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**Патлашинская Ирина. Опыт институционализации международных миротворческих операций в США.** В статье рассмотрен опыт институционализации миротворческой деятельности Соединенными Штатами Америки. Проанализирован процесс становления института миротворчества и его законодательное закрепление в нормативных документах. Изучена роль Президента и Конгресса в принятии решений касательно отправления миротворческого контингента. Проведена классификация миротворческих операций США.

**Ключевые слова:** миротворческая деятельность, ООН, война, вооруженный конфликт, войско.

**Patlashynska Iryna. Experience the Institutionalization of International Peacekeeping Operations in the US.** The article examines the experiences of institutionalization of peacekeeping in the United States. Is analyzed the process of formation of Peacekeeping Institute and its legislative consolidation in the documents. Is examines the role of the President and Congress in decisions about sending peacekeepers. Is done the classification of peacekeeping operations of the US.

**Key words:** Peacekeeping, the United Nations, war, armed conflict, the army.

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**Natalia Pipchenko**

## **EU Regional Public Diplomacy: Initiatives for Ukraine**

There are EU regional public diplomacy and the directions of using EU external policy instruments in Ukraine analysed. It was found that the main task of the European public communication is to promote EU political and economic relations through effective dialogue with international actors and regular awareness of the international community about the European foreign policy priorities. Informing the internal and external public about the EU is a very difficult process that's why the European External Action Service is building a long-term information strategy for European neighbours. For Ukraine, effective communication with the EU and its Member States and supporting its initiatives is an essential part of renewed strategic approach in foreign policy. The author of this paper also suggests that the effectiveness of the European integration process in Ukraine depends not only on the implementation of European funding programs but also on the government's ability to carry out thematic information and communication campaigns. It is proposed to differentiate the target audience of Ukraine what will improve the quality of informing Ukrainians about the advantages and disadvantages of the EU-Ukraine Association Agreement. In the case of Ukraine, the EU messages need to be adapted to the west, central and eastern region.

**Key words:** Public Diplomacy, European Neighbourhood Policy, communication campaigns, EU, Ukraine.

**Problem Formulation.** The practice of international cooperation the EU as an actor in International Relations suggests the using external policy instruments to provide for the European Union the successful implementation of public communication with internal and external audiences for its international positioning, adequate response to the urgent needs of the European community, a deeper understanding of trends in European and world public opinion, research strengths and contradictions interaction between EU political institutions and the European community. By means of foreign policy communication, the

European External Action Service can avoid power methods of realization of national interests of some European States and overcome existing differences between them regarding the political and economic development of the region. The potential change of political elites in Europe EU leaders are trying to use for further deepening of European integration and positioning of the EU as a global and a powerful foreign policy entity.

**Studies and Publications.** Problems of political influence of information and communication technologies on international actors' political activity examine in researches of Zbigniew Brzeziński (Zbigniew Brzeziński; 2012), Samuel Huntington (Samuel Huntington; 2004), Henry Kissinger (Henry Kissinger; 2011), Robert O. Keohane (Robert O. Keohane; 2002), Joseph Nye, Jr. (Joseph Nye, Jr., 2013), James N. Rosenau (James N. Rosenau; 2007), L. Hubersky, V. Hondyul, O. Belarus, V. Bebig, O. Zernetska, E. Kaminski, V. Kopyika, E. Makarenko, M. Mykhalchenko, M. Ozhevan, G. Pocheptsov, M. Ryzhkov, E. Tikhomirova and others.

**The Purpose of this Paper** is to analyse the current regional public diplomacy initiatives of the EU for Ukraine and to identify gaps and possible ways to fill them by providing key findings and recommendations.

**The Main Material.** One of the components of EU regional public diplomacy is European Neighbourhood Policy (ENP) the main goal of which is the creation of closer ties with 16 southern and eastern neighbours, including Ukraine. A joint policy initiative for Eastern Europe and Southern Caucasus (the Eastern Partnership) offers political association, economic integration and increased mobility for people because EU leaders realise fully that European security, stability and prosperity depend on these countries. The program was launched in 2009 to deepen relations between the EU and Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine.

According to the researchers, ENP as a key element in EU foreign relations is still often not recognized by the public within the region. There is a lack of visibility and also lack of awareness and sometimes understanding by the citizens from partner countries and also at the level of opinion makers. Following the conclusions of the EU Foreign Affairs Council on 29 January, and the European Council conclusions of 19–20 March 2015, the EU is now moving forward with specific plans for stepping up its strategic communication activities in the Eastern Neighbourhood [1]. For Ukraine, effective communication with the EU and its Member States and supporting its initiatives is an essential part of renewed strategic approach in foreign policy.

