

**ҚАЗАҚСТАННЫҢ ЭТНОСАЯСИ ЖӘНЕ ЭТНОМӘДЕНИ ПРОЦЕСТЕРІ
ЭТНОПОЛИТИЧЕСКИЕ И ЭТНОКУЛЬТУРНЫЕ ПРОЦЕССЫ СОВРЕМЕННОГО
КАЗАХСТАНА
ETHNOPOLITICAL AND ETHNO-CULTURAL PROCESSES OF MODERN
KAZAKHSTAN**

Статья опубликована на основании участия и обсуждения данной темы на международном научном семинаре
«Актуальные вопросы изучения истории народов стран Центральной Азии на современном этапе»,
проведенного 13 июня 2024 года среди ученых Центрально-Азиатских государств

IRSTI: 13.11.27

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THE ROLE OF PUBLIC DIPLOMACY IN THE MODERN POLITICAL PROCESSES

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Abstract: Public diplomacy cannot be separated from official diplomacy, in many cases it serves as an effective and flexible tool for influencing political processes in foreign countries. In today's complex and dynamic geopolitical situation prevailing in international relations, the systematic and combined approach of the states to the use of various external political tools allows achieving their political goals. Researches in the field of public diplomacy have wide prospects both from the point of view of fundamental science and from the point of view of practical application of their results, which helps to steadily increase the role of public diplomacy in international relations. This foreign policy strategy, based on soft power, is based on the principle of non-threat of force in international relations and takes an important place in political processes due to its strategic objectives.

Key words: Public diplomacy, the Great Silk Road, Central Asian region, friendship, “soft power”, globalization, «cultural diplomacy», “sport diplomacy”, “economic diplomacy”, Shanghai Cooperation Organization

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**РОЛЬ ПУБЛИЧНОЙ ДИПЛОМАТИИ
В СОВРЕМЕННЫХ ПОЛИТИЧЕСКИХ ПРОЦЕССАХ**

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Аннотация: Публичная дипломатия не может быть отделена от официальной дипломатии, во многих случаях она служит эффективным и гибким инструментом влияния на политические процессы в зарубежных странах. В современной сложной и динамичной геополитической ситуации, сложившейся в международных отношениях, системный и комбинированный подход государств к использованию различных внешнеполитических инструментов позволяет достичь своих политических целей. Исследования в области публичной дипломатии имеют широкие перспективы как с точки зрения фундаментальной науки, так и с точки зрения практического применения их результатов, что способствует неуклонному повышению роли публичной дипломатии в международных отношениях.

Эта внешнеполитическая стратегия, основанная на мягкой силе, базируется на принципе не угрозы силой в международных отношениях и занимает важное место в политических процессах

благодаря своим стратегическим целям.

Ключевые слова: Народная дипломатия, Великий Шелковый путь, Центральноазиатский регион, дружба, «мягкая сила», глобализация, «культурная дипломатия», «спортивная дипломатия», «экономическая дипломатия», Шанхайская организация сотрудничества

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ҚАЗІРГІ САЯСИ ПРОЦЕСТЕРДЕГІ ҚОҒАМДЫҚ ДИПЛОМАТИЯНЫҢ РӨЛІ

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Түйін: Қоғамдық дипломатияны ресми дипломатиядан бөліп қарауға болмайды, ол көп жағдайда шет елдердегі саяси процестерге әсер етудің тиімді және икемді құралы ретінде қызмет етеді. Бүгінгі халықаралық қатынастарда қалыптасқан күрделі және серпінді геосаяси жағдайда мемлекеттердің әртүрлі сыртқы саяси құралдарды пайдаланудағы жүйелі және біріккен тәсілі олардың саяси мақсаттарына қол жеткізуге мүмкіндік береді. Қоғамдық дипломатия саласындағы зерттеулер іргелі ғылым тұрғысынан да, олардың нәтижелерін іс жүзінде қолдану тұрғысынан да кең перспективаға ие, бұл халықаралық қатынастарда қоғамдық дипломатияның рөлін тұрақты түрде арттыруға көмектеседі. Жұмсақ күшке негізделген бұл сыртқы саяси стратегия халықаралық қатынастарда күш қолданбау принципіне негізделген және өзінің стратегиялық міндеттеріне орай саяси процестерде маңызды орын алады.

