

## **COMMUNICATIVE STRATEGIES IN THE FIELD OF CULTURAL DIPLOMACY: CURRENT DISCUSSIONS**

*N.N. Zhuravleva*

This article presents an attempt of making an analytical review of communicative strategies in the field of cultural diplomacy. The language and communication of the actors in diplomatic interaction were analyzed from the point of the strategic approach to communication. The article elicits major theoretical approaches to the study of communicative strategies in the field in question exploring the phenomenon of intercultural communication in the context of foreign cultural policy, public and cultural diplomacy. Ultimately, the main task of actors in foreign cultural policy is considered to be the modeling of strategic communications in the sphere of information policy in order to promote national culture abroad applying different methods and forms of cultural (public) diplomacy.