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## INTERNATIONAL PUBLIC RELATIONS AS THE BASIS FOR STATE IMAGE

### Abstract

Globalization and technology development initiated significant changes in social and political structure of the contemporary world. Postmodern state, as a relatively new phenomenon, that has much more opened and tolerant attitude towards cultural, economic and political interaction, convinced itself that opening economies to a wider range of interactions is good for its prosperity and security. Global position of post-modern state is dependent on information, communication and socio-political technologies of creating positive impression in the international environment. In order to achieve main goals states shape 'public opinion strategies' which cover concepts and strategies of foreign policy, particular branch policies, organized presentations, systematic approach and responsible institutions as well as educated individuals. It is necessary that the state communicates with open audience directed to particular group opinions such as realization of good impression of a political leadership of targeted country, good opinion in specific interesting social groups and certainly positive perception of the widest public opinion. Means used to realize the set goals are international media of mass communication, state institutions including legislature and executive levels, diplomatic service, social networks and other possibilities that enable 'soft power' of a state in order to realize proposed goals.

*Key words:* communication, information, public opinion, state, globalization