

The UAE Soft Power in the International Relations Context

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Abstract: The role of soft power is to obtain a state wants in a global arena utilizing its values and examples. The government of the UAE aims to propose and implement strategic national and regional initiatives reinforcing the standing of the United Arab Emirates and its leadership through partnerships with media. Soft power is the ability to shape the preferences of others through appeal and attraction. Recently, the term has also been used in changing and influencing a social and public opinion through different channels and lobbying through powerful political and non-political organizations. The following paper aims to explore the new trends of soft power and how the UAE could best utilize its media resources in international relations context.

Keywords: Soft power, UAE, International relations, cultural diplomacy, new strategies.

1. LITERATURE REVIEW

Definition of the Research Topic:

Soft power is an alternative way of leading international politics, and its practice by the government of the UAE has already become apparent. That is why it is necessary to distinguish distinct trends in this regard, as long as the United Arab Emirates relies heavily on the attributes of soft power in order to achieve the most efficacious excellence of global international diplomacy and foreign policy making. Under these circumstances, the following literature review intends to understand the main implications on practicing soft power as a general foreign policy discourse and in the context of cultural differences between the Western and eastern countries. The UAE has already established its positive image worldwide (Al-Jenaibi, 2011), but it is vital to know what considerations should be paid attention to for a smooth transition of the UAE image to the high-profile level of the international affairs. Macroeconomics, internal processes, and potential reactions of key political opponents are supposed to be taken into account, which is why the study seeks for basic theoretical framework of soft power in terms of massive promotion of the UAE.

On a separate note, the United Arab Emirates is planning to present its international image throughout various types of media. This constraint is also of paramount importance, which is why all sources reviewed in the study are applied to this notion. The UAE's intention to use its medial reinforcements for leading soft power politics is associated with public and cultural implications. The following literature review has to make a separate reference to this aspect, as it is essential to understand whether the current strategy of the UAE is congruent with objective reality of international affairs. It is expected to fit a contemporary context of global political processes, and media is a quite risky instrument for such purposes so that its final effectiveness should be verified.

Literature Search Strategy and Aims:

Since the following literature review is aimed at identifying the trends and implications of soft power politics for the United Arab Emirates, the key strategic point of the literature review is not to reveal fundamental theoretical foundations of soft power but indicate specific considerations that may be applicable to the context of the UAE's soft power policies. In other words, the literature review intends to collect practical suggestions regarding the implementation of the soft power. This methodological stance is the primary foundation of the literature search strategy, once it is critically important to understand the suitability of the UAE's soft power initiatives in the context of the international relations (Al-

Jenaibi, 2014). It becomes increasingly difficult to ignore the fact that a contemporary geopolitical situation is quite controversial, and the UAE must be cautious about potential implications related to the leading soft power politics on the international level. Furthermore, the UAE, as middle eastern country, is placed in specific conditions of the international affairs, which is why the understanding of soft power at this angle is quite important for the study.

The above-mentioned specificity of the middle eastern soft power practices is mainly determined by the fact that a strong socio-cultural constraint segregates the eastern and Western worlds. It is not a reason to regard soft power as initially redundant foreign policy, but its cultural perspective can become a subject to biases, stereotypes, and diplomatic manipulations. As a consequence, the second strategic orientation of the literature review is to uncover cultural aspect of soft power, especially in relation to a so-called cultural diplomacy that is generally recognized as one of the driving forces of soft power politics. Different countries represent various cultures, which is why UAE's culture should be reasonably tailored to specific political objectives, as there is a thin border between efficient cultural management and nationalistic agenda. That is why analysis of cultural diplomacy in relation to the UAE's soft power is an important consideration for the study.

The third component of the literature review is the establishment of relationships between the contexts of modern soft power and the feasibility of media strategy in this regard. As it has been already mentioned, the United Arab Emirates is going to launch a meaningful media campaign for the promotion of its soft power worldwide. In the light of such intentions, it is vital to know whether media sources are the reliable instrument for promotion of the international image of the entire country. The UAE takes evident risks in this respect, as long as the use of media implies dubious effects: it can facilitate soft power policies, and there is a danger to position the entire country as a hardly acceptable angle for the international affairs. That is why the following literature review needs to reveal whether the media strategy is congruent with diplomatic and cultural foundations of soft power of the UAE. Overall, these strategic orientations of the literature review are feasible, but there are some challenges that are worth discussion.

