Stereotypes VS perception of the country as a basis for cultural diplomacy: the case of Ukraine

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Stereotypes about Ukraine

- Ukrainians eat a lot, the national dish is lard (salo)
- Ukrainian women dream of marrying a foreigner
- Ukraine is a corrupted country
- Ukraine is Chernobyl
- Prices in Ukraine are very cheap
- Ukrainian women permanently wear embroidered shirts (vyshyvanka)

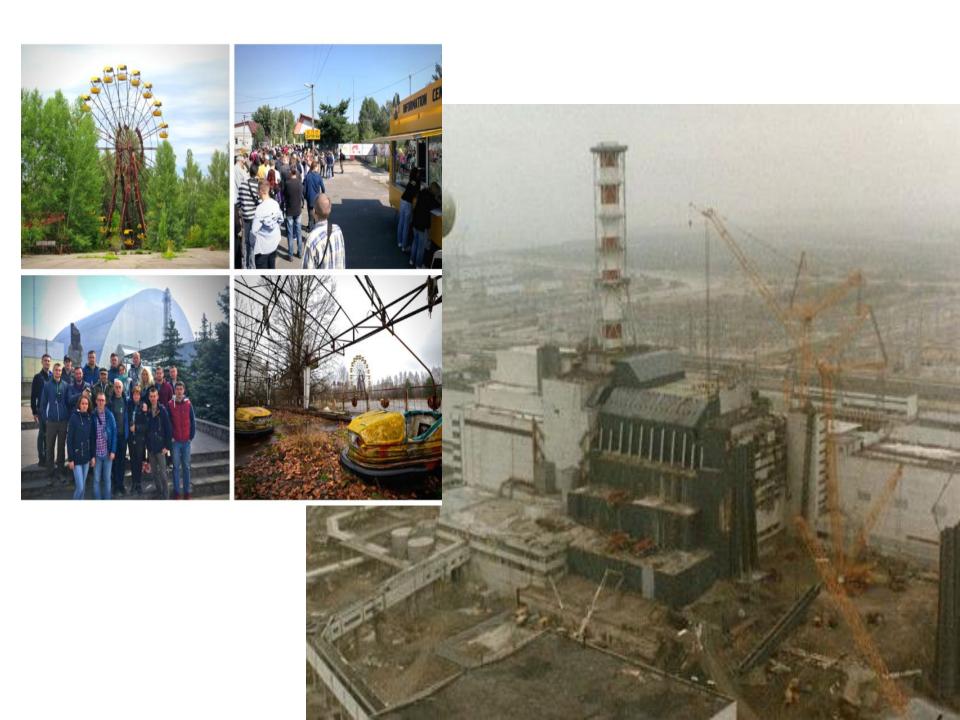


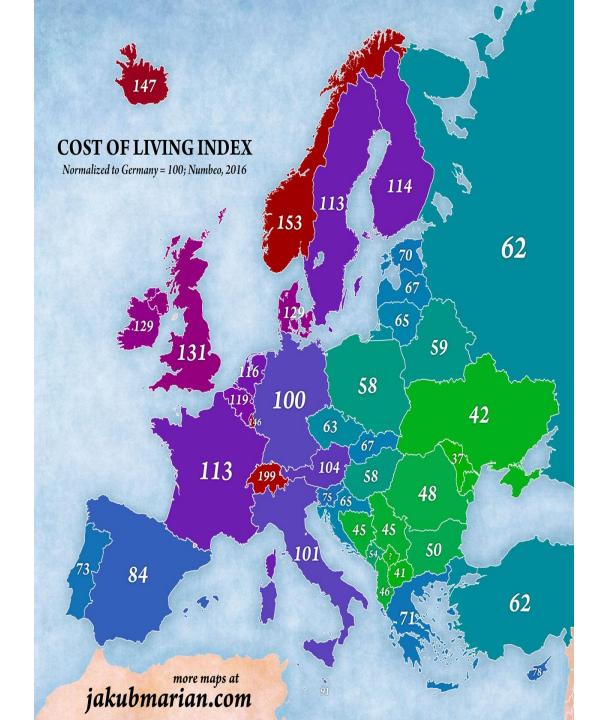


























More stereotypes?

