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Ambassadorship as a tool for human self-realization in the world of emigration culture

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Abstract. The article examines the pivotal role of emigrants, who by necessity engage in intercultural communication processes in the form of acculturation. Emigrants, integrating into new cultures, bring their cultural heritage to their new countries, preserving their national identity while simultaneously allowing other cultures to learn and assimilate new traditions, languages, and customs.

The integration of emigrants into new cultural environments contributes to cultural richness, broadens the cultural horizons of society, and helps to reduce stereotypes and misunderstandings. Their role as ambassadors of their culture helps to build bridges between different cultures and communities, which is a key factor in forming an open and tolerant society. It is important to note that emigrants often act as cultural mediators, drawing global attention to the problems of their homeland and thereby contributing to finding solutions. This underscores another aspect of their valuable role in the globalized world. Thus, emigrants act as cultural agents who carry the ideas of diversity, mutual understanding, and cooperation, strengthening the cultural and social fabric of the global community.

It has been found that emigrants consciously and voluntarily choose the role of ambassador, thereby becoming active participants in events where their countries need representation on the global stage. Since 2022, Ukrainian migrants have been actively involved in representing their national culture worldwide, leading to public diplomacy, which has become an effective tool in shaping Ukraine's positive image globally. Nowadays, Ukraine is not associated with Russia, and people remember Chernobyl less and less, instead perceiving Ukrainians as representatives of a nation of unconquered people ready to fight for their freedom, liberty, and progressive future.

Keywords: ambassadorship, emigration, culture, migration, self-realization, happiness

Introduction

The first quarter of the twenty-first century has been characterized by rapid migration flows to Western Europe, driven by a policy of openness towards emigrants from around the world. Many individuals have found a new home in Western Europe, leaving their homelands primarily due to security concerns such as war. This type of emigration is often spontaneous and rapid.

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Despite losing direct contact with their native culture, language, and traditions, emigrants strive to preserve and pass on their national cultural patterns to future generations. This process transforms Europe from a continent of European nations into a home for a global community. Emigrants, representing their cultures abroad, draw attention to their home countries' problems, aiming to find effective solutions. In this way, expatriates often serve as vital ambassadors of national culture.

Emigrants facilitate cultural exchange by bringing their national culture, language, traditions, and customs to their new environments. They act as agents of cultural exchange, enabling host countries to immerse themselves in their cultural heritage. This promotes rapprochement between different cultures and communities, helping to eliminate stereotypes and misunderstandings by showcasing the richness and diversity of their cultural history and traditions.

Moreover, emigrants contribute to their home countries' economies by sending remittances to their loved ones. They also stimulate the economies of their host countries through entrepreneurial activities and investments.

Emigrants often become crucial intermediaries in diplomatic relations between countries, strengthening cultural and economic ties through their networks and relationships. They also work to preserve and promote their native languages in new environments, contributing to the maintenance of linguistic traditions and the development of international bilingualism.

Thus, emigrants play an essential role in preserving, promoting, and fostering understanding of national cultures outside their home countries. They act as cultural intermediaries, enhancing cultural diversity and facilitating the global exchange of ideas.

Purpose of the article — study the phenomenon of emigrant ambassadorship as a tool for self-realization in the world of emigrant culture.

Methodological basis. The methodological foundation of the study includes both general scientific methods such as analysis, synthesis, comparative methods, and generalization, as well as philosophical methods like dialectical, metaphysical, and hermeneutical approaches. These methods enable a comprehensive analysis of the phenomenon of ambassadorship as a means of individual self-realization in emigrant culture.

The scale and consequences of forced migration

The forced mass migration from Ukraine, triggered by Russia's full-scale invasion, stands as one of the most significant challenges for the global democratic community in the twenty-first century. This invasion has precipitated a massive humanitarian crisis. According to the International Organization for Migration, more than 13 million people in Ukraine have been compelled to flee their homes due to the ongoing hostilities. This situation necessitates an appropriate response and substantial support from the international community.

Several European Union countries have promptly provided shelter and continued support for Ukrainian citizens. Germany has taken in over one million Ukrainian refugees, accounting for 28.9% of the total number of Ukrainian migrants in the EU. Poland has accommodated up to one million refugees, representing 22.3%, while the Czech Republic has welcomed more than 350,000 emigrants, or 8.6%.

Germany has not only offered refuge to Ukrainian migrants but also facilitated intercultural communication and scientific cooperation. One notable initiative is the project "Stories in Things. Escapes and Arrivals" ("Geschichten der Flucht und der Ankunft" in German). This project was developed with the support of the scientific symposium "Forced Migration in the 21st Century: Challenges, Values, Reflections." The aim of this project is to understand the unique historical phenomena associated with modern migration. It focuses on the scientific interdisciplinary study of migration, analyzing the impact of values on migration processes, examining the educational and diverse needs of society in the context of migration, developing recommendations to mitigate threats and risks, and exploring the potential of migration.

