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NEW TRENDS AND METHODS OF WORLD PUBLIC DIPLOMACY

Abstract

For the world that has entered the XXI century, public diplomacy has a special place. There is no doubt that public diplomacy is characterized by the development of a world-class state, comparing the level of information in our country and leading states. Public diplomacy is a relatively new phenomenon in the field of foreign policy relations as a set of measures aimed at studying and informing foreign audiences, as well as establishing contacts with broad segments of the population in different countries.

The superpowers of the world, aiming to become global leaders, rushed to develop all the institutional tools of "soft power". In 1972, the American researcher J. Fisher says: "it is a mistake to believe that your foreign-diplomat colleagues understand your country's policies. It should be understood by the masses who influence the Ministry of Foreign Affairs. The developed advanced countries of the world began to think about promoting their national interests in a different way. Thus, it became clear that information expansion and popularization of cultural values are the most effective means.

Public diplomacy is a combination of films, printed publications, cultural exchanges and television and radio broadcasts that are made to make a positive impression on foreign citizens, financed from the state budget. The role of public diplomacy as a means of international communication is growing.

In this article, current issues of public diplomacy are identified and the direction of development is analyzed. The stages of formation and development of Public Diplomacy in Kazakhstan and abroad are systematized, activities, evolution, priority directions are determined. Ways of improvement in accordance with global changes are analyzed.

Keywords: public diplomacy, country Image, Digital state, World "soft power".

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ӘЛЕМДІК ҚОҒАМДЫҚ ДИПЛОМАТИЯНЫҢ ЖАҢА ТРЕНДТЕРІ МЕН ӘДІС-ТӘСІЛДЕРІ

Аңдатпа

XXI ғасырға аяқ басқан әлем үшін қоғамдық дипломатияның орны ерекше. Қоғамдық дипломатия әлемдік деңгейдегі мемлекет дамуынан сипат бере отырып, еліміздегі ақпарат деңгейін салыстырып, көшбасшы мемлекеттер қатарына ілестіретіні даусыз. Қоғамдық дипломатия саласын зерттеу нысанына ала отырып, мемлекеттік деңгейдегі халықаралық журналистика саласының даму деңгейін бағалауға болады. Қоғамдық дипломатия шетелдік

аудиторияларды зерделеуге және хабардар етуге, сондай-ақ, әртүрлі елдердегі халықтың кең топтарымен байланыс орнатуға бағытталған шаралар жиынтығы ретінде сыртқы саяси қатынастар саласындағы салыстырмалы жаңа құбылыс болып табылады.

Жаһандық көшбасшы болуды мақсат тұтқан әлемнің алпауыт мемлекеттері «жұмсақ күштің» барлық институционалды құралдарын дамытуға асықты. 1972 жылы американдық зерттеуші Дж.Фишер былай дейді: «Сіздердің шетелдік-дипломат әріптестеріңіз сіздің еліңіздің саясатын түсінеді деп сену қате. Оны Сыртқы істер министрлігіне әсер ететін бұқара қауым түсіну керек». Бұрынғы уақытта әлемдік державалар халықаралық деңгейде көшбасшы болып, ықпал ету үшін күш қолданып келсе, кейіннен ядролық қарулар пайда болғаннан соң күштеп ықпал ету мүмкіндігі бәсеңдеді. Әлемнің дамыған озық елдері өзінің ұлттық мүддесін басқаша жолмен насихаттауды ойластыра бастады. Сөйтіп, ақпараттық экспансия мен мәдени құндылықтарды дәріптеу ең тиімді құрал екені түсінікті болды.

Қоғамдық дипломатия – мемлекет бюджетінен қаржыландырылатын шетел азаматтарына жағымды әсер қалдыру үшін түсірілетін кинофильмдер, баспа жарияланымдары, мәдени алмасу және телеарналар мен радио хабарлардың жиынтығы. Яғни рухани ақпараттық контент әзірлеу арқылы мақсатты жұмыс жүргізу. Халықаралық коммуникация құралы ретінде қоғамдық дипломатияның ролі артып келеді. Себебі, қоғамдық дипломатияның жоғарыда атап өткен екінші аспектісі – бейбітшілік пен тұрақтылық принципі көзге көрінбейтін ақпараттық соғыс заманында қайта қарастырылуы тиіс.

Бұл мақалада қоғамдық дипломатияның қазіргі таңдағы өзекті мәселелері айқындалып, даму бағыты сарапталады. Қоғамдық дипломатияның Қазақстанның және шетелдегі қалыптасу, даму кезеңдері жүйеленіп, қызметі, эволюциясы, басым бағыттары айқындалады. Жаһандық өзгерістерге сай жетілдіру жолдары талданады.

