

## NEW VECTORS OF THE DEVELOPMENT OF CULTURAL AND SPORTS DIPLOMACY CAUSED BY THE 2022 RUSSIAN-UKRAINIAN WAR

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**Abstract:** Russia's armed aggression against Ukraine actualized the research of Ukrainian and foreign scientists on the use of opportunities of cultural and sports diplomacy during armed conflicts. The article analyzes how representatives of the world artistic and sports community reacted to the war in Ukraine and what forms and methods were used by Ukrainian artists and athletes to articulate and protect the national interests of Ukraine on its territory and abroad. It has been proven that in this way they drew the attention of the public, state authorities of the countries of the world to the conflict in Ukraine, Russia's violation of international law and contempt for moral values and human life. Artists and athletes initiated, tested, and successfully proved the effectiveness of new tools and means of cultural and sports diplomacy. The universality of this diplomacy in international relations, the ease of its perception and dissemination in society, combined with the creative approach of its participants in response to changes in world politics determined the development of its new vectors. The effectiveness of these forms and methods lies in the fact that they: 1) helped to relatively quickly inform the public of the countries of the world about Russia's aggression in Ukraine; 2) recognized artists and "stars" of sports willingly joined it; 3) initiated by them, their foreign colleagues, citizens of other countries, football matches, public actions, performances gained public resonance and support in Ukraine and abroad; 4) reached a large audience of various ages; 5) ensured the receipt of funds for the needs of Ukraine to charitable funds; 6) contributed to the establishment of a positive image of Ukraine and Ukrainians, countries of the world that joined these actions. All these efforts were generally aimed at countering "Russian World" and Putin's "rashism".

**Keywords:** Culture, Sport, Diplomacy, Russia, Ukraine, War, Artists, Athletes, Performances.

### 1 Introduction

Cultural diplomacy is a course of action based on the exchange of ideas, values, traditions, and other aspects of culture or identity. Cultural diplomacy is aimed at strengthening relations and improving socio-cultural cooperation, promoting national interests in the external arena [37]. Traditionally, three key characteristics of cultural diplomacy are distinguished: breadth (coverage of the activities involved), non-violence, and inconspicuousness [10, 11].

The key tools of cultural diplomacy include the following: popularizing the language of the state in the world and promoting the study of this language by foreign audiences; dissemination of knowledge about the state, its culture, as well as holding cultural events and exchanges (including translation and distribution of books by national publishers); popularization of modern music of Ukrainian groups and performers, folk music and folklore; creation of easy access for foreign citizens to information about the history, customs, and traditions of Ukraine; organization of representation of Ukraine at international exhibitions, forums, literary evenings, and other artistic events; coverage of Ukraine as a state of high sports and cultural achievements; branding of all cultural achievements of Ukrainians and those found on the territory of modern Ukraine as Ukrainian ones; defense of Ukraine's interests in international disputes in the field of culture, etc.

Sports diplomacy is often considered as a part of cultural diplomacy. In this study, the authors distinguish it separately and understand it as the official and unofficial activities of states, governments, special foreign policy bodies to fulfill the tasks of the state's foreign policy by initiating, organizing, conducting, and participating in international sports events with the participation of teams, athletes, coaches and their achievements. The circle of participants in sports diplomacy is extremely wide: these are states, state structures in the field of sports,

international and national sports associations, athletes, coaches, experts in the field of sports, mass media, fan movements, business structures, etc.

Russia's invasion of Ukraine significantly changed the perspective of cultural and sports diplomacy. Ukrainian domestic artists and sportsmen use all possible means and activities to spread information about the crimes of the Russian army, try to convey it to their "colleagues in the shop", the world public in general. At the same time, they are also trying to organize fundraising for the needs of Ukraine and the Ukrainian people. That is why we consider the topic of cultural and sports diplomacy during the Russian-Ukrainian war of 2022 to be relevant. Firstly, in this way, it is possible to successfully attract the attention of citizens to the conflict, and, secondly, it is an opportunity to explore the vectors of the development of cultural and sports diplomacy in the conditions of war.

### 2 Literature Review

The concept of cultural diplomacy is not new. It has been studied by representatives of various sciences, but every time cultural and sports diplomacy manifests new directions of development and attracts new tools. The concept of "cultural diplomacy" was studied by O. Rozumna, G. Shemayeva and V. Petrov, G. Lutsyshyn and A. Honcharuk. Aspects of public diplomacy were studied by V. Tereshchuk. In his studies, N. Zykoon defines cultural diplomacy as a complex of efforts aimed at promoting the interests of the state by means of culture, art, education, and in general, cultural industries. In general, cultural diplomacy needs both the further institutionalization of this element of the system of international strategic communications, and the expansion of the circle of its subjects and potential addressees [41]. D. Dubov and S. Dubova study the policy of cultural diplomacy as a mechanism for implementing strategic communications of the state in detail. Scientists emphasize the importance and influence of public diplomacy in the system of strategic communications. They give examples of its effective use in the activities of the US government in the 1980s and emphasize the importance of cultural diplomacy as a component of public diplomacy. They state that Ukraine lacks experienced management personnel for the development of cultural diplomacy [10, 11]. V. Petrov defines cultural diplomacy as a tool of "soft power" in the conditions of modern hybrid threats, focusing on the institutional aspect of the formation of its system in Ukraine [23]. V. Tereshchuk focuses opinion on the foreign policy tasks of cultural diplomacy in the conditions of global development [29].

