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## **International Cultural Cooperation as the Important Component of Ukrainian «Soft Power» Policy**

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**Article.** The article analyzes the meaning of culture as the important part of Ukrainian «soft power» policy and considers the means by which the Ukrainian government realizes the cultural aspect of the «soft power» policy in the world.

**Keywords:** Ukraine, culture, «soft power», Belarus, Georgia, China

Culture as the means of knowledge, breeding, development, reflection of reality and the impact on it, has always been playing an important part in the lives of people, and therefore the state. In modern world, culture which has penetrated into all spheres of social life, including political, serves as an engine for socio-economic and political progress. Particularly, the situation is visible on the example of Ukraine, the national culture of which is based on the principles of humanity and universal values being ultimately important taking into consideration the features of the modern system of international cooperation. In the context of globalization culture also serves an important part of the «soft power» strategy which forms the basis for foreign policy of many nation-states.

Impact of culture on foreign policy has been investigated by such foreign researchers as J. Nye, R. Keohane, M. Vlahos, A. Griffiths, V. Hudson, etc. Among the representatives of national political science one should distinguish the works by L. Sarakun, V. Kornienko, V. Andrushchenko, V. Karlova, etc. As insufficient attention is spared in national political science to the study of Ukrainian «soft power» policy, the aim of the paper is to analyze its cultural component. The founder of the concept of «soft power» J. Nye, refers to the term «soft power» as to the ability of achieving the desired result not by coercion or payments, but through appeal, where a special place is given to culture [30, p. 11]. From a position of attraction, Ukraine with its rich cultural diversity, heritage, and creative potential owns an effective means of influence on the world community.

Taking into consideration the fact that culture is a complex social phenomenon, it should be considered in the broadest sense – as a set of tangible and intangible (science, education, art, morals, etc.) values inherent to a society in general, or separate social group in particular [3]. The concept of «culture» embodies music, theater and publishing industry, film industry, concert touring and festival business, gallery and exhibition industry, education, science and technology, television, radio, media, religion, sport and tourism. It is to the purpose to analyse the ways of realization of Ukrainian «soft power» policy on the example of these cultural industries.

Forming of a regulatory and legal framework as a basis for intensification of cultural dialogue between Ukraine and the world is of great importance. Thus, in 2005 Parliament of Ukraine adopted the Law «About State Cultural Policy for 2005-2007», in which the primary position is given to the creation of conditions for the development of principles of state policy in the sphere of culture, in accordance with international and European framework. Creation of the television channel «Culture» and the network of information and cultural centers, including those abroad, Ukraine's participation in international cultural projects, strengthening cultural and information exchange

with the countries of Europe and the world were determined as the tools for the concept [18]. Another important document related to the implementation of the policy of «soft power» in its cultural dimension is the Decree by the President of Ukraine «About the Cultural and Information Centre in the framework of foreign diplomatic institutions of Ukraine» (2006). Among the main tasks of the center are: advancement of international cooperation of Ukraine with the host state in the spheres of culture, education, science and technology, tourism, physical culture and sports; distribution of the information about Ukraine; acquaintance of citizens of the host country with the history and culture of Ukraine, etc. [19]. In the same year the Decree by the Cabinet of Ministers of Ukraine «About approval of the list of foreign diplomatic institutions of Ukraine in the form of cultural and information centers» was adopted including 28 countries [16].

Thankfully to these regulations, the successful activities of the Ukrainian cultural center in France founded in 2004 were preceded. The prior activity of the center is the establishment of a positive image of Ukraine as European state, promoting its cultural and historical traditions and presentation of Ukrainian state as a strategic partner in business, scientific, cultural, educational, and tourist spheres [2, p. 14].

An important document that defines mechanisms for implementing Ukrainian «soft power» policy is the Decree of Supreme Council of Ukraine «About Recommendations of the parliamentary hearings «Cultural Policy in Ukraine: priorities, principles and ways of implementation»» (2005), in which the expediency of harmonization of Ukrainian standards in the field of cultural services with European counterparts is proved and the right of every citizen to equal access is ensured. At the same time, the Decree emphasizes the importance of establishing a national program aimed at developing cultural and creative potential of Ukrainian cities, fruitful partnership among the cities of Europe, recognition of the cultural sphere as the key factor of integration programs and projects at the national and regional levels, ensuring effective participation of Ukraine in European and international cultural projects, intensification of cultural and information exchange with Europe and the world [24].