Кілт сөздер: қоғамдық дипломатия, ел имиджі, цифрлық мемлекет, әлемдік «жұмсақ күш».

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НОВЫЕ НАПРАВЛЕНИЯ И МЕТОДЫ МИРОВОЙ ПУБЛИЧНОЙ ДИПЛОМАТИИ

Аннотация

Для мира, вступившего в XXI век, особое место занимает публичная дипломатия. Неоспоримо, что Общественная дипломатия, придавая характер развитию государства мирового уровня, сопоставляет уровень информации в стране и ставит ее в число государств-лидеров. Взав сферу публичной дипломатии в форму исследования, можно оценить уровень развития международной журналистики на государственном уровне. Публичная дипломатия как совокупность мер, направленных на изучение и информирование зарубежной аудитории, а также на установление связей с широким кругом населения в разных странах, является относительно новым явлением в сфере внешнеполитических отношений.

Стремясь стать мировым лидером, сверхдержавы мира поспешили разработать все институциональные инструменты "мягкой силы". В 1972 году американский исследователь Дж. Фишер говорит: "ошибочно полагать, что ваши коллеги-иностранцы-дипломаты понимают политику вашей страны. Это следует понимать массам, которые влияют на Министерство иностранных дел». В то время как в прошлом мировые державы были лидерами на международном уровне и использовали силу для влияния, после появления ядерного оружия шансы на насильственное влияние уменьшились. Развитые передовые страны мира начали думать о продвижении своих национальных интересов по-другому. Таким образом, стало ясно, что информационная экспансия и популяризация культурных ценностей являются наиболее эффективными инструментами.

Публичная дипломатия-это совокупность кинофильмов, печатных публикаций, культурного обмена, телеканалов и радиопередач, которые снимаются, чтобы произвести положительное впечатление на иностранных граждан, финансируемых из государственного бюджета. То есть целенаправленная работа по разработке духовного информационного контента. Растет роль общественной дипломатии как инструмента международной коммуникации. Это связано с тем, что второй аспект общественной дипломатии, отмеченный выше, заключается в том, что принцип мира и стабильности должен быть пересмотрен во времена невидимой информационной войны.

В данной статье будут определены актуальные проблемы общественной дипломатии на сегодняшний день и проанализированы направления развития. Систематизированы этапы становления, развития, деятельности, эволюции, приоритетные направления общественной дипломатии в Казахстане и за рубежом. Анализируются пути совершенствования в соответствии с глобальными изменениями.

Ключевые слова: публичная дипломатия, имидж страны, цифровое государство, мировая «мягкая сила».

Introduction.

Many international scientists have authored multi-vector policies, economic policies, internal and external security, public diplomacy, and research and scientific theses on Kazakhstan's education system, economy, and corruption. Kazakhstan appears to be of interest to foreign scientists. The country is well-known in the West due to its association with the Soviet government. An international information committee is part of the Ministry of Foreign Affairs. The International Information Committee is trying to build and strengthen Kazakhstan's accurate image abroad in order to create a national brand. One of the key goals is the interchange of significant information taking place in the country and throughout the world for the building of the Kazakh nation's brand. According to political experts, public diplomacy is the most effective strategy for promoting the state's image. Public diplomacy is defined in a variety of ways. Not only did interstate relations exist between political figures. This type of diplomacy has its own niche. It can be carried out through the sharing of knowledge, mutual discourse, or acquaintance, regardless of age or occupation. Foreign researchers agree that public diplomacy and journalism share a common ancestor. The International Information Committee develops a strategy plan that makes active use of public diplomacy tools in order to maintain consistent and methodical communication with the media. According to B. Kaneshева, former head of the International Information Committee, the formation of Kazakhstan's image abroad is influenced not only by political leaders and diplomats, but also by financial institutions, all economic agencies, national companies, tourism and hotel industry representatives, and ordinary citizens. In this way, regular people, like government actors, contribute to the development of diplomacy.

