

REPUBLIC OF AZERBAIJAN

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ABSTRACT

of the dissertation for the degree of Doctor of Philosophy

**THE ROLE OF THE HEYDAR ALIYEV FOUNDATION IN
THE DEVELOPMENT OF FOREIGN AND CULTURAL
RELATIONS OF AZERBAIJAN**

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General character of the work

Relevance of the topic and the degree of elaboration. After regaining its independence, Azerbaijan not only decided on the geographical intersection of East and West, but also faced these civilizations in the new historical conditions. Independent Azerbaijan is no longer geography of different cultures and civilizations. Azerbaijan is also a place that creates conditions for the mutual existence and development of these civilizations, and places appropriate policies in this direction. In modern times, the Republic of Azerbaijan is forming new challenges in intercultural relations by establishing foreign-cultural and humanitarian relations with the countries of the world. Undoubtedly, in these new challenges, the “soft power” factor of foreign policy is skillfully used.

In these challenges, cultural diplomacy has become one of the few effective options for the country’s international promotion. It was during this period that the President of the Foundation, First Vice-President Mehriban Aliyeva raised the cultural diplomacy efforts to a new level with the foundation of the Heydar Aliyev Foundation, and the implementation of such activities in a strong and institutional manner contributed to the country’s national branding.

Taking all this into account, it is possible to connect the relevance of the topic with the following:

1. First of all, it is becoming increasingly important to determine the influence of non-governmental organizations in bringing various processes to the agenda of world politics, their development and the formation of public opinion around them in the modern globalized world.

At the present stage, building a civil society is one of the most important issues facing any state that is inclined to sustainable development. It should be borne in mind that non-governmental organizations are a key element of civil society. At this stage, non-governmental organizations play the role of an effective element that can influence the effectiveness of public policy. Thus, the state is taking steps to better meet the needs of society through NGOs. From this point of view, the state is interested in the development of the

system of non-governmental organizations. The main reason for the establishment and activities of non-governmental organizations was to protect national interests in all areas, to convey the country's realities to the world, to promote our national and cultural values.

1. The special role of the Heydar Aliyev Foundation in enhancing the country's prestige in international relations, forming its image, and de facto recognition of the country in the legal field is of scientific and practical importance.

The main motive for the establishment and activity of the Heydar Aliyev Foundation was the protection of national interests in all directions, the delivery of the realities of Azerbaijan to the world, the promotion of our national and cultural values. Undoubtedly, the establishment and operation of the Heydar Aliyev Foundation are aimed at ensuring socio-economic well-being in society, inculcating moral values, raising a healthy generation and others. In fact, it should be noted that there are very few public organizations in the world that operate in this area at a broad level and are able to protect their national interests

2. The propagation of the principles of humanism and the call to the world for their expectation stem from the requirements of a reliable guarantee of peace and security in the light of modern realities. At a time when the role of cultural and spiritual values in global political processes is growing, there is a special interest in expanding the relations of Azerbaijan with foreign countries, especially in the field of humanitarian and cultural diplomacy and its tools.

It should be noted that the main activity of the Heydar Aliyev Foundation is focused on the establishment and development of intercultural dialogue. Through its activities, the Foundation presents a new model of activity of a modern public organization to ensure global peace and harmony. Along with the protection and promotion of national and cultural values, the Heydar Aliyev Foundation also calls on the world to take great care to protect the cultural values of other peoples.

2. Bringing the Azerbaijani model of multiculturalism to the world political scene, identifying tools for research and application of the example, and closing the gap in political science are relevant.

From this point of view, the main principle of the Heydar Aliyev Foundation's activity is to bring the peoples of the world closer to each other, to coexist peacefully through the development of intercultural dialogue. The Foundation has demonstrated its commitment to this principle throughout its history. It is no coincidence that today, with the close contribution of the Heydar Aliyev Foundation, Azerbaijan has become a point of reconciliation of different cultures and religions. By closely participating in the protection of the material and moral values of the peoples of the world, the Heydar Aliyev Foundation has managed to form a positive image of the Azerbaijani state in the international public consciousness in general.

3. The activities of the Christian Western civilization have a special role in the emergence of Armenia's territorial claims against Azerbaijan, and the study of the role of humanitarian and cultural diplomacy and its means in preventing such activities and disinformation is relevant.

Within the framework of any project implemented by the Heydar Aliyev Foundation, at any event in which it participates, it has tried to bring to the attention of the realities of Karabakh, Armenia's aggressive policy against Azerbaijan, bloody crimes against Azerbaijanis at the international level. Special mention should be made of the invaluable activities of President of the Heydar Aliyev Foundation Mehriban Aliyeva and Vice-President of the Foundation Leyla Aliyeva in this direction. As a result of the "Justice for Khojaly" campaign led by Leyla Aliyeva, almost the whole world has a clear idea that Armenia is an occupier and aggressor state.

