

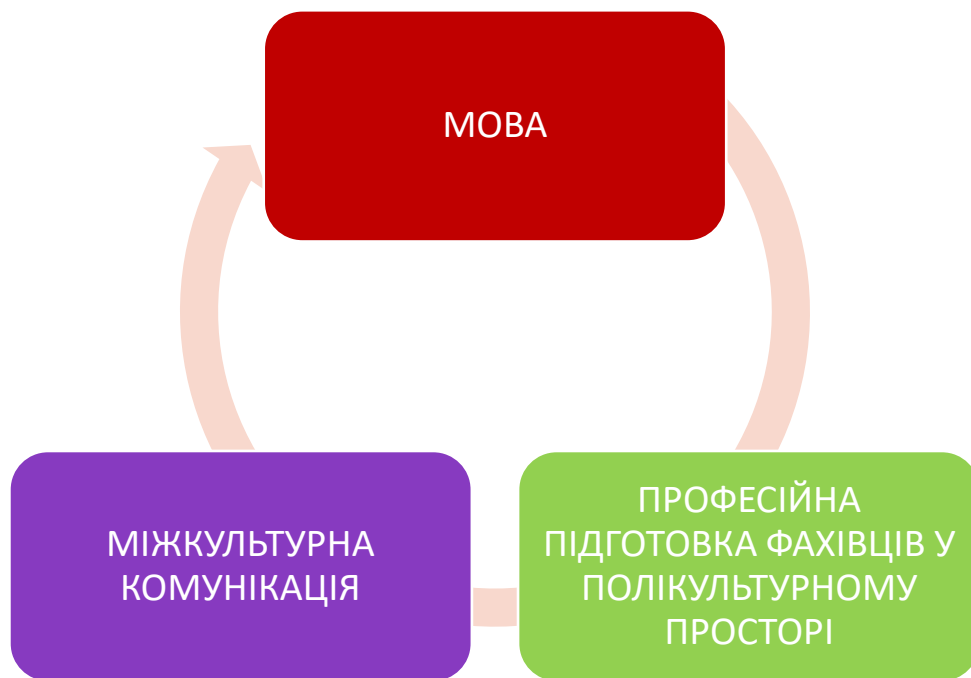


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ
І ПРОФЕСІЙНОЇ ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ**



Одеса
2024

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СЕКЦІЯ ІІІ
МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В СУЧАСНОМУ
ГЕОПОЛІТИЧНОМУ ПРОСТОРИ

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**RESEARCH AND ENLIGHTENMENT OF BRAZIL'S DIVERSIFIED SPORTS
DIPLOMACY STRATEGY**

Keywords: *Brazil, sports diplomacy strategy, China's sports diplomacy.*

As a leading sporting nation, Brazil has a worldwide reputation for football, beach volleyball, judo and other sports. Sport is not only an important part of Brazilian culture, but also a key element of its foreign policy. The Brazilian government regards sports as a diplomatic tool to enhance the country's image, promote cultural exchanges, expand international cooperation and promote economic growth, and has constructed a sports diplomacy strategy, which has become the focus of Brazil and the world. However, research of domestic scholars on Brazil's sports diplomacy strategy is still insufficient. The paper aims to systematically analyze the implementation and effectiveness of Brazil's sports diplomacy strategy from the perspective of the diversification of Brazil's sports projects.

Through the combing and comparative analysis of relevant literature, we can understand the historical development, theoretical basis and practical experience of sports diplomacy strategy in the world, and especially in Brazil. The paper is not only composed from the perspective of sports, but also puts sports under the macro framework of foreign policy for comprehensive consideration, so as to comprehensively evaluate the role of Brazil's sports diplomacy strategy on the world stage and also its great influence to the world and China as well. By drawing on its achievements and experience in sports diplomacy, it analyzes and extracts the enlightenment to China's sports diplomacy, and provides more practical and feasible strategies and suggestions for China to enhance its cooperation with other countries, use sports activities as cultural exchanges, and play a more constructive role in the international affairs arena. Presently, China is developing rapidly even in sports areas and cooperating in many ways with Brazil. Such researches may provide beneficial references to the sports diplomacy of China, promoting the development of China's sports industry and comprehensive diplomatic relationship with the whole world.

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THE CURRENT UKRAINIAN PARTY LANDSCAPE

Keywords: *party landscape, Ukraine, political parties.*

The political party activities in Ukraine are regulated by legal norms. The Law “On Political Parties in Ukraine” has been in force since 2001. According to this Law, “a political party is a legally registered voluntary association of citizens who are supporters of a certain national program of social development, aimed at promoting the formation and expression of the political will of citizens, and participates in elections and other political events” [1].

According to the Ministry of Justice of Ukraine, the number of registered political parties at the beginning of 2019 was about 350, but no more than 50 parties participated in the active political life. Only some of them participated in elections. For example, 22 political parties took part in the parliamentary elections-2019, but only 5 of them were able to enter the Parliament and overcome the 5% barrier.

By the end of 2019, the Servant of the People party practically controlled the entire system of political decision-making in the country, which made it possible to implement any programs and ideas. The level of trust in the new political force was maximal. The society was waiting for a real breakthrough in the economy, the fight against corruption, the entry into the European Union, etc. All these were the points of the President’s and Servant of the People party’s programs.

However, the first year already showed a lack of concrete steps and success. Disagreements began within the party itself, leading to a change in the leadership of the Parliament, the resignation of the Government and other personnel changes.