

LEGAL ASPECTS OF UKRAINE'S PUBLIC DIPLOMACY

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In modern conditions, public diplomacy in Ukraine serves not only as a tool of cultural engagement abroad but also as an integral element of the state's security strategy and information countermeasures. Ukraine's public diplomacy is grounded in a framework of legal acts, strategic documents, and international commitments that define the key directions of its implementation.

Under contemporary circumstances, public diplomacy has gained particular significance, as it ensures effective communication with the international audience, counters misinformation, and promotes a positive image of the state. Its role has become an integral part of a comprehensive legal and political mechanism for protecting national interests on the international stage.

Before analysing the legal framework of public diplomacy, it is important to first clarify what this term means. One of the most precise definitions, proposed by American scholar Nicholas J. Cull, describes public diplomacy as a set of activities that include cultural initiatives, educational and exchange programmes, short-term advocacy or information campaigns, international broadcasting, and the study of foreign public opinion. [1, p. 6].

Therefore, public diplomacy involves not only communication between government leaders, but also engagement with the wider public. It serves to shape international public opinion and rally support for a country's national interests.

The regulatory and legal framework governing public diplomacy in Ukraine remains insufficiently developed. It is important to note that in Ukraine some legislative acts partially relate to this area, but the very term «public diplomacy» is not clearly defined. The key principles of public diplomacy can be derived from the provisions of the Law of Ukraine «On the Basics of Domestic and Foreign Policy». In particular, Article 11 of the Law of Ukraine «On the Basics of Domestic and Foreign Policy» states that the key principles of Ukraine's foreign policy are ensuring Ukraine's national interests and security, creating favorable foreign policy conditions for the development of the Ukrainian nation, and others [3].

In the scientific work of Madriga T., Kruhliuk I. «Political and legal aspects of the development of public diplomacy of Ukraine in the context of European integration challenges» an extended list of documents regulating public diplomacy of Ukraine is provided. Among such documents are the Military Doctrine of Ukraine (2015), the Concept of Popularization of Ukraine in the World (2016), the Information Security Doctrine of Ukraine (2017) and the Public Diplomacy Strategy of the Ministry of Foreign Affairs of Ukraine for 2021–2025 [2, p. 276].

In Ukraine, activities in the field of public diplomacy are organized and coordinated through «Public Diplomacy Strategies» of the Ministry of Foreign Affairs. The main directions of public diplomacy are cultural, economic, expert, culinary, scientific and educational, sports and digital diplomacy.

Although the «Public Diplomacy Strategy» does not have the force of law, its adoption has represented an important step toward the institutionalization of public diplomacy [4, p. 10].

It is essential to examine certain aspects of public diplomacy individually. The first direction is cultural diplomacy, which plays a key role in representing Ukraine abroad. It involves the popularization of Ukrainian literature and cinema, familiarization of the international audience with the cultural heritage and traditions of Ukraine, as well as the creation of opportunities for the wider spread of the Ukrainian cultural space in the world. Economic and expert diplomacy is also worth considering, because they play an equally important role in public diplomacy of Ukraine. Economic diplomacy is aimed at promoting the country's investment potential and strengthening its position in the global market. Expert diplomacy focuses on interacting with scientific networks to achieve foreign policy goals [4, p. 13].

Culinary diplomacy uses gastronomic heritage and national cuisine as a means of cultural exchange. Scientific and educational diplomacy affects academic and scientific exchange and promotes international cooperation in the field of science and education. Sports diplomacy implements participation in international sports competitions, and digital diplomacy uses technology and social media to directly communicate with the world community and promote Ukraine's interests in the online space [4, p. 15].

Through these spheres of public diplomacy, Ukraine is strengthening its presence on the international stage as an influential and significant actor within the global community.

In summary, the legal aspects of Ukraine's public diplomacy form the foundation for promoting national interests and ensuring the effective implementation of foreign policy. This system is based on national legislation, strategic documents and international commitments that guarantee its legitimacy and transparency. However, the existing legislative framework still needs further development, in particular through the adoption of a single legislative act that would clearly define its legal status and guiding principles. Strengthening and

harmonising this structure with European standards will enhance Ukraine's global image and promote its integration into the international community.

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