Sports diplomacy was actively studied by Ukrainian domestic and foreign scientists. Among them, we highlight N. Bogolyubova, Yu. Filippova, Yu. Nikolaeva, S. Kulik, S. Martynenko, and S. Murey. They prove that sports diplomacy represents one of the effective means of international communication, which contributes to increasing the authority of the state and establishing it in the international arena. The issue of the recognition of states in international law was dealt with by a number of scientists, in particular, V. Telipko, A. Ovcharenko, D. Feldman, H. Jantaev, and others, whose scientific developments constitute an important theoretical basis for the implementation of sports diplomacy.

According to the head of the Bureau of Educational and Cultural Affairs of the US State Department, K. Hughes, sports diplomacy is an effective means of reconciling people, despite their cultural and religious differences, and political differences [29]. The forms of implementing sports diplomacy projects are quite different: holding sports competitions, organizing training programs, working with youth from different countries of the world, organizing sports master classes.

Yu. Filippova notes that the use of sports diplomacy tools in international relations creates more favorable conditions for further dialogue between the parties to the conflict already at the highest – political – level. In modern conditions of globalization and the sharp increase in the threat of political conflicts and crises, the role of non-politicized international organizations and public structures in solving world problems has noticeably increased. It is, first of all, about increasing the importance and role of sports and sports diplomacy in strengthening peace, mutual understanding, de-escalation of tensions in the international arena and establishment of interstate contacts [24].

At the same time, the problems of cultural and sports diplomacy in the conditions of active military operations have not yet been comprehensively investigated. Therefore, the authors analyzed the problems of using cultural and sports diplomacy as a vector of strategic communications during the Russian-Ukrainian war, which began on February 24, 2022 and is still ongoing.

The objectives of the research is to find out how representatives of the world artistic and sports community reacted to the war in Ukraine and what forms and methods were used by domestic artists and athletes to articulate and protect the national interests of Ukraine and how all this accelerates the end of the Russian-Ukrainian war.

### 3 Results and Discussion

February 24, 2022 - the beginning of a full-scale invasion of Russia on the territory of Ukraine - is a date that is forever etched in the memory not only of every Ukrainian, but also of the whole world. The whole world saw the merciless "liberation" of the Ukrainian people, the genocide and eradication of everything Ukrainian on the way to the "Russian World" and the "liberators". Before the start of the full-scale war, representatives of the Ukrainian intelligentsia determined with absolute reason that one of the indirect reasons for the "boldness" of the Russian propaganda influence aimed at the Ukrainian audience is the inaction of society. Therefore, we agree with the opinion of T. Peresunjko that "the absence of the Ukrainian civilizational message in the world for a long time, the Ukrainian policy of "silence" in the European cultural space created too much free space, yielding and thereby playing along with Russian chauvinism and the latest Russian imperial mythology" [22].

As a result, there are colossal losses: since the beginning of open Russian aggression against Ukraine, numerous cases of destruction of residential infrastructure, killings of civilians and looting by the Russian military on the captured Ukrainian territory have been recorded. As a result of shelling of populated areas in Ukraine by Russian troops, architectural monuments, churches, objects of cultural heritage, sports infrastructure, etc. were destroyed. Only in the first two weeks of aggression (as of March 15, 2022), the Russian army has already destroyed 3,500 infrastructure facilities in Ukraine. Among them: 230 objects of transport infrastructure, 165 objects of life support for the population, such as electric substations and gas pipelines, were completely or partially destroyed [27]. As of June 1, 2022, more than 350 different monuments and cultural objects were destroyed [18]. Using the resource <https://culturecrimes.mkp.gov.ua>, the Ministry of Culture and Information Policy of Ukraine collects eyewitness accounts of damage or destruction of cultural heritage during the armed aggression of the Russian Federation against Ukraine. As of August 20, 2022, the damage map looked like this (Fig. 1).

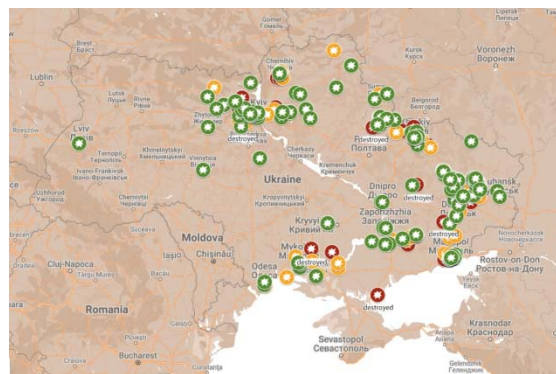


Figure 1. Map of cultural losses of Ukraine [18]