In the context of European integration of Ukraine one should mention the project «Concept of the State Purpose-oriented Program of innovative development of Ukrainian culture in 2009-2013», in which the stress has been made upon the need to expand and modernize the forms of international cultural cooperation of Ukraine. The priority here is to develop and spread a positive image of our country in the world, promote national cultural heritage and its adaptation to the European cultural space, including effective presentation of a unique cultural identity in

the way of increased cooperation with UNESCO, cultural cooperation with the EU and the Council of Europe, the bilateral cultural cooperation and exchange with European states and regional organizations, entrance of Ukraine to the international film organizations and foundations, primarily European, deepening cultural ties with those Ukrainians dwelling abroad in order to preserve national cultural communication and promotion of Ukrainian cultural values in the world [13].

To implement cultural component of Ukrainian «soft power», certain normative documents such as the Law of Ukraine «About scientific and technical activities» (2012), «About Television and Radio» (2013), «About Tourism» (2012), «About Museums and Museum Affairs» (2012), «About Publishing» (2012), «About Cinematography» (2012), «About Education» (2013), «About Higher Education» (2012), «About theaters and theatrical work» (2012) and others are promoted. These fix the main directions of the state policy in various sectors, especially the expansion and strengthening of international cooperation of Ukraine, increasing its prestige in the world [22; 26; 27; 21;14;17;23;15;25]. Not less important in its significance is the Law of Ukraine «About Culture» (2012) which promotes the basic principles of the state policy. On the one hand, Ukrainian culture is recognized as a kind of propaganda of Ukrainian national heritage abroad in its every possible diversity, but on the other hand it is considered as a world heritage in Ukraine, providing the development of international cultural cooperation [20].

Such projects as «The Conception of State Purpose-oriented National Cultural Program of Popularization of the National Book Production and Reading for 2013–2017», Program of Popularization of Ukrainian Books, including «The Concept of State Purpose-oriented National Cultural Program of Popularization of National Book Production and Reading for 2014–2018 pp.», etc. which are being examined by the Government of Ukraine today also promote the improvement of the legal framework related to the progress of cultural policy.

It should be noted that each sphere of culture includes institutions which make, save, and circulate spiritual values and cultural heritage. So, for example, musical theater industry includes opera and drama theaters, cultural centers, clubs, film industry – film organizations, cinemas and publishing industry – bookstores, libraries etc. Properly, by means of such cultural institutions Ukraine tries to implement the policy of «soft power» in the international arena.

Negative processes in the political and economic spheres undoubtedly define the state of Ukrainian culture, which, according to researchers, suffers the crisis of its development. Afterwards, reformation of Ukrainian cultural sector on the domestic level, as one of the highest priority sectors of state structure, will contribute to the revival of the national ideology and identity of Ukrainians. This process, first of all, will strengthen the position of culture at the national level and lay the foundation for the successful implementation of Ukrainian «soft power» strategy in foreign policy.

Today Ukraine implements the policy of «soft power» in more than 70 countries around the world using the tools of social and cultural impact. For more detailed explanation of the means of its cultural policy implementation it is reasonable to share these states into two groups.

Thus, the first group includes the states, with which Ukraine actively works in the cultural sector. First of all, it is the former republics of the Soviet Union (Azerbaijan, Armenia, Georgia, Estonia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Tajikistan and Turkmenistan), a number of Member States of the EU (Italy, Poland, Romania, Hungary, France), and also states that possess a remarkable cultural potential, namely: Canada, the USA, China, Japan, Argentina, Brazil, Kenya. On the territory of these states Ukraine for improving its image and in search of new opportunities for collaboration holds numerous exhibitions, festivals, competitions, conferences, Days of Ukraine, and permits access to Ukrainian books. For example, the largest British collection of Ukrainian literature is in the British Library [5]; a Georgian edition of the poem «Aeneid» by I. Kotlyarevskiy was presented (2012) [6]; anthology of Ukrainian classical and modern poetry «Wind from Ukraine» was published in Latvia; in June 2012 a collection of translations of poems by famous Ukrainian poet O. Dovhyg was also published in Latvia [8].

