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INTERNATIONAL AND CROSS-CULTURAL COMMUNICATION IN SHAPING THE STATE'S IMAGE

Scientific monograph

Edited by Doctor of Philological Sciences,
Professor Vasyl Shynkaruk



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The collective scientific work studies the influence of international and cross-cultural communication on shaping the state's image in the modern globalized world. The main theoretical approaches to understanding international and cross-cultural communication, their impact on the state's worldwide perception, and the factors contributing to shaping a positive image have been outlined. It has been substantiated that the state's image is based on political, economic, and cultural aspects actively transmitted through various international and cross-cultural communication channels.

This is for scholars, policymakers, media professionals, academic staff of higher education institutions, graduate students, doctoral students, higher education applicants, and practitioners in this field.

The authors are responsible for the scientific content and quality of the submitted materials.

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