On 4 March 2015, High Representative for Foreign Affairs and Security Policy, Vice-President of the Commission Federica Mogherini and Commissioner for European Neighbourhood Policy and Enlargement Negotiations Johannes Hahn official launched the review of the European Neighbourhood Policy towards building deeper relationships with the EU's partners, co-operation with the neighbours of the neighbours, closer political association and economic integration of partners and promoting stability on EU borders [2]. In Autumn 2015, the EU presented the update version of the ENP in which the EU will focus on the political, economic and security stabilisation of the region, built on democracy, human rights and the rule of law. According to new programme, it is important to offer adequate responses to the changing aspirations of the partners, as some countries want closer integration with the EU and some envisage different kinds of relationships. That's why it was suggested in the revised ENP better communicating and promoting EU policies. Improved public diplomacy will contribute to better explaining the rationale of EU policies and the positive impact of concrete EU actions. This document emphasised that the EU could support strategic communication capacity within governments of Eastern Europe and Southern Caucasus for a better understanding of public opinion, to plan and adapt campaigns communicating the benefits of reform. As agreed in the European Council, the EU will be working with partners to expose misinformation and respond decisively when it targets the EU. An appropriate mix of proactive strategic and tactical communication tools will allow the EU and its partners to better monitor and analyse the media, to better understand perceptions and narratives in the partner countries and to explain the benefits of each country's cooperation with the EU with the ultimate goal of creating a positive narrative about support and cooperation under the ENP. EU Delegations in the partner countries will work closely together with Member States' representatives in their engagement with key stakeholders, in particular civil society. Outreach activities are also necessary inside the EU to explain to citizens why stable, secure and prosperous countries in near vicinity are key to European stability and security. The EU will engage more on this public diplomacy agenda with governments, civil society, the business community, academia and other citizens in partner countries, in particular youth, including through science diplomacy [3]. Against the background of

the Ukrainian crisis, the EU started the support for a lasting peaceful solution respecting the unity, sovereignty and territorial integrity of Ukraine to help stabilise its economy and encourage political, judicial and economic reforms [4].

Also, it notes an activity of the Estonian Centre of Eastern Partnership which is a training centre for EU's eastern partner countries and a think tank dedicated to promoting Eastern Partnership issues. During the 2014–2015 Centre organized more than 10 events which have been dedicated entirely to the development of EU-related public communication in the EU's Eastern neighbourhood; more than 240 public sector communicators, journalists and civil society representatives from all Eastern partner countries have taken part in the Centre's training events to help them use the knowledge and information from the training events in the daily work. For example, Estonian experts presented bilateral practical training seminar for Ukrainian public sector communicators, civil society and journalists «Informing the public about the Association Agreements/Deep and Comprehensive Free Trade Areas and other EU issues» [1; 5].

The European Neighbourhood Policy reforms in Ukraine are carried out in a very difficult political, economic, social and security conditions. In informing the international community about Ukrainian events the Ukraine Crisis Media Centre was set up in 2014 with the assistance of such European and International institutions as European Endowment for Democracy, International Foundation «Renaissance», Internews Ukraine, Kingdom of the Netherlands, Mondelēz International, Inc., National Endowment for Democracy, Nestle, Embassy of the United States of America, Germany Embassy, Ministry of Foreign Affairs Sweden, the Black Sea Trust for Regional Cooperation and Ukrainian World Foundation. The Centre provides media support on a 24/7 basis to all those covering events in Ukraine and runs a daily schedule of live press briefings. Since its inception, the centre has evolved into a key communications hub with outreach to both internal audiences in Ukraine as well as conducting active outreach to opinion formers and the media outside of Ukraine. The centre has actively contributed to distributing information about the EU by hosting media events and providing regularly up-to-date information on the EU-Ukraine relations [6]. Modern Ukraine's government departments are working closely with international experts and consultants and use their experience for developing EU communications mechanisms in our state.

The Delegation of the European Union to Ukraine organises a number of communication and information activities in the context of regional public diplomacy to raise awareness of the European Union and EU-Ukraine relations among the Ukrainians. Euroclubs are long-time Delegation's partners in informing the population at large about various aspects of the EU-Ukraine relations and cooperation. Euroclubs in Ukraine were set up in 1995 following the examples of the similar organisations in Europe. Euroclubs played an important role in the EU Member States and candidate countries as information resources and active promoters of European values among youth. Euroclubs in Ukraine focus their activities on school children and youth. Their main goals are to inform and educate young people about the EU and EU-Ukraine issues, assist in establishing good relations with European youth NGOs, and support Ukraine's aspirations for European integration [7].

