

НАРОДНАЯ ДИПЛОМАТИЯ КАК ВАЖНЫЙ ФЕНОМЕН ПРАКТИКИ МЕЖДУНАРОДНЫХ И МЕЖГОСУДАРСТВЕННЫХ ОТНОШЕНИЙ

PUBLIC DIPLOMACY (PEOPLE'S DIPLOMACY) AS AN IMPORTANT PHENOMENON OF THE PRACTICE OF INTERNATIONAL AND INTERGOVERNMENTAL RELATIONS

Бул макалада элдик дипломатиянын саясий процесстердин өнүгүшүндөгү ролу жана мамлекеттик эмес түзүмдөрдүн эл аралык байланыштарга тийгизген таасири талдоого алынган.

Ачкыч сөздөр: мамлекет, коом, элдик дипломатия, тарых, мамилелер, улуттук уюм, кызматташтык.

В данной статье анализируется роль народной дипломатии в развитии политических процессов, а также влияние негосударственных структур на установление международного сотрудничества.

Ключевые слова: государство, общество, народная дипломатия, история, отношения, национальная организация, сотрудничество.

This article examines the role of public diplomacy in the development of political processes and the impact of nongovernmental structures in establishing international cooperation.

Keywords: state, society, public, diplomacy, history, relations, national, organizations, cooperation.

In the late 20th and the beginning of the 21st century, interstate relations actually experienced profound changes. Diplomatic functions that in fact, used to be the prerogative of the foreign ministries, and were mainly put into practice by the embassies, now are being implemented through various state and non-state channels, in particular, through the "track-two diplomacy". We are witnessing the political process when along with nation-states and developed countries, non-state actors are more actively entering the international arena (nongovernmental organizations, public organizations, movements, etc.). These factors drastically affected the role of diplomacy in the establishment and development of international cooperation. Since diplomacy is increasingly falling under the control of the public due to the fact that non-state parties to the international arena began to rise more frequently with the attempts of establishing cooperation, resolving ethnic, religious and other issues, it can be claimed that the public organizations started engaging in diplomatic problems – through the search for consensus in conflict situations, provision of intermediary services, etc. As a result, in the late 70's - early 80's, "track-two diplomacy" began to form in contrast to its "first track", namely, official diplomacy.

Initially, there were attempts to counter these two tracks of diplomacy, but in increasing frequency, voices started claiming that they do not exclude but complement each other.[1]

Thus, public diplomacy is more widely and resolutely entering the inter-state relations. Public diplomacy turned into a specific phenomenon and an important factor in the democratization of social relations and strengthening friendship between the nations. In essence, the development of public diplomacy as a real phenomenon is primarily due to the urgent

necessity of humanization of international relations, its transition to a democratic and new moral foundation.[2]

Public diplomacy - is not just a movement of the mass organizations and associations, but a form of historical creativity of the masses, aimed at humanization of international relations, expansion of intercultural relations and communication. In the initial years after Kyrgyzstan gained its independence, significant foreign policy successes occurred as diplomatic ties were established with more than 130 states, it became a member of international and regional organizations, became a member of the UN, and this list could be continued further. If we revise the history of Kyrgyzstan of about ten years, significant state-level nation-wide events took place. This allowed us to explore and study the historical path of our nation more exactly and deeply. As we study, from time immemorial, these were envoys, ambassadors who widely spread our cultural and material heritage, customs and traditions. Each envoy was distinguished by his/her unrepeatable uniqueness, possessed a character different from others. Accordingly, the moral meaning of certain people's behavior and manners not only constituted the basis for the moral principles for all people to follow, but also contributed to the Kyrgyz Republic's statehood formation. Envoys and ambassadors' contribution to defining independence, entering the world politics and building relations with other states of the world, making a nation and society could be observed through their equal participation in international relations, and by and large, can be seen through the development of Kyrgyz people's diplomacy. Thus, as stated by the prominent scholar R. Dahrendorf: "For the democracy to be effective, there is a need for pluralism of civil society".[3]

The origins of public diplomacy are rooted in ancient times. According to Chinese scholars, relations between the nations in the history precede the development of formal relations. They held the idea that the history of people's diplomacy has virtually no time boundaries. [3]

At the same time, as the analysis indicates, the phenomenon of people's diplomacy seems relatively scantily explored, there was not invented a scholarly definition of this concept.

Along with that, there is no doubt that public diplomacy is already sufficiently formed phenomenon to be discussed and addressed as an important phenomenon in the practice of international and intergovernmental relations. It emerged and developed on the basis of historical doctrinal concepts, traditions of political culture, the practical experience of cohabitation of the peoples of the world.

People's (public) diplomacy emerged earlier than inter-state relations, it originally assumed establishment of contact and the development of relations between the states that relied on the basic ties' forms and the presence of certain social objectives.

Over time, people's (public) diplomacy takes a formal, official, political character. It passed into the category of international, inter-state relations, which possessed a number of specific, sustainable features, allowing to categorize it to this specific type of interstate communication, implemented through the activities of people and states. Ultimately, it should be noted that we can see the efficiency in the work of public diplomats and the important elements in the resolution of political, economic and social conflicts.

Therefore, despite the lack of holistic presentation of the concept of public diplomacy in scholarly literature, it is possible to reveal its contents based on the conclusions of individual researchers, public speeches of political and public figures, journalists, publicists, peace activists, leaders of various campaigns of the national movements, taking into account the history of international relations, their nature and content at the present time.