The first challenge is related to the latter constraint mentioned above, as it is hard to trace relationships between soft power contexts and a media campaign, which is why the literature review relies on comprehensible findings related to the study of contexts of soft power and discourses applicable to such countries as the United Arab Emirates. The second challenge is the contextualization and synthesis of the literature in relation to the study: the UAE's soft power politics presents a unique case, so references to the other countries should be not applied to the UAE's case in their primary meaning. Eventually, the last challenge is a threat of biased interpretation of the literature. The matter is that various sources present different perspectives for each country, which is why it is increasingly important to keep this risk in focus during the interpretation of the findings and their further application to the discussion of the study.

Critical Review and Evaluation:

A large volume of the literature has been published on the subject of soft power and the role of the UAE, which is why it is imperative to give an account of the most widespread findings and arguments in this respect. Sun (2013) and (Al-Jenaibi, 2014) suggests that soft power should be not practiced by the Asian countries any longer, as a persistent difference in cultures does not deliver justified outcomes. The Eastern and Western cultures are obviously different, and culture plays a major role in the presentation of an international image of a certain country (Sun, 2013). Therefore, the Asian countries are in position, which does not presuppose active use of soft power as long as it is redundant because of drastic cultural differences (Sun, 2013). However, the article neglects to speculate about the fact that specific cultural features, even stereotyped ones, can serve a function of a strong promotional factor. Difference in cultures does not necessarily mean that a foreign culture will be not accepted, so that the UAE can utilize its cultural features for the promotion of soft power policies.

Actually, Cho and Jeong (2008) support the same idea that cultural peculiarities of China as well as of any other Asian country are able to use positivistic foreign policy and cultural features for shaping their international affairs with soft power. Cho and Jeong (2008) argue that a rise of soft power tendencies in China can be associated with its rise as a new international leader: strong popularity of Chinese economic markets, culture, and separate identities is a result of mixed foreign trade policy and media coverage of China as a peculiar country with its unique, friendly, and hospitable traditions (Cho & Jeong, 2008, Al-Jenaibi, 2015). By the same token, such a strategy can be applied to the United Arab Emirates, especially with a consideration of the fact that it has already established its international affair agenda.

As a consequence, a notion of cultural diplomacy must be reviewed. Grinchewa (2010) claims that cultural diplomacy is an indispensable component of soft power. It helps to build friendly and respectful relationships among countries as the acceptance of culture means a positive attitude to the entire nation and discourses of its foreign policies. Grinchewa (2010) highlights the lack of such practice in the United States, thereby implying the fact that a hard power strategy is not effective for the developed countries. The UAE should consider this factor and promote its culture with a positive approach. Furthermore, Grinchewa (2010) mentions that culture itself is a much broader concept that can trigger specific foreign policy decisions. Thus, locating cultural aspect within all available sources of media can lead the United Arab Emirates to a more salient international position. Its current international image is quite positive, so that it needs to intensify its integration process with means of cultural diplomacy as a contemporary international context is quite favorable for such acts.

Cultural diplomacy, according to Schneider (2009), is a matter of internal processes as long as unified approaching of cultural imaging, policy-making, and public affairs is mandatory for utilizing such practice in terms of soft power politics. The matter is that a country has to rely on specific ways of dissemination of its culture to the international communities. Politics and socio-economic initiatives are the most apparent solutions in this regard, but a contemporary persistence of media can boost this process. Schneider (2009) positions such a model of cultural diplomacy as a practical way to reach specific political outcomes: complex, well-controlled, but flexible management of cultural image. In other words, cultural diplomacy offers an international branding of a certain country. This tendency is obviously coherent with the UAE's intentions to promote itself via various sources of media, and this course of action is relevant to the current context of international affairs.

Nonetheless, Banks (2011) assumes that building diplomacy on the basis of culture must follow ethically relevant frameworks, otherwise it may result in bilateral outcomes. Banks (2011) explains this with the fact that the misinterpretation of culture or its strong promotion to the international communities can switch the entire foreign policy from soft to hard power. That is why the use of media for the promotion of the UAE culture and identity should be based on a considerate and diverse-friendly framework. Culturally-driven diplomacy is an efficient asset of soft power, but Banks (2011) underlines the importance of its adequate management on the largest scale of internal affairs. In such a way, such a remark is worth taking into account, as a proactive promotion of the UAE's culture can be associated with lobbying nationalistic agenda, which is opposite to the principles of soft power.