Particularly active is cooperation in education sphere. Thus, exchange programs for students, teachers, and researchers are successfully implemented among universities, providing the opportunity to obtain tertiary and postgraduate education in domestic institutions of higher learning and on-going education. For example, in 2012 in Ukrainian higher educational institutions studied about 900 Tunisian students [11]; during the years 2006-2010 in the frames of the State program of cooperation with foreign Ukrainians 150 Georgian boys and girls – ethnic Ukrainians – have been given access to free education in institutions of higher learning in Ukraine [6]. It should be noted that such cooperation has bilateral character, which is caused, on the one hand, by Ukrainian students going abroad, where they can promote the culture of Ukraine, on the other hand, by the arrival of foreign students in Ukraine, where they are directly acquainted with Ukrainian culture.

It is equally important for implementation of Ukrainian «soft power» policy to promote the Ukrainian language and Ukrainian studies courses in foreign countries. As striking instance, a number of agreements with foreign universities including the University of Parana «UNICENTRO» (Brazil), which provides the initiating of remote studying of Ukrainian language and Ukrainian studies courses have been signed [4]. To sustain studying Ukrainian language in schools of Romania, the government of Ukraine has given purpose-oriented humanitarian assistance – technical means, educational and methodical literature, manuals, and during August-September 2012 at the request of profile directorate of the Ministry of Education, Research, Youth and Sport of Romania it contributed, on the basis of educational institutions in Kyiv, to organizing teacher training for those who teach Ukrainian language in Romanian schools (2013) [9]. In many U.S. cities Ukrainian schools (in general there are about four percent of such schools in America [10]) operate successfully.

For better understanding of the cultural aspects of Ukrainian «soft power» it's wise to consider the means of its implementation on the example of the three countries, including Belarus, Georgia and China.

Today the «soft power» of Ukraine in Belarus acquires an all greater scale. It is first of all related to the attractiveness of Ukrainian culture, the popularity of which on the

territory of Belarus makes 6.71 (on a 10-point scale), while the evaluation of internal and foreign policy makes only 3.12 points, influence of Ukrainian society – 2.91, the activity of the Embassy – 6.09, the popularity of Ukrainian products – 4.12 [12, p. 6, 15]. Thus, according to the Government Service of Statistics of Ukraine in 2012 Ukraine has been visited by over 3 million citizens of Belarus (see Table 1), that also, in sort, assists the best acquaintance with the Ukrainian culture, and, consequently, creates more possibilities for its popularization on the territory of Belarus. In 2013 the number of citizens of Belarus, who visited Ukraine increased to 3 353 652 persons (see Figure 1).

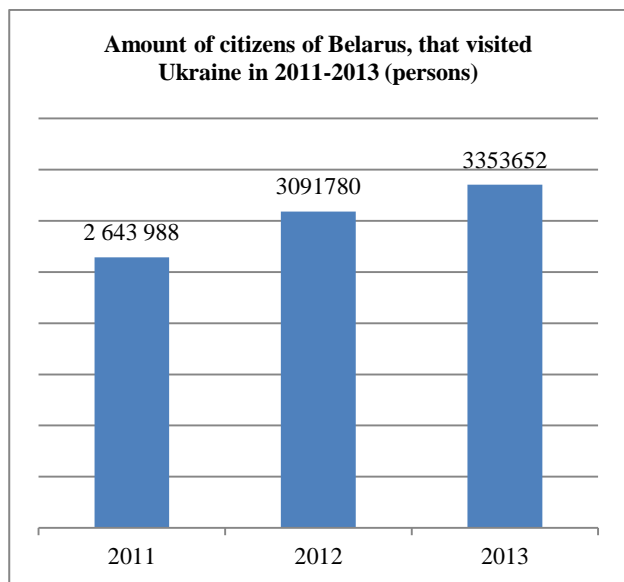


Fig. 1. Amount of citizens of Belarus, that visited Ukraine in 2011-2013 [1]

Belarusian experts mention considerable interest of their citizens in Ukrainian culture, especially folklore, classic literature, modern fine arts, Ukrainian fiction, etc. Thus, among the most popular Ukrainian singers are Ani Lorak, Tayisiya Povaliy, Ruslana (having represented Ukraine at the grand concert on the Independence Day of Belarus in 2011), the band «Okean Elzy» [12, p. 17-18]. Important in the sense of realization of cultural aspect of «soft power» are sporting achievements of Ukrainians.

