

INGOs as tools of US public diplomacy

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МНПО как инструменты публичной дипломатии США

Annotation. The purpose of the work is to determine the forms of activity and the main directions of US participation in international non-governmental organizations.

Research methods and methodology — the research was based on the dialectical method of scientific cognition and a systematic approach. In the course of the research, general scientific methods were used: generalization, deduction method, classification.

As a result of the study, the role of the United States in the development of NGOs, their classification, the main areas of activity with the participation of the United States of America, as well as their place in public diplomacy of the United States will reveal the origins of the formation of international NGOs in the world and their main specialization, the functions of the United States in their formation, as well as their influence on the American foreign policy course.

Thus, the relevance is due to the following factors — the foreign policy instruments of various countries and non-profit organizations are interdependent and have a bilateral influence on each other — this is due to the novelty and contradictory nature of this phenomenon, which is manifested in the direct connection of some non-profit organizations with the governments of many countries. international NGOs, interacting with governments in solving global problems, are traditionally instruments

of public diplomacy, and therefore their direct interdependence cannot be disputed. In this article, the activity of international NGOs in modern public diplomacy of the United States was considered both as a platform for the development and formation of these structures, and in the role of determining the place of these actors of international relations in foreign policy.

Keywords: foreign policy, public and cultural diplomacy, American centers, thought factories, digital diplomacy, international NGOs.

Аннотация. Цель работы — определение форм деятельности и основных направлений участия США в международных неправительственных организациях.

Методы и методология исследования — исследование базировалось на диалектическом методе научного познания и системный подходе. В ходе исследования были использованы общенаучные методы: обобщение, метод дедукции, классификация.

В результате исследования изучена роль США в развитии МНПО, их классификация, основные направлений деятельности с участием Соединённых Штатов Америки, а также их место в публичной дипломатии США позволит выявить истоки становления международных НПО в мире и их основную специализацию, функции США в их формировании, а также их влияние на американский внешнеполитический курс.

Таким образом, внешнеполитические инструменты различных стран и некоммерческие организации взаимозависимы и оказывают двустороннее влияние друг на друга — происходит это в силу новизны и противоречивого характера данного явления, что проявляется в прямой связи некоторых некоммерческих организаций с правительствами многих стран. МНПО, взаимодействуя с правительствами в задачах решения глобальных проблем и по традиции являются инструментами публичной дипломатии, и поэтому нельзя оспорить их прямую взаимозависимость. В данной статье была рассмотрена деятельность МНПО в современной публичной дипломатии США как в качестве площадки для развития и формирования данных структур, так и в роли определения места данных акторов международных отношений во внешней политике.

Ключевые слова: внешняя политика, публичная и культурная дипломатия, американские центры, фабрики мысли, цифровая дипломатия, МНПО

At the beginning of the XXI century, the system of the world political model changed its appearance very quickly. Non-state actors began to play a significant role in the processes of mass management. Among them, international non-governmental organizations or NGOs are assigned a dominant role, which is why it is extremely necessary to determine the role and tasks of international NGOs in the processes of mass management for the progress of the science of political science [2].

It is necessary to consider the definition of the concept itself. An international non-governmental organization (NGO) or an international non — profit organization (NGO) is a united group that includes representatives of the public from various states,

and their union is cemented by some common goal that is appropriate to the foundations of the UN Charter and international law.

Official features of international NGO: independence from the authorities, commitment to democratic values [5, p. 27]. The main differences between interstate organizations and non-governmental organizations are that the latter do not conclude any agreements, but simply unite a group of people, and their work is carried out outside of official foreign policy, it should not affect it. The EU and US states are rightfully considered pioneers in the formation and formation of international NGOs. The reason for this is the spirit of Protestantism inherent in the Western world and the historical value of the formation of international NGOs in this region. The fact is that it has become quite clear to the West that working with social organizations brings much more benefits than losses [12, p. 9].

It is claimed that the formation and improvement of international NGOs and the American state deserves special attention, namely: the United States here acts as a platform for the development and creation, support of American NGOs in terms of funding and political patronage. It is North America and Western Europe that are among the first and main sponsors of non-governmental organizations. For example, let's recall all the reputable non-profit foundations and specialized organizations in the United States of America, such as the Rockefeller Foundation, the MacArthur Foundation, the Ford Foundation, the Soros Open Society Institute, the US Agency for International Development and others. These structures actively contribute to leading international public associations, foundations, organizations [8]. It should be noted that the excessive co-dependence of international non-profit organizations on their sponsors undermines the confidence that the goals of creating non-governmental structures are sincere, and that they are not created in the interests of their donors.

As noted above, the scope of activities of international NGOs is extensive. But what distinguishes American non-profit organizations from others is that their outstanding feature and key feature is the "promotion of pure and absolute democracy" [20]. As for America, it is so important to note that it occupies the position of "the engine and guardian of democracy" [23]. Indeed, in the modern world, democracy" in the American way " has secured the status of a global ideology. And as Winston Churchill argued: "Democracy is an extremely imperfect system, but, unfortunately, nothing better has yet been invented" [2].

