

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

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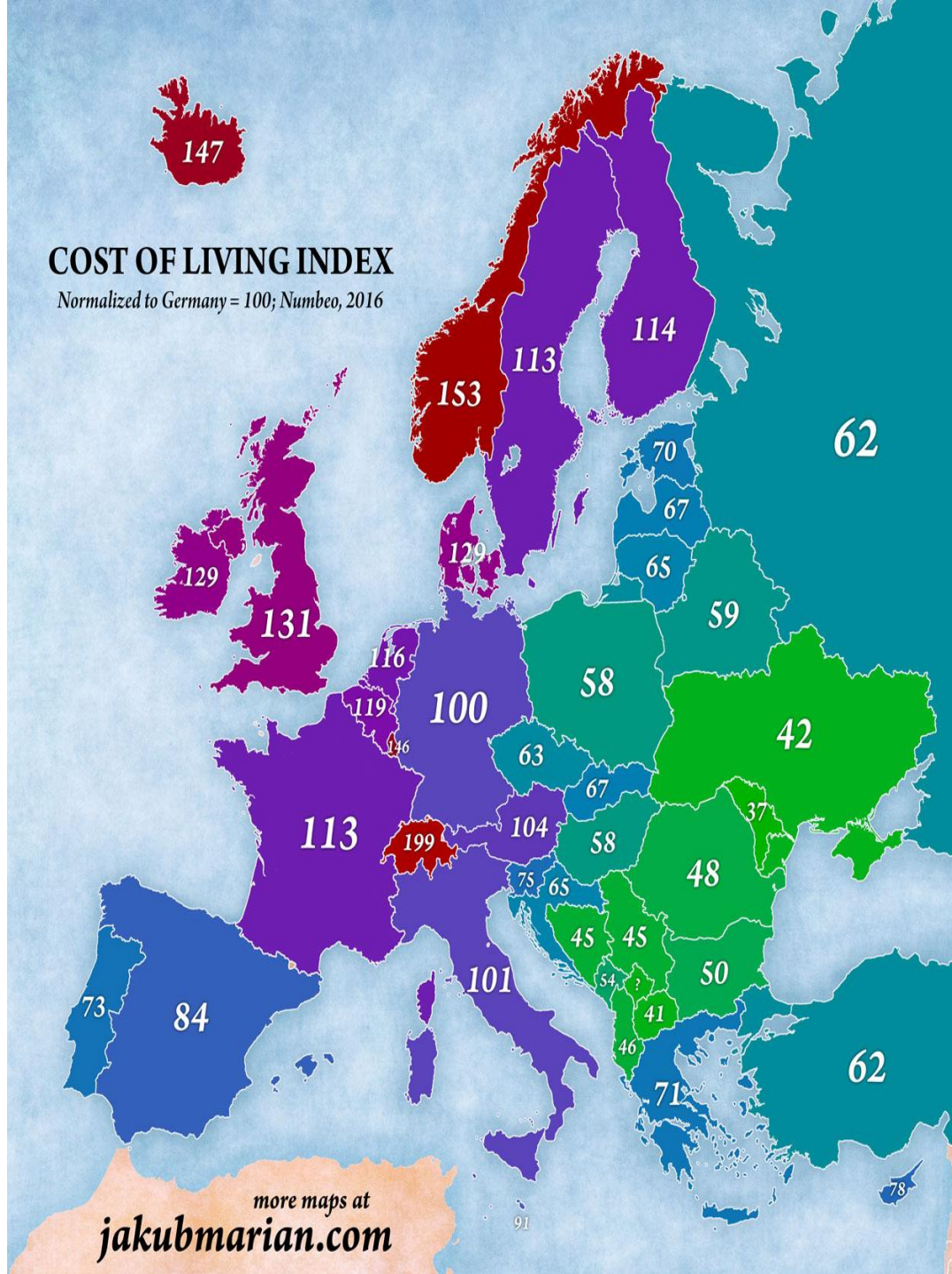






# COST OF LIVING INDEX

Normalized to Germany = 100; Numbeo, 2016







**More stereotypes?**

# Perception of Ukraine by a foreign audience

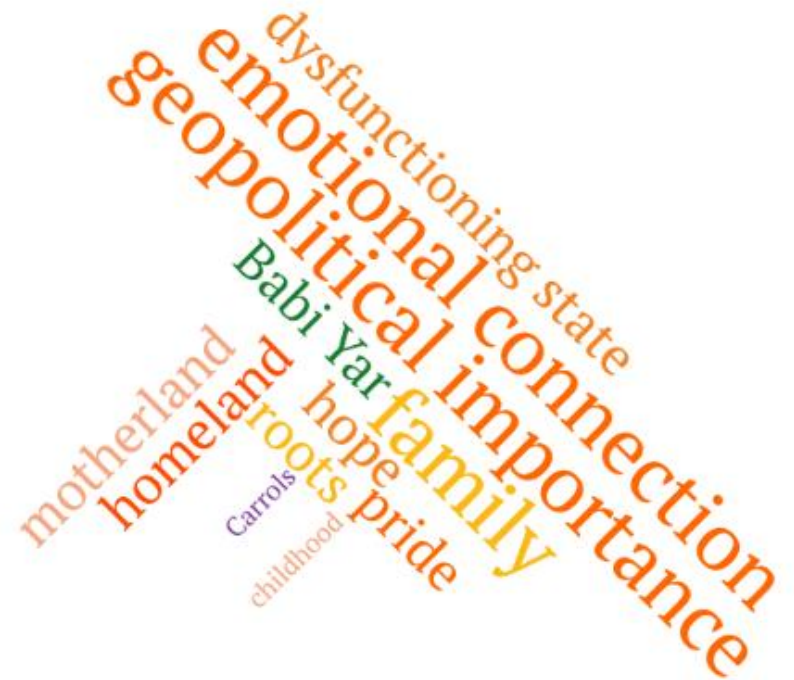
- **stereotype** about a country is an established pattern of thinking, a superstition that does not necessarily have a direct relationship to reality
- **perception** of a country is already based on certain experiences related to the country