Relations between Ukraine and Georgia have always evolved in a quite active manner. With the collapse of the Soviet Union, Ukraine became the standard of progressive state development for Georgia, that is predefined by the gradual development of democracy and market relations, by experience of changing state power in a peaceful way, by strengthening of idea of the Ukrainian statehood. Despite political influence, Ukraine carries out active cultural influence, to which the index of popularity of the Ukrainian culture testifies on the territory of Georgia, that equals 6.36 (on a 10-point scale). But an estimation of internal and foreign policy course of Ukraine is more modest and equals 5.29 points, influentialness of Ukrainian society – 3.29, activity of Embassy – 5.07, popularity of the Ukrainian products – 6.64 [12, p. 22]. According to the Government Service of Statistics of Ukraine in 2012 Ukraine was visited by over 40 thousand citizens of Georgia. In 2013 this number increased to 52 221 persons (see Figure 2).

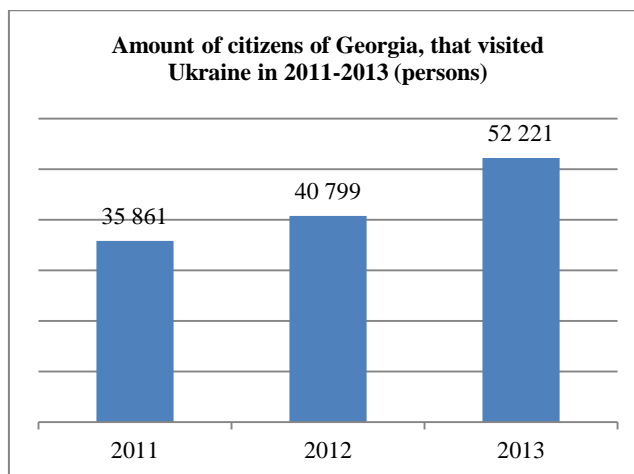


Fig. 2. Amount of citizens of Georgia, that visited Ukraine in 2011-2013 [1]

Active policy of «soft power» Ukraine carries out in educational sphere, that, first of all, is related to expansion of possibilities to study Ukrainian language and Ukrainian-language disciplines on the territory of Georgia, and the prospects of gaining degrees in Ukrainian establishments of higher education. A positive aspect in the implementation of Ukrainian cultural influence is that many of the Georgian political elite were educated in Ukraine. Among them are, for example, the former Minister of Foreign Affairs of Georgia Gela Bezhushvili, Georgian Ambassador in Ukraine Grigol Katamadze, the Head of the Government of Adjara Levan Varsholomidze. Also there is an agreement on mutual recognition and equivalence of documents about education and scientific rank between the two countries. Active enough is the collaboration between Ukrainian and Georgian universities in the field of aviation (for example, for providing of flights safety young Georgian instructors take internship in Ukraine). In relation to expansion of possibilities to study Ukrainian, it should be mentioned that at Tbilisi school №41 named after M. Grushevskiy classes are conducted by Ukrainians according to the national education program. In Tbilisi State University named after I. Javakhishvili Georgian youth study Ukrainian language and literature. In 2007 on the basis of the same university the Institute of Ukrainian Studies was created. Also, the speciality «Ukrainian Language and Literature» can be gained at the Ukrainian Language and Literature Section of Slavic Languages Department of Sukhumi State University. Except for that, at the Cultural and Information Center of Embassy Ukrainian language classes are conducted. Moreover, recently Ukrainian «soft power» has showed itself in the fashion industry. Thus, during the last shows of Ukrainian Fashion Week were not only by Ukrainian designers, but also by Georgian ones have been demonstrated (Avtandil Tskvitinidze, Anouk Aryeshydz) [12, p. 28-32].

Presently there is activation of cultural collaboration between Ukraine and Peoples Republic Of China, that is, first of all, related to industries of education and science, the newest technologies etc. According to the Government Service of Statistics of Ukraine in 2012 Ukraine was attended by over 19 thousand citizens of the PRC, in 2013 – 20 128 persons. (see Figure 3).