The modern foreign policy of the United States of America is implemented using various tools and mechanisms. We can recall several approaches to evaluating the activities of international non-governmental organizations as tools of US public diplomacy. So, the researchers refer the programs of non-governmental organizations to public, civil or public diplomacy, expert diplomacy, as well as digital diplomacy.

Candidate of Philosophical Sciences E. Stetsko argued that it is necessary to develop a bilateral dialogue in US foreign policy through public diplomacy, he also notes the following interpretation: "civil diplomacy", which characterizes "international communication at the level of individuals through the involvement of NGOs in diplomatic negotiations" [1]. J. Nighy also wrote: "the future of communication is a battle for trust". And indeed, researchers see real opportunities for gaining public trust in NGOs, rather than in the work of traditional actors in the

international arena. This is explained by the fact that non-governmental organizations "cover the entire spectrum of the political life of their country, broadcasting not only official, but also opposition sentiments" [5, p.10].

Within the framework of the rapidly progressing "public diplomacy", an unlimited number of opportunities are opening up for non-governmental organizations. After all, public diplomacy programs directly affect the foreign audience, and in the modern world can be implemented by the government through various international NGOs. According to the definition of the political scientist and expert Matthew Vallin from the United States of America, it is the government that is responsible for the development and implementation of the so-called "new public diplomacy" directions based on the programs existing on the territory of the international NGOs [6, p.110]. In this regard, young people act as a significant audience, because it is they who tend to democratize society much more than others.

To determine the position of the international NGOs in the US foreign policy course, the following programs can be distinguished:

- strengthening and developing economic and business ties;
- promotion and dissemination of American culture, education;
- promotion and defense of democratic values and political freedoms [11].

So, as for the direction in the development of business and economic cooperation, in America's foreign policy, these programs are implemented by such non-governmental institutions as the Economic Support Fund. The purpose of the Foundation is to strengthen economic and political stability in the United States and in those places where the national interests of Americans are involved, as well as the foundation "Support for Europe, Eurasia and Central Asia", designed to assist the countries of the former USSR in implementing the principles of democracy in civil society and also promoting a market economy. The Center for International Private Entrepreneurship also implements many programs that promote democratic values around the world directly with the help of market economies and interaction with organizations such as: "Association of Interaction", "International Social Responsibility", etc. Here you can observe such areas of activity as the mutual influence of government and business, support for market reforms, the development of contacts between companies, sponsoring internships for employees and businessmen. For example, the US Agency for International Development (USAID) oversees this activity in order to boost the market economy more efficiently, directing funds to influential international NGOs.

This is because non-governmental organizations are the strongest agents of promoting a market economy, human rights and social progress.

As for the second program, within the framework of which the popularization of American culture and education is carried out, various academic exchanges or various internships between universities, mutual inter-institute cooperation and research, as well as various events, events and events held jointly are sponsored for this purpose. Researchers of the Committee on Cultural Diplomacy in the American government define: "Cultural diplomacy is a key element of public Diplomacy"[17]. At the same time, experts pay special attention to the fact that international NGOs play a significant role in various programs of cultural diplomacy. After all, these programs help to

completely change the opinion of the world community about the culture of the United States for the better, and of course, all this can happen through the youth of the foreign public. Both international governmental and international NGOs are involved in this direction. Thus, the International Exchange Alliance includes about 100 cultural, educational and other organizations, and all of them are supported by the American Council on International Education.

The US Agency for International Development has been working in this area for quite a long time, and for the period 2011-2018. The agency has trained more than 3-4 million people from different parts of the world at its thematic serious trainings, and the organization actively sponsors exchange programs with students and employees around the world. We can observe that the cultural diplomacy of the United States of America is quite interested in international NGOs, so the share of their contribution to the cultural policy of the country is invaluable and deserves respect. Let's recall the Council for International Educational Exchanges (1947) — a very active NGO in this industry.

As for the third program, its activities are aimed at projects in the field of developing democracy in society. The US Agency for International Development is also a responsible organization and the main donor here. Based on the statistics of 2018, the Agency invested \$ 2.5 billion to promote the democratization of institutions, to develop international NGOs networks in this direction. What programs are being promoted in this area: first of all, political participation campaigns, they also promote democracy, also programs for reforming government institutions, etc. The National Democratic Institute (NDI), which is actively supported by the National Endowment for Democracy (NED) and the beloved and well-known US Agency for International Development (USAID), are involved here. USAID implements democratic transit programs. In turn, the NDI issues grants for narrowly targeted NGOs specifically in the human rights field (the rights of those in need, the rights of women and children, etc.). For example, in Ukraine, USAID and NDI have implemented a large number of programs in the region under the program of the very transit of democracy. A striking example is the "Program for the education of youth leaders of a new generation" [7] (since 2003). It is

worth noting, however, that the public reaction to the activities of international NGOs in US public diplomacy is also not always unambiguous.