Let us highlight the most devastating of them. As a result of the bombardment, the architectural monument - the building of the Donetsk Academic Regional Drama Theater (Mariupol, Donetsk region) - was destroyed; the walls of the historical and architectural monument - the arena-stable building, as well as other historical buildings that are part of the ensemble - were damaged by artillery shelling buildings of the Vasyliv historical and architectural museum-reserve "Popov Manor" of the end of 19th century (city of Vasylivka, Zaporizhzhya region); the facades and windows of the ancient building - the Church of the Intercession of the Holy Mother of God 1895-1907 - were damaged as a result of shelling with reactive charges (Tryohizbenka village, Luhansk region); the architectural monument - the building of the former V. V. Tarnovsky Museum of Ukrainian Antiquities, built at the end of the 19th century, which now houses the regional children's library - was partially destroyed by the bombardment of the city; the facades, windows, and part of the exposition of the Military Historical Museum - a branch of the Chernihiv Historical Museum named after V. V. Tarnovskiy was partially damaged; the architectural monument - the building of the former cinema named after Shchors, of 1935–1947, in which the Regional Youth Center was located - was partially damaged; the facades of the buildings of the architectural monument - the ensemble of the Yelets Assumption Monastery of the 12th–19th centuries, the facades of the monastery walls and the gate with the bell tower of the 17th century, as well as the drums of the domes of the Assumption Cathedral of 12th-17th centuries were damaged (city of Chernihiv); the facades, windows, and roof of the historic building of the old railway station "Zaporizhia-drughe" of 1904 were damaged as a result of rocket fire (city of Zaporizhzhia), the facades and windows of the architectural monument - the building of the Kharkiv Art Museum 1912 - were damaged by the blast wave; shelling damaged the architectural monument - the building of the Assumption Cathedral of 1778: all the windows were broken, stained glass windows were damaged and church utensils were damaged; the facades and windows of the architectural monument and urban planning were damaged in 1824/middle of 19th century (Kharkov city) were damaged. Russian military equipment damaged the gate of the landmark of architecture and urban planning - the "Round Yard" of 1820 in the former estate of L.E. Koenig, and the boiler room of the local art museum (Trostyanets, Sumy region) was also destroyed [20].

In the Zhytomyr region, a monument of national importance was destroyed - the Church of the Nativity of the Holy Virgin, built in 1862. In the village of Vyazzka, Korosten district, on the night of March 7, the Russians destroyed the Church of the Nativity of the Most Holy Theotokos, built in 1862. The list of notable and historically important cultural and educational objects and buildings is quite significant, but it is currently unknown how many more such destructions Ukraine will undergo because of illegal, barbaric actions of Russia.

In connection with Russia's purposeful destruction of cultural heritage sites, the world community came forward to protect and help Ukraine in its restoration and reconstruction. In particular,

the Minister of Culture of Italy, Dario Franceschini, stated that the Italian government is ready to rebuild the drama theater destroyed by the Russian occupiers in the city of Mariupol [14]. At the beginning of March, the Prime Minister of Poland M. Morawiecki proposed a plan to rebuild Ukraine with 100 billion euros from the EU budget. These funds will be directed to the restoration of destroyed infrastructure, schools, hospitals, and bombed-out residential areas. The Prime Minister of Greece K. Mitsotakis also stated that "Greece is ready to rebuild the maternity hospital in Mariupol, the center of the Greek minority in Ukraine - a city close to our hearts and a symbol of the barbarism of war". During a conversation with the Minister of Infrastructure of Ukraine O. Kubrakov, the US Minister of Transport P. Buttigieg confirmed that the US is ready to help as much as possible in the process of infrastructure restoration after the end of the war and the de-occupation of Ukrainian territories. Even earlier, the USA announced a package of providing emergency aid to Ukraine in the amount of 12 billion USD. British Prime Minister B. Johnson announced that the West was preparing a kind of plan to restore Ukraine's infrastructure and economy by analogy with the Marshall Plan [19].

International organizations also assured their support. Thus, Ukraine and the EU signed a memorandum of understanding, which unlocks the first tranche of macro-financial assistance to Ukraine in the amount of 600 million euros from a package of 1.2 billion euros [38]. In addition, the Parliamentary Assembly of the Council of Europe (PACE) voted for Russia's withdrawal from the Council of Europe. 216 people voted for this decision, three abstained. The conclusion of the meeting was that Russia cannot be a member state of the Organization, as it committed "gross violations of its Charter".

In the conditions of Russia's war against Ukraine, the domestic cultural "front" is actively operating, that is, long-term strategic influence on society through the means of art. The world of culture helps and supports Ukraine in the fight against the aggressor through music, literature, social actions, poems, performances, concerts, exhibitions, and more. In their numerous appeals, representatives of cultural organizations condemned Russia's full-scale invasion of the territory of independent Ukraine and, as a sign of solidarity with the Ukrainian people, ceased any cooperation with the aggressor. Thus, representatives of the Institute of Art and Theater of the Czech Republic (The Arts and Theater Institute) [3] and the Slovak Film Institute (The Slovak Film Institute) condemned the aggression of the Russian Federation against Ukraine and expressed solidarity with the Ukrainian people, called on all partners to follow the example and suspend any activity on the territory of the specified countries [15]. The Lithuanian Council for Culture expressed its support for Ukraine and stopped funding cultural projects related to Russia and Belarus [16].