The scope of public diplomacy is not restricted to government activities. Since world recognition is only 10 years old, even Russian researchers and political scientists see this problem as a "new notion", "a new concept", "a new political orientation". According to scientists, the advantages of foreign representation might occasionally outweigh the benefits of appropriate foreign policy conduct. This is a work done with the intention of representing one country to another. For example, if a tourist who came to a certain country to visit or with queries about studies or work comes home with a positive perspective, this is undoubtedly a socially relevant impression. It is from this perspective that the term "civil diplomacy" is derived. "People's diplomacy" is a tool that anyone may use to engage, interact, and generate public opinion. Public diplomacy is distinct in this regard. The role of communication technologies is felt not just by the person in charge. Diplomatic relations cannot be severed. The phrase "open diplomacy" is increasingly commonly used. G. Payne, head of the research group at Emerson University in America, lectures on the course "open diplomacy". His definition of open diplomacy is as follows: "Typically, the term of open diplomacy refers to the establishment of communication, particularly communication with the people of a specific country. His purpose is to create relationships with people in this country and use information to persuade them. Open diplomacy is the relationship of nations or organizations with citizens (people) of other countries, whereas traditional diplomacy is intergovernmental."

Main body.

The concept of "public media diplomacy" is discussed by Western scientists as well as public diplomacy. Through the theory of "framing," public media diplomacy changes the mindset of a certain audience.

Management technology in many forms was quickly evolving and developing in the world towards the end of the century. The approach of the framework has opened up new options. A means of influencing information through mass communication has emerged.

Framing theory does not spread erroneous information; rather, it sorts the information and discards what is unnecessary. It removes the extraneous, leaving only the most relevant information. It is difficult to apply this theory. People already have strong feelings about certain issues. According to the Western scientist B. Parr, this phenomena is the "inertia of the concept," or a stereotype. In his book "public opinion," Western journalist W. Lippman coined the term. He feels that societal attitudes ruin the actual portrayal of some things.

A basic example is the September 11th tragedy in New York. This incident showed that the Muslim country to be "aggressive" in the face of representatives from other religions. Syria's condition has dramatically deteriorated. As a result, a negative notion has infiltrated the framework in non-Muslim countries. The Head of State focused on national security issues as well as the threat of international terrorism and extremism, Afghanistan, regional security challenges in general, the construction of robust modern armed forces for defensive objectives, and the establishment of a modern territorial defense system.

Western scientists advise using the framework to examine how and what information is perceived by the audience, and then adapting the material to it. It is vital to first understand any audience before implementing a policy.

This method is widely employed not only in politics, but also in science and business. Because it is obvious that the generated positive opinion leads to the desired result. And the film "Borat" might be used as framing example for Kazakhstan. We shall concentrate on the term "brand" in this section.

According to the population, a "brand" is a product that many people quickly identify, it has its own features and indicators, and the consumer can tell who the producer is just by looking at it. In English, "brand" refers to a symbol. As a result, the term "brand" is to become popular. The brand's history extends back to when ancient craftspeople used distinctive emblems on their items.

Stamp manufacture became a symbol of the master who created the items as well as a mark of the quality of the goods. Early stamping can be found in ancient Chinese porcelain, clay pots in Ancient Greece and Rome, and India. Thus, the first brand was created in the XIII century BC.

The brand will have its own symbol, or "logo" in current parlance. Within a particular amount of time, a product that has gained the consumer's trust but has been let down by the quality becomes a brand.

In the twenty-first century, manufacturers mark their items so that they do not emerge and disappear among millions of brands. The process of threshing such a symbol is thought to have occurred in the Kazakh people since time immemorial. The marking is pronounced "tavro" in Russian. The word "tavro," which means "to mark livestock," entered the Russian language from Turkic. The cattle knew the owner or the property that the owner held because of the threshing of the brand (now known as the "symbol").

This custom is still frequently practiced in Kazakh villages. In the past, the population assessed the quality of livestock by looking at animal husbandry producers. Kazakhs were agriculturally inclined. Without markings, it was difficult to identify the owner of four different breeds of cattle. Branding served the same purpose as the animal's documentation. The Russian terms and verbs "tavreniye," "tavrit'," which are derived from the word "tavro," are now commonly used in animal husbandry. As a result, the word "tavrit'" meaning "to put a label on".

While marking, labeling cattle in the Kazakh steppe dates back to ancient times, in Europe this tradition originated in the XVII century. I.e., the first factory marking developed in such regions of Germany as: Hradec (1722), Zweibrücken (1755), Tsel (1768), Trakenen (1787). and Neustad-Doss (1788). Labeling or marking in Europe was immediately perceived by the population as one of the signs that determine the quality of goods, in our case, cattle. In addition, we all know very well that Kazakhs have each ru-tribes have their own label. In Europe, too, there is such a process. However, he differed from the Kazakh people in that the labeling were held in the regions, not in the ru-tribes.

Ordinary consumers understand the term brand as a "quality product". Consumers who prefer to buy brand-name products are the first to resort to fallacious reasoning. That is, the brand product consumer perceive themselves as meeting the requirements of the elite in any location. A brand is a complicated technology that influences people's consciousness, or their attitude toward a certain thing.