A striking example is the law of the Russian government, adopted in 2012. "On amendments to Certain Legislative Acts of the Russian Federation regarding the regulation of the activities of non-profit organizations performing the functions of a foreign agent". In accordance with this law, "public associations that are legal entities that receive funds and other property from foreign sources and participate in political activities carried out on the territory of the Russian Federation" were declared a "foreign agent". The law both on the territory of Russia and abroad caused a very strange reaction and even protest actions.

Thus, international non-governmental organizations are currently not only independent actors of the world system, but also one of the key subjects of such an important mechanism of US foreign policy as public diplomacy.

So, to determine the place of international NGOs in US foreign policy, we have identified the main characteristics of international NGOs as a serious player in international relations and identified the main directions of their activities in the US foreign policy course. As it was revealed earlier, the features of international NGOs are: firstly, the creation is not based on intergovernmental agreements, secondly, the presence of an international nature of the composition, goals and objectives of the activity, as well as the non-commercial nature of the activity, "which should not be aimed at obtaining political power or promoting violent methods"[8]. But, despite this, these characteristics are often only formal today in the conditions of interaction of international NGOs with government institutions. Conditionally delineating the key areas of activity of international NGOs to work within the framework of humanitarian, human rights, environmental, youth projects, religious, medical, women's, the following feature is noted: in addition to these, there is a wide range of programs to solve global problems of our time, with which international NGOs interact. In the course of expanding their activities in the political sphere, international NGOs began to play a special role in the field of studying and mobilizing public opinion, collecting and disseminating information, forecasting international conflicts, participating in the discussion of political problems at the global level, helping to reduce international tension, etc. Within the framework of this trend, the activities of international NGOs in the political sphere are particularly highlighted, where international NGOs are no longer only independent actors, but also as institutions of influence on political processes in the key of implementing the values of Western democracy, market economy and US foreign policy. The United States implements its own programs in foreign policy in the key of public diplomacy in such key areas as the promotion of American culture, language, education and science, the expansion of economic and business ties, and the development of democratic values and political freedoms. Moreover, in this chapter, we have determined that international NGOs are effective tools of US public diplomacy.

In conclusion, I would like to note that the United States of America has made an undeniable contribution to the development and formation of international NGOs on its territory, moreover, the United States rightly occupies the position of an ideal platform for the activities of these organizations, since it has all the appropriate conditions, characteristics and parameters. The promotion of democracy is what the US foreign policy is aimed at. And the transparency of the political system is what the international NGOs is trying to achieve, this union is obviously doomed to success.

In addition to the good activities of international NGOs, they can act as an ideological tool. Since many countries use their opportunities to influence other countries and the ruling elites of these states, all this is done with the aim of influencing global public opinion.

It was determined that the range of profiles in the activities of international NGOs is quite diverse. And with the evolution of the international NGOs themselves, more and more areas of activity and classifications of these criteria began to appear. There are organizations with a humanitarian orientation, environmental, which also deal with issues of arms control, etc., as well as human rights organizations that also specialize in economic problems.

Thus, the activities of international NGOs cover almost all spheres of modern society. International NGOs not only record the state of public opinion, but are also participants in key world events, which rightfully gives them the opportunity to be serious players in the international arena. Since international NGOs are extremely active in providing information and intermediary services in relations between national States and intergovernmental organizations, this rightfully gives them an advantage.

As for the obvious advantages and disadvantages of international NGOs, which I would like to note. First, their significant contribution to the development of democracy in the countries is undeniable, and it is thanks to this contribution that the system of state institutions has evolved. State bodies began to work most effectively. NGOs can be agents of influence of some States on the policies of other States. Moreover, they are able to implement their political plans in the international arena at the expense of the interests of third countries.

It should also be noted that organizations that carry out their activities within the framework of the development of democracy in America and other countries are officially engaged in strengthening bilateral dialogue, monitoring the political development of the country, participate in the law-making process, are engaged in solving any global problems, and problems of peace and security. It is interesting that the boundaries and limits of their capabilities do not end here. After all, organizations help political parties in their development, form the right idea and opinion among young people about how to properly implement democratic freedoms in building a civil society. Of course, it is not by chance that the United States and Western European states are an example of building a civil society.

International NGOs skillfully use methods of influencing and manipulating public opinion, which helps to develop a certain worldview among the public and impose appropriate stereotypes. Here, the international NGOs, as a hidden tool for influencing and promoting the policies of Western states, is necessary for countries in the international arena in their arms race, and especially for the United States, which very cunningly uses the modern technologies given to them in its public diplomacy.

But despite this, the activities of international non-governmental organizations are rightfully considered quite effective, and these structures very often achieve their intended goals, largely due to their official independence.

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