In order to support the Ukrainian people, various international social actions are held in the countries of the world. For example, in Berlin, a significant number of citizens called on the West to stop trading energy resources with the aggressor country. Similar protests were held near the German embassy in Vilnius and the Georgian parliament. The participants of the actions projected on themselves all the horror that the world saw in Bucha and other Ukrainian cities that suffered from Putin's rashists. The March of Mothers took place in Krakow. With this peaceful march movement, Ukrainian mothers drew the attention of the society of the European cities in which they found shelter to the tragedy of children in Ukraine. During the March, the women held a stained scroll in their hands. It is a symbol of children's lives killed by the occupier, mutilated destinies, evidence of murders, injuries, abuses, insults and rape of children by rashists. The main idea of the march movement was "There are no other people's children! A child killed in Ukraine today is the same child who may be killed in Poland, Italy, France, or any other European country tomorrow". The head of the European Commission, Ursula von der Leyen, reported that 10.1 billion euros were collected in Warsaw at the global fundraising event "Stand Up for Ukraine".

A commemoration of the children killed in Mariupol was organized in Helsinki. Attendees brought children's shoes to the Station Square, wrote the word "children" in different languages on the asphalt. In Estonia, they protested against the rape of Ukrainian women and children by Russian soldiers. Twenty women lined up in front of the Russian embassy in Tallinn with bags on their heads, hands tied and "blood" on their underwear. In this way, the organizers of the action tried to convey that the soldiers of the Russian Federation were raping and killing innocent women and children. An action in support of Mariupol was held in Vienna. There, the inscription "Children" in Russian was laid out with white bags to honor the memory of civilians who died during the aerial bombardment of the Drama Theater. In the capital of Austria, they protested against the sexual crimes of the Russian occupiers. The women put on homemade white dresses with traces of "blood" and lay down in the middle of the square. In Paris, people came to a rally against the Russian invasion of Ukraine. In the city of Perth (Western Australia), a large flag of Ukraine was sewn, on which everyone could leave wishes or words of support. After that, it went to Berlin, London, the USA, and other countries of the world. A small performance took place on the Alley of Stars in Los Angeles - girls and boys in yellow t-shirts and blue ribbons on their wrists danced an incendiary dance to the song "Oy u luzi chervona kalyna" ("Oy in the meadow red viburnum").

Representatives of the audiovisual arts also actively participated in the support of Ukraine. For example, France canceled the Russian film festival "From Lviv to the Urals", which featured films by Ukrainian director S. Loznytsia. The organizers stated that Ukrainian culture cannot have anything to do with Russian propaganda "matryoshka dolls". At the charity film marathon in Turkey, the Ukrainian films "Toloka", "Anna", and "On the own land" were shown to the audience in Ukrainian with Turkish subtitles. Also in March, the film "Fairytale" about the WAR appeared online. The film collected a significant amount of facts and evidence of Russian aggression in the first weeks of the full-scale invasion of Ukraine. The film was created at the intersection of documentary and art cinema with a complete storyline. The screenwriter, editing director, voiceover, and producer of the film is bandura player, composer, founder of the modern bandura development project "Bandura Style" and the band "Spylyasty Kobzari" Yaroslav Dzhus.

In the literary field, over ten thousand poems from Ukrainians and foreigners were sent to the "Poetry of the Free" project within fifteen days [25]. It was created with the support of the Center for Strategic Communications and Information Security of the Ministry of Culture and Information Policy and the State Agency of Ukraine for Arts and Art Education. The participants sent poems about war, victory, and the strength of Ukrainian defenders in seven languages: Ukrainian, Russian, English, French, Polish, Lithuanian, and Belarusian.

The global campaign "Stand Up For Ukraine" at the call of the President of Ukraine V. Zelenskyi to raise funds in support of Ukraine and Ukrainians was effective. Performers and musicians from all over the world joined this initiative: singers Katy Perry, Celine Dion, Madonna, American actress Ellen DeGeneres, rock musicians Ozzy Osbourne, Lenny Kravitz, Irish rock band U2, and others. The legendary American band Metallica opened a fundraiser on the "All Within My Hands Foundation" page in support of Ukraine. The first installment in the amount of 500,000 USD was made the musicians of the band. The British rock group Pink Floyd released a new song in support of the Ukrainian people for the first time since 1994. The song "Hey, Hey, Rise Up" was released on April 8 and contained the vocals of Ukrainian musician Andrii Khlyvnyuk (Bumbox band). All funds from its sales were directed to humanitarian aid to Ukraine [34].