Perception of Ukraine by a foreign audience

- stereotype about a country is an established pattern of thinking, a superstition that does not necessarily have a direct relationship to reality
- perception of a country is already based on certain experiences related to the country

Perception of Ukraine: USA

TARGET AUDIENCES' ASSOCIATIONS WITH UKRAINE (except diaspora)

ASSOCIATIONS OF DIASPORA REPRESENTATIVES





Source: https://ui.org.ua

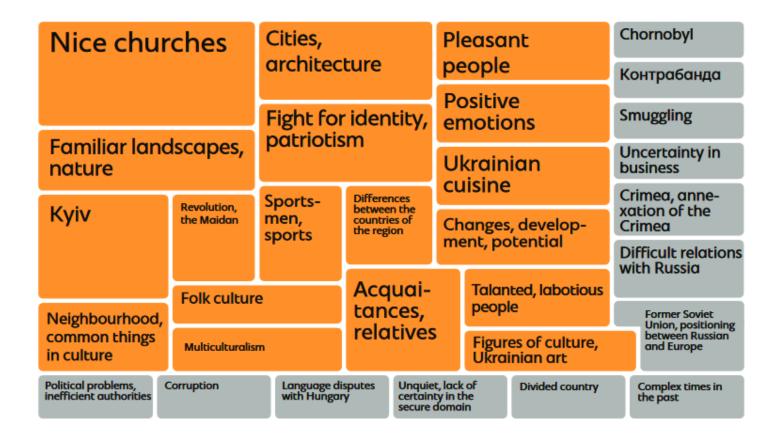
Perception of Ukraine: Turkey



Perception of Ukraine: Japan



Perception of Ukraine: Hungary



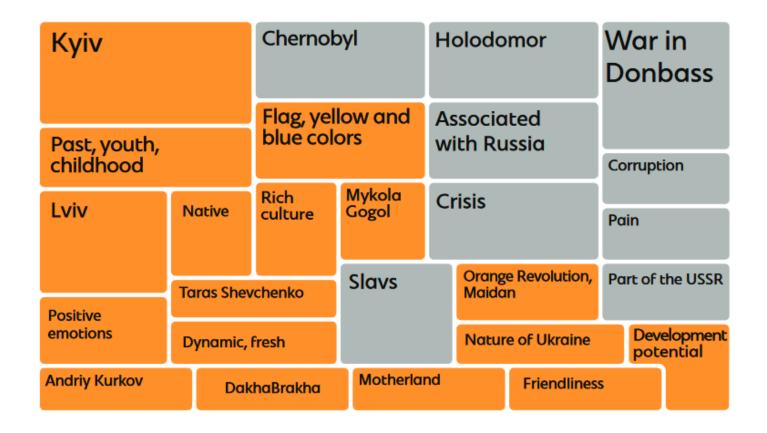
Source: https://ui.org.ua

Perception of Ukraine: Poland

Homeland, home		Shevchenko, Zabuzhko, Franko, Andrukhovych, Lesya Ukrainka		Maidan, Revolution of Dignity, libera- tion struggle, flag, democracy		Uncertainty in politics
						Corruption, blibery, oligarchs, bad roads, garbage
		Good hardworking people, positive attitude, hospitality, friendliness		Rich culture, choral singing		
Common history with Poland, neighborhood, brotherhood						War in the Donbass, Crimea
		Relatives, acquaintances, friends		Positive emotions		The beginning of statehood and Christianity, Kievan Rus
				Large country, territory		
Boombox	akhaBrakha	Vakarchuk Dakh D		aughters	Landscapes, two banks of the Dripro	Space, Korolev

Source: https://ui.org.ua

Perception of Ukraine: France



Perception as a basis for cultural diplomacy













Thank You!

Questions?