Кілт сөздер: Қоғамдық дипломатия, Ұлы Жібек жолы, Орталық Азия аймағы, достық, «жұмсақ күш», жаһандану, «мәдени дипломатия», «спорттық дипломатия», «экономикалық дипломатия», Шанхай ынтымақтастық ұйымы

Introduction

Public diplomacy is an impartial dialogue platform of peoples and organizations seeking to establish relations of better understanding of culture and traditions, to develop beneficial cooperation. Public diplomacy is not attended by political figures, but by artists, representatives of science, representatives of business circles, young people, in short, representatives of ordinary people. They can participate as mediators on behalf of the state in various international forums, symposia, conferences, and even in dispute resolution negotiations.

Public diplomacy for Uzbekistan has deep historical, socio-cultural and political foundations. Inter-national, inter-cultural, inter-confessional and inter-linguistic tolerance is one of the characteristic qualities of the Uzbek ethnic group. Historically, the Uzbek people have formed a civilizational relationship with peoples of different cultures, languages and religions at the crossroads of the Great Silk Road.

Public diplomacy has continuously developed throughout history, and this fact means that its importance in social development and world politics is increasing.

When addressing the question of the role of public diplomacy in modern political processes, first of all, it is permissible to dwell on the stages of its evolutionary development.

The origin of public diplomacy and its use in political circles can be seen in relation to the problems of society and international relations in different periods. «Public diplomacy» has a long history of entering political, diplomatic and scientific debates. In this respect, the process of the emergence of the concept of public diplomacy and its transformation into a full-fledged subject of international relations can be divided into 5 periods[1,55.].

Academician A. Askarov's remarks about the history of Uzbekistan's public diplomacy are particularly noteworthy. The scientist analyzed the roots of public diplomacy in the territory of Uzbekistan through archeological sources found as a result of excavations in the ancient Bronze Age

settlements of Sopollitepa and Jarkuton. In particular, the population living in the settlement of Sopollitepa, which was formed in Southern Uzbekistan, had direct and close cooperation relations with the neighboring peoples as early as the Bronze Age.

Orientalist M. Iskhakov's thoughts on the importance of the Great Silk Road in the development of public diplomacy once again prove the existence of deep historical roots of public diplomacy in the Central Asian region[2]. *«It is better to study the historical importance of Public diplomacy from the times before the formation of the Great Silk Road. The reason is that the Great Silk Road is known to everyone as a road formed in the 2nd-1st centuries BC, but relations between nations go back to the ancient stone age».*

In the Middle Ages, the rulers of Central Asia used the services of «public diplomats» to solve important issues related to state policy, to resolve disputes between the two sides, to establish friendly relations, and to serve as ambassadors. In 1625, Baburi emperor Jahangir sent his ambassador Hakim Haziq to Movarounnahr to Imamquli Khan's palace.

Hakim Haziq was a great man of his time, a brilliant mind, scientist, poet and physician. Uzbek scientist I. Nizomiddinov emphasizes that Hakim Haziq played a big role in strengthening the friendship between countries[3,27.].

As can be seen from the above, in all periods of the history of Uzbekistan, public diplomacy served as an important diplomatic tool in socio-political processes.

It was not long ago that public diplomacy appeared in the world political arena in the system of modern international relations. In 1965, the famous American television and radio journalist Edward Merow founded the first public diplomacy center in history. This institute published a definition of public diplomacy a year later, which stated: By public diplomacy we understand the means and foreign policy decisions by which governments, public associations, and individuals influence the views and opinions of other nations and governments[4,19.].

In the 1990s, the concept of «public diplomacy» began to dominate practice and research. The famous scientist J. Nye expanded the interpretation of this concept to include the rules of «soft power» developed by him. He noted that public diplomacy is a means of promoting the «soft power» of the state, which in turn has three sources: domestic politics and social values, country's culture, foreign policy. Therefore, public diplomacy promotes a state's sources of «soft power» through these three methods. The first method is daily communication with foreign audiences to explain the country's foreign policy. The second way is to implement campaigns aimed at promoting the state brand. The third method is projects aimed at establishing equal relations between countries[5,94.].

During this period, the development of public diplomacy can be said to have passed through a bipolar period, and this is due to at least three revolutions: revolutions in international relations, mass media, and politics[6]. The media revolution is the emergence of the Internet and global media such as CNN. Expressed in the third wave of democratization as a political revolution, it has led to unprecedented levels of public participation in political processes[7]. The revolution in international relations is that countries are no longer competing for geographic territory or natural resources, but for reputation, investment climate, ideas, talent, and culture[8,17-23.].

At a time when globalization and integration processes are expanding in the world, public diplomacy is becoming one of the main elements of international relations.