There are many scientific works around the research topic defined as the topic of the dissertation. Extensive articles and scientific articles on the establishment and activities of the Heydar Aliyev Foundation, its services to Azerbaijan and the peoples of the world have been published in periodicals. Also, many works have been prepared about President of the Heydar Aliyev Foundation Mehriban Aliyeva. By analyzing some of them, it is possible to have some idea of the degree of scientific development of the chosen topic. At this point, we can note that it is possible to group the works on the research topic in a certain way. Thus, it is possible to mention separately the works about

the establishment and activity of the Heydar Aliyev Foundation. If we pay attention to the works of this style, we will see that the socio-economic, political, humanitarian projects and programs implemented by the Foundation in Azerbaijan have been extensively analyzed.

The contribution of large-scale measures taken in the field of science, education, health, protection and promotion of Azerbaijani culture and national values, etc. research has been conducted around. For example, the book “Heydar Aliyev Foundation - 10: bibliography” contains articles and articles covering the activities of the Heydar Aliyev Foundation.¹ The book substantiates that the Heydar Aliyev Foundation has implemented very important projects in all areas. At the same time, the importance of the activities carried out by the President of the Heydar Aliyev Foundation Mehriban Aliyeva and the Vice-President of the Foundation Leyla Aliyeva is also discussed. The article titled “10 years have passed since the Heydar Aliyev Foundation started its activity” on the website of the New Azerbaijan Party describes the activities carried out by the Foundation for ten years, both within the country and in different countries. It is noted that the Heydar Aliyev Foundation has played a very influential role in the development of science, education and culture in Azerbaijan and this activity continues today.²

There are many works about the activities of President of the Heydar Aliyev Foundation, Goodwill Ambassador of UNESCO and ISESCO Mehriban Aliyeva in the field of protection of our national and cultural values, world cultural heritage, dissemination of Azerbaijani realities in the international arena and others. An example of such works is “Goodwill Ambassador” compiled by S.Jafarov,³

¹Heydar Aliyev Foundation - 10: bibliography/comp. M.Valiyeva, M.Ibrahimova; spec. red. and res. rel. K.Tahirov; Azerbaijan National Library. Baku, 2014, 585 p.

²10 years have passed since the Heydar Aliyev Foundation started its activity.// <http://www.yap.org.az/az/view/news/461/heyder-eliyev-fondunun-fealiyyete-bashlamasindan-10-il-kechir> (application date:15.06.16)

³Jafarov S. “Goodwill ambassador” X Baku, “SHAMS” publishing house. 2006, 192 p.; Aliyev A. “Goodwill ambassador” Baku, “SHAMS” publishing house, 2007, 212 p.; Hajizade A. Honorary star of the East. Baku, CBS Polygraphic Production, 2013, 232 p.; Huseynova I. Mrs. Mehriban Aliyeva’s activity is an example of nobility and compassion // Dirchalish -21th century , 2005-2006, No. 94-95. p. 39; Guliyeva S.

“Goodwill Ambassador” compiled by Aliyev A., “Honorary star of the East” authored by A. Hajizade, “Mrs. Mehriban Aliyeva’s activity is an example of nobility and mercy”, authored by I. Huseynova, “ISESCO and Azerbaijan relations” by S. Guliyeva, “Mission” by H.Miralamov and others. The above-mentioned works tell about the life and activity of the President of the Heydar Aliyev Foundation Mehriban Aliyeva. It is noted that Mehriban Aliyeva founded a charity institute in Azerbaijan. He has taken relevant initiatives to implement numerous projects aimed at the development of science, education and health in Azerbaijan.

Also, S.Aslam’s work “Mehriban Aliyeva An icon of Education, Peace and Development”⁴ analyzes were made on the invaluable activity of promoting Azerbaijani culture in the world, creating a positive image of our country in the international public consciousness, as well as the great services of Mehriban Aliyeva in protecting the material and cultural heritage of different peoples. It is noted in the above-mentioned works that the activity carried out by Mehriban Aliyeva was highly appreciated at the international level and she was awarded the most prestigious orders and titles.

