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PUBLIC DIPLOMACY BETWEEN UZBEKISTAN AND THE USA: NEW HORIZONS FOR COOPERATION

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Annotatsiya - Ushbu maqolada muallif xalqaro munosabatlarda xalq diplomatiyasining roli, tashqi siyosatning “yumshoq kuchi” kontsepsiyasining muhim resursiga aylanishini, axborot texnologiyalari rivojlanishi tufayli xalq diplomatiyasi imkoniyatlarini oshirishni tahlil qiladi.
Muallif tomonidan raqamli iqtisodiyot va elektron hukumatning O‘zbekistonda ta’siri ham tahlil qilindi. Shuningdek, AQSh xalq diplomatiyasi va fuqaro diplomatiyasi o‘rtasidagi bog‘liqlik va farqlar, ularning ta’rifi va jamiyat hayotidagi o‘rni haqida fikr yuritiladi.
Kalit so‘zlar: Xalq diplomatiyasi, fuqaro diplomatiyasi, qardosh shahar, yumshoq kuch, do‘stlik jamiyati.
Abstract - In this article, the author analyzes the role of public diplomacy in international relations, becoming the important resource of the concept of “soft power” of foreign policy, raising of the opportunities of public diplomacy due to the development of information technology, the impact of digital economy and e-government in Uzbekistan were analyzed by the author.
The author also comments on the connections and differences between U.S. public diplomacy and citizen diplomacy, their definition, and their role in public life.
Keywords: Public diplomacy, citizen diplomacy, Sister city, soft power, friendship society.
Аннотация - В данной статье автор анализирует роль публичной дипломатии в международных отношениях, становление важным ресурсом концепции «мягкой силы» внешней политики, повышение возможностей публичной дипломатии за счет развития информационных технологий, влияние цифровой экономики и электронного правительства в Узбекистане.
Автор также комментирует связи и различия между публичной дипломатией США и гражданской дипломатией, их определение и роль в общественной жизни.
Ключевые слова: народная дипломатия, гражданская дипломатия, города-побратимы, мягкая сила, общество дружбы.

Today, modern technical means and social technologies come to the service of the friendship movement, opening up new opportunities for communication, allowing one to get to know each other better, expand contacts. It is a important to note that in the age of informatization, a vast new space is open for enhancing public relations and public diplomacy on the Internet. Now the development of information technology does not recognize the geographical regions of modern states. In this situation, relations between nations take the form of digital public diplomacy. Digital changes have penetrated all spheres of society on a global scale. Communication is carried out through social networks and Internet resources in trade, education, sports, health, services and other areas. Naturally, in such a situation, ensuring a healthy environment in society, achieving safe and sustainable development, preserving national traditions and national unity are more important than ever.

Extensive work is being done in Uzbekistan in expanding of leverage of public diplomacy. In order to further develop science in our country, to bring up young people with deep knowledge, high spirituality and culture, to accelerate the work on the formation of a competitive economy and to raise it to a new, modern level, 2020 was declared “the Year of Science, Education and Digital Economy.

Today, Uzbekistan needs a comprehensive state program to promote the image of modern and successful Uzbekistan in the world, to create a new model of public diplomacy, based on the

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best humanistic traditions of our multinational culture. Representatives of public diplomacy-scientists, cultural figures, educational institutions, public and religious organizations, including public associations of compatriots abroad-have an increasingly important role to play in creating and implementing such a program. The media also plays a special role in the development of the humanitarian component of foreign policy.

In the example of the United States, we can see the positive impact of citizens on the country's image in the international arena. The phrase "average Americans are by nature excellent diplomats of value to any country" is often used among Americans. In the United States, citizen diplomacy is manifested in the use of interpersonal relationships and the establishment of international relations through them. In practice, this is a helpful but effective mechanism for foreign policy. The reason is that ordinary people believe more in sincere words than in the stereotypes of officials. The United States has been using citizen diplomacy to promote its image in the international arena.