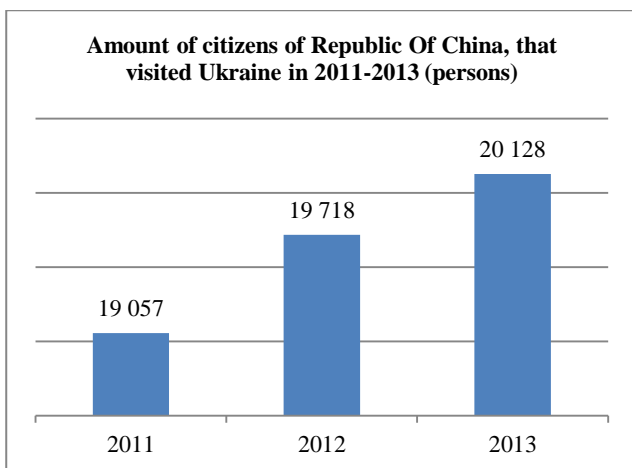


Fig. 3. Amount of citizens of Republic Of China, that visited Ukraine in 2011-2013 [1]

Important factor for realization of Ukrainian «soft power» policy is bringing to the studies at Ukrainian universities the students from China, that, in turn, needs further adaptation of home education to the world standards and increasing its quality. At the same time, during the years 2013-2014 Ukraine and China had increased the quota of intergovernmental exchange of students from 25 up to 100 persons [28]. With the aim of development of cognitive tourism among the citizens of China, Ukraine organizes visits of representatives of tourist organizations of Ukraine and China (for example, in November 2011 the visit of tourist delegation from the province of Shaanxi to Ukraine, in November-December of the same year the visit of the group of Ukrainian specialists in the industry of tourism to China). No less important for realization of Ukrainian policy of «soft power» was the visit of the Minister of radio, cinema and television of China Cai Fuchao to Ukraine on the invitation of State Committee of Television and Radio of Ukraine in 2011, during which the interdepartmental agreement about collaboration in industry of broadcasting and television was signed [7].

In the second group of the states there are the ones in which the level of implementation of Ukrainian cultural policy can be characterized as average (Austria, Belgium, Czech Republic, Switzerland and many others) or subzero (Algeria, Indonesia, Korea, Sudan and others). There is perspective cooperation between these states and Ukrainian

side and further activation of cultural and humanitarian collaboration that is predefined by the existence of extensive bilateral contractual legal background.

It should be noted that today Ukraine with its lack of experience and present socio-economic and political problems carries out active cultural policy within the framework of realization of the policy of «soft power» in the world. It is confirmed by the changes in a legislative base on both, state and international levels. Ukraine also persistently acts in the field of culture that, in its turn, lays preconditions not only for cultural development but also for deepening of political collaboration with the global community by means of cultural tools, export of home cultural foods, increase in volumes of investments in the cultural sector of Ukraine, etc.

At the same time, the Ukrainian side distributes its cultural policy unevenly, initiating, in a greater measure cultural and humanitarian cooperation with the former republics of the Soviet Union, states-participants of the EU, and with the most technically and culturally developed states of the world. Foremost, it can be explained from the point of strong historical connections (former republics of the Soviet Union), close geographical location, numerous Ukrainian diaspora that actively assists in distributing Ukrainian culture abroad (for example, Ukrainian diaspora in the USA counts about 2 million persons, in Canada there are over 1 million persons, in Brazil it makes 400 thousand people [29]), and prospects of expansion of collaboration and acquiring foreign experience (the EU member-states). As for the countries with which Ukraine cooperates not so actively, one may differentiate such reasons as the remoteness of territories, that envisages heavy enough material costs for the implementation of cultural projects, small quantity of the Ukrainian diaspora (in Austria it is over 5 thousand persons, in Belgium there are only 4 thousand persons [29]) or its absence, and also insufficient level of historical and cultural connections. However, Ukraine does not forfeit the possibility of establishing active cooperation that is confirmed by considerable number of bilateral agreements in the field of culture. Thus, the question of realization of Ukrainian cultural aspect of its policy of «soft power» still remains open, allowing further scientific research in the field.

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**Никулишин Н.В. Международное сотрудничество в сфере культуры как важная составляющая «мягкой силы» Украины**  
**Аннотация.** Проанализировано значение культуры как важной составляющей политики «мягкой силы» Украины. На конкретных примерах рассмотрены средства, с помощью которых Украинское государство реализует культурный аспект стратегии «мягкой силы» в мире.

**Ключевые слова:** Украина, культура, «мягкая сила», Беларусь, Грузия, Китай