

FOREIGN AFFAIRS OF UKRAINE

Before gaining independence in 1991, all processes on the world market were actually managed not by Ukraine, but by the country of which Ukraine was a part. Finally, Ukraine started building diplomatic relations with countries after gaining independence from scratch.

In 1991, Ukraine gained the status of a sovereign state, after which it began to build its own economy and, accordingly, international relations. These were quite difficult times: the transition from an administrative-directive to a market economy, from the all-Union economic complex to its own economic system, hyperinflation, and a crisis in almost all aspects of the economy.

Due to its location, Ukraine has three main directions in its foreign policy orientation: eastern (Russia, CIS countries), western (Poland, Western Europe, the United States), and southeastern (Bulgaria, Turkey, and Eastern countries) [1]. Ukraine immediately began to enter the global market. It declared itself as a democratic, legal country that plans to become a neutral state in the future, giving up nuclear weapons. The country also began to participate in many international organizations such as: The United Nations (since 1945), the Organization for Security and Cooperation in Europe (since 1992), the Council of Europe (since 1995), the Central European Initiative (since 1996), the Organization for Democracy and Economic Development – GUAM (since 2006), etc.[2]. The first countries to recognize Ukraine in the international arena were Poland and Canada. In total, by 2000, diplomatic relations were established with 153 countries and 53 embassies were established abroad. Today, Ukraine maintains international relations with more than 170 countries.

The years of independence have shown that Ukraine does indeed adhere to the principles of the country it presented itself as at the beginning. However, one country did not like Ukraine's development as a free, independent, democratic state,

and in 2014, russia illegally annexed Crimea, which has been officially part of Ukraine since 1954, and started a war in eastern Ukraine. Until then, Ukraine had been trying to build diplomatic relations with russia, but after 2014, Ukraine turned to developing international relations with the West, in particular with the European Union and the United States, although it still maintained partial ties with russia. Finally, all diplomatic relations between Ukraine and russia were severed after February 24, 2022, with the beginning of russia's full-scale invasion of Ukraine.

Thus, we can conclude that russia's war against Ukraine finally severed diplomatic ties, but in return we received worldwide recognition of Ukraine. During the full-scale invasion, almost all countries sided with us, we received humanitarian and military aid, and many countries imposed sanctions against russia in support of Ukraine. So it is safe to say that after Ukraine's victory, international relations will reach a new level.

REFERENCES

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INSTAGRAM ENGAGEMENT TOOLS FOR BRAND PROMOTION

Marketing is one of the most diverse elements of promotion, advertising, formation of the price of a product or service, study of consumer psychology. Today it is worth talking about Internet marketing or digital marketing, since sales are increasingly taking place on company websites or social networks. One of the arenas for promoting brands is the world-famous social network Instagram.