Citizen diplomacy is a branch of U.S. public diplomacy whose mission is to make the world community aware of American character, values, and institutions. Citizen diplomacy is more effective than the official efforts of the state in penetrating deep into foreign circles. Here it is necessary to distinguish between the concepts of citizen diplomacy and public diplomacy. As mentioned above, although citizen diplomacy is a branch of public diplomacy, in fact, there are certain differences. In citizen diplomacy, first of all, the activity of the individual is free, and he acts voluntarily; Second, a citizen's diplomatic activity will be focused on a specific area;Third, the concept of citizen diplomacy serves to express the activities of an individual [1].

Public diplomacy has several advantages over official diplomacy. These advantages are a specific form of communication through which peoples express their feelings much wider and deeper than the regulated language of diplomats allows, when you can not speak more than necessary. Public diplomacy speaks without any obstacles, sincerely. Namely, sincerity most of all holds people together[2].

Now we will inform about several aspects of public diplomacy between Uzbekistan and the United States. The independent Republic of Uzbekistan, taking into account the customs and traditions of its great ancestors, is doing everything to ensure peace, harmony, stability, national unity, well-being of citizens, implements fundamental transformations of society, a policy of peace and cooperation between peoples, and conducts a peaceful foreign policy.

Foreign policy of Uzbekistan is aimed at establishing a fair and democratic world order based on collective principles in solving international problems, the rule of law, equal and partnership relations between countries while maintaining cultural diversity in the world.

Today, a circle of tasks is obvious, in the solution of which an important role is given to national public diplomacy. Basically, these tasks relate to the participation of Uzbek non-governmental organizations in the activities of the UN and other big international organizations, the actualization of national interests in culture, economics and ecology, the protection of the rights of compatriots abroad, the promotion of the language and culture of the Uzbek people in the world, the strengthening of good neighborly relations with border countries, establishment of cultural and educational exchanges, non-proliferation of drugs, epidemics and other socially dangerous phenomena, prevention of extremism and terrorism.

The United States was the first country to recognize Uzbekistan's independence and open its embassy in Uzbekistan. The relationship between two countries is developing due to our shared interests and in the spirit of friendship and partnership.

Public diplomacy relations between Uzbekistan and the United States have a long history. We can also recall the destiny of the famous American boxing coach Sydney Jackson. He came to Uzbekistan in 1935 and laid down the foundations of our national boxing school. His disciples have become the pride of Uzbek boxing. The first world champion among boxers, Rufat Riskiev,

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and his coach, Boris Granatkin, were also the trainees of Sydney Jackson. Since Independence, The Uzbekistan's boxing school has achieved more fame in the whole world. Asian, World and Olympic champions such as M. Abdullayev,A Grigoryan, A Atoyev, Sh. Giyasov, H. Dusmatov, Sh, Zoirov, B, Meliquziyev are now world famous boxers[3].

In 2001, the US Congress established the "Ambassador's Fund for the Protection of Cultural Property", which provides grants for preserving historic sites, antiques, manuscripts and museum collections, as well as traditional forms of expression such as music, dance and language. Between 2001 and 2009, the US Ambassador Fund allocated $ 125,000 in support of 7 projects to preserve the historical and cultural heritage of Uzbekistan.

Tashkent and Seattle were the first cities to establish sister city relations, and cooperation between them has had a significant impact on the socio-cultural life of both cities for many years. Friendly relations between Tashkent and Seattle were officially established in 1973.

In 1974, the Treaty of Friendship between Tashkent and Seattle was signed. A public committee has been set up to develop ties between the two cities, chaired by Seattle Mayor Charles Royer and his wife[4].