In recent years, scholars have been thinking about the «New Public Diplomacy», which shows certain shifts in the practice of public diplomacy. The concept of «new public diplomacy» that appeared in the relevant literature at the beginning of the 2000s can be called the result of the globalization of the information society[9,182-194.]. «New public diplomacy» is «digital public diplomacy» undergoing transformational processes as a result of modern technologies.

Today, the digital means of communication, which are familiar and known to everyone, are an integral part of modern public diplomacy. The world political system cannot be imagined without digital tools. Concepts such as «Facebook diplomacy» and «Twitter diplomacy», which are entering as scientific terms, have become a modern digital form of public diplomacy.

The revision of the strategy of public diplomacy has largely formed the basis of the «new public

diplomacy». «New public diplomacy» is a concept that summarizes all the evolutionary and revolutionary changes that have taken place in public diplomacy[10,63.].

At the same time, in the scientific literature, there are several sub-branches of public diplomacy, such as «cultural diplomacy», «sport diplomacy», “economic diplomacy”, covering certain fields and industries. Although the above areas of public diplomacy have a separate branch and importance, they cannot be used instead of the concept of public diplomacy[11,10.].

The purpose of the study is to reveal - the essence of public diplomacy Public diplomacy is a set of foreign policy technologies aimed at implementing a comprehensive diplomatic strategy of the state, carried out within the framework of the activities of all subjects of international relations, characterized by legality and openness, and public diplomacy expands the country's international influence.

Research objectives: highlighting the increasing scientific attention to the phenomenon of public diplomacy in the last ten years, new communication technologies, diversification of formats of cross-border communication between different countries, increasing the attractiveness of their foreign policy to the international community and improving their international image.

Theoretical analysis

Since the establishment of the SCO Public Diplomacy Center in Uzbekistan, it has focused its activities on actively promoting the principles of the “Shanghai Spirit”. The “Shanghai spirit” is based on concepts such as mutual trust, interest, equality, consultation, respect for cultural diversity, and striving for joint development. Every concept included in its rationale has a deep meaning. Together, they form the basis of the “New Security Model”.

The principle of “mutual trust” implies sincere relations based on mutual understanding, observance of international agreements and obligations, observance of universally recognized principles of international law.

The principle of “mutual interest” means that it is necessary to take into account and guarantee the interests of the parties, that the security of one's country is inseparable from the security of other countries.

The “equality” of subjects of international relations implies the equal status of states in the world community, regardless of the size of their territory, level of prosperity and state power. All of them are equal in the struggle for peace and tranquility, protection of their interests, and the desire of some countries to dominate others.

The principle of “cooperation” means that one country does not form an alliance against another, eliminates hidden threats through dialogue and consultation, resolves conflicts peacefully, prevents armed conflicts, and strengthens multilateral cooperation.

The principle of “respect for the diversity of cultures” means recognizing the diversity of cultures and civilizations in the modern world, respecting the history and culture of each country, and respecting the independent choice of each nation's social system and development model.

“Pursuing joint development” means reducing the disparity between the North and the South, solving the problem of social stratification, striving for mutual prosperity in the process of cooperation, and learning any positive experience of other countries.

“Shanghai Spirit” corresponds to modern realities and reflects the collective position of the SCO member states on the main issues of the world order. In this model, the security of a country cannot be separated from the security of the region and even the whole world.

The traditional concept of security was formed during wars and revolutions, and security problems were solved by military-diplomatic methods. If one country wins this game, the other inevitably loses. Therefore, it was the reason for the formation of military alliances and the continuous increase in the military power of some countries.

The new model is based on the fact that in the conditions of the formation of a world system with a high level of interdependence, the security of an individual state is gradually approaching

universal security, gaining an international and global level.

At the same time, most of the problems that people face in our time are transboundary in nature. For example, financial and energy crises, environmental pollution, terrorism and the spread of infectious diseases. They can be solved by multilateral cooperation, not by the confrontation of members of the international community.

Mutual trust and equality, as integral elements of the “Shanghai Spirit” theory, have become a comprehensive expression of a new model of international relations. In the history of the world, there have been cases where some countries, relying on the policy of using force and seeking their own interests, exploited other countries, showed aggression against them, and provoked long-term and bloody conflicts. The new concept of international relations is based on the commitment of its participants to their obligations. A distinctive feature of the concept is the peaceful resolution of interstate disputes and the avoidance of armed pressure. In this model, all countries are equal members of the international community, and none of them has the right to demand a special, higher level, to claim dominance and hegemony.

The SCO was initially formed based on noble desires such as fighting threats to peace and stability, and regional cooperation. In other words, the organization is a collective response of member states to the problems of our time.