In addition, Hall (2012) notes that internal management of soft power is related to the state's consciousness regarding its position and margins of international branding. In other words, the article promotes a view that soft power, even in the traditional domain of cultural diplomacy, can be leveraged and advanced to the level required with the expectations from foreign policy outcomes. Hall (2012) admits that local elites as well as any other assets that can be represented on the international level latently form the marginal features of soft power. It is certainly true, which is why the United Arab Emirates relevantly promote its key strength: heavy industry, general wealth, real estate, tourism, and diverse-friendly globalist discourse of international affairs. Nevertheless, Hall (2012) positions culturally-driven soft power as an easily modifiable framework for a foreign policy, meanwhile original cultural assets cannot be exaggerated or biased in any other way, which is why Banks' vision is a more credible in this respect.

On the contrary, Glade (2009) reports that the management of cultural diplomacy, especially for intentional soft power politics, is almost impossible because of a wide range of reasons. Glade (2009) considers cultural diplomacy hardly measurable so that it is important to stick to its specific attributes and trace a general picture of their effects worldwide. Hence, it is possible to predict that the establishment of a positive political agenda via cultural imaging in media is a suitable but barely measurable instrument for the United Arab Emirates. Conversely, Glade (2009) notes that cultural diplomacy is fundamental component of soft power, once it is the most flexible tool to promote a country as an internationally friendly and cooperative entity. The UAE clearly realizes this fact, which is why its foreign policy should switch to a more active involvement of cultural component in its global agenda.

Soft power is a practice that is opposed to hard power, which is commonly applied in the international affairs. Since the United Arab Emirates keeps integrating to the global macroeconomics and international political arena, it must follow a distinct pattern of actions. McDougall (2003) suggests that the developed countries should not enforce their hegemonic political ambitions, as this exposes them to a number of vulnerabilities. McDougall (2003) refers to the United States and tragic events of 9/11, thereby assuming that hard power places a country in a jeopardy, in which *it is too strong to be*

challenged, but too vulnerable to fight terrorism. Soft power, however, presents the leading foreign policies without conflict of interests on the global level, so that a common positivistic imaging of a country presupposes less external threats and therefore stable performance on the international political and economic arenas. McDougall (2003) places the emphasis on this fact, and such conceptualization of soft power applies to the UAE.

As a consequence, it is increasingly important to regulate soft power as a strong regulatory instrument. To be more specific, Beydoun and Zahawi (2016) describe Gulf Cooperation Council (GCC) soft power tendencies as an attempt to embed their globalist intentions in the international affair strategies. Beydoun and Zahawi (2016) are quiet cautious about excessive westernization of global discourses. Saudi Arabia, as a perfect example of such a tendency, aligns its foreign policy with specific diplomatic expectations of the United States. It is critical to understand that soft power policy is not inferior to hard power political discourse. That is why the UAE needs to realize that its international promotion should be positioned as an alternative to competitive hard power relationships. Beydoun and Zahawi (2016) confirm that openness and friendly international positioning does not necessarily mean a higher potential for diplomatic consensuses. Instead, soft power means an alternative way of leading international diplomacies and cooperation. The achievement of such goals via media is an effective but risky way since media coverage is often biased, stereotyped and ambiguous. That is why Beydoun and Zahawi (2016) relevantly mention that soft power must be based on a well-balanced foreign policy strategy. In consequence, balance should be present in all respects: soft power and specific international policy should be not focused on a single objective. Cultural diplomacy and other attributes of soft power must be commonly accessible, otherwise constrained foreign politics can lead to numerous harms to global and regional economy. Such a vision is presented by Tsygankov's (2013) exemplification of the Russian attempts to reach soft power properties with a persistent focus on building the Eurasian trade union. According to Tsygankov (2013), a country should be open to any potential economic, political and socio-cultural engagements regardless of internal ideology and difference of diplomatic discourses.