Table 1

Chronology of Tashkent-Seattle sister cities partnership relations

Years	Work done
In 1973	Tashkent-Seattle sister cities
In 1974	Visit of Tashkent guests to Seattle, "brick laying" ceremony in "Tashkent" park
on February 14, 1982	Tashkent Day was celebrated in Seattle
1983	"The Target-Seattle Committee" was established in Seattle and their visit to Tashkent
In 1984	Regulations of the Joint Statement of the Mayors of Tashkent and Seattle "For Peace and Overcoming the Nuclear Threat"
In 1985	Visit of 49 participants of the Peace Choir to Tashkent. Tashkent Days in Seattle
In 1986	a delegation led by Seattle Mayor Ch. Royer visited Tashkent
In 1987	American teachers and 6 students, a group of doctors visited Tashkent
In 1988	Opening of the "Peace Park" in Tashkent, visit of delegations of the Dance Society of Uzbekistan and Friendship Force to Tashkent
In 1989	A group of American doctors visited Tashkent

The table above shows that friendship relations between Tashkent and Seattle continued during the Cold War years, when the confrontation between the United States and the former USSR took a serious turn.

In 1989, Tashkent hosted a conference of mayors of sister cities in the United States and the former USSR. R. Neuhazal, President of the Association Sister Cities International at that time spoke about the importance of friendship relations between Seattle and Tashkent, saying that "cultural ties, mutual visits of representatives, exchange of views between the owners of various fields will contribute to the active participation of citizens in public diplomacy and the development of interstate relations".

Bukhara city stands out among the cities of Uzbekistan where sister city relations are established. Today, Bukhara has twinning relations with 13 cities around the world. In particular, in 1988, Bukhara established a sister city relationship with the city of Santa Fe in the United States.

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Between 1988 and 2000, the two cities held a number of cooperation events in the fields of science, education, culture, medicine. In particular, the exchange of experience between the two sides in the field of medicine has been mutually beneficial and has played an important role in the socio-economic life of the two sister cities. To this day, artisans from Bukhara also take part in the exhibition, which is held every summer in Santa Fe, USA.

In 2009, Bukhara and Santa Fe celebrated the 20th anniversary of the establishment of sister city relations. Carol Lopez, the Honorary Consul of Uzbekistan in the United States, Vice President of the International Organization of Sister Cities, Chairman of the Bukhara-Santa Fe Sister city Committee plays a special role in the cooperation between the two cities. Ms. Lopez is one of the best friends of Uzbekistan, who is closely acquainted with the socio-political and cultural processes in Uzbekistan. In addition, Ms. Lopez is a citizen diplomat who is an active promoter of the historical and cultural heritage, tourism and economic potential of Uzbekistan to the American public and the business community. She participated as an international observer in parliamentary elections 2014 and 2019, presidential election in 2015 in Uzbekistan. During her visit to Uzbekistan in 2017, Ms. Lopez was awarded the title of Honorary Citizen of Bukhara. She also participated in the first international craft festival in 2019 in Kokand[5].

While sister city relationships have traditionally been developed for diplomatic, cultural or educational purposes , in today's economic climate there is a growing need for cities to expand and leverage sister city partnerships for economic development and trade, business, investment and tourism.

Zarafshan, an industrial city, also has a special place in Uzbek-American relations. Zarafshan is one of the largest industrial cities in Uzbekistan. Zarafshan in 2019 became a sister city to the US city of Clinton. On May 16, 2019, Mr. Phil Fisher, Mayor of Clinton, Mississippi, USA, visited Zarafshan and signed an agreement to establish fraternal ties between the two cities.

According to the agreement, a number of measures will be taken to establish cooperation between the two cities in the fields of investment, trade, agriculture and education. To this purpose, at the suggestion of Mr. Phil Fisher and the above-mentioned agreement, on November 10, 2019, a delegation led by the Mayor of Zarafshan Anvar Radjabov paid a working visit to Clinton, USA.

During the visit, Taylor Power Manufacturing Plant, a manufacturer of industrial generators in Clinton, Mississippi, Gulf States Canners and McNeely Plastics, a manufacturer of polymer products, Continental Tire, a manufacturer of automobile tires, as well as fisheries, poultry and fruit growers. The prospects of identification and development of new investment opportunities in the city of Zarafshan were studied, closely acquainted with vegetable processing enterprises and logistics centers. In order to develop the social and humanitarian spheres, a memorandum is expected to be signed to invite qualified teachers to Clinton Park, Eastside / Northside Elementary School and Mississippi College's Office of Global Education program.

The basic directions of cooperation between the sister cities of Uzbekistan and the United States: Culture; Education; Art; Science; Economy; Medicine.

