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**Country unities of Foreign students as an  
instrument of Public diplomacy in the Higher  
education**

Cultural diplomacy as a type of public diplomacy includes a set of measures aimed at studying, informing and forming a positive foreign public opinion regarding a particular country through media, educational services, popular and elite culture, favourable economic environment, distribution of attractive humanitarian and political ideals, original value system. Diplomatic support of art, sports, science and other areas of international cultural cooperation is expressed in the creation of specialized centres in the system of higher education or outside of it, which offer language courses, publish and distribute literature in a foreign language, organize cultural events, engage students exchanges, internships, recruiting of foreign students, participation in contests, grants, etc. From the point of view of the host government stimulation of the education system development with foreign aid should be considered as a temporary phenomenon.

We should strive to replace it with internal sources and to maintain parity with foreign partners.