Information campaign «Building Europe in Ukraine» involves a number of communication and educational events (public events, street initiatives, seminars, trainings, round tables) conducted in 2013–2016 by the EU Delegation to Ukraine. The campaign is aimed at explaining the importance of signature of the EU-Ukraine Association Agreement as well as spreading European values and raising citizens' awareness on the EU-Ukraine relations. Among events of the information campaign it notes the street theatre «Europe on your street» in Mykolaiv, the wish-wall action «Imagine a European Ukraine, it starts here!» in Bila Tserkva, the intellectual game «European Union: What? Where? When?» in Dnipropetrovsk, the dance flashmob «In the rhythm of Europe» in Ternopil with the song «Everything will be fine» which can become a slogan of the EU-Ukraine relations, the music flashmob «Sounds of Joy: Anthem of Europe-Ukraine» in Lutsk. Eurobus is an alternative way of educational activities on European topics aimed at uniting Ukraine and EU as well as increasing interest of residents of small towns to European integration issues [8–10]. During such events official representatives of the EU Delegation to Ukraine meet with local journalists, media and civil society activists to discuss the media situation in the region, to share EU-related information materials, to communicate with local Euroclubs and to attend the International Youth Forum.

Campaign «Stronger Together» (September 2014) is another example of the EU regional public diplomacy which aims to explain to the citizens of Ukraine advantages of closer European integration, and funded by joint contributions of the Embassy of the United Kingdom in Ukraine, Embassy of Sweden and the EU Delegation. The project includes visits by Ukrainian journalists to the EU Member States as well as

the creation of television programs about European integration on regional TV Channels of Ukraine. This campaign brings together professionals from the Ukrainian government, the EU Delegation to Ukraine, EU Member States diplomatic missions to Ukraine, the Ukrainian and European business communities, and civil society who want to join forces and work towards strengthening democracy, supporting reform, and increasing the level of awareness in Ukrainian society of the opportunities linked to the Association Agreement between Ukraine and the EU and the Comprehensive Deep Free Trade Area (DCFTA). The purpose of the campaign is to provide objective information about aspects of the experience of Eastern European countries with European integration that is potentially useful to Ukraine; the reforms that Ukraine needs to carry out in order to properly carry out the Association Agreement; opportunities for domestic businesses [11].

The main activities of the project have been a comprehensive public awareness campaign involving national and regional media: analytical articles, infographics, TV project on the First National Channel called «Made in Europe», public events with top politicians from Eastern Europe, and flashmobs; «Doing Business in EU» as a consultation platform to support domestic businesses who are beginning to enter promising EU markets and political dialogue with the parliament and the government [11]. In addition to supporting the named campaigns, the EU Delegation to Ukraine actively participates in many other activities promoting the European integration agenda in Ukraine and organises cultural events, the European Day activities, study days, interactive workshops, competitions, seminars, regional visits, issues an online magazine Eurobulletin and regularly publishes EU co-operation news.

For instance, the EU Delegation to Ukraine organised during the 2014 a lot of information and communication events among them we note monitoring of EU presence in Ukrainian media and EU news services for journalists prepared by Internews Ukraine, EU publications and promo items prepared by Avgust Trade LLC, EU media campaign in selected regions prepared by BRANDCOM, Ukrainian Youth for Europe prepared by Open Society Foundation, EU Study Days in Ukraine prepared by Centre for Ukrainian reform education [12]. In 2015 it was arranged campaign on Facebook and Twitter #1YearTogether – Our future is in our hands which was dedicated to the anniversary of the signature of the EU Association Agreements with Georgia, Moldova and Ukraine. Citizens of countries told stories how the agreement was helping them and what did this #1YearTogether with the EU mean for you [13].

In 2016 the EU will continue the intensification of the EU-Ukraine political dialogue by means of public diplomacy tools. In particular, it will plan the implementation of different communication projects towards a production of E-day promo items for Europe Day in Ukraine. The EU Delegation to Ukraine will launch educational project «EU Study Days» on the EU related themes for graduate and post-graduate students; continue regional information campaign «Building Europe in Ukraine» focusing on the promotion of the European standards and values, emphasising the role of civil society in the process of the implementation of Association Agreement and run in the larger cities of each Oblast; support such media related activities as providing news services for journalists and wide public, EU media campaign in selected regions, media monitoring of EU related issues in Ukrainian media, press visits and trainings for journalists; develop EU Delegation's networks in Ukraine; creation the social media accounts devoted to promotion of the DCFTA and entrepreneurship in Ukraine. Throughout the year it will plan development and production of the promotion items, translation of existing and preparation of new publications, promotion of EU news services among different target audiences and small scale projects (media forums, cultural events, conferences, electronic publications) [14].