The Italian rock band Maneskin released the song #StandupforUkraine in support of Ukraine. The band called on the world to join them, help refugees and provide humanitarian aid to Ukraine. On May 2 in Bristol, the British band Portishead performed at a charity concert in support of Ukraine. It was the band's first performance in seven years [31]. All funds from the

sale of tickets were transferred to the “War Child” charity fund, which helps children affected by the war. Billie Eilish joined the “Stand Up For Ukraine” campaign and dedicated her song “Your Power” to Ukrainians [4].

Since the beginning of Russia's annexation of Crimea and the south-east of Ukraine in 2014, many representatives of the Ukrainian stage, actors, people of creative professions have steadfastly adhered to the opinion that “culture, art is outside of politics”, “eternal values are outside of politics”. Some of them continued to tour the Russian Federation, cooperated with Russian colleagues, participated in various projects, concerts, shows, sports competitions, and spoke for Russian sports clubs. Part of the Ukrainian society perceived it as banal “earning money”, flirting with the aggressor. However, everything was limited to moral condemnation, the fall of the authority of these persons, the imposition of certain sanctions by the Ukrainian authorities. The situation changed radically with the beginning of the full-scale invasion of the Russian Federation into Ukraine in February 2022. The cultural diplomacy of domestic and foreign artists in the conditions of the Russian-Ukrainian war turned into a kind of cultural “front”. Art projects have covered most of the countries of Europe, the USA, and Australia. In terms of the number of participants, these actions were individual, that is, they were joined by “stars” of the first ‘magnitude’, popular performers, participants in performances, group - with the participation of musical groups, collective concerts, the organization of various marches, protest actions, and international, with the sale of song tracks, the organization or, on the contrary, a ban on holding certain international art festivals. The interest of pop artists in participating in these projects was that they presented new songs, performed popular hits, specially organized concerts after the absence of long joint performances, organized funds to collect money to help Ukraine. In this way, they unobtrusively informed employees, connoisseurs, supporters of the art, music, and film industry about events in Ukraine, Russian crimes in Ukrainian cities. The importance of such actions is that people of art do not often enough directly involve themselves with certain political processes and politicians. Therefore, the words, actions, features of the presentation of their works art by artists played a decisive role for their audience, contributed to their better understanding of the situation in Ukraine.

Since the occupation of part of the territory of Ukraine by the Russian Federation in 2014, sports and politics in Ukraine have become even more closely integrated. Sport has acquired a certain political institutionalization in Ukrainian politics and society. Arguments that “sport is outside of politics” turned out to be unconvincing, because namely Russia refuted them at the highest sports level - it used the Olympic Games to cover up armed aggression: the so-called “War of 08.08” against Georgia in 2008, against Ukraine in 2014, 2022. Therefore, the continuation of Ukrainian athletes - public figures - of their professional careers in Russia has acquired a significant political connotation. In the conditions of a full-scale Russian invasion of Ukraine in 2022, sports diplomacy received a new stage of development. Its means proved to be effective in the internal politics of Ukraine and in the international arena. The internal policy refers to the following:

1) Public manifestation of own civic position by people from the field of sports. Active and former sportsmen took and are taking an active part in the defense of Ukraine in the ranks of the Armed Forces of Ukraine, the Military Academy, Ukrainian and foreign mass media constantly inform about this. So, former basketball player O. Volkov went to war at the age of 57 [32]. This was reported by his teammates, who posted a photo with words in support of him and Ukraine. It should be noted that Oleksandr Volkov was born in Omsk (Russia), played in the NBA for “Atlanta”, and later was the playing president of BC “Kyiv”. It is important that many athletes, for example, world boxing champions O. Usyk, V. Lomachenko specifically returned to Ukraine to take up arms. This earned respect from their fans, future rivals [21].

Athletes were socially active in social networks. They installed the Ukrainian flag on the avatar; deleted the Russian athletes from their friends, posted posts, photos, and informational materials about events in Ukraine.

Ukrainian sportsmen and coaches prematurely terminated the current contracts with the clubs of the aggressor country. This is what most of the Ukrainian football players who played in the Russian Premier League did. For example, the assistant head coach of FC Dynamo (Moscow) A. Voronin left Russia immediately after the attack of the Russian army on Ukraine. After leaving for the Federal Republic of Germany, he publicly expressed his civic position, critically explained the actions of the Russian authorities and the attitudes of Russians. Voronin called on Germany to help Ukraine in the war with Russia: “stop this son of a bitch Putin, help the refugees and send weapons so we can defend ourselves” [6].

Athletes publicly expressed their opinion about the events in Ukraine, commented on them. Thus, the legendary ex-footballer and coach of Dynamo (Kyiv) and the national team of Ukraine Y. Sabo criticized the President of Hungary V. Orban and the country's government, which supported the Russian Federation in the war with Ukraine. He refused to communicate with the Hungarian press, and stated that he was now ashamed of his Hungarian origin [5].