# Perception of Ukraine: USA

TARGET AUDIENCES' ASSOCIATIONS WITH UKRAINE  
(except diaspora)



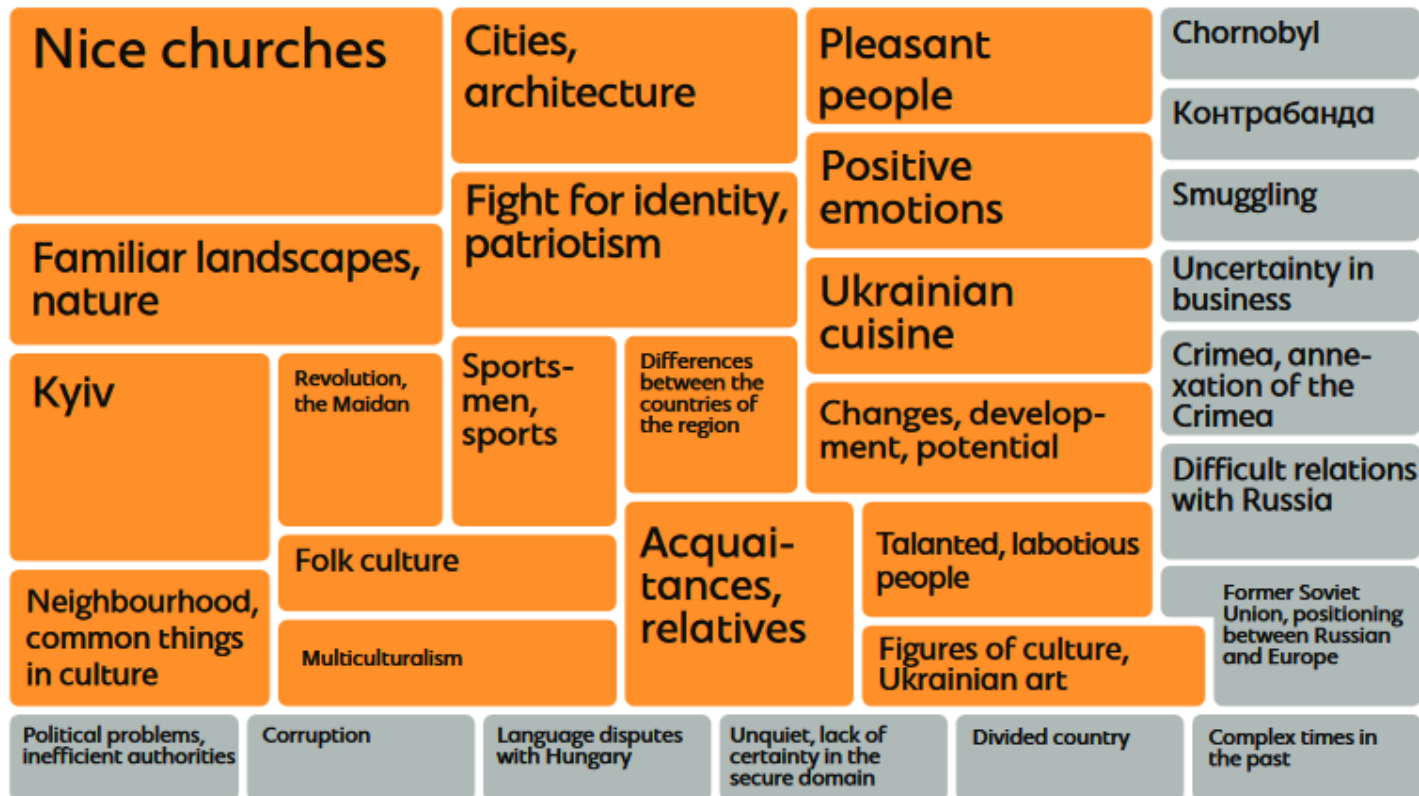
ASSOCIATIONS OF DIASPORA REPRESENTATIVES







# Perception of Ukraine: Hungary



# Perception of Ukraine: Poland





# Perception of Ukraine: France



# Perception as a basis for cultural diplomacy



Thank You!

Questions?