According to Wikipedia, the word "brand" gives the following definition: "A brand is a trademark, or what we now refer to as a brand is all that stands behind this emblem. It was not by chance that a beautiful symbol-calling symbols and corporate identity a brand was created. A brand is more than simply a trademark; it is a promise made to the consumer, as well as the fulfillment of that promise. People have desired communication, the transfer of a specific sensation or information through symbols, since prehistoric times. These traits distinguished adherents of the same philosophy from their adversaries. Symbols allow you to express the uniqueness of a person or organization, as well as your pride or ownership of specific attributes. People unite behind a certain flag to protect their ideals". Branding is concerned with

the creation, repositioning, processing, expansion, deepening, and changing of the stage of brand development. This, in turn, contributes significantly to the image. Brand management is a process that creates its own autonomous side of the brand, i.e. branding creates strategic and antidepressant management strategies while preserving a certain brand. As a result, a brand is regarded as a product with which it can compete. On his personal website, Russian research scientist Professor A. N. Nazaykin gives the following opinion about branding goals: "The goal of branding is to establish a distinct brand image and a defined communication strategy. Branding entails market research, product positioning, the development of a name (brand name), a descriptor, a slogan, visual and verbal identification systems (trademark, corporate identity, packaging, special sounds, etc.), and the use of identification and communication media that reflect and transcribe the brand's idea."

Branding, according to Matthew Haley's book *What is Branding*, is a complex process for both parties, caused by the creator-consumer interaction.

State diplomacy aims correspond to national branding goals and are aimed at:

The first is the spread of positive information about the state abroad: that is, about its politics, lifestyle, and values, as well as the cultivation of a favorable attitude in the international arena, combating negative stereotypical notions about the state.

The second goal is to gain support for the state's views and positions on global issues, as well as to leave a favorable impression.

The third issue is the attraction of foreigners to the country through the interchange of scientific professionals, work, or education, as well as the state's acceptance of a system of values appropriate to foreigners.

In the 2010s, researchers in sectors such as marketing and political communications began to investigate the ideas of public diplomacy, image, and brand. According to marketing professionals, the concept of a "national brand" describes the character of modern public diplomacy. The combination of public diplomacy and marketing, as well as the use of marketing laws in promoting the image of the state, allowed for the creation of the notion that the image of the government and its policies is a product that must be marketed to a foreign audience. As a result, the government's image became known as the national brand.

Looking at it another way, the construction of the country's image is a major component of public diplomacy.

In English, "nation branding" refers to the branding of a country. National branding is a field of activity and understanding that assesses, generates, and administers a country's authority. Many countries utilize national branding, including Canada, the United States, France, the United Kingdom, Japan, China, South Korea, South Africa, New Zealand, and many Western European countries.

In 1950, Puerto Rico was the first to use the term "country branding" in the tourism sector. They urged that public relations specialists shape the country's image in order to increase the number of foreign tourists. Since then, this tendency has piqued the interest and attention of other countries, and by the end of 1990, the realm of "country branding" had emerged as a result of heightened competition among countries in the tourist, media, and investment spheres. "Zakon.kz" published an interview of the journalist Z. Danaeva with the British government's public diplomacy consultant, chairman of Earthspeak, and editor of the magazine "Place branding and public diplomacy" Simon Anholt in the article "The image of the country, Country branding" on May 16, 2005. In his interview, he discusses the distinction between country branding and business branding as follows: "These are two entirely different ideas. There are various useful mappings available. However, you must exercise extreme caution to ensure that you are employing the correct approach and philosophy, ranging from commercial branding to political branding. Some things work, while others don't. However, the country is not the same as the Coca Cola product."

At the same time, according to the expert, there is no single country in the world today that can be proud of its right image. Each country's image has its own flaws and issues.

Citizens of the country feel a part of a vast, great country as a result of the correct execution of national branding. A country's branding is essential for such a young state as Kazakhstan, because countries with low economic, military, and political relevance on the global arena can compete in the global market through the development of branding. Kazakhstan's national security, sovereignty, and territorial integrity, as well as the country's political and economic progress, are all dependent on the proper construction of the country's branding. Kazakhstan's work on developing a brand begins with the country's independence. The country was facing massive quantities of work at the time. It was required to rebuild the entire economy, drastically alter the political structure, and fully integrate the country into the global community. The country has changed drastically in the 27 years since its independence. National enterprises are not only the driving force behind the country's economic progress, but also the country's face and image. In summary,

a country's brand, like a commodity, has its own identity. Many countries have established a strategy in which they are extremely powerful. As a result, Japan is associated with technology, America with the economy, England with classics and traditions, France with fashion, Finland with democracy, China with labor productivity, Russia with military force, South Africa with diamonds, and so on. States with great capabilities will also lose their identity if systematic effort is not carried out without adequate country-branding applications.