2. REFLECTIONS

Taking into account the findings retrieved from the literature review, it is necessary to admit the following considerations. First of all, the contemporary context of the international affairs is quite favorable for the deployment of soft power politics by the United Arab Emirates, as long as it has already established an international image and specific economic as well as socio-cultural associations portray the country as actively globalist and diverse-friendly state, which is why it will not face barriers with its international promotion. This observation suggests that the UAE leads a relevant foreign policy, and the use of media resources is a justified decision. The literature review describes current international relations contexts as a culturally-driven dimension, so that the media strategy of the UAE should focus on its cultural assets. This notion explains not only the contextual relevance of soft power policies in terms of a media campaign but also promotes a view that a culture is an instrument that neutralizes any political competitions and presents a positive image of a country that practices soft power policies.

Thus, the second major finding of the literature review is the explanation of cultural diplomacy as a driving force of soft power. Cultural diplomacy is a foreign policy that should be adequately managed as long as there is a high risk to bias the original culture of the country, thereby harm the entire presentation of the state on the international arena. By the same token, cultural diplomacy should be universally open political discourse as it should not limit different cultures and countries in accessing it. Nonetheless, it is crucial to be aware of the fact that cultural diplomacy drives soft power as a political strategy, which is why it does not have to be inferior to specific expectations of separate political opponents. Cultural diplomacy can enhance soft power politics with a reasonable balance between the openness and preservation of the national interests. Soft power is an alternative to political competition, but it does not necessarily mean that hard power is more superior.

Moreover, cultural diplomacy can be easily deployed to media resources of the United Arab Emirates. A contemporary media space is supported with global elites, who actually represent the marginal layer of various cultures. This means a possibility to present culture of the UAE in the most beneficial light, thereby advancing its existing international image. The country has already gained its macroeconomic excellence, and the promotion of its culture to the international community is likely to deliver a strong diplomatic effect. A greater involvement of foreign partners on the basis of cultural exchange will place the United Arab Emirates in a position of one of the most powerful countries in the world. These circumstances are evidently favorable for the UAE, but the literature review has also highlighted a great value of

soft power in this relation. The examples of the U.S. foreign policy and outcomes of the 9/11 force to think that a strong international leadership is best managed with soft power, as hard power means the intersection of numerous international interests, thereby increasing a country's vulnerability.

All in all, the literature review managed to meet the objectives of the study, once all implications and contexts for the UAE's soft power have been revealed. It is also informative to note that the literature review has delivered valuable descriptive knowledge regarding soft power and cultural diplomacy from the position of the Western as well as Asian political discourses, and these pieces of information are worth taking into consideration for a subsequent discussion.

3. ANALYSIS

Speaking about foreign policy and soft power of the United Arab Emirates, its integration with Pacific area countries should be discussed. The UAE offer project investment funding for these countries, thereby encouraging economic partnership in a number of instances. Actually, such foreign policy is a pure representation of soft power as long as the UAE offers alternative and effective ways of development for the countries, which compete among each other or depend heavily on the Western foreign investments. At the same time, the UAE embodies its external market needs and systematizes its economic life cycle, since the country itself is a platform for numerous foreign direct investments. Generally speaking, the UAE has already been practicing soft power politics, but it has not reached its global context yet. Needless to say, this initiative is quite supported with Pacific countries. Although, the UAE is involved in competition with Western countries, which tend to lose economic superiority over this area. Therefore, the United Arab Emirates needs to extend its soft power policies on the global level.

The initiative mentioned above describes much more peculiarities of the UAE's foreign policy that it may seem. Partnership with Pacific countries promotes not only cooperation and diplomatic relationship but a concept of global prosperity as the UAE offers funding on the basis of cooperation rather than loan and crediting. This model drastically differs from the approaches practiced with the Western countries, when a developed country uses its economic power for suppression of the developing and undeveloped states. At any rate, the UAE does not seem to practice aggressive foreign policy towards any country. One may argue that the UAE uses quite strict policies regarding immigration and citizenship, but these laws do not affect international relations directly and actually defend the internal interests of the country. This evidence, however, only supports the concept of soft power, and this stance should be discussed in detail.