In December 2023, the symposium proposed several thematic areas for discussion, including: Migration and human rights; The cultural dimension of migration; The impact of migration on socio-economic development; Public Opinion in Europe [16].

As of August 2023, according to the Eurobarometer, 79% of people in Europe supported the acceptance of individuals fleeing war into the EU. This strong public support underscores the solidarity and willingness of European citizens to aid those affected by the conflict [17].

This wave of migration from Ukraine is causing social and cultural challenges. Mass migration affects the social and cultural landscape both in Ukraine and in the countries of destination. This includes changes in the composition of the population, language integration, and adaptation to new living conditions and household norms.

Mass migration has also led to economic challenges. Large numbers of migrants require significant economic resources to support and integrate them. This challenges governments and international organisations to provide economic support, jobs, and access to education and healthcare for IDPs.

This, in turn, creates the need for new development models, as the huge flow of migrants requires the development of new strategies and development models both in the host countries and in Ukraine itself. This includes creating conditions for the return of migrants when the conflict is over, as well as supporting internal displacement within the country.

In the context of digitalisation and strengthening democracy, addressing these challenges requires joint efforts by the international community, intergovernmental organisations and civil society organisations. The incredible scale and complexity of this situation requires not only temporary measures to provide humanitarian assistance, but also long-term strategies to restore resilience and develop all areas of public life.

Gender and age characteristics of migration from Ukraine

It is worth noting that the mass migration of Ukrainians in 2022–2023 has important features, namely gender and age aspects, which deepen the complexity of the situation and require specific approaches to assistance and support. In particular, the gender aspect, where women with children are the majority of emigrants, raises specific challenges and needs. Women, especially single mothers and pregnant women, are at increased risk in terms of safety, health and social protection. Women displaced with children often become the main

source of family income. They may experience a loss of employment or a decrease in income due to migration circumstances, which requires support to ensure financial stability. Ukrainian society has traditionally assigned a high role to women as carriers of family and social values. Migration can disrupt these structures, which requires support and the development of new adaptation strategies. As of August 2023, almost 4.2 million Ukrainian citizens enjoyed temporary protection status in the EU, of whom 63% (2.6 million) were women and 37% were men. About a third of the total number of these people are adolescents under the age of 18 (16 and 17 per cent in each gender category, respectively). The largest group among Ukrainian migrants in the EU are women aged 35 to 64 years (26%), while men of this age make up about 10%. [17].

Another important aspect is age. Children make up a significant proportion of IDPs. They require special attention to their psychosocial adaptation, education, health and safety. The loss of stability and familiar environment can have a significant impact on their mental state and development.

In the context of studying the risks of migration, a contemporary researcher of migration processes, S. Biloshytskyi, determines that the main risks of the current wave of migration, which are discussed in the work "International Migration as a Kind of Modern Weapon: Socio-Cultural and Social Aspects", are 1) loss of state control over migration flows; 2) availability of economic entities' ability to attract foreign labour, bypassing the state; 3) lack of mechanisms to control economic interests that contribute to the development of labour migration; 4) a significant part of migrants being in the shadow or semi-shadow market and, as a result, the disappearance of large social groups of migrants from social control; 5) lack of a mechanism to regulate migration flows in line with the interests of the state [1].

This raises the pertinent question: has Europe lost control over migration flows? Western European countries have long been experiencing a demographic crisis due to various factors, including the "deliberate childlessness" movement. Consequently, Europe faces significant challenges due to the lack of a cohesive migration policy. The prevailing liberalism in Europe appears to be contributing to an increase in the number of migrants, particularly from Africa and Asia [13].

However, Ukrainian migrants, particularly in Germany, are highly professional and competent, often securing employment with minimal knowledge of German. Large-scale migration flows to Europe have occurred since 2015, following military operations in various regions, including Syria, Afghanistan, Iraq, Libya, the Russian-Ukrainian war, and Hamas' invasion of Israel. It is therefore understandable that refugees seek protection and security. Nevertheless, to preserve European identity, it is necessary to regulate these processes, drawing on the examples set by Australia, the United States, Canada, the UAE, and other countries. (Life on pause: intentions and perspectives of refugees from Ukraine, February 2023 [17]), 65% of respondents planned to return to Ukraine "one day," but only 12% intended to do so within the next three months. Thus, the return of Ukrainians depends on numerous factors requiring substantial efforts from both Ukraine and its partner states to create favorable security, humanitarian, and economic conditions. Additionally, it depends on the emigrants themselves and their efforts to create a positive

image of Ukraine in the international arena. This will contribute to improving the security situation in the country and facilitating Ukraine's integration into international structures such as the EU and NATO.