Mehriban Aliyeva’s contribution to the expansion of foreign and cultural relations of the Republic of Azerbaijan is also of special importance. For example, it was argued that the current high level of development of UNESCO-Azerbaijan relations is associated with the name of President of the Heydar Aliyev Foundation Mehriban Aliyeva. In addition, the book “Goodwill Ambassador” compiled by A.Aliyev discusses the contribution of President of the Heydar Aliyev Foundation, UNESCO Goodwill Ambassador Mehriban Aliyeva to the development of science, education, health and culture in our country. The book also discusses the role of our country in expanding the ranks of friends, successfully representing Azerbaijan in the

ISESCO and Azerbaijan relations // “State and religion”. 2009, No.1(9), p.50-56;
Miralamov H. Mission. Istanbul, By Time Print Matbassı, 2014, 400 p.

⁴ Aslam S. Mehriban Aliyeva : An icon of Education, Peace and Development ,
2012 //

https://www.researchgate.net/publication/257931920_Mehriban_Aliyeva_An_Icon_of_Education_Peace_and_Development

international arena. In the book “Patron of our culture and cultural pearls: President of the Heydar Aliyev Foundation and Friends of Azerbaijan Culture Foundation, Goodwill Ambassador of UNESCO and ISESCO, First Vice President, First Lady of Azerbaijan Mehriban Aliyeva’s activity in the field of culture: compiled on the basis of periodicals: 1995-2007” the activities of the Heydar Aliyev Foundation and President of the Friends of Azerbaijani Culture Foundation Mehriban Aliyeva in protecting and promoting Azerbaijani cultural values in the world are covered.

Another group of works discusses the complex measures taken by the Heydar Aliyev Foundation to promote the Khojaly genocide. For example, as an example of such works can be noted V.Samedov’s “Leyla Aliyeva:” Justice for Khojaly!” (A new strategic model against international Armenian terrorism)”, “The Heydar Aliyev Foundation has recognized the Khojaly tragedy as one of the bloodiest genocides of the 20th century” by A.Rasimoghlu, “The world joins the call “Justice for Khojaly!” by T.Maharramova, “Armenian-Dashnak fascism and Azerbaijan” (artistic publicism) by A.Aroghul ⁵ and others.

The above-mentioned works discuss the essence of the “Justice for Khojaly” campaign and the measures taken within this campaign to bring to the attention of the world community the truth about the conflict situation. The “Justice for Khojaly” campaign, initiated by Vice President of the Heydar Aliyev Foundation Leyla Aliyeva, is a very effective tool to bring Azerbaijan’s fair position to the attention of the world community.

Besides above mentioned facts, we may state that information about Heydar Aliyev fund and Mehriban Aliyeva, president of the

⁵ Samadov Vasif. Leyla Aliyeva: “Leyla Aliyeva:” Justice for Khojaly!” (A new strategic model against international Armenian terrorism)”. In 3 volumes, 1 volume (Reprint) Baku, “CBS”, 2014, 344 p.; Rasimoghlu A. The Heydar Aliyev Foundation has recognized the Khojaly tragedy as one of the bloodiest genocides of the 20th century / Azerbaijan newspaper, 2009, February 26, No. 45, p.4; Maharramova T. “The world joins the call “Justice for Khojaly!” / “Kaspi”.-2014.-February 19, No. 29, p.6; Aroghul A. “Armenian-Dashnak fascism and Azerbaijan” (artistic publicism). Baku, “Tahsil”, 2007, 412 p.

fund is regularly published in foreign press and a number of events and projects realized in different countries by the fund are still being discussed in a broad sense.

Some works regarding national branding from a series of foreign references should also be noted, i.e. “National Branding Concepts”⁶ by K.Dinnie, “It’s time for India to Brand Itself”⁷ by P.Temporal, “Brand New Justice: The upside of global branding”⁸: by A.Simon, “The role and challenge of Country branding in Transition Countries”⁹ by G.Szondi. All the above-mentioned references have given a fundamental ground to analyze Heydar Aliyev Foundation as a national brand.

“Civilization”¹⁰ by F.Mammadov, “Turkish world in the crossroads of civilizations”¹¹ by A.Habibbayli and by S.Khalilov “Dialogue between religions and civilizations”¹² have had a significant role in studying of inter-civilizational conflict.

The research work has also studied multiculturalism and cultures and religions of the global age. Some resources referred to for researching are: “Propaganda of multiculturalism ideas and values in Azerbaijan”¹³ by Z.Habibova, “Dialogue of religions and civilizations”¹⁴ by S.Khudanli, “National identification and

⁶ Keith Dinnie (2008), Nation Branding Concept, Issues, Practice

⁷ Paul Temporal (2009), It’s Time for India to Brand Itself, *Times of India*, 22nd February 2009

⁸ Anhols, Simon (2003), *Brand New Justice: The upside of global branding*, Oxford: Butterworth-Heinemann

⁹ Szondi. G., The role and Challenges of Country Branding in Transition Countries: The