Table 2

Top 10 American citizen diplomats who are activists of Uzbek-American public diplomacy

№	Full name	Activities
1.	Sydney Jackson	An American boxing coach who served in the Uzbek SSR
2.	Langston Hughes	American well-known poet
3.	Mark Goberman	A composer who performed Mukhtar Ashrafi's symphonies to Americans
4.	Edward Alvorts	Author of the book "Modern Uzbeks"
5.	Frederick Starr	Chairman of the Central Asia and Caucasus Institute at Johns Hopkins University, author of the book "Forgotten

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		Enlightenment”
6.	Ilse Sirtatus	Promoter of Uzbek folk tales, literature and Uzbek national dance in the United States
7.	Ch.Bijer, N. Poppe, A. Raun	Authors of textbooks in Uzbek language in the USA
8.	Lourel Gray	Chairman of the Uzbek Dance Society in Seattle, Artistic Director of the Tanovor Dance Ensemble
9.	Carol Lopes	Head of the Bukhara-Santa Fe sister city relations Committee
10.	Mark Rees	Translator of first uzbek novel “Days by gone”

The table above shows that American citizen diplomats who contribute public diplomacy relations of two countiries.

At a time when the young independent republic was integrated into the international community, the role of public diplomacy was one of the most important in maintaining and forming diplomatic contacts, disseminating information about a country that many foreigners did not know, did not understand and sometimes misunderstood about its political, historical, cultural , economic importance in the region and the world.

Today, it becomes difficult to resolve many national conflicts in the world, as the fate of peoples intertwined for centuries. In this regard, public diplomacy makes possible the exchange of genuine cultural values, and promotes the rapprochement of peoples.

The Uzbekistan-USA friendship society has began its vigorous activity since 2000. Over the years 2000-2019, rich experience has been accumulated in strengthening humanitarian cooperation between the two countries. All actions of the peoples of the two countries are aimed at maintaining peace and developing tolerance[6].

In 2003, at the initiative of the Uzbekistan-USA friendship society, the following events were held. At the Carnegie Hall in New York, two “Shashmakom Bozira” festivals were held, dedicated to Yunus Rajabiy, Turgun Alimetov, where their children and relatives were present.

In 2007, the delegation, led by senior employee Z. Abidov, took part in the celebration of the 50th anniversary of the Association “Turkistan-America”. A Kamilov, Minister of Foreign Affairs of Uzbekistan attendedat the celebration and congratulated all participants on behalf of the government of the Republic of Uzbekistan.

At the initiative of the Congress of Bukhara Jews of the USA and Canada, a number of scientific conferences were held in New York:

1. In 2011 – organized conference on “The role of public diplomacy in strengthening the friendship of the United States and Uzbekistan”. The main speakers were: Chairman of the Congress B. Kandov, Chairman of the Uzbek-American friendship society Professor G. Akhunova, Member of the Congress of Bukhara Jews of the USA and Canada, Doctor of Law, Professor B. Pinkhasov, Doctor of Philosophy, Professor V. Kandimov.

2. In 2013, a joint conference was held with the Congress and the friendship society of Uzbekistan and the USA on the topic “The role of the mahalla (local self-government in Uzbekistan) in the development of civil society”, who speakers were leading scientists and public figures of the USA and Uzbekistan

In December 2014, at the initiative of the Congress, an international conference was held in Tashkent on the topic “The role of public diplomacy in strengthening the friendship of the United States and Uzbekistan”.

On October 22, 2017, in the hall of the Center for the Congress of Bukhara Jews in New York, the IV international conference on the theme “Uzbekistan on the path of new reforms”, organized by the Congress of Bukhara Jews of the USA and Canada, and the Uzbekistan-

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America Society in conjunction with the Embassy of the Republic of Uzbekistan in USA. The conference was attended by a representative delegation of the Uzbekistan-USA Society, led by A. Kurmanov, chairman of the Oliy Majlis Committee on Foreign Affairs, International Economic Relations, Investments and Tourism.

