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The phenomenon of «soft power» has become widespread in foreign policy in recent decades. This term means the use of techniques to influence the population of foreign countries through culture, beliefs, intangible resources and political ideals, without the use of more traditional elements of force, including military, pressure.

«Soft power» is attractive because it is carried out without the use of weapons. Applying its mechanisms is much more prestigious for the state than the tools of «hard power». That is why the great powers have increasingly begun to include this tool in their arsenal. Its components are universal spiritual values, culture, science and education, and most importantly - peaceful foreign policy. It is thanks to them that the state can make the greatest contribution to resolving inter-civilizational misunderstandings, and also thanks to these parameters it is possible to attract allies from other countries and gain public approval.

Each country may have a specific manifestation and application of «soft power». The soft power of one state influences other countries through the attractiveness of culture, values, language, religion, public diplomacy, and ideology. For example, in France, maintaining and highlighting one's historical heritage, protecting and respecting the French language and cinema are crucial in promoting «soft power». France's image is built on its history, fashion, culture, rather than on what is happening today. [1]

The European Union is actively using «soft power» tools. His organizations are known all over the world, such as the British Council (Great Britain), the Goethe Institute (Germany), the French Language Institute (France), which in the field of cultural cooperation pay much attention to teaching the local languages and cultures of their countries. European countries are also actively promoting humanitarian organizations and programs. The result of these efforts is the awareness of many people around the world of the attractiveness of the European Union and its values. [2]

Cultural attractiveness is an integral part of many European countries. European art, literature, music, design, cuisine, etc. are treated with friendly interest all over the world. European languages are also popular. They are half of the ten most common in the world. Yes, English is common in the British Community, Spanish and Portuguese connect the Iberian Peninsula with Latin America, and representatives of almost 50 countries gather at a meeting where they are united by French. Thus, Europeans consider the use of «soft power»

rather than military means to be the optimal tool for promoting their values and developing their own security. That is why, in order to make soft energy instruments effective, almost all European countries spend more of their GDP on developing countries. [3]

In conclusion, we can say that «soft power» is an essential priority of modern states. The image of the state determines its place in the international space and success in achieving its goals. Leading countries of the world believe that the increase in military power intimidates the world community, without causing sympathy for the state. Therefore, the modern world is facing new challenges that need to be addressed peacefully, focusing on «soft power» by creating a positive image.

s. Firstly, when fear overtakes the market and stock prices begin to drop, many investors will shift their money into “safer” investments such as gold, and silver. This means that, in many cases, gold and silver tend to go up at times when the market is going down. It is called gold and silver “Fear Trades”.

Secondly, fear in the stock market is almost always a precursor to a bear market at best and a recession at worst. Fear tends to have a domino effect on the market. As more and more people exit the market, it can create a chain reaction that drives the market down to extremely low valuations [2].

Panics like this are part and parcel of trading and investing. They come and go. Some of the fears turn out to be justified, as they were in 2008 and 2009, but that was a panic about the very fabric of the financial system. More usually, they end up like the Ebola panic, forgotten and moved on from a few months later [3].

Buffett once said: “Unless you can watch your stock holding decline by 50% without becoming panic-stricken, you should not be in the stock market.” This is not as easy as it sounds. There is a fine line between controlling human emotions and being just plain stubborn. People should remember also to reevaluate their strategy from time to time, be flexible and remain rational when making decisions to change a plan of action in order to save the whole economy.

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UNICEF IN TODAY’S WORLD

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This article represents the role of the United Nations Children’s Fund as a unique institution for the protection of the rights, interests and welfare of children. At this stage, the issue is not sufficiently researched. Today, however, the issue of the protection of children should be high major challenge on the agenda of the entire world community.

This article provides an analysis of the goals and objectives of UNICEF in the light of contemporary challenges. The main tasks of the United Nations Children’s Fund are:

- the insurance of access to food for children and women. Food 73