“Stars” of domestic sports individually and collectively appealed to Russian athletes, the people, officials, and the President of Russia. The topics were different: an invitation to come to the meeting, “there is a hall for you, yours has been prepared it” (Olympic champion Zh. Beleniuk); calls to close NATO's sky over Ukraine (captain of the Ukrainian national basketball team A. Pustovyi), to influence V. Putin's policy, with a call to oppose the actions of the Russian authorities (world, European, Olympic Games champion gymnast L. Pidkopaeva); stories about the experienced Russian occupation (footballer V. Vashchuk). Thus, sportsmen became the advocates of social sentiments and morals. The Klitschko brothers, ex-boxers and world champions, launched a wide-ranging information campaign. Volodymyr Klitschko defends the Ukrainian land in the ranks of the Kyiv City Council, whose mayor is his older brother Vitaliy. The Klitschko brothers each gave several interviews and broadcasts live to foreign media, telling the world the truth about Russian atrocities in Ukraine. Testimonies of athletes about the genocide of Ukrainians will be included in the materials for the International Criminal Court.

On the international arena, sports diplomacy in support of Ukraine also acquired original manifestations. The world-famous sportsmen expressed their support for Ukraine and solidarity with its people, appealed to Russian President V. Putin to end the war. Let us name just a few of them: the “king of football” Pele, “Iron Fist” M. Tyson, the best hockey player of all time V. Gretzky, athlete and politician “Terminator” A. Schwarzenegger. The outstanding Italian coach F. Capello refused to communicate with journalists of the aggressor country.

Participation and victories of Ukrainian athletes in international competitions are very important. The President of Ukraine V. Zelenskyi, representatives of the state authorities understood the importance of sports for Ukraine in the conditions of war. Therefore, the government allowed domestic athletes to travel abroad in order to prepare for performances and participate in sports competitions. The collective characteristic of many victories of Ukrainian athletes at international competitions was the duel of professional boxers in the super heavyweight category. On August 20, in Jeddah (Saudi Arabia), O. Usyk, who was born in Crimea, in Simferopol, won a rematch against E. Joshua. The Ukrainian defended the title of world champion according to the IBF, WBA Super, IBO and WBO versions, and also won the vacant belt of the magazine “Ring”. After the match, which lasted all 12 rounds, both boxers raised the flag of Ukraine, and Oleksandr wrapped himself in it. After the announcement of the results of the judges, E. Joshua in his speech noted the hard work done by O. Usyk at a time when the war is going on in his country. For his part, O. Usyk dedicated

his victory to Ukraine, its Armed Forces, all those who defend the state, all Ukrainians. It is known that due to the full-scale invasion of Russia into Ukraine, the battle could be cancelled, because O. Usyk joined the ranks of the territorial defense. However, at the end of March, he agreed to a rematch and left Ukraine to prepare for the fight. He was encouraged to do so by the Ukrainian military, whom he visited in the hospital. Let us note that together with the preparations for the rematch, Usyk's team founded the "Usyk Foundation" charity fund to help the army and Ukrainians who suffered from Russian aggression. Especially for the fight, the boxer started a herring (hairstyle) and a Cossack mustache, ran pages on social networks in Ukrainian or English, and communicated with journalists exclusively in Ukrainian. He also bought the rights to broadcast the rematch so that Ukrainians could watch it for free [40]. At the final press conference before the fight, Oleksandr came in Ukrainian uniform (embroidered jacket and trousers) and sang "Oy u luzi chervona kalyna" ("Oh, in the meadow is a red viburnum"). During the match, he wore sports shorts in blue and yellow colors. Such actions of the boxer were perceived ambiguously by the world public, but they believed that this way he exerted psychological pressure not only on his opponent, but also on the enemy of Ukrainians - the Russians. It is not by chance that the Russian mass media tried to compromise and humiliate the boxer. Sports victories, public activities and behavior of O. Usyk formed a recognizable brand around his name in the world, which is a kind of reminder of Ukraine and the war started by Russia.

Ukrainian legionnaires - sportsmen who perform abroad - joined the support of Ukraine in various countries of the world. Among the forms of their activity, we highlight the following:

1. Informing the world public about events in Ukraine. Ukrainian athletes have repeatedly appealed to Russian athletes - Ukrainians by origin and many of whose family members live in Ukraine to show their citizenship. This could save hundreds of human lives. They wanted to activate the national feelings of famous athletes in other countries of the world. For example, O. Bayul, the first Olympic champion in the history of independent Ukraine, organized rallies in support of Ukraine in the USA and volunteered [26]. World boxing legend Volodymyr Klitschko during his visit to Berlin, spoke with high-ranking German officials, thanked them for their help to Ukraine, and talked about the genocide of Ukrainians by the Russian army. He appealed to the President of Germany with the hope that his visit to Kyiv will take place as soon as possible. The most recognized football player of Ukraine, the best football player of Europe in 2004 A. Shevchenko and the group "1+1 media" with the support of the Ministry of Youth and Sports of Ukraine launched a company with a call to boycott Russian athletes. On the initiative of the President of Ukraine, he also became the first ambassador of "UNITED 24" - a platform for collecting money for Ukraine.

