CONTENTS

PREFACE 5

CHAPTER I
SHAPING THE IMAGE OF THE STATE IN THE INTERNATIONAL ARENA: CHALLENGES, PROSPECTS AND STRATEGIC DIRECTIONS OF DEVELOPMENT 7

1.1. The Impact of International Communications in Shaping a Country's Image 7
1.2. Shaping a Positive Image of Ukraine through Gender-Balanced Media Content 27
1.3. The Dialogue of Ukrainian and European Values as the Foundation for Shaping Ukraine's Image 50
1.4. Ukraine in the Francophonie space: traditions and development strategies 68

CHAPTER II
INTERNATIONAL COMMUNICATION AS A TOOL FOR SHAPING THE STATE'S IMAGE 89

2.1. Adherence to the principles of integrity in international communications as a basis for forming a positive image of the state 89
2.2. International Communication as a Factor in Shaping the Professional Training of Future Experts as well as the State's Image 114
2.3. International Communication in the Modern Scientific Environment as a Tool for Shaping the State's Image 134

CHAPTER III
CROSS-CULTURAL COMMUNICATION IN THE CONTEXT OF GLOBALIZATION AND ITS IMPACT ON SHAPING THE STATE'S IMAGE 157

3.1. European multiculturalism policy and successful cross-cultural communication practices to enhance Ukraine's international authority 157
3.2. Cultural diplomacy as a component of cross-cultural communication processes 179
3.3. The Use of Cross-Cultural Communication Tools to Shape the Geopolitical Image of the State 192

CHAPTER IV
LINGUISTIC AND PHILOSOPHICAL-EDUCATIONAL ASPECTS OF INTERNATIONAL AND CROSS-CULTURAL COMMUNICATIONS 216

4.1. Philosophical aspects of cross-cultural communication in the context of a globalized society 216

4.2. Socio-Political Challenges of Ukrainian Postwar Reality and the Phenomenon of Civic Maturity: Existential Quests in the Horizon of European Perspectives 230
4.3. Language and International Communication: the Impact of English as a Global Lingua Franca on Enhancing Ukraine-UK Bilateral Relations 254
4.4. Interstate and Interlingual Contacts in Europe as a Reflection of Diplomatic Policy....279
4.5. Features of Cross-Cultural Communication of Academically Mobile Students in the Process of Developing Their Self-Efficacy 300

AFTERWORD....325

REFERENCES 327

APPENDICES 350
Appendix A....350
Appendix B 358
Appendix C....377
Appendix D....386

AUTHORS....391