ABSTRACT

about the defense for the Doctor of Philosophy degree (PhD) candidate's full name: Tasilova Aigerim Aytbaevna. of the dissertation work on the topic "Public diplomacy in the world communication"

Specialty: 6D050400 - Journalism

General characteristics of the dissertation research. The research work identifies and analyzes contemporary, topical issues and directions for the development of public diplomacy in the global communication network. The installation, the system of formation of development periods, activity, evolution, priority directions of public diplomacy are defined. Ways to improve in accordance with global changes are presented.

Relevance of the research topic. In the article "Orienteering into the Future: "Spiritual Revival" of the President of the Republic of Kazakhstan N.Nazarbayev, the world should know us not only with "black gold" or major undertakings in foreign policy, but also to our cultural achievements. We need to determine which representatives of modern culture should be at the world arena. We will identify and present the best examples of our national culture abroad. The relevance of the research topic of strengthening the processes of world political and economic transformation, which are closely related to the creation of an international image of that time, is presented.

Over the past decade, public interest in public diplomacy has increased not only within the framework of a scientific concept, but also along with this, has become widespread among public figures, journalists, and in wide public circles. Today the countries-candidates for world leadership pay special attention to their means of public diplomacy. Until now, there were no scientific works in Kazakhstan, that examined trends in the development of public diplomacy, the lack of a comprehensive scientific study of trends in public diplomacy and requires a comprehensive study. The relevance of the topic determines the systematization of trends of the development of public diplomacy in the global network, the assessment from the current position of the modern, independent point of view, the definition of the image of Kazakhstan by historical examples on the pages of the foreign press with the transition to a scientific track. Public diplomacy takes a special place in the world, which has entered the XXI century. Public diplomacy characterizes the development of the state at the world level by comparing the level of information in our country and the need to join the ranks of highly developed countries is indisputable. We can assess the level of development of international journalism at the state level, taking into account public diplomacy. For the study of public diplomacy, it is possible to assess the level of development of the direction of international journalism at the state level. This research is a relatively new phenomenon in foreign policy, as a set of measures aimed at studying and informing foreign audiences, as well as establishing contacts with a wide range of people in different countries.

Studying the potential of public communication in Kazakhstan in the global communications network, summarizing the results of the accumulated experience,

identifying key priorities demonstrate the relevance of research work, confirming a comprehensive study.

The object of the research: Public diplomacy in the world communication.

The subject of the research is the development of public diplomacy in Kazakhstan, the formation of tools and institutions. The empirical basis of the study is the works of the Ministry of Foreign Affairs of the Republic of Kazakhstan at the international arena, published materials.

Sources of research. The conclusions and recommendations of the study are based on the domestic and foreign sources, which can be grouped as follows: The first group of data sources is the study of the works of the phenomenon of public diplomacy, "soft power", problems of cultural diplomacy. Scientific- research work in this area is the theoretical and methodological basis of the dissertation work. The following group of research includes such Messages of the President N.A. Nazarbayev to the people of Kazakhstan as "Strategy of Kazakhstan 2030: prosperity, security and improvement of all Kazakhstan is" [2], "Strategy of Kazakhstan's entry into 50 most competitive countries of the world" [3], "New political course of the strategy "Kazakhstan-2050" as an established state" [4]. During the writing of the dissertation work, the following sources of research are: "Kazakhstanskaya Pravda", "Liter", "Aikyn", "Egemen Kazakhstan", "zakon.kz", "today.kz", "camanitor.kz", "abai.kz", "wikipedia.org", "24.kz", "Akorda.kz", "strategy2050.kz", "www.mfa.kz", "egov.kz", etc. A lot of materials from the pages of periodicals, from Internet sources about the meaning and role of public diplomacy in the global space were analyzed. The database of the dissertation work is the above-mentioned sources.

Research methods. The methodological and theoretical foundations of the research are a comparison and analysis of the works of domestic and foreign scientists, research papers and articles of the President of the Republic of Kazakhstan N.Nazarbayev, repatriates from another republic with various data. Along with this, the historical-comparative, chronological-historical, logical-historical, systematization and other methods made it possible to determine the system, place and role of public diplomacy in the global communication network.

Methodological basis of the research. The history of the formation of public diplomacy in international relations, the role and place of the state in foreign policy, the concept of "soft power", the global media space, the media in international politics, relations and interaction of non-governmental organizations and states, the theory and practice of international marketing and the contribution

and states, the theory and practice of international marketing and the contribution of public diplomacy to interstate cooperation, based on the fundamental work of such researchers as C. P. Schneider, B. Gregory, B.Simonin, B. Hocking, D. Lake, G. King, J. Mannheim, R. Rich, J. Nye, J. Rosenau, G. Szondi, G. Krassovsky, C. Show, M. Shuman, G. Warner, L. Forest, M. Leonard, S. Catherine, C Smewing, M. Price, S. Anholt, A. Fisher, T. Pr'mcen and M. Finger, N. Snow and M. Taylor, J. Melissen and others. Russian scientists A. V. Torkunov, M. Lebedeva, A. V. Dolinsky, V. Nikonov, A. Fominykh, N. A. Tsvetkova and others, who studied the processes, current problems and directions of modern development, the importance

of public diplomacy meaning Theoretical and practical aspects, main directions and complex issues of the foreign policy of the independent Kazakhstan are presented in the works of President N.A. Nazarbayev "At the turn of the century" ("Kasyrlar togysynda"), "In the stream of history" ("Tarikh tolkynynda"), "The crucial decade" ("Sinderly on zhyl"), "The Kazakhstani Way" "Kazakhstan dyk zhol". Studies of Russian diplomats, scientists and researchers A. A. Arystanbekova, B. K. Sultanov, R. M. Kaliyeva, I. I. Kasenov, K. Burkhanov, S. Bolekbaev, Zh.U. Ibrashev, K. I. Baizakova, G. M. Mendikulova, D. S. Raev and others on the global initiatives and international activity, international security, geopolitics are crucial for demonstrating the role of public diplomacy in the global space.