Ukrainian emigrants as image makers of Ukraine in the world

In this context, the question arises: what does Ukraine look like in the eyes of the international community? Who shapes Ukraine's image, and how can the state and society influence this process? For a considerable time, foreigners perceived Ukraine as part of Russia or a state heavily influenced by Russia. They also associated Ukraine with Chernobyl, the Klitschko brothers, and Shevchenko — Andriy, not Taras. "The main identifying features of our state abroad were the words 'Chernobyl', 'corruption' (Lazarenko), 'mafia', 'Gongadze case', 'Melnychenko tapes' (the 'cassette scandal'), 'illegal migrants', 'shuttle buses', etc. These factors formed unfavorable images of Ukraine. Their negative impact on the perception of Ukrainian society and the state could not be mitigated by the achievements of athletes or the successes of contemporary artists." [5].

Currently, Ukraine's image is shaped by the information field, social media, and reports from the ground, all of which are connected to Russia's full-scale invasion. "Over the past few years, the semantic picture of Ukraine has been formed mainly by news about the confrontation with Russia, including the war in Donbas and the annexation of Crimea. Occasionally, news about the presidential election, changes in the ruling elite, parliamentary elections, and corruption scandals are also included. This predominantly negative media flow is shaped by both foreign and local news agencies. Individual events, such as the UEFA Champions League final in 2018 or the Eurovision Song Contest in 2017, have not significantly altered this situation" [14].

The situation is further exacerbated by the information war that Russia has long waged against Ukraine. The image of Ukraine in the international community faces numerous challenges and problems that affect the perception of the country and its potential for investment and development. Notably, the high level of corruption is frequently mentioned. Ukraine has become synonymous with corruption in international rankings, such as corruption perception indices. This pervasive issue undermines trust in government and business, limits economic development, and generates uncertainty among investors. While corruption is a global problem, Ukraine's current prominence on the world stage, coupled with its need for substantial financial assistance during martial law, underscores the urgency of addressing this issue.

Creating an appropriate image of the country also hinges on the business climate. Significant obstacles to doing business in Ukraine include the ongoing war, bureaucracy, corruption, unstable legislation, and lack of clarity in regulatory procedures. These factors diminish the country's attractiveness to foreign investors and entrepreneurs.

The Peace and Democracy Index is also crucial in shaping the country's image. Ukraine scores low in these indices, reflecting complex internal political and social challenges. This may affect the perception of Ukraine as a stable partner for cooperation and development. The most serious challenge remains

Russia's full-scale invasion, which has provoked significant international outrage and sanctions. This situation creates additional hurdles for Ukraine's political stability and economic development.

Overall, building a positive image of Ukraine requires a comprehensive approach that includes combating corruption, implementing political and economic reforms, strengthening democracy and human rights, and actively communicating with the international community about internal and external challenges. A special role in shaping the "Ukraine–World" dialogue is played by both the diaspora and forced migrants from Ukraine. As noted by the contemporary Ukrainian scholar V. Yevtukh: "Within the context of emigrant culture, maintaining a connection with one's native culture acquires not only an identity-forming but also a performative dimension, transforming into practices of cultural ambassadorship. In this regard, ethnocultural diversity functions not merely as a background condition but as a resource for individual self-realization, whereby individuals, through the representation of their own culture, become mediators between different sociocultural spaces. Such activity generates additional impulses for the development of compromise-oriented intercultural communication, particularly within the external domain, where diasporic communities play a significant role [19]. Ambassadorship manifests itself in the maintenance and development of ties between diasporas and their ethnic homelands, implemented through various channels of communication. These include both direct interpersonal interactions — such as visits of diaspora representatives to their countries of origin or meetings with representatives of the homeland in host countries—and mediated forms of engagement through media (radio, television, print, and digital resources). Particular importance is attributed to participation in shared cultural and symbolic practices, including festivals, commemorative events, and initiatives dedicated to the history and identity of diasporic communities. Thus, ambassadorship emerges as an important instrument of self-realization under conditions of emigration, as it enables individuals not only to preserve their cultural identity but also to actively reproduce and transmit it within an intercultural environment, acting as agents of dialogue between cultures. However, according to contemporary Ukrainian researcher O. Yalova, "the country's leadership does not consider creating a positive image of Ukraine to be a crucial task. Therefore, there is no image strategy. Instead of drawing it up and forming a single centre responsible for promoting Ukraine's international image, the authorities believe that it is better to fund government programs with extremely vague goals and no clear control over the results of their work. The existing projects have no measurable quality indicators. The money is 'mastered,' and no one controls the results, so it is unclear how the country's image has improved, or whether it has improved at all" [14].

