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The Ukrainsko-Bulgarski Pregled (Ukrainian-Bulgarian Review) as a Tool of Cultural Diplomacy in the Relations between Ukraine and Bulgaria (1919–1920)

(Abstract)

This article aims at studying cultural diplomacy tools used in the diplomatic relations between Ukraine and Bulgaria by the first Embassy of the Ukrainian People's Republic in Sofia. *Ukrainsko Slovo* and the *Ukrainsko-Bulgarski Pregled* played an important part in shaping the public opinion of Ukraine among Bulgarian intellectuals of that time and aroused the interest of the local press in the newly established Ukrainian state. The analysis of the cultural activities of the diplomats of the Ukrainian People's Republic in 1918–1920 enables to track the evolution of key cultural perceptions of Ukraine by Bulgarians as well as of original ways of implementation of Ukraine's cultural and humanitarian policy in Bulgaria. The *Ukrainsko-Bulgarski Pregled* may be deemed a prototype of modern websites and Facebook accounts of diplomatic missions, taking into account similar public diplomacy objectives and tasks. Therefore, the *Ukrainsko Slovo* and the *Ukrainsko-Bulgarski Pregled* are a unique source for cross-subject studies of the relations between the newly established Ukrainian People's Republic that strived for its statehood and the Kingdom of Bulgaria that was among the first to support Ukraine's independence. Further analysis of the publications in the journals will enable modern researchers to get a deeper understanding of that period of intercultural relations between Ukraine and

Bulgaria against the background of a complex geopolitical situation in Europe after the end of World War I.

Keywords: *Ukraine; Bulgaria; public diplomacy; relationship between Ukraine and Bulgaria; intercultural communication*