As the literature review suggested, the concept of soft power does not presuppose that any of national interests should be restrained for favoring specific foreign policy outcomes, especially if there is interests of some other country. The United Arab Emirates clearly realizes this implication, and its initial positioning does not offer any possible ways of placing a pressure by any international partner. As a result, the UAE practices a pure form of soft power politics, but its integration with global processes is not visible for now. It is possible to assume that a similar tendency will be observed on the international level. However, the global context of soft power requires a great deal of economic and political flexibility, which is why the UAE needs to preserve a more neutral position on the international arena. Its politics of openness should be focused on attracting foreign partners rather than deliberate search for them.

It is also informative to note that the UAE supports numerous humanitarian aid and civil-oriented operations worldwide, so it can be hardly traced to participate in any military initiatives. This observation clearly depicts a general focus on soft power politics, as the UAE purposefully avoids the conflicts of interests in the domain of the international affairs. A powerful and flexible economy is used as an instrument for the achievement of various global objectives, and the UAE serves a function of a platform, where a wide range of economies and markets can fulfill their own goals. Furthermore, these effects impact socio-cultural processes, which is why cultural diplomacy is tending to become an indispensable component of soft power of the United Arab Emirates, so it has to be given a profound account, as well.

The cultural diplomacy of the United Arab Emirates is embodied with the Public Diplomacy Office, which is why it is possible to admit that this country practices soft power as a purposeful political strategy. The Public Diplomacy Office is aimed at the accumulation and promotion of socio-cultural heritage of the UAE, so that cultural diplomacy as a driving force of soft power is quite apparent in this case (United Arab Emirates Ministry of Cabinet Affairs & The Future, 2016). It is also worth noting that the Public Diplomacy Office serves a function of marginal advancement of cultural assets because it initiates various internal events and activities aimed at enhancing cultural values in the United Arab Emirates. In such a way, the current context of the UAE's soft power and cultural diplomacy in particular is coherent with empirical

foundations provided in the literature review (United Arab Emirates Ministry of Cabinet Affairs & The Future, 2016). This fact can be recognized as the evidence of the UAE's capability to match a contemporary context of the international relations with means of soft power and cultural diplomacy as its main component.

Nonetheless, the aforementioned initiatives hardly expand on the international level of cultural diplomacy. It is possible to assume that the UAE is planning to obtain another source for disseminating its cultural assets and values. Still, the Public Diplomacy Office is generally focused on internal performance, even though the country follows the most recent tendencies of globalization (United Arab Emirates Ministry of Cabinet Affairs & The Future, 2016). This situation should be regarded as a preparatory stage of the UAE before its massive expansion on the international arena throughout media space. At the same time, an excessively internal focus does not attract foreign partners, thereby making a soft power strategy less sustainable in its methodological sense. The United Arab Emirates has already obtained a global model of progress, but it is not deployed to the dimension of the international affairs, and the Public Diplomacy Office does not mention any connection to the media campaign. Thus, a practical application of media strategy for soft power is not planned to a sufficient extent, even though it is likely to fit the international context.

The lack of connection between the Public Diplomacy Office and the media strategy is obviously a weak point of the UAE's soft power. Hence, this agency needs to take a control over this approach, otherwise media as an instrument for international promotion will not deliver expected outcomes. Cultural diplomacy must be congruent with public policy, socio-economic orientations and general support of such course of action by the populations of the country. The UAE obviously lacks a connection with its public diplomacy, as media space is barely utilized for such purposes. Again, this stage may be present in a state of preparation, which is why any conclusions concerning this situation cannot be well-justified. Even in terms of soft power, a certain competition is still present, and the UAE needs to intensify its global integration, once a similar strategy is led by China and India. Consequently, a change of context will mean the redundancy of the UAE's soft power strategy. This scenario suggests that the United Arab Emirates has to start its media campaign at a gradual pace, otherwise its massive expansion will be redundant.

The Public Diplomacy Office, however, mentions the establishment of partnerships with both the media and private sectors of business, but such partnerships should go far beyond internal organizations (United Arab Emirates Ministry of Cabinet Affairs & The Future, 2016). The UAE could present its cultural assets to the foreign and mainstream media sources, but this course of action is not visible nowadays. Therefore, the Public Diplomacy Office has to switch to a more global context of its performance, especially with a consideration of the fact that the United Arab Emirates can present a sufficient cultural value through its socio-economic agenda (United Arab Emirates Ministry of Cabinet Affairs & The Future, 2016). Additionally, the model of global progress mentioned above should be embedded in this media campaign, otherwise a soft power strategy will be ineffective. For this purpose, the United Arab Emirates should follow specific guidelines, which should be also explained and discussed.