Also, the EU Delegation to Ukraine launches its new initiative «Team Europe to strengthen the EU-Ukraine dialogue in the regions». It is aimed at experts and every citizen who sees the future of Ukraine among the European countries. At the first meetings in Kharkiv and Odesa, experts presented the best tools for Kharkiv and Odessa SMEs to fully benefit from the Free Trade Area, shared information on the priority reforms for European integration, explained how Ukrainians could integrate the events of the city, region or country into the European context, and led a discussion about European values, EU assistance to Ukraine. The EU Delegation to Ukraine will further expand this initiative to other regions [15].

The next step of the EU Delegation was an official visit to Chernihiv with information events. Furthermore, the EU Delegation invited Chernihiv media to participate in the workshop for journalists on how to cover the European integration topics in the Ukrainian media. Media training was useful for Chernihiv journalists, media activists and all interested in the topic of Ukraine's European integration. The training enabled participants to better understand and improve the quality of their reporting on the European

integration issues, the EU-Ukraine Association Agreement as a catalyst of Ukraine's internal reforms. During the event, journalists had the opportunity to communicate with Press and Information Officer of the EU Delegation. The goal of the visit was to promote European values and raise awareness of Ukrainians on the development of EU-Ukraine relations [16].

Through the assistance of independent journalism in Ukraine and the development of a network of regional public broadcasting, the EU supports grassroots public broadcasting initiatives all over Ukraine. In particular, the EU gave a grant Hromadske TV which appeared in the Ukrainian media landscape at the end of 2013 as a response to the long-time demand for independent public broadcasting. It has quickly become a source of information on key social processes. Since January 2015, Hromadske TV is part of the EU-funded Hromadske Network. Now Hromadske Network includes 17 Ukraine's cities [17].

The important EU initiative is a decision about draw up a plan to counter Russian «disinformation campaigns» over the conflict in Ukraine. As a result, East StratCom Task Force was set up in March 2015 in cooperation with EU institutions and Member States, EU Delegations, and a wide range of other partners, both governmental and non-governmental, within the EU and in the Eastern Neighbourhood. It notes that the Action Plan on Strategic Communication, presented in June 2015, has three main objectives: effective communication and promotion of EU policies towards the Eastern Neighbourhood, strengthening the overall media environment in the Eastern Neighbourhood and in EU Member States, including support for media freedom and strengthening independent media, improved EU capacity to forecast, address and respond to disinformation activities by external actors. The team is engaged in developing communication products and campaigns focused on explaining EU policies in the Eastern Partnership region: proactive strategic communications campaigns, based on focused analysis that explains key policy areas and creates a positive EU narrative; ad-hoc communication on topical and relevant EU policy issues; myth-busting by analysing trends, explaining narratives and addressing disinformation; supporting projects by highlighting EU activity in key policy areas in the region. Also, the team prepares two types of documents: the Disinformation Review is a compilation of reports received from members of the myth-busting network and can provide valuable data for analysts, journalists and officials dealing with this issue; the Disinformation Digest analyses how Russian media perceive the world, how pro-Kremlin narratives spread and it observes latest trends on Russian social media [18].

At the same time, the task force supports wider EU efforts aimed at strengthening the media environment in the Eastern Partnership region, in close collaboration with other EU actors and the European Endowment for Democracy. The aim of the wide international cooperation is to share best practices in strategic communications and access to objective information in the Eastern Partnership region and to ensure support for independent media in the region. Now the network is comprised of more than 400 experts, journalists, officials, NGOs and Think Tanks in over 30 countries reporting disinformation articles to the task force [18].

Most Ukrainians feel that the European Union is an important partner bringing peace and stability in the country, according to the Summer report 2015 of the Institute of World Policy. The survey found that Ukraine is mostly associated with corrupted, inefficient authorities by its own citizens (24,6 %); respondents from Central Ukraine chose association of Ukraine with corruption most frequently (34 %) while their counterparts from the Eastern regions displayed the highest rate of association of their homeland with war (24,4 %); the vast majority of Ukrainians (72,3 %) would like Ukraine to be perceived as a wealthy state. Almost half of Ukrainians would like their homeland to be associated with the European values. Both citizens of the EU and Ukrainians are unanimous on the fact that corruption and oligarchy are the main obstacles on Ukraine's path towards the European Union [19].