Results and discussion

In the period of transformation of digital changes in the foreign policy of countries, international cooperation that meets the interests of all and each party cannot be implemented without multilateral institutions. Despite certain shortcomings in the activity of these institutions, they continue to serve as the most important means of interstate cooperation at the regional and global level. International and regional organizations help to overcome various differences between countries, strengthen mutual understanding, develop political and economic cooperation, expand trade and promote cultural and humanitarian exchange.

The Shanghai Cooperation Organization, one of the youngest institutions based on multilateral activities, pursues exactly such goals and objectives. This organization is a unique interstate structure that can unite countries with different cultural-civilizational views, their foreign political directions and models of national development. It can be said with absolute certainty that the SCO has come a long way in a short period of history and has become an integral part of the global political and economic system.

In a relatively short period of time, the Shanghai Cooperation Organization has become an influential international organization that plays an important role in international relations. Until now, relations within the SCO have developed mainly in the areas of security and economic cooperation. However, there was a need to supplement mutual relations with such directions as education, culture, tourism, the institute of twin cities, because it became clear that the SCO cannot have a large-scale character without them[12].

In today's world, where new challenges and opportunities are emerging, there are wide prospects for the transformation and growth of the SCO not only due to the increase in the number of members, but also by promoting new strategic directions of the organization's development.

The role of state and non-state organizations is also important in the development of modern public diplomacy[13.]. In this, the main focus is not on state structures and officials, but on public organizations that have the opportunity to expand cooperation.

Implementation of the initiatives and proposals put forward by the President of the Republic of Uzbekistan Sh.M. Mirziyoyev at the meeting of the Council of Leaders of the SCO Member States in Astana on June 9, 2017, as well as public diplomacy in the successful implementation of the tasks of the Action Strategy on the five priority directions of the development of the Republic of Uzbekistan in 2017-2021 In 2018, the Public Diplomacy Center of the Shanghai Cooperation Organization was established in Uzbekistan in the form of an institution in the form of a non-governmental non-profit organization in order to make full use of its mechanisms[14].

The idea of creating the Center of Public Diplomacy, put forward by the President of Uzbekistan, is extremely relevant against the background of factors of instability and uncertainty in the international situation and the increase in the number of various threats[15. P.95.]. In this regard, the activities of the Public Diplomacy Center of the Shanghai Cooperation Organization in Uzbekistan serve to open various opportunities for cooperation between the SCO countries, to strengthen mutual trust, friendship and good neighborliness, interethnic and interconfessional harmony, and to expand cooperation between civil society institutions and mass media[16. P.95.].

Today, the center carries out many practical works in the fields of science, education, culture and sports, tourism, business. The center pays special attention to creating favorable conditions for realizing the potential of young people and expanding opportunities for quality education.

In today's interconnected world, the only way out of dangerous problems is constructive dialogue and multilateral cooperation based on taking into account and respecting the interests of each party.

It is in times of crises and crises that countries, whether they are large, medium or small, should not prioritize their narrow interests, but rather focus on global solidarity. It is in the interest of all of us to unite and mobilize common efforts and capabilities against the threats and dangers that threaten peace, security and sustainable development of any country.

Effective international cooperation is the most important factor of stable, reliable and prosperous development in the world. Such an approach is the most accurate, acceptable and effective way to jointly solve the current problems of our time, to protect against new dangers and social upheavals[17].

Today, we can safely say that the SCO space is an area exempted from major international conflicts, thanks to the measures implemented in cooperation. Events and events taking place in the world require people to come closer to each other. Obviously, this cannot be achieved without establishing cultural-humanitarian relations, communication between scientists, specialists, public organizations and ordinary people. For this, it is important to establish cooperation between various festivals, fairs, exhibitions, analytical centers and educational institutions.

In today's era of globalization, all fields - science and education, press, tourism, culture and art, economy, industry and production, agriculture - are undergoing transformational processes. This, in turn, will not affect the cooperation between the countries.

In the system of world international organizations, we can often witness the practical application and official use of the institution of public diplomacy in the example of the SCO. For example, in connection with the 20th anniversary of the SCO, the Dushanbe Declaration was adopted at the end of the jubilee meeting of the Council of Heads of State of the Shanghai Cooperation Organization held on September 16-17, 2021 in Dushanbe, the capital of the Republic of Tajikistan. welcomes the activity of public diplomacy institutes serving to strengthen and expand cultural and humanitarian relations. They encourage the holding of joint forums, meetings and other events by public diplomacy institutes and cultural centers operating in the SCO member states[18,243.].