4. RECOMMENDATIONS

It is hard to argue with the fact that a soft power strategy of the United Arab Emirates is complex, and its location within terms of a media campaign is challenging in a number of ways. That is why it is important to understand two major pillars that should be recommended for a successful building of such sophisticated soft power politics. The first pillar is basic components of the state branding for the international promotion: pride creation, the management of global reputation, brand representation, and the creation of synergy (Dinnie, 2015). With regard to the building of pride, it should be mentioned that cultural heritage and national pride have been already established, and such an emotional appeal is an effective strategic asset of the UAE. The Public Diplomacy Office plays a vital role in this case as it works on sustaining this aspect in multiple ways discussed above (Dinnie, 2015). Anyways, the pride and value of the national heritage are actually foundational aspects of the nation's branding.

The second component is the formation of the international reputation. Doubtless, the United Arab Emirates has imaged itself as a reliable and well-developed country, especially in the context of a crisis-prone Middle East (Dinnie, 2015). This aspect is mainly supported with economic powers of the UAE, but some socio-cultural initiatives can be also taken into consideration. The participation in various humanitarian and civilian operations, sport events, and international initiatives present the UAE as a country with effective economic potential and friendly political discourse (Dinnie, 2015). In addition, the support of various media-covered sports, events such as Formula-1 and many others, tailor the UAE's

cultural assets to the media space. The UAE is recommended to leverage these agendas in order to obtain a larger segment of mainstream media spacing for its branding and international promotion (Dinnie, 2015). International reputation is a vital factor for soft power, and the United Arab Emirates is able to utilize its to the fullest extent for the achievement of its high-profile foreign policy goals.

The third component is a representation of the national brand. The UAE focuses on media sources as the main way of disseminating knowledge about its brand, but there is a wide array of elements that can be embedded in this pattern (Dinnie, 2015). The United Arab Emirates is a country with a developed and diverse economy, which is why it could use its strong sides for promotion of the national brand. For instance, the tourism sector promotes the country with souvenirs, real estate business with hotels, restaurants, and entertainment, etc. The general idea is to place emphasis on the origin of a certain product or service (Dinnie, 2015). The UAE's goods and services can be described as of high quality, so that there are no risks in such a solution. The national brand should be represented with specific assets and experiences, and their integration within the country's most powerful sides is evidently efficacious course of action.

The last component of the first pillar is the creation of synergy. This component means that a presence of the brand should be not limited to a single source. That is why media space should be understood as a wide concept: social media, mainstream channels, newspapers, and magazines have to be given an account (Dinnie, 2015). The same rule applies to a general soft power. The development of special events, the design of the country's brand logo and other means of a strong international presence could be effective (Dinnie, 2015). All these components should present a concept model that could be easily implemented to any dimension of soft power.

At this point, it is necessary to move to the implementation of a media campaign with regard to the components of the first pillar. It becomes abundantly clear that all components should be represented with means of mass media according to two principles (Warren, 2014). The first principle is based on tailoring each component to a particular media source. Provided that the UAE already has numerous opportunities to cooperate with mainstream media, it is recommended to use them as a platform for the creation of a trend: various content related to the components of the first pillar must appear in the international media (Warren, 2014). The emergence of the UAE brand in mainstream media is expected to be powered with various initiatives and events arranged by the Public Diplomacy Office of the UAE as long as international branding and soft power still need to match and create specific context, in which cultural assets of the country are presented at the most attractive angle.

It is relevant to note that soft power is recognized as a communication through immaterial means so that economic aspect should not be in the limelight. It is certainly true, but if economic advantages are the key strength of the country, it should be promoted throughout non-material sources (Warren, 2014). The United Arab Emirates has chosen an appropriate soft power strategy, but it is advised to consider a factor of scalability of its foreign policy. Actually, economic powers and trade benefits are not single strength of the UAE, and a separate attention must be paid to the original culture as such (Warren, 2014). The representation of the UAE's key strength as a cultural asset is obviously the primary tactics of the soft power strategy, but it is essential to position the country at angle that are least expected, as well (Warren, 2014). Unexplored, especially for the Western world, cultural foundations should also obtain its segment in the media space occupied with the UAE's national brand.