- D. Beckham originally supported Ukraine. The world football legend handed over his Instagram account to the Ukrainian doctor I. Kondratova for a day. She published several short stories in which she showed how the Kharkiv Regional Perinatal Center works in the conditions of military operations [13]. The Ukrainian woman also secured a link by which D. Beckham's subscribers (71.4 million people) were able to send funds to the UNICEF fund. Thus, the British football player, the owner of FC "Inter" (Italy), showed a large audience what is happening in the hospitals of the bombed-out Kharkiv. Even earlier, Beckham and his wife Victoria donated 1.3 million US dollars to help Ukrainian children.

A vivid protest against Russia's war crimes in Ukraine was initiated by Lithuanian swimmer Ruta Meilyutite. The athlete swam in the lake, which is located opposite the Russian embassy in Vilnius. The organizers of the action painted the water in red - a symbol of responsibility for Russia's war crimes. Ruta explained that this performance is "a call to action in support of the Ukrainian people against whom Russia is committing genocide". She criticized the international community for

insufficiently strict sanctions against Russia and emphasized the need to support Ukraine informationally and financially [36]. Let us pay attention to the sporting achievements of R. Meilyutite: she is the Olympic champion (2012) and world champion (2013) in the distance of 100 m breaststroke and the only winner of the medal of the Olympic Games in swimming in the history of Lithuania. Therefore, her "bloody swim" was quite resonant and attracted the attention of the world public.

2. Statements and actions of naturalized sportsmen who played for national teams of Ukraine. After K. Beh, O. Moskalenko, and O. Abramova did not publicly condemn Russia's war against Ukraine, the Ministry of Youth Affairs and Sports of Ukraine made a decision to exclude naturalized Russian women from the Ukrainian biathlon team. On the other hand, A. Rasskazova, who changed her Russian citizenship to Ukrainian, and since 2018 represents the Ukrainian national biathlon team, spoke negatively about the war, and her colleague D. Blashko, a naturalized athlete from Belarus, volunteered and sent humanitarian aid [9].

3. Assistance of the Armed Forces of Ukraine from Ukrainian athletes and their colleagues from abroad. For this purpose, athletes interacted individually and collectively, created volunteer associations, groups, funds with the involvement of teammates, coaching staffs, and fans. All this was covered on the websites of sports clubs, the cities they represented, on the pages of the national press. Ukrainian legionnaire of the Spanish FC Fuenlabrada, R. Zozulya, with the help of volunteers, collected bulletproof vests and helmets for defenders of Ukraine. On his Facebook page, he wrote: "It seems that Ukrainian volunteers have already made empty all European stores with military ammunition, but this does not stop us - we will find everything necessary for our defenders in any corner of the planet" [2].

4. Athletes selling their awards at charity auctions and transferring the proceeds to the needs of Ukraine. Ukrainian boxer I. Redkach auctioned gloves with the autograph of the legendary Filipino boxer M. Pacquiao [33]. The story of the auction of the gold medal of the U-20 World Championship of the forward of Shakhtar Donetsk and the national team of Ukraine D. Sikan is illustrative. Fans of FC "Hansa" (Rostock, FRG) supported the initiative of D. Sikan, who plays for the club on loan. They started fundraising to win the auction for the player's lot. In just a few hours, the Germans collected the sum of 20,000 euros, after which they set the goal of collecting even more. As a result, the fans of "Hansa" bought a medal, which they will return to the owner, or exhibit in the club museum [37]. As a result, the amount of funds raised at the auctions significantly exceeded the starting prices, and the offered lots were bought by citizens and clubs from other countries of the world. This increased the information resonance about Russia's military aggression against Ukraine.

The leading Ukrainian football clubs held charity matches, the collection of which was transferred to the needs of the Armed Forces of Ukraine, refugees, and children. FC "Dynamo" (Kyiv) and "Shakhtar" (Donetsk) played friendly matches in April - May as part of a charity tour across European countries. The purpose of the tour was to promote the image of clubs and national football in order to draw attention to what is happening in Ukraine [17]. Ukrainian clubs and their rivals used all proceeds from tickets and donations to support Ukrainians who suffered from the Russian attack. These matches generated lively interest and powerfully informed the world community about the war. So, "miners" played matches in special T-shirts. Instead of the names of the players, the names of ten Ukrainian hero cities that fiercely resisted the Russian troops were written on them. Certain political "misunderstandings" arose during the charity tour. Dynamo refused to spar with FC Steaua (Bucharest). This happened after the owner of the Romanian club D. Bekali in an interview with "RomâniaTV" called the Ukrainian defenders of Mariupol - the "Azov" regiment a "Nazi group" [1]. "Dynamo" management considered such words of the owner of "Steaua" "inadequate" and unacceptable [35]. On the eve of Dynamo's game with Swiss "Basel", the popular daily French newspaper

