**Specificity of "public diplomacy" as an instrument of foreign policy of states on the example of France and China.**

Initially, my topic was called "public", but the academic council of our university changed and approved the name "social". However, today there is a difference of opinion whether they are synonymous. Such an approach greatly narrows the scope of "Public Diplomacy". According to many experts, "public diplomacy" is interaction at the level of non-governmental organizations, meanwhile public diplomacy implies a broader spectrum of activities. The problem is also the fact that "public" can be translated into other languages as civil, social.

In the 21st century, "public diplomacy" became the most discussed subject both for politicians, and for scholars of international relations and world politics. There is no unanimous/solid opinion of what "public diplomacy" is, despite this over the past decades, "public diplomacy" is the impact of one state on the society of another state, with the goal of informing and influencing the audience. Public diplomacy "is also seen as part of the policy of" soft power. "The term was coined out by Joseph Nay, who defined" soft power "- as the creation of attractiveness through cultural and economic attraction, versus to this he coined out "hard power" - is economic and the country's military ability to buy and force. As for the "smart power", it is a combination of "soft and hard power". According to J. Nye, "smart power" is the ability to combine these two phenomena in order to develop a profitable strategy.

The most important means/instrument of "public diplomacy" is the media, according to many scientists with regard to the changes in international politics, the role of the media has greatly increased. In addition to the media, cultural diplomacy, broadcasting, and various educational and cultural programs are significant tools for "public diplomacy".Recently, the line between public and private spheres has become blurred due to the development of information and communication technologies. In this information era, it is necessary to single out a new kind of "public diplomacy" so-called "public diplomacy 2.0" (digital diplomacy). This type of implementation of "public diplomacy" is an influence on public opinion and foreign policy decisions via the Internet, blogging, use Facebook, Twitter and other social networks that become official tools for "public diplomacy."

Nowadays an example of successful "public diplomacy" can be national branding through daily impact on media such as television programs, radio, etc. What is national branding is the application of branding and marketing technologies to promote the image of countries. In less theoretical words, national branding is the construction and management of the country's reputation. Consequently, due to this process, the nation hopes to increase its international standing/authority in a globalized world where each country must compete with all other countries for income, power, voice and influence. In fact, countries are engaged in branding, primarily to attract tourists, investments, increase exports. The main connection between "public diplomacy" and national branding is that both concepts have the same goal - the conquest of hearts and mind, to create a favorable image of the country.

In my paper work I studied/researched the effectiveness of "public diplomacy" on the example of France and China. It should be noted that today, France and China have effective tools and ways to implement "public diplomacy." In both countries, the most effective/influential tools for "public diplomacy" are educational programs that enable them to promote their culture, traditions, values through out the world. The spread of French is a priority for French diplomacy. At the end of the 19th century, the term "Francophonie" was put forward, which refers to all governments of countries or to institutions that use or study French, there are 54 full members. The cumulative population of the countries participating in the IOF is 900 million, of which 274 million are French-speaking. As for Armenia's participation in the IOF, Armenia had an observer status, and then in October 2008 he became an associate member. Armenia's membership with the OIF in May 2009 provided an opportunity for more than 350 French language teachers from Armenia to participate in trainings aimed at improving the teaching of the French language and subjects taught in French. In 2000, on the basis of the 1995 agreement, the French University in Armenia was founded jointly by the governments of Armenia and France.Francophonie days started in Armenia on 12 march 2018 which lasted until april , during this days there was a rich program which included different events refering to French language, culture.

As for the instruments of China's "public diplomacy," we must first mention the Confucius Institutes. To take advantage of the growing interest in the language and culture of China, Hanban (the Chinese National Office for Teaching Chinese as a Foreign Language) creates Confucius institutes and Confucius colleges around the world. Calling institutions the name of the ancient Chinese philosopher and teacher of Confucius, China wants to emphasize the value of its ancient culture in the modern world. In 2014, with the mediation of the Confucius Institute in the RAU, the Chinese Language and Culture Center was opened. Due to comparative analysis that I used in my work to understand the problem of effectiveness of public in france and china ,in case of china the problem is the understanding and perception of historical Chinese values, traditions and culture abroad. This is largely due to the "closeness" of the country. Speaking of France, on the international arena the country has many competitors in the field of "soft power" policy led by China, and the main issues for France is a linguistic problem:the rivalry of the French language and English. The role of "public diplomacy" is increasing, and in practice, it faces many problems and issues. The public dip remains uncertain. The first problem-the question of the country's sovereignty, the activness of non-state actors leads to transnationalization and opens up the possibility for external influence.They are many opinions that traditional diplomacy disappears, but the world is changing and new methods come up to solve international issues. Diplomacy does not disappear but creates new forms and ways of interaction.