Kazakhstan does not produce great technology that can become brands, and our country is not fashion-forward. A country's true identity is one that is wealthy in natural resources. Unfortunately, due of our connection to the outside world, few individuals are aware of this. Experts compare the country's branding to the structure of timepieces, with each mechanism playing an essential role in and of itself. Everything operates on a timer. As a result, brand management is important in every state. Furthermore, economic progress and rapid development of relations with other countries are heavily reliant on how the country's branding is built and developed. Concerning the country's national branding, the Central Asia Monitor newspaper's website raised the question "Image of Kazakhstan abroad: face or mask?" on January 1, 2015. Journalist Serikzhan Adilov interviewed Roman Vasilenko, Chairman of the Ministry of Foreign Affairs' International Information Committee, about the country's tourism, its role and challenges in the formation of the national brand, and Kazakhstan's activities targeted at public diplomacy abroad. R. Vasilenko states that "As is well known, one of the variables influencing the state's investment attractiveness is the construction of a positive image of the state. Today, practically every country in the world devotes significant resources to promoting and maintaining its worldwide image, which is an important component of so-called "soft power" in foreign policy."

According to the Ministry of Foreign Affairs, in 2015 Kazakhstan contributed funding in the amount of 15.4 million US dollars to boost its image abroad under the project "Ensuring the implementation of information and image strategy". As previously said, the primary duty of public diplomacy is to organize numerous events outside of these countries, as well as to publish articles in the media. Each foreign institution's information and image work is targeted at a certain audience, such as the political elite, entrepreneurs, specialists and scientific groups, media representatives, and other decision makers or public opinion makers in their country. This activity has resulted in the formation of a group of people who objectively comprehend the topic of Kazakhstan and will, in the future, contribute to the growth of cooperation with Kazakhstan in their nation. In turn, the outcomes of public diplomacy are reflected in positive decisions on specific problems, such as those made by legislative bodies when negotiating trade, economic, and investment treaties.

The American State Department, for example, budgets \$500 million per year for information image policy. And the Federal Agency "Rossotrudnichestvo," which is in charge of Russia's public diplomacy, allocates 9.5 billion rubles. According to Roman Vasilenko, over 400 works are now being published in other countries. The works of O. Suleimenov "A Minute of Silence at the Edge of the World," G. Belger "The House of Wanderers," "The Uprising of Brides," M. Auezov "The Way of Abai," A. Nurpeisov "The Dying Sea," I. Yesenberlin's "Nomads," and many others were published as part of the Kazakh Library project. In addition, 12 documentaries in different languages have been released. "Forgotten in Karaganda" (KarLAG, Spain), "Kazakhstan - Mangilik el - the Land of Dreams", "Pearl among the Steppe", "Astana - the Capital, EXPO-2017", and so forth. Last year, more than 80 briefings were held in Kazakhstan's foreign institutions, 30 press conferences, 53 round tables, 15 conferences, 8 business forums, 48 seminars and presentations, and 32 photo exhibitions were held in order to further develop mutually beneficial cooperation with Kazakhstan's foreign partners. In the media, 1,700 articles and publications have been organized. In 2014, the number of positive pieces on Kazakhstan in foreign print and electronic media that detail the country's political, economic, and cultural events (more than 2500 materials) increased significantly.

Conclusion.

With the advancement of new information and communication technologies, the door is now open for widespread transmission of information through traditional media such as periodicals, radio, and television channels. They have been digitized and have spread their wings widely. It is worth noting that many media sources' official websites allow you to read from anywhere in the globe, give comments, and contribute. Public opinion shapes governmental policy in industrialized countries. When discussing international issues, they consider public opinion, private individuals, and non-governmental groups. New media tools are the most essential tool for image formation in the international arena. And it is precisely through these new mediums that public diplomacy takes place. Digitized media and social networks in which ordinary

people participate are examples of new media. Huge sums of money are necessary to shape the country's image and brand. Positive information about the country, correctly crafted in the frame theory, clearly has an influence on foreign citizens. This research has been funded by the Science Committee of the Ministry of Science and Higher Education of the Republic of Kazakhstan (Grant No. AP149722830)

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Paidalanylğan ádebiyetter tizimi:

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