The aim of the research: to analyze the theoretical and methodological basis of public diplomacy in the global space and to determine the current stage of development as the most important factor of the world politics. Presentation of models of its effectiveness based on the analysis of tools and mechanisms of public diplomacy in Kazakhstan. For the aims of the research, the following tasks are defined: - to determine the theoretical and methodological aspects of the problem by studying the concepts, basic scientific concepts and current issues, forms of public diplomacy; - to clarify the scope of the subject and analyze the differences of propaganda, "soft power", cultural diplomacy, the concept of foreign cultural policy based on the analysis of the theory and concept; - the study of direction, assessment of goals, objectives, determining the impact of social-political, social-economic reforms on the development of public diplomacy; - determination of historical prerequisites and meanings in establishing diplomatic relations in the nomadic Kazakh society; - scientific examination of the establishment of trends and processes of public diplomacy formation in the modern conditions of the Republic of Kazakhstan; - to identify modern forms of public diplomacy in Kazakhstan, the specifics of digital diplomacy in the state's foreign policy, cognitive forms of public diplomacy in the formation of national branding and the international image of Kazakhstan; - comparison of the problems of intercultural communication, the peculiarities of forming the image of the countries of the United States, Great Britain and Russia at the world stage in the global transformation.

Scientific novelty of the research:

- public diplomacy has so far been the subject of research in the framework of international relations, political science, features of formation and development in the communication space, determining the role in forming public opinion and image in the field of information, further introduction into scientific circulation;

- promotion of scientific concepts about the concepts, levels, methods and forms of public diplomacy;

-studying the significance of the influence of modern, global, communicative values on the dynamics of the processes of international relations of public diplomacy and international cooperation between states;

- an assessment of the characteristics and opinions of public diplomacy in the political relations of a nomadic society is made; the possibility of applying theoretical basis in the field of public diplomacy research is formulated;

- modern tools of public diplomacy in Kazakhstan, features of digital diplomacy in the state foreign policy, cognitive forms of public diplomacy in the formation of the national branding and the international image of Kazakhstan are highlighted;

- issues of intercultural communication in the process of globalization, features of the image of the USA, Great Britain and Russia in the political arena are identified and scientifically justified.

The theoretical significance of the research: The importance of the research is determined by the political, sociological study of the phenomenon of public diplomacy; the implementation of the regulation of key issues of public diplomacy between states and peoples in the framework of the modern global communication space; the peculiarity of digital diplomacy in the state's foreign policy, the definition of cognitive forms of public diplomacy in the formation of national branding and the international image of Kazakhstan.

The practical significance of the research: the conclusions, made in the study of public diplomacy in the global space are based on current studies of the foreign policy of the Republic of Kazakhstan, and the importance of studying the future political situation, history, theory of international relations. The dissertation materials can be used in the field of education, in-depth study of special courses on the international relations, regional studies, foreign policy and public diplomacy, as well as in educational, additional supporting materials on this issue.

Suggested conclusions for defense: - The concept of public diplomacy in the period of globalization of the information space is determined by the formation of a positive image of the state as an effective tool of national interests and its participation in the development and strengthening of a multipolar world. At present, public diplomacy is becoming increasingly important in the development of interstate relations and the resolution of social and global issues. New mechanisms of influence on public consciousness in the sphere of international relations are emerging.

- The historical development of public diplomacy, directly dependent on changes in the media, politics, economics and social systems, is increased.

- The historical experience of diplomacy shows that nomadism, steppe diplomacy has its own identity and culture. The basis of the formation and foreign policy of independent Kazakhstan diplomacy was associated with the need to create a modern state, the modernization of social structures.

- Development of modern public diplomacy in Kazakhstan, features of digital diplomacy in the foreign policy of the state, development of public diplomacy institutions in the formation of national branding and the international image of Kazakhstan.

- Issues of intercultural communication in the transformation of globalization, features of the formation of the image of the United States, Great Britain and Russia in the political arena.

Publication and approval of the study: Materials, in the base of the study, were published in the republican, scientific journals, confirmed and certified by the Committee on Supervision and Certification of the Ministry of Education and Science of the Republic of Kazakhstan. Along with this, the materials are published in the Scopus database with a non-zero impact factor, in collections of international scientific journals, international, republican, scientific and practical conferences. The dissertation work was discussed at the Department of Press and Electronic Media and was presented to the defense.

The structure of the research work: the study includes an introduction, three chapters and conclusion, as well as a list of references. Such kind of architectonics, in our opinion, that fully reveals and helps to improve the essence of scientific work more.