**Conclusions.** The author of this paper also suggests possible ways of enhancing the EU communication activities in Ukraine. The main objective of regional public diplomacy of the EU Delegations around the world is development political and economic relations of the European Union through effective dialogue with international actors and regularly informing the international community about its foreign policy priorities, institutions and programs, as well as some aspects of a common EU foreign policy. The EU Delegation to Ukraine plays a special role in informing Ukrainians about the EU and sets aside about €1 million every year for such promotion [20]. Informing the internal and external public about the EU is a very difficult process that's why the European External Action Service is building a long-term information strategy for European neighbours. In the case of Ukraine, the EU messages need to be adapted to the region: in central Ukraine and in the west, the messages must be about reform priorities and the European Union on

the whole; in the east Ukraine the role of the EU as a stabilising power conducive to the integrity of the country could be emphasised. The economy may be an important element of the EU communication activities in Ukraine through the dissemination of information on the positive experience of Eastern Europe and the Baltic States that would be an important and persuasive argument for Ukrainians. It notes that highlighting the long-term economic benefits for our country is also important as a counterweight to Russian propaganda. Moreover, the Ukrainian government should organise specific information campaigns about support for Ukraine's European integration process and use for it a respected or popular people which are more credible than an official when talking about the positive, though distant, effects of necessary reforms.

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**Піпченко Наталія. Регіональна публічна дипломатія ЄС: ініціативи для України.** Проаналізовано регіональні програми ЄС у сфері публічної дипломатії та визначено напрями здійснення ефективної зовнішньополітичної комунікації ЄС в Україні. З'ясовано, що головним завданням європейської публічної комунікації є сприяння політичним та економічним зв'язкам Європейського Союзу через результативний діалог із міжнародними акторами та регулярну поінформованість світової спільноти про зовнішньополітичні пріоритети інтеграційного об'єднання. Інформування внутрішньої й зовнішньої громадськості про ЄС є дуже складним процесом, тому Європейська служба зовнішніх справ розробляє та реалізовує довгострокову комунікаційну стратегію для європейських сусідів, і для України в тому числі. Додамо, що ефективна взаємодія України з ЄС та державами-членами й підтримка її ініціатив стали невід'ємною частиною оновленого стратегічного підходу до зовнішньої політики держави. На основі авторського дослідження доведено, що ефективність євроінтеграційного процесу в Україні залежить не лише від реалізації європейських програм фінансової підтримки, але й від можливостей уряду проводити тематичні інформаційно-роз'яснювальні кампанії. Запропоновано диференціювати цільові аудиторії України, що дасть змогу підвищити якість інформування українців про переваги та недоліки Угоди про асоціацію між Україною і ЄС, зокрема інформаційні повідомлення ЄС потрібно адаптувати до потреб та очікувань західної, центральної й східної частин України.

**Ключові слова:** публічна дипломатія, європейська політика сусідства, комунікаційні кампанії, ЄС, Україна.

**Піпченко Наталья. Региональная публичная дипломатия ЕС: инициативы для Украины.** Проанализированы региональные программы ЕС в сфере публичной дипломатии и определены направления осуществления эффективной внешнеполитической коммуникации ЕС в Украине. Установлено, что главной задачей европейской публичной коммуникации является содействие политическим и экономическим связям Европейского Союза через результативный диалог с международными акторами и регулярную осведомленность мирового сообщества о внешнеполитических приоритетах интеграционного объединения. Информирование внутренней и внешней общественности о ЕС является очень сложным процессом, поэтому Европейская служба внешнеполитической деятельности разрабатывает и реализует долгосрочную коммуникационную стратегию для европейских соседей, среди которых находится и Украина. Добавим, что эффективное взаимодействие Украины с ЕС и государствами-членами и поддержка ее инициатив стали неотъемлемой частью обновленного стратегического подхода к внешней политике государства. На основе авторского исследования доказано, что эффективность евроинтеграционного процесса в Украине зависит не только от реализации европейских программ финансовой поддержки, но и от возможностей правительства проводить тематические информационно-разъяснительные кампании. Предлагается дифференцировать целевые аудитории Украины, что позволит повысить качество информирования украинцев о преимуществах и недостатках Соглашения об ассоциации между Украиной и ЕС, в частности информационные сообщения ЕС необходимо адаптировать к потребностям и ожиданиям западной, центральной и восточной частей Украины.

**Ключевые слова:** публичная дипломатия, европейская политика соседства, коммуникационные кампании, ЕС, Украина.

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