Based on the above, the following points of view on the definition of "public diplomacy" can be differentiated:

- public diplomacy as a "track-two diplomacy" complements and extends the capabilities of official diplomacy, and its channels can be actively used in the preparation for the establishment of formal inter-state relations. People's diplomacy is understood as "open", "public" diplomacy. Moreover, people's diplomacy does not exclude, but rather complements formal diplomacy. [4]

- public diplomacy is already regarded as a subject of world politics. In other words, we are talking about a situation where nations or their representatives transform from objects under influence into a powerful force, and are themselves involved in defining the practice of international and intergovernmental relations. Such development of public diplomacy is typical more increasingly to the post-war period and is associated with a truly planetary antiwar movement of people. [5]

Today, no important foreign policy decision can be made without taking into account the possible reaction of public opinion both within the country and beyond. This is illustrated, in particular, in the history of US aggression in Vietnam and the Soviet military intervention in Afghanistan.

On this occasion, at that time People's Commissar for Foreign Affairs G. V. Chicherin pointed out: "To strive for full transparency and clarity in the formulation of the main issues and to ensure that the main problem of maintaining peace, consolidation of peace in the world, facing us was clear to workers of all countries".[6]

Moreover, many participants of public diplomacy have proved not only his deep interest in solving the problems of disarmament, environmental protection, but also their high level competence in these really complex problems. After all, among them are prominent scientists and specialists in different fields of education. They also rely on the expertise of many prestigious national research centers, and therefore have the right to make clear statements and to fight for the account of a competent opinion on the issues of vital importance for humanity. On the other hand, the phenomenon of public diplomacy is a reflection of a more fundamental process of democratization of international politics as a whole, which lies in the shift of much emphasis in modern diplomacy from the methods of "coercion" to methods of "consensus", which occurs as a result of the increasingly deep "invasion" of the masses in this once-forbidden areas of public life.

Public diplomacy, anyway, is interconnected with an official diplomacy and state institutions conducting foreign relations. As indicated by the analysis, a perfect match between the official foreign policy and aspirations of the people's diplomacy is not possible, there is no direct dependence between them, and sometimes they may even confront each other in some way. According to experts, "... if the question of sending troops to Afghanistan was not considered behind closed doors, it could already be concluded that there is no military solution to the Afghan question".[7]

Thus, it is necessary to take into account such a point that people's diplomacy can not and should not follow the official diplomacy. They have different methods and means to address certain issues, and the subject of activity often considerably varies.

Official diplomacy is constrained by certain norms of behavior, it needs to keep certain secrets in the interest of the state, which, in turn, is reflected in the interaction with the people's diplomacy.

People's diplomacy can more freely express opinions, for example, on human rights violations in a particular country, to criticize the activities of the state government, to participate in actions to support initiatives which have not yet become subject to government decisions.

Public diplomacy - is a concentrated expression of the democratic society, the level of political freedom, the independence of citizens, but at a higher, organized level.

Therefore, its prerequisites are:

- Democratization of all social phenomena in the country that can not take place by itself, but is a consequence of other processes, as a rule, affecting deep currents of public life;

- Major changes in the mass consciousness of the citizens of the state, really oriented towards international cooperation (of course, such a change takes place under the influence of a long historical processes), elimination of aggressive elements from the mass consciousness of citizens, if they do occur;

- Operation of international law on the territory of the state, where the State officially recognizes itself as a subject of it;

- Sufficiently high standard of living of the majority of citizens of this state as a necessary guarantee of freedom of the people, directly entering in the above form of communication. [8]

Along with the fact that public diplomacy is becoming more efficient, meaningful, and a significantly increasing in volume form of international communication with each passing period, implementation of its goals and objectives is sometimes difficult to carry out, for the simple reason that it requires certain financial investments, so the lack of necessary means hinders its implementation in the most natural way.

As the world practice indicates, this form of diplomacy achieves the most productive and desirable results in financially and legally steady states. A rare exception is only those states in which the highest material wealth is achieved mainly by exploitation of abundant natural resources.

The main areas the participants of public diplomacy accentuate on their activities are put forward by life itself. Herewith, public diplomacy as "diplomacy" uses its forms, methods and actions of international communication, which are based on certain attitudes and positions developed by various organizations and movements, as well as through practice. Since the history of the practice of international integration relations demonstrates that people's desire for harmony of the world order is impossible without communication, both in personal and international levels.

It is in connection with the formation of new independent countries in our region that contributes, in particular, to the lack of sufficient political experience in international relations, and the need to integrate into the international community on principles new to us, it is impossible to ignore the importance of public diplomacy in the development of international relations.

A detailed, a more complete picture of the problem of interest to us gives us a clear idea about to the international communication, and, accordingly, about *its importance in the development of bilateral relations*.

Especially in the last three decades, public diplomacy has proved itself as a factor influencing inter-state relations, this is due primarily to the widespread development of the democratic process and the rapid growth of civil society institutions. Mass organizations, movements, associations, groups and other communities that are able to carry out international diplomatic relations and communication are becoming the subjects of public diplomacy.

Non-traditional forms of communication between nations, such as the meeting of representatives of the public in Jurmala and Chatokua, "Edinburgh conversations", "Initiative-87" dialogue and others are clearly noteworthy.

People's (public) diplomacy began to be used more widely, covering international cooperation processes and projects: workshops, dialogues, cultural and scientific exchanges, travel, sports or any other contacts between people whose nations are currently engaged in a prolonged conflict. Moreover, the concept of "public diplomacy" has been used not only to refer to peacekeeping efforts, but also to refer to the civil initiatives of individuals and non-governmental organizations for the maintenance and development of mutually beneficial cultural and economic cooperation between the nations.

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