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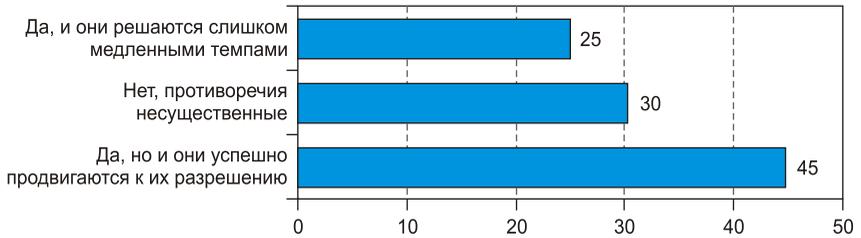
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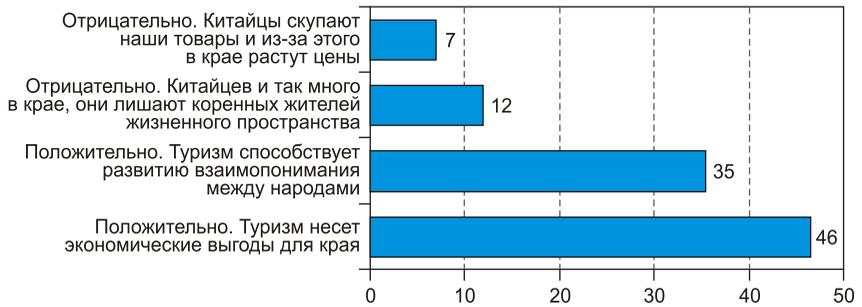
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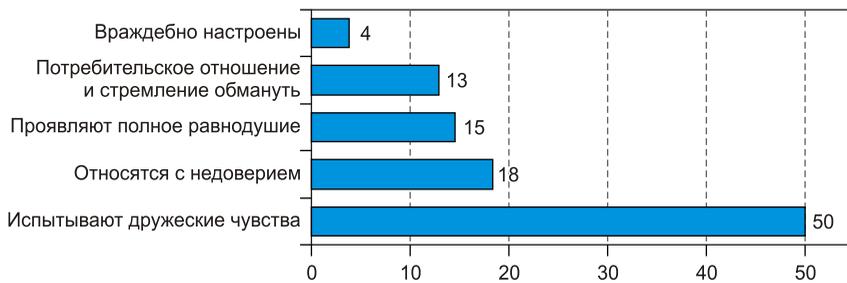
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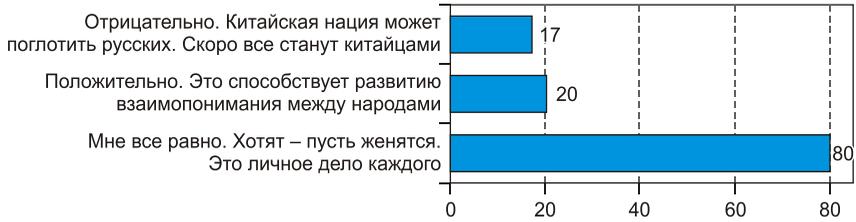
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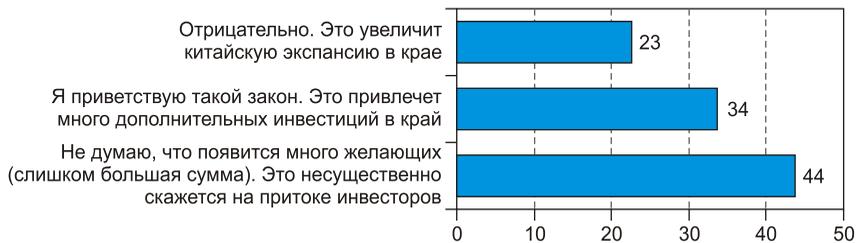
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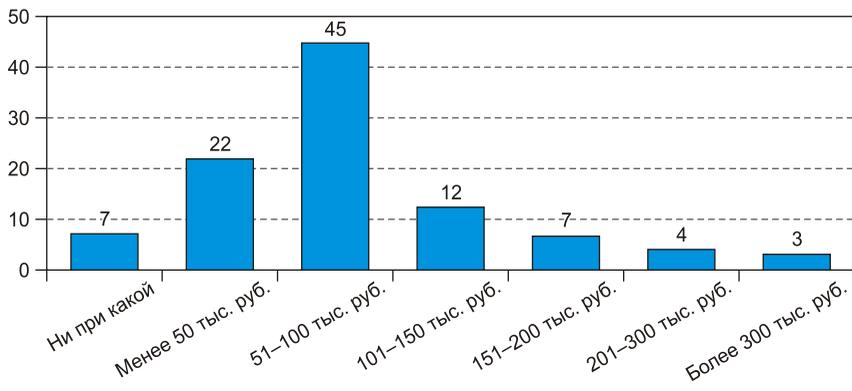