Today, the countries and peoples of the world need direct communication. Realizing that a comfortable, safe space - a communication platform is needed for this, Uzbekistan and its leadership are calling the SCO and the peoples of the world to a new space. In this regard, the role of cities that gather cultural, political and social communities and "City Diplomacy" is clearly felt. That is why Samarkand, the jewel of Uzbekistan and Central Asia, is becoming one of the centers of Uzbekistan's public diplomacy. For many centuries, this city has connected countries from Europe to China with strong ties, connecting North and South, East and West at a single crossroads. From time immemorial, Samarkand has been a "boiling" place of various ideas and knowledge, and common goals of mankind such as peaceful and prosperous living, realizing one's strengths and opportunities, and living a happy life have been embodied in this place.

According to the historically formed concept, when viewed from Samarkand, the world is not fragmented, but whole and indivisible. The essence of the unique phenomenon "Spirit of Samarkand" is embodied in this, and it can be a solid foundation for the formation of a fundamentally new format

of international cooperation, including partnership within the framework of the SCO.

In fact, the “Spirit of Samarkand” harmoniously complements the “Spirit of Shanghai” which prompted the creation of a new organization in accordance with the requirements of our countries 23 years ago.

Thus, it can be said that a new term of public diplomacy appeared in the foreign policy of Uzbekistan. The Samarkand Solidarity Initiative is a platform for international cooperation and global dialogue between civilizations. The Samarkand solidarity initiative is a new dialogue area of public diplomacy promoted by the leadership of Uzbekistan. It covers everything from global security to cultural cooperation. At the same time, the initiative calls the world for unity and harmony, for sustainable development.

The “Samarkand Solidarity Initiative” was first put forward by the President of the Republic of Uzbekistan at the 2022 SCO summit in Samarkand and was emphasized again at the 78th session of the UN in 2023. This initiative and the active policy of peace and solidarity of Uzbekistan can start a new stage of public diplomacy.

The goal of this initiative is to involve in the dialogue between global civilizations those who are not indifferent to our common future, who are ready to seek agreed approaches and solutions despite the differences, who share the principles of the “Spirit of Samarkand”[19].

Samarkand is becoming a unique international arena for constructive discussion on the issues of security, sustainable development, mutual respect, friendship and good neighborly relations and promoting cooperation.

At the same time, the Samarkand Solidarity Initiative is aimed at establishing international cooperation, involving all interested countries in the global dialogue between civilizations, seeking agreed approaches and solutions, strengthening trust, and eliminating global tension, uncertainty and unpredictability.

This format of cooperation is aimed at unifying the efforts of the countries and peoples of the world to mitigate the existing contradictions and differences by developing cultural, civilizational, inter-ethnic, inter-religious relations.

Therefore, the Samarkand solidarity initiative promoted by Uzbekistan can be said to be a new platform of global cooperation as it embodies the idea of constructive dialogue and multilateral cooperation based on taking into account and respecting the interests of each party - the only way out of the world’s dangerous problems.

The reason is that Samarkand is becoming the center of open, pragmatic foreign policy conducted by Uzbekistan today. In the past period, this city hosted about 50 different international events. Speeches of our President in international arenas have clearly shown once again that in recent years, Uzbekistan has been an initiator of peaceful settlement of international disputes, cooperation, dialogue between countries, global actions, and protection of human rights throughout the world.

At the core of the Samarkand solidarity initiative, we see that the ideals of goodness, harmony, brotherhood, kindness and love in Islam are embodied. The city and its multi-ethnic people have long been devoted to religious tolerance.

Conclusions

It can be said that public diplomacy is designed not only to create a positive image of the country or to attract foreign supporters, but also to create full-fledged communication channels between the people of the countries in terms of religion, culture and history.

The government of Uzbekistan should also help its compatriots in this regard and establish the Alisher Navoi cultural center abroad, as well as cultural centers such as China’s “Confucius”, Japan’s “Japan Foundation”, Great Britain’s “British Council”, Germany’s “Guyette Institute” leads to an increase.

The importance of public diplomacy in the foreign policy of Uzbekistan is reflected in the following:

First, it serves to increase the international prestige and image of Uzbekistan.

Secondly, public diplomacy as an object of scientific research in Uzbekistan has not yet been fully studied. In the studies carried out so far, a lot of emphasis has been placed on cultural cooperation, which is considered a branch of public diplomacy.

Thirdly, the principles of public diplomacy promoted by Uzbekistan contribute to ensuring security and stability in the Central Asian region.

Fourthly, it will lead Uzbekistan to strengthen friendly relations with the countries of the world and social, political and economic development of the country.

Fifthly, the role and importance of NGOs in the country, as well as public opinion, will be strengthened.

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