term.

Summing up, we will point out that the strategic priority today is the development of an effective imidzhevoy strategy of Russia and the definition of the concept of national branding, designed to promote the positive image of our country in the communications channels. The modern image strategy should take several main directions:

- development of a bright ideological concept and popular slogan;
- system coverage of all channels of mass communications;
- intensification of the efforts of public diplomacy;
- the revival of political myths that support the interest of the nation to its historical heroes;
- image attacks with the help of personal charm;
- saturation of export trade marks with socio-cultural symbols;
- connection of well-known figures of science and culture to image projects;
- development and implementation of information image campaigns in connection with national holidays;
- activation of the activities of compatriots' organizations abroad;
- development of tourism, promotion of cultural attractions of the country;
- development of sport.