Yalova cites the example of the 2017 program "Financial Support for Ensuring the International Positive Image of Ukraine, Supporting the Activities of the Ukrainian Institute, Measures to Maintain Relations with Ukrainians Living Outside Ukraine," where funds were divided among three components: the image itself, the institute's activities, and maintaining relations with the diaspora. This allocation reduced the program's effectiveness and did not produce the expected results. In contrast to other countries, Ukraine allocates scant funds for such programs. For instance, the U.S. budget for image building is

about $3 billion per year, the Russian Federation up to $2 billion per year, and the UK and Germany around $1.2 billion per year. In Ukraine, the budgeted amounts were UAH 140 million in 2019, UAH 77 million in 2018, UAH 76 million in 2017 (approximately $3 million), only UAH 7 million in 2016, and no funds were allocated at all in 2009 [11].

In this respect, as Y. Magda notes, "Ukraine was little known to the general public abroad. Even the few things it was known for were not effectively utilized. The authorities attempted to capitalize on «sharovarshchyna» and Shevchenko of different generations, but these efforts merely masked their lack of a strategic vision for development. A young state with unclear prospects naturally exerted minimal influence on global processes. For a long time, no one was interested in Ukraine at all." [4].

Nevertheless, Ukraine has made significant contributions to the international community by hosting important global and regional events. For example, Ukraine successfully hosted major sporting events such as the UEFA Champions League Final in 2018, two Eurovision Song Contests, and the European Football Championship in 2012. These events not only increased international recognition but also demonstrated the country's capability to organize and execute large-scale events.

Political events have also positively impacted Ukraine's image. The Euromaidan protests in 2013-2014 were pivotal in drawing global attention to Ukraine. They played a crucial role in the struggle for democracy, rights, and freedoms in the country, while also promoting discussions on pro-European integration and reforms.

Ukraine actively participates in regional initiatives and meetings, strengthening its role in Eastern Europe and the international arena. This includes participation in international organizations, peace and development initiatives, and cooperation with European partners. Ukraine enjoys robust international support in its struggle for territorial integrity and sovereignty, reinforced by broad international condemnation of Russia's aggression and support for the sanctions regime. Thus, Ukraine has various opportunities to enhance its image and promote global cooperation and international stability through hosting world-class events and active participation in international initiatives.

Ukraine possesses great potential due to its natural resources, geographical location, and cultural heritage. Strategically located between Europe and Asia, Ukraine serves as an important transport and trade hub. It boasts significant natural resources, including fertile black soil, minerals, and large volumes of agricultural products. Furthermore, Ukraine has a rich cultural heritage, with a long history, and notable contributions to art, literature, music, and folk traditions. Developing its infrastructure also contributes to an improved business and investment environment.

While economic challenges remain, the Ukrainian government is actively implementing reforms to improve the investment climate and promote economic growth. This includes enhancing legislation, combating corruption, stimulating the private sector, and supporting small and medium-sized enterprises. Attracting foreign investment has the potential to significantly support infrastructure development, technological progress, and job creation. Opening up Ukraine to international investors could be a step towards increasing economic resilience and raising living standards.

Ambassadorship as essentiality and destination

Ukraine's most important asset is its people. They have shown great resolve and a remarkable readiness to defend their country from aggression, remaining true to their ideals and values. The struggle of Ukrainians for freedom, independence, and the right to remain Ukrainian has not only attracted international attention but also inspired respect and support from progressive circles worldwide.

The military confrontation with Russia, resulting from the aggression, has significantly affected the perception of Ukraine as a country capable of defending its sovereignty and territorial integrity. This has raised Ukraine's profile in the international community, demonstrating the country's strong will to defend itself and its willingness to cooperate in international security and stability alliances. Regular exercises and cooperation with NATO countries and other international partners not only contribute to improving military readiness but also serve as an additional mechanism for shaping Ukraine's positive image. For example, during the Saber Junction 2018 exercise in Germany, the 95th Brigade's capture of the field headquarters of a battalion from the 173rd US Airborne Brigade and a group of Italian special forces compelled the exercise leadership to pause and adjust the exercise plan. [10].

