

PROMOTION OF PUBLIC DIPLOMACY IN THE ERA OF THE CREATION OF THE 3RD RENAISSANCE THROUGH THE EYES OF YOUTH

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Abstract: In the article today, during the creation of the 3rd Renaissance, how to promote public diplomacy in the eyes of young people and enrich the ways of its development

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In recent decades, the importance of diplomacy has increased significantly, and foreign policy issues have become more important. Media attention and therefore active community participation is developing. In the 21st century, the channels of influence of the state and other countries on international processes are expanding. If recently, when various forces were considered a tool of foreign policy, military power, economic and technical potential is more important today. Public diplomacy as the main additional method implementation of foreign political goals of the state is of particular importance. Effectiveness of implementation of state power in any country largely depends on its information supply.

Today it is difficult to imagine it effectively the working mechanism of the state power, which is not supported by all of the mass media is evaluated by the directions of the state's domestic and foreign policy. Public diplomacy works as an effective tool for the implementation of foreign policy goals. Interest in public diplomacy has increased, and the four statesmen, politicians, journalists, and society as a whole are focusing on it as much as possible. Today, in the conditions of the complexity of information and communication processes and the formation of society, more modern information, the information policy of the state is expanding.

In connection with the 20th anniversary of the SCO, the idea of establishing the "SCO Ambassador of Goodwill" institute, which was put forward by the President of Uzbekistan at the summit held in Dushanbe in 2021, is a consistent continuation of the 2017 proposal to create a center for public diplomacy, which will take public diplomacy one step higher.

In Uzbekistan, the Center for Public Diplomacy of the SCO aims to strengthen mutual trust and good neighborliness, inter-ethnic and inter-religious harmony,

strengthen inter-civilizational dialogue, strengthen cooperation in scientific and educational fields, and establish cooperation with civil society organizations among the member states of the organization. Systematic works are being carried out. During the past period, various roundtable discussions, scientific-practical conferences, and creative evenings aimed at the important goals of deepening the knowledge about the culture of the SCO peoples, strengthening mutual trust between peoples, and preserving the diversity of cultures were held.

The Center actively promotes the principles of "Shanghai Spirit", which includes the desire to strengthen friendly relations between non-governmental organizations and peoples of member states, trust, mutual benefit, equality, consultation and joint development. Is looking to do. In order to form the concepts of public diplomacy among young people, strengthen friendship ties between peoples and develop beneficial cooperation, preserve national and traditional values, better study the customs and traditions of the peoples of the SCO, among the students of higher educational institutions of our country, people a competition of essays on the topic of diplomacy is being held.

Interactive games "SCO model" organized last year in Tashkent and this year in Khojand, Tajikistan, undoubtedly left an indelible mark on the lives of young diplomats. Every year on June 1 - International Children's Day, the Center organizes an exhibition of paintings between boys and girls of the SCO member states. One of the current events of our day is mass diplomacy, which includes active work with the public opinion and support with a foreign target audience. You can't do without using this communication format. In the 21st century, public diplomacy has become an important factor. For many developed countries, international life has become. As a result, the role of the public is becoming diplomacy in foreign political activities of states.

It was noted that the Central Asian region, which is the core of the SCO, has been a crossroads of civilizations and religious cultures for centuries, and the environment of tolerance formed in this region contributes to the peaceful coexistence of representatives of different nations and religions.

It should be noted that public diplomacy is carried out media and communication support works with state support. To whom they include impactful information programs making important decisions in the field of domestic and foreign policy states and forms favorable public opinion and positive image of the country abroad [Shershnev I.L. 2009, p. 4].

He is paying special attention to Uzbekistan's initiatives in this regard. In order to popularize the cultural diversity and rich tourism potential of the SCO area, the practice of granting the status of the cultural and tourist capital of the SCO every year has been introduced at the initiative of Uzbekistan.

1. Shershnev I.L. 2009, p. 4.

This status was first given to the Indian city of Varanasi. Today and in the period of the 3rd renaissance, it is noted that the presentation of the goals and tasks of the organization to the people of culture, art and science is of great importance in the promotion of its positive image in the international arena. Public diplomacy is also a source, a platform, generating and disseminating constructive ideas, which later can be successfully accepted in an official state level determines. The main characteristic of the process in the modern world brought serious changes to globalization. In a globalizing world, mass diplomacy has become the most important tool of foreign policy.

The study identified various goals of public diplomacy. It can be said that today public diplomacy - it is a very important communication discipline because it has the ability to change the world and apply foreign policy it is possible to achieve the set goals through military actions and communication.

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