The friendship society "Uzbekistan –USA" opened up new perspectives and opportunities after the visit of President of the Republic of Uzbekistan to the United States and his speech from the rostrum of the 72nd UN session, and a meeting with compatriots at the Embassy of Uzbekistan in Washington.

March 22-29, 2019, at the invitation of our compatriots living in New York and Chicago a delegation of 3 people headed by Doctor of Economics, Professor G.Akhunova visited the states of New York, Chicago, Atlanta, New Jersey and participated in the spring holiday "Navruz" celebration.

In June 2019, a group of our compatriots living in Chicago with 20 people, parents and children visited Uzbekistan to get acquainted with their homeland. For them, preferential terms and free accommodation were presented. In 2019, 2 groups of tourists from the USA - Bukhara Jews, in the amount of 140 and 160 people visited our country.

One of the associative tasks of the Committee is the effective coordination of work on the establishment of friendly international relations, the development of mutually beneficial cooperation, strengthening friendship with the civil society of foreign countries, including compatriots living abroad. Based on this, the Committee effectively works with compatriots in the United States.

Currently, about 120-130 thousand Uzbek compatriots live in such States as Washington, New York, Chicago, Dover, Boston, New Jersey, Indiana, Virginia, Pennsylvania, Florida, California, Colorado, Maryland and Ohio. Of these, 45 % are migrant workers[7].

In the United States, the majority of Uzbek migrants work in business, science and education, in various industrial institutions. Part of the Uzbek Diaspora serves in state institutions in such areas as medicine, education, advocacy, aviation. According to U.S. law enforcement, Uzbeks constantly respect US law and rarely commit crimes. Families of Uzbeks living in the United States differ from families of other migrants in discipline and intelligence. Also, American Uzbeks live very hospitably and harmoniously, as at home. Together they celebrate national holidays of Uzbekistan "Navruz", "Independence Day", religious holidays "Eid Ramadan" and "Eid Kurban".Uzbeks created various social societies in Atlanta, Chicago, Seattle, Philadelphia, USA. Among them,

- "Uzbek-American Association In Chicago";
- "Atlanta Uzbek Community";
- "Turkistan-America" society;
- "Congress of Bukharian Jews in the U.S and Canada"
- The Congress of "World Uzbek association"
- Association of Sister city of Tashkent-Seattle

Proposals of public diplomacy cooperation with the United States of America.

- Organizing videoconferences with compatriots who are living in the USA;
- Establishing new links with compatriots who are living in the USA;
- Developing measures to use the scientific and creative potential of compatriots living in the United States, on the way to prosperity of Uzbekistan with the Fund *"El yurt umidi"*.

On the work carried out within the framework of the Committee for cooperation with the United States of America, the following results can be achieved:

- Exchange of experience in video conferencing, the establishment of permanent exchange of contacts;

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- Check out the exact activities of compatriots on the site, find out their number and location throughout the United States.

Public diplomacy as an object of scientific research has not yet been fully explored so far in Uzbekistan, research has focused on cultural cooperation, which is mainly a branch of public diplomacy. Today, society is changing rapidly, and the process of integration is evident not only in official diplomacy, but also in public diplomacy. Today, the number of actors influencing relations between nations and the attitude of the state to public diplomacy are also changing. Public diplomacy can help to open ancient and modern Uzbekistan to the world and the world for Uzbekistan[8].

Public diplomacy is necessary for the development of civil society and is a part of the democratic mechanism in the country[9]. The level of development of public diplomacy is undoubtedly an indicator of the democracy of the political system of society as a whole. Its effective implementation is designed to humanize international relations, to be an instrument of the people in promoting interests, strengthening their image and authority abroad. Today, the world is a dynamic and based on the broad participation of peoples process in which dialogue is encouraged and conflicts are regulated in the spirit of mutual understanding and cooperation, and opportunities for strengthening the culture of peace have expanded.

As a conclusion "Uzbekistan-USA" friendship society conducts this work through the organization of active and purposeful activities of its representative offices abroad, as well as cultural centers of the peoples of the world in our republic. And their number is growing from year to year.

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