The other important consideration for contextualizing the UAE's soft power on the global level is the use of social media as an independent and easily manageable instrument. The UAE officials have already obtained some presence in the social media, so that there are some initial links to the other placements of the UAE's international brand in this dimension (Warren, 2014). The UAE is recommended to follow traditional approaches of social media management, as cultural diplomacy means promotion of a country as a trademark even though the immaterial assets are promoted (Warren, 2014). The UEA is mentioned in the web in a positive connotation, which is why the dissemination of content that supports such an image will deliver a strong effect. The creation of content should also be aimed at promoting purely cultural heritage, and this aspect is better managed as a separate strategy (Warren, 2014). Reliance on social media, however, should not be excessive, as the main function of the creation of soft power strategy is performed with populations, business and the government, meanwhile social media is a space, where these entities can be promoted.

Overall, the UAE is suggested to keep its media tactics as flexible as possible. In the event any of the recommended solutions do not work, it is important to remember that this solution does not fit the context at least at a current moment. That is why it is pivotal to investigate global trends on a regular basis in order to keep a soft power strategy updated and

aligned with recent socio-cultural tendencies (Warren, 2014). It does not necessarily mean that original cultural assets of the UAE should be somehow modified, but switching of emphasis from one item of soft power into the other can be an important solution under such circumstances (Warren, 2014). Eventually, soft power is based on the flexibility and synergy of approaches, and this rule applies to the media campaign of the United Arab Emirates.

5. CONCLUSION

The United Arab Emirates is going to integrate to the global level of its political performance, and its planning of a soft power strategy is mainly focused on the promotion of the country's brand throughout a meaningful media campaign. The study has conducted a profound literature review and identified that soft power is an alternative way of leading global politics. It is not inferior to hard power and open to all partnerships and cooperation, which is why cultural assets of a country should be used for such international positioning. This notion is perfectly applicable to the UAE, once it does not intend to cross any political interests on the international arena. The UAE itself is a platform for multiple globalist processes, which is why practicing soft power is quite justified in this regard. Likewise, the UAE's soft power politics tends to match the international context due to the fact that the United Arab Emirates positions itself as a global leader in the dissemination of international models of progress. Its socio-economic agenda presupposes a more profound leading of soft power policies, which is why its advancement in cultural diplomacy is an inevitable part of the UAE's international affairs.

Cultural diplomacy is a central driving force of soft power, and it is supported by local elites, organizations, governments, and populations. These entities are expected to build a national brand via the establishment of pride, representation, global reputation and synergy. The study has recommended these constraints as the main methodological pillar for the UAE's branding and cultural diplomacy. The United Arab Emirates' media campaign is likely to match the global context once the promotion of cultural assets (even though they designate robust economic and trade benefits) is immaterial discourse of the international communication. This means the applicability of a media strategy to cultural diplomacy and soft power as a whole, but it should be managed with a number of considerations outlined within this paper.

It is appropriate to make a general comment on the fact that soft power of the United Arab Emirates should be managed with a well-balanced approach to its external promotion and preservation of its national interests, as soft power means cooperation and friendly political existence rather than conflict of interests or compromising to any hegemonic ambitions of other developed states. At the same time, cultural diplomacy in terms of a media campaign is recommended to obtain synergy in regard to the allocation of cultural assets to be promoted. The UAE, as an extremely globalist country, is not advised to focus on a single mean of soft power, so that its media strategy should be particularly flexible, especially in the domain of social media, where reaction on current global trends is of paramount importance.

The UAE has been also suggested to locate its media campaign within such components as the establishment of national pride, brand representation, global reputation and synergy. Each of these components is related to the context of international affairs that can be managed with soft power. Therefore, the UAE should cooperate with global mainstream media and pay independent attention to social networks as they facilitate the formation of a brand. This dimension should follow traditional guidelines, meanwhile conventional media resources are supposed to receive a major support from the Public Diplomacy Office and other involved entities, such as businesses, organizations and governmental agencies in order to supplement the country with a constant media presence in its various forms. All in all, the United Arab Emirates has all chances to fulfill its soft power strategy via a meaningful media campaign, but it should not prolong its preparation stage and proactively capture media space on the global scale. At the same time, globalist integration is a preexisting agenda of the United Arab Emirates, which could be utilized for soft power policies.

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