
SOME THEORETICAL ASPECTS OF PUBLIC DIPLOMACY

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ABSTRACT

Public diplomacy plays an important role in the foreign policy of states. States may use public diplomacy to establish or develop bilateral or multilateral relations. This article reveals the theoretical foundations of public diplomacy, and political scientists' approaches to public diplomacy. At present, almost every country attempts to improve both economic and cultural as well as political relations with international subjects. To reach prospective purposes, states usually utilize a wide range of diplomatic and cultural techniques. Public diplomacy is one of the techniques that are commonly used by many states.

KEYWORDS: *Public Diplomacy, Bilateral Relations, International Relations, "Soft" Power, "Hard" Power, Cultural Diplomacy, Joseph Nye, Official Diplomacy.*

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