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## AXIOLOGICAL TECHNOLOGY OF PUBLIC DIPLOMACY IN UKRAINE DURING THE FULL-SCALE RUSSIAN-UKRAINIAN WAR

Currently, we are observing significant changes in global politics and the structure of international relations. In an era where information, as well as misinformation, spreads at an unprecedented speed, the very essence of diplomacy is undergoing transformation, dealing with a broader spectrum of various forces.

It can be argued that the tasks of diplomacy have become noticeably more complex, because today, it is insufficient to consider only its political, economic, or demographic characteristics to form the perception of any country. One of the most crucial aspects of the overall assessment of a state is the impression it makes on the global stage.

It should be noted that public diplomacy has assumed an increasingly active role in recent years. Regarding the origin of the term "public diplomacy" it was first introduced in 1965 by E. Gullion, the dean of the Fletcher School of Law and Diplomacy, to denote the process of achieving foreign policy goals by subjects of international relations through influencing foreign public opinion [3, p. 35].

E. Gullion initially viewed public diplomacy as synonymous with the term "propaganda." However, if the concept "propaganda" has a negative connotation in English, then the introduction of the concept "public diplomacy" by the American

scholar gives it a more neutral. On an official level, this term was first used during a session of the U.S. Congress in 1977 in a report by the Murphy Commission on the foreign policy organization apparatus [2, p. 57].

Currently, both scientific and practical interest in this field is noticeable. This is unsurprising, considering that governments worldwide have to navigate a 24-hour news cycle and realize that the information they convey is constantly under the scrutiny of an international audience. As a result, public diplomacy is gaining an increasingly prominent political role, extending beyond mere slogans and other mass communication tools that have long been associated with propaganda or public relations.

It is essential to highlight another component of public diplomacy, namely cultural diplomacy. In translation, it means "культурний вимір дипломатії" or the "cultural dimension of diplomacy." It refers to a system of actions by governmental and non-governmental actors aimed at achieving specific foreign policy objectives by utilizing cultural mechanisms [6, p. 110]. This is implemented in practice through the organization of conferences, exhibitions, festivals, thematic weeks dedicated to national culture, literature, cinema, and more. By spreading and popularizing culture, science, education, literature, and language abroad, it is to achieve much more significant results than through threats, intimidation, and bribery [5].

The next direction of public diplomacy is digital diplomacy. Its emergence has become possible due to the dynamic development of information and communication technologies, effectively erasing national boundaries and enabling global influence on all aspects of the society of a particular state. Based on this, digital diplomacy can be interpreted as the use of the social networks and internet capabilities in government diplomatic practice to support state institutions on foreign policy issues, including mechanisms to influence foreign audiences [1, p. 663].

Thus, public diplomacy is a comprehensive concept that denotes the activities of various actors, both governmental and non-governmental, aimed at explaining a country's foreign policy to foreign audiences and encouraging foreign states to adopt foreign policy decisions that are favorable to these actors. In other words, public diplomacy is a system of dialogue with foreign publics [4, p. 115].

In the context mentioned above, the axiological technology of public diplomacy becomes extremely relevant during the full-scale Russian-Ukrainian war.

Public diplomacy as a technology of Ukraine's foreign policy reached a new level only with the military aggression of Russia, which posed a global challenge to

our country. The military actions in the East significantly destabilized financial and diplomatic relations with European states.

On February 14, 2022, during a bilateral meeting, the Ukrainian side expressed interest in fruitful cooperation in the defense sector with representatives of the United Arab Emirates. A significant step in the development of Ukraine's public policy was the involvement of leaders from European countries who have a positive attitude towards Ukraine.

Thus, public diplomacy opens up broad opportunities for collaboration and achieving the country's foreign policy goals. The full-scale invasion of Russian aggressors into Ukraine caused numerous challenges to the country field, including in the realm of public diplomacy. It became evident that there is a low level of awareness about Ukraine in the world, and a stable image of the country abroad is lacking. Representatives of the Ministry of Foreign Affairs, Ukrainian diplomatic missions abroad, as well as state and non-state entities and opinion leaders capable of enhancing the country's image, should be involved in this effort.

At the current stage, the main directions of development for public diplomacy in Ukraine should include cultural, economic, scientific-educational, sports, and digital diplomacy. Each of these areas requires the functioning of effective competent groups responsible for enhancing Ukraine's image and countering Russian aggression.

In cultural diplomacy, it is extremely important to actively use cultural events such as festivals, exhibitions, and concerts to draw attention to the richness and diversity of Ukrainian culture. Economic diplomacy involves developing international economic ties and attracting foreign investments. Scientific-educational diplomacy requires active collaboration with universities and research institutions abroad, fostering student and researcher exchanges.

Sports diplomacy can leverage sporting events to enhance international recognition and shape a positive image. Digital diplomacy, on the other hand, involves the effective use of digital tools and technologies to communicate Ukraine's narrative, counter disinformation, and engage with a global audience.

In order to solve the significant challenges facing Ukraine today, it is essential to deepen international cooperation in economic, scientific, educational, and cultural spheres with the assistance of opinion leaders, volunteers, and activists. Each of these diplomatic avenues plays a crucial role in building positive international perceptions of Ukraine and countering the multifaceted challenges posed by Russian aggression.

In conclusion, it is worth noting that public diplomacy is an integral component of Ukraine's foreign policy, especially in the context of the modern world. After all, today international relations becoming more complex and competitive, public diplomacy is a necessary tool for achieving the country's foreign policy objectives. It allows for raising awareness of the international community about Ukraine, advancing its national interests, and gaining international support. The public diplomacy tools such as public events and social media, is crucial, and the involvement of stakeholders is necessary to enhance our country's presence on the global stage, especially during times of conflict.

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## THE IMPACT OF GLOBALIZATION ON THE NATURE AND SCOPE OF CRIMINAL OFFENSES

Globalization is the process of expanding economic, legal, political, cultural, and other interactions between countries and peoples of the world. This phenomenon is becoming increasingly prominent in the 21st century due to rapid technological advancements, particularly the Internet, which allows for instant communication and information exchange around the world.

The impact of globalization on social phenomena has led to significant social changes in societies. Today, many socio-economic issues such as peace, crime, immigration, production, employment, technological development, environmental