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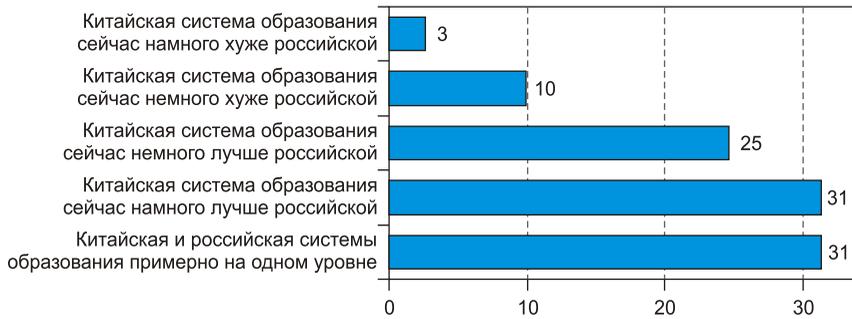
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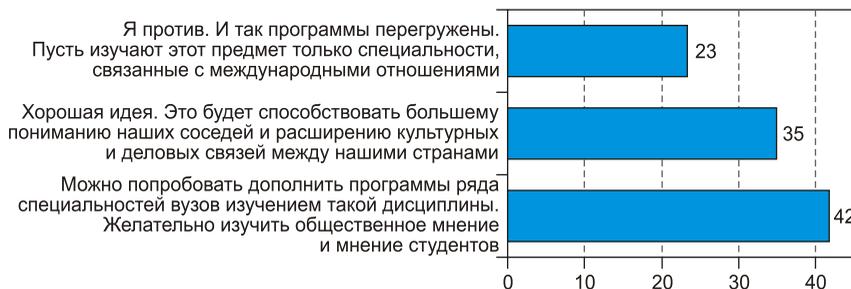
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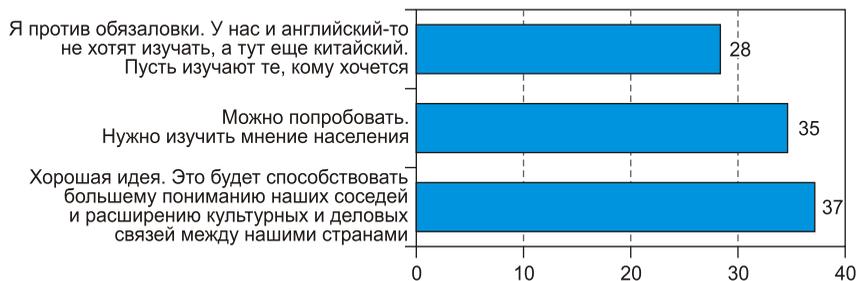


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 , 41, e-mail: Natalya.Martyshenko@vvsu.ru).

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N.S. Martysenko

SOFT POWER AS A TOOL TO STRENGTHEN CROSS-BORDER COOPERATION

The article examines public diplomacy in the relationship between citizens of Primorsky Krai and the boundary regions of China, revealing a peculiar nature of its formation and development. The «soft power» mechanism, which contributes to strengthening cooperation, is studied using the data from mass online surveys conducted in Primorsky Krai. This study elaborates on the idea of measuring soft power characteristics. It is concluded that Russia is currently lagging in terms of designing new mechanisms to augment its influence with soft power. We provide examples of possible new uses for this mechanism.

Keywords: public diplomacy; soft power; Russian Far East; questionnaire-based survey; typological analysis

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Information about the author

Martyshenko, Natalya Stepanovna (Vladivostok, Russia) – Candidate of Sciences (Economics), Associate Professor at the Vladivostok State University of Economics and Service (41, Gogol st., Vladivostok, 690014, Russia, e-mail: Natalya.Martyshenko@vvsu.ru).

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