“L’Equipe” (“The Team”) published a large article about the Ukrainian club. It consisted of three parts: “The legend of the “hook of death”, “Historical rival of Moscow”, “Dynamo” Kyiv, a club at war” [35]. The first of them was about the “match of death” - a match between the local team “Start” and the German team “Flakelf” in Kyiv in 1942, the second - about the confrontation in the times of the USSR between “Dynamo” and Moscow “Spartak”. The third was devoted to the modern realities of the existence of the club and the match of “Dynamo” in Basel. Let us note that the mass media of the Russian Federation provided information that Ukrainian clubs hold “friendly”, “charity” matches, but did not specify their reason and purpose. They placed these materials in the “Sports” section. Instead, the Ukrainian mass media presented them under the heading “Special topic: Russia’s war against Ukraine”. As the Croatian football director of Shakhtar Donetsk club D. Srna noted, he “continues to read articles in the European press that Russia invaded Ukraine 50 or 60 days ago”. This is a false statement, because “they appeared in Ukraine in 2014, when we lost our houses, the stadium and our people” [12]. Thus, sports diplomacy has become part of the information war, an effective means of combating Russian propaganda fakes.

5. Ukrainian symbols, national elements in the design of stadiums, team uniforms, the behavior of spectators in the stands during these matches. Among the spectators in the stands, there were many Ukrainians - wage earners, refugees, which gave them an opportunity to distract themselves from the war. They displayed original pro-Ukrainian posters and banners. The performances initiated and conducted by Ukrainian artists during these matches were also on the theme of the war in Ukraine. So, during the break between halves in the match “Dynamo” – “Borussia” (Dortmund) they showed an artistic performance with the participation of the Ukrainian singer of Crimean Tatar origin Jamala. Dressed in a sweatshirt with the inscription “Stop the genocide in Mariupol”, she performed the a cappella prayer song “Ave Maria”. The iconic song “1944” for every Ukrainian was also played, which in 2016 brought Jamal a victory in the music competition “EuroVision 2016” [8].

During the war, athletes turned from public figures into politically significant figures. Ukrainian athletes became an important example that motivated others. The events of the Russian-Ukrainian war forced many Ukrainian athletes to clearly formulate their civic position, to reconsider certain life and sports values. That is why the sports diplomacy of Ukrainian athletes, coaches, clubs, and federations in the conditions of the war turned out to be resonant and effective. Sports representatives actively informed, commented on events in Ukraine, organized and participated in protest actions against the war and crimes of the Russian troops. In general, the forms of expression of sports diplomacy were quite original: from performances in sports uniforms in the colors of the national flag of Ukraine and statements during awards at sports competitions, fundraising, providing humanitarian aid, sheltering refugees and victims, and direct participation in the protection of the territorial integrity of Ukraine. The active civic position of the Ukrainian legionnaires was supported by their friends, players, fans of the clubs they represent, politically conscious citizens of the countries. All this was widely covered by domestic and foreign print and electronic press, social networks. Another feature of sports diplomacy during the war was that it reached a large audience. These are users of various gadgets, television, radio, and an audience of thousands, and in total, millions of spectators in the stands of sports arenas. Thus, they were directly involved in sports diplomacy, continued to bring it to their families and society. In addition, sports diplomacy was closely integrated with cultural diplomacy. We mean the organization and holding of thematic performances, as well as performances of famous performers, popular songs, band concerts, and their broadcasts. All this proves the expediency of using elements of sports diplomacy in international relations.

#### 4 Conclusion

The publicity of artists and athletes is due to the fact that thanks to their creative and sports achievements, they are recognizable and authoritative in society. Therefore, society reacts sensitively to their statements, actions, and deeds. During the war, musicians, artists, and athletes turned from public figures into politically significant figures. The armed invasion of Russia on the territory of Ukraine and the subsequent Russian-Ukrainian war forced Ukrainian artists and athletes to show their clear civic position regarding these events. Some of them became an example of patriotism, sacrifice, mobilization of efforts for the needs of Ukraine and its people. Many of them lived abroad for a significant period of their lives and returned to defend the state. The events of the Russian-Ukrainian war forced many Ukrainian artists and athletes to clearly formulate their civic position and reconsider certain life values.

The authors argue that no war in the 20th and 21st centuries caused such a wave of protest moods among people of art and sports regarding the violation of the norms of international law by one of the parties to the conflict, disregard for moral values and human life. They initiated, tested and successfully proved the effectiveness of new tools and means of cultural and sports diplomacy. The universality of language and the manifestation of this diplomacy in international relations, accessibility and receptivity in society, a large audience of viewers and listeners, combined with the creative approach of its participants in response to the threats and challenges of the modern world order led to the development of its new vectors. The effectiveness of its forms and methods lies in the fact that they: 1) helped relatively quickly inform the public of the countries of the world about Russia's aggression in Ukraine; 2) recognized artists and “stars” of sports willingly joined it; 3) initiated by them, their foreign colleagues, refugees, citizens of other countries, public actions, performances, football matches have become widely spread in Ukraine and abroad; 4) reached a large audience of various ages; 5) ensured the receipt of funds for the needs of Ukraine to charitable funds; 6) contributed to the establishment of a positive image of Ukraine and Ukrainians in other countries. The Ukrainian cultural and sports community needs more information about its initiatives, actions and tools to support Ukraine, particularly abroad.

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