This allows the country to demonstrate its openness to cooperation and commitment to international standards of security and democracy. O. Yalova's perspective on the challenges to building a positive image of Ukraine is particularly insightful. The researcher highlights several key aspects: bureaucracy, corruption, internal elite struggles, and the traditional choice of tools for image formation. Above all, Yalova emphasizes that internal change is crucial for shaping a positive image. "First of all, Ukraine needs internal changes. The main challenge to be overcome is bureaucracy and stale attitudes. We need a fresh, adequate, well-thought-out strategy that will work in all the main areas of image formation. The strategy should use all the mechanisms and tools to create the desired image of the state. To do this, we need to move away from the usual scheme of 'state program—use of funds'" [14].

Regarding other aspects, the researcher points out that state interests should be paramount and decisive, and all private issues should be put aside. If priority is given to private interests, everyone will ultimately lose. O. Yalova particularly emphasizes that Ukraine should not position itself as a victim of aggression: "This cannot become a quality foundation for full and equal relations with the world's leading powers. For comparison: Israel wages a relentless war surrounded by hostile countries, but this does not make it a victim. The Israelis were able to talk to the USSR on an equal footing and even from a position of strength, not to be led by US threats and to continue their policy" [14].

The world is constantly changing, and therefore approaches and tools for shaping a positive image must also evolve. "Best practices offer a great deal of material for study. Today, most countries in the world are working on their own image with the help of soft power and smart power. These are two similar principles of promoting and spreading their own interests through the intensive development of the economy, culture, legal institutions, and other components of a free democratic society" [14]. To build a positive image, Ukraine needs to leverage all its advantages to create and implement a new image strategy.

Many soft power tools are already benefiting Ukraine. For example, public diplomacy is proving to be a powerful tool for shaping and maintaining the country's international image. Ukraine uses various cultural and musical initiatives as part of its public diplomacy to represent its unique national culture and heritage. This practice is not new to Ukraine; it was also employed in the early twentieth century, specifically in 1919, when the Ukrainian People's Republic unofficially sent the Ukrainian Republican Chapel, led by conductor O. Koshyts, to Europe, where M. Leontovych's "Shchedryk" made a significant impact. The importance of musical groups with a unique national flavor, such as Kazka, Kazaky, Kalush Orchestra, DakhaBrakha, Dakh Daughters, Onuka, and others, representing Ukraine on international stages cannot be overstated.

Thus, the image of Ukraine in the international arena is becoming a priority not only for the state but also for every citizen. According to well-known Ukrainian scholar E. Magda, "Today, the image is a strategic value of the state, and especially in the modern world of information and network technologies, it is on a par with a modern army and a powerful economy. Image is one of the factors that determine a country's place in the global system of international relations. In modern international relations theory, the image of a state is seen as a 'soft' power that is becoming increasingly important as a tool for implementing international policy" [5].

It is worth noting that E. Magda considers the formation of Ukraine's image in the context of the hybrid war that Russia is actively waging worldwide. The current stage of warfare takes place not only on the battlefield but also unfolds in various spheres of society. "...the question of the importance of such non-military components of warfare as information policy and the image of the warring parties has arisen. According to many experts, Israel suffered a strategic defeat due to the information war. 'Hezbollah gained a psychological victory by shifting the focus of the decision-making process from the military to the ethical and moral plane, forcing a choice between the charter, law, morality, and finally, discrediting the enemy, no matter what decision was made—these are the key points that ensured Hezbollah's advantage. It skilfully manipulated the world media and public opinion to create its own attractive image, spread propaganda and disinformation against Israel' ". [7].

Athletes also actively act as ambassadors of Ukraine on international platforms. Ukrainian athletes impress the world with their achievements in the international arena. For example, the Ukrainian youth football team. Winning the FIFA World Cup is a huge event for Ukrainian football, demonstrating the country's potential in the sports sector. The 2019 European Games, where Ukrainian athletes demonstrated impressive results, finishing third overall in the medal standings, underlines the wide range of successes of Ukrainian sport. These achievements not only raise the national prestige of Ukraine, but also demonstrate the strength and confidence of Ukrainian athletes on the international stage. They are important elements in shaping the country's positive image and help open up new opportunities for the development of sports infrastructure and youth support in Ukraine.

In addition, Ukraine needs to actively engage in the global information space, which is a key aspect of shaping Ukraine's international image. It is an important tool for communicating with the international community, influencing foreign policy and the perception of the country in the world. For example, Ukraine should use international media representation, i.e. active use of its

news agencies to broadcast news and information about Ukraine in English, French, Spanish and other languages of international communication. This will help to attract the attention of the public in different countries and raise awareness of Ukraine's events and achievements. Also, engage content strategists, develop a targeted content strategy for social media and online platforms to increase Ukraine's presence in the global media space. This may include the creation of video materials, interviews with key personalities, publication of analytical materials, etc.

Ukraine should actively create and use media campaigns. Conducting special media campaigns and information projects aimed at promoting a positive image of Ukraine. This may include publications in influential international media, organising press conferences, appearances on international TV programmes, etc. Actively participate in international events, forums and conferences to support diplomatic initiatives and facilitate information exchange with other countries.

These activities will help Ukraine not only to expand its international audience, but also to raise awareness of the country and its achievements in various spheres of life. This is an important step to maintain Ukraine's image as a modern, open and progressive state in the world. But, according to O. Yalova, "in addition to news projects, it is necessary to produce and offer media products for different consumers. First of all, it is a presentation 'promo' that reveals the investment, production, logistics, tourism, and cultural potential of Ukraine. The Investment Promotion Office (UkraineInvest) and the Export Promotion Office are already doing something in this direction" [14].

Official state diplomacy has great potential in shaping Ukraine's positive international image. To enhance its effectiveness, information resources should be constantly updated: websites and social media of the MFA of Ukraine and Ukrainian embassies abroad should be up-to-date, informative and accessible to the international audience. They should provide clear and comprehensive information about the culture, history, economy and modern life in Ukraine. Cooperation with international partners should be maintained on an ongoing basis. It is important to study and use the positive experience of other countries in the field of diplomatic communication. Building partnerships with international organisations, media platforms and influencers will help draw attention to Ukraine and increase its presence in the global media. In this context, as a contemporary Ukrainian researcher E. Magda rightly notes, "the image of a state is a set of ideas about a country that are formed on the basis of objective information, media reports, and personal experience; it is the basis that determines the reputation of a country in the minds of the world community. The image of a state is a rather complex phenomenon and is formed from many components, depending on a number of external and internal factors. The main thing is its specific nature. Like any image, it is a plastic artificial construct that can be adjusted, requires technological content and constant 'feeding'" [6].

It is imperative to support social and cultural events that will promote a positive perception of Ukraine as a country with a rich and diverse culture. This could include organising exhibitions, concerts, film festivals and other events.

Significant attention should be paid to the organisation of information campaigns. Develop and implement special information campaigns to raise awareness of Ukraine among the international community. This can be done

through online advertising, PR events, video content creation and other communication strategies. The overall goal is to make information about Ukraine accessible, attractive and truthful to an international audience. This will help to increase interest in the country and build a positive international image of Ukraine.

International events, music and sports competitions where the Ukrainian flag is present are an important element of building a positive image of the country. These events help to draw attention to Ukraine's culture, sporting achievements and potential. In other words, the use of appropriate state symbols represents the country in the world, draws attention to it, builds recognition, etc.

But the main capital is the people who find themselves abroad for various reasons. "Initially, the diaspora did not expect indifference to their native language, traditions, and culture. Today, representatives of the new generation are beginning to work in the fields of science, culture, business, sports, religion, finding themselves and contributing to the cultural life of Ukrainians abroad, which gives hope for the existence of Ukrainians abroad in the twenty-first century" [3].

The Ukrainian diaspora is an important resource for Ukraine in the global context, and it has become a significant factor of influence in a number of important ways, including maintaining a positive image of Ukraine as a country with a rich cultural heritage, history and innovative potential. Through its contacts and resources in the countries of residence, the diaspora can influence international media platforms, cultural events and public debates. It also influences state decision-making on US assistance to Ukraine. For example, the meeting of the Speaker of the US House of Representatives Mike Johnson with Serhiy Haidarzhy, an Odesa resident whose wife and child were killed in a Russian missile attack on 2 March 2024. This is an example of public diplomacy, which is essential for Ukraine today, as interpersonal contacts are proving to be significant and effective tools in the interaction between states.

Emigrants are active in the economic and cultural life of recipient countries. Ukrainian citizens abroad can actively contribute to the development of economic and cultural ties between Ukraine and other countries. They initiate and support projects of cooperation, investment, and cultural exchange that contribute to the development of both sides.

In turn, they lobby for Ukrainian interests, especially in political and economic matters. This includes protecting the rights of Ukrainians abroad, supporting Ukrainian initiatives and projects, and facilitating political dialogues. Supporting national culture allows preserving ethnic, national, cultural, and religious identity. The state should support Ukrainians abroad in preserving their ethnic identity and cultural traditions. This is important for maintaining national consciousness among Ukrainians around the world and strengthening ties with the homeland. The overall strategy is to use the potential of the Ukrainian diaspora as an active agent of influence to support national interests, improve the country's image and support its development in all spheres.

The Ukrainian diaspora is an important resource for Ukraine's development, especially in the face of emigration challenges and socio-economic problems. Instability, war, deteriorating living conditions and the economic crisis may contribute to the growth of emigration flows, which affects the demographic situation and the overall level of the country's intellectual potential,

which is currently observed and described in the literature as the fifth wave of migration. So far, it is difficult to assess the consequences, as the war continues, and according to scientists, including sociologists, the longer the war lasts, the fewer people will return home. To mitigate the negative effects of emigration and preserve cultural, intellectual and economic ties with the diaspora, Ukraine needs to take the following measures: conducting cultural and educational projects that promote the preservation and popularisation of Ukrainian culture among Ukrainians abroad. These could include exhibitions, concerts, lectures, cultural exchanges, etc. Information and image projects should be implemented. Active promotion of Ukrainian achievements in the world through international media, social networks and other communication channels. This includes creating content about Ukraine's cultural, scientific and economic achievements. Developing interaction with the diaspora. Developing cooperation programmes with Ukrainian communities abroad to support educational and social initiatives that engage young Ukrainians in important social issues and preserve national identity. Economic support should also be provided for emigrant initiatives. These measures are aimed at supporting and developing cooperation between Ukraine and its diaspora, reducing the negative effects of emigration and strengthening the country's position in the international arena.

Showbiz personalities have become an active part of the Ukrainian ambassadorship, but in this environment, not everyone has taken responsibility for promoting Ukraine's "voice" abroad. "The first ones immediately showed patriotism and condemned the annexation of Crimea and stopped working with the aggressor country. Striking examples were the statements of singers Jamala and Zlata Ognjevic, rock bands Okean Elzy and Boombox, and many others. The second group of artists showed elements of 'political infantilism', stopped active touring, but actively continued to promote their work on the air of music radio stations of the aggressor country. The third group showed elements of collaborationism, advocating the false slogan 'art outside politics' and continuing to actively tour in the aggressor country" [6].

Show business and national art in Ukraine, adapting to wartime, are becoming important tools of psychological and moral support for the people, especially for those who are experiencing trauma or are directly involved in the defence of the country.

In order to effectively influence the audience and provide a sense of support and unity, showbiz figures should carefully consider the ideological direction of their creative projects, in particular, to classify works thematically, clearly define their ideological direction, taking into account the current situation, it can be a patriotic and supportive theme that enhances the sense of pride for the country and support for soldiers. However, quite often, artists balance on the edge of patriotic enthusiasm and 'bayraktarshchyna'.

Projects should stimulate positive emotions, support and compassion for those facing difficult circumstances. This can include not only musical and theatrical performances, but also films, exhibitions and literary works. It is important to ensure a variety of formats and genres to attract different audiences and communicate effectively with society. This will allow cultural arts to play both an entertaining and supportive role.

The inclusion of artistic projects in the curriculum with patriotic and supportive themes will contribute to the formation of a positive attitude towards the country among young people.

In general, in the context of the military conflict, Ukrainian art has a great potential to become not only an entertainment tool, but also an effective means of moral and emotional support for the people. It is important to continue to integrate patriotic themes and values into art projects to strengthen the national spirit and unite citizens at this important time, both within the country and beyond its borders. As contemporary Ukrainian researcher A. Tormakhova rightly notes: "The material can be divided into several headings:

1) heroic, patriotic and depicting successful victories over the enemy;
2) comic, demonstrating the ineptitude of the occupiers;
3) lyrical, showing the basic values worth fighting for;
4) tragic, depicting the defeats suffered by people in different parts of Ukraine.

This different content can be formed on the basis of new factual material, as well as combined with other content created earlier and well suited to the current situation, based on its subject matter, etc." [12].

Today, artists are turning to Cossack and Sich Riflemen songs, giving them a new modern interpretation. Such initiatives demonstrate an active interest in the song heritage of Ukrainian ancestors and a desire to restore the historical artistic heritage.

Ukrainian Cossack songs have always played an important role in the national consciousness, especially in times of military conflict. They not only reflected historical events and the way of life of Ukrainians, but also helped to preserve the mentality of the people, their patriotism and spiritual unity.

The modern interpretation of these songs helps to draw the attention of the new generation to the importance of history and cultural traditions. It also helps to transform old motifs into modern art forms, which is an important element of preserving and promoting cultural heritage.

Such music becomes not only a part of the entertainment repertoire, but also a way of strengthening national identity and highlighting important historical moments in Ukrainian history. For example, at the beginning of the full-scale invasion, A. Khlyvnyuk sang the song "Oh, in the meadow there is a red viburnum" right on the streets of Kyiv, which revived the Ukrainians' sense of military victory, defiance, and faith in victory. This song became a symbol of the struggle of the Ukrainian people around the world and was later recorded in collaboration with the Boombox band and the iconic British rock band Pink Floyd, who recorded and presented the song for the first time in 28 years.

Perhaps the biggest ambassadors of Ukraine in the world are athletes, particularly footballers, as football is the most popular sport in the world. "The events of our time have given rise to a powerful impetus to join forces to build the brand Ukraine as a strong, self-sufficient country with its own identity, which deserves a worthy place in the geopolitical dimension. The combined efforts permeate all spheres of the country's life, and the football sector is one of the most important in this regard. The systematic and consistent educational and charitable activities of Ukrainian football ambassadors both in Ukraine and abroad will contribute to an effective system of communication of the Ukraine brand" [2].

The ambassadorship of emigrants is an important aspect of international relations, which consists in the role of representing and promoting the interests of their country in the new state or community where they live. This becomes especially relevant in forced migration situations when citizens leave their homes due to wars, natural disasters or economic crises. This is the situation that emigrants from Ukraine are currently experiencing. They voluntarily, conscious of their civic responsibility and mission, actively promote Ukraine's image in the world abroad, fulfilling themselves not just as citizens of the state, but as representatives of a certain mentality, culture, customs, traditions that have their own history and uniqueness. Acting as ambassadors, Ukrainian citizens feel connected to their homeland, involved and involved in its life, and they experience a state that can be called happiness, because they are representatives of a nation of unconquered people, those who continue to fight despite the superiority of the enemy and their technical equipment. Today, Ukraine's representation in the world is of utmost importance, as most democratic countries are holding elections this year, both presidential and parliamentary, in the EU, the UK Parliament, and the start of negotiations on Ukraine's accession to the EU. And in this whirlwind of events, we should not just be on the world's "agenda", but be in the center of the world's attention, because we need comprehensive assistance from our partners.

And in this whirlwind of events, it is worth not just being in the context of the world's "agenda", but being in the centre of the world's attention, because we need the comprehensive assistance of our partners. Therefore, more than ever, the state should support and mobilize the actions of emigrants in their representation in the international arena, as mentioned above, public diplomacy is proving to be an effective and efficient mechanism in promoting Ukraine's positive image in the world.

However, it is worth noting that emigrants are in a "borderline situation", because, on the one hand, they are trying to maintain a connection with national and ethnic culture, traditions, language, and, on the other hand, to integrate into a new cultural and linguistic environment and at the same time show an active civic position towards their country. At the same time, forced migrants often experience a state of "culture shock" because they were not mentally prepared to move to another country, unlike previous waves of migration (labour, educational), etc. "In the case of forced migrants from Ukraine, there was no preparatory period at all. Most Ukrainians had to make the decision to leave immediately. Forced emigration is not the same as planned, voluntary and desirable. Important and significant stress factors are the speed with which decisions about emigration must be made, the threat to life, which is direct and fatal. And of course, the unknown. After all, fleeing from war, a person cannot explore the environment, make sure that the climate and culture are suitable" [9]. However, one of the mechanisms for overcoming the stress of migration is ambassadorship. Where a person makes efforts to represent his or her country in the world, and this is an end in itself for a person, as it is part of national culture and traditions.

Conclusions

The current stage of the world's development is characterized by large-scale population movements around the world. However, Western Europe accounts for the largest number of emigrants, and it has also become a safe haven for Ukrainian refugees. Most emigrants from Ukraine consciously and voluntarily fulfil the mission of ambassadorship. In particular, by promoting the brand Ukraine in the world, they promote Ukrainian culture and language. Emigrants are carriers of the culture of their homeland in a new country. They can help preserve and promote the cultural traditions, language, literature, and art of their country among the local population. Emigrants often become a connecting element for economic cooperation between their new and former countries. They can attract investment, promote trade and innovative projects, and facilitate the exchange of technology. Emigrants also carry out public diplomatic activities. They are important players in maintaining diplomatic relations between their home country and the country that hosted them. Emigrants lobby for their country's interests in political circles in the new country, particularly in matters of military security, human rights, energy, etc. Emigrants are actively involved in the social life of the recipient country, which helps to improve intercultural communication. As a result, emigrants become important participants in civil society, contributing to the development of democracy, human rights and social justice. Thus, expatriate ambassadorship is a key factor in the interaction between countries and contributes to the maintenance of cultural, economic and diplomatic ties in the world. Every person who actively represents their country and cares about its future is valuable. A person realizes himself or herself through participation in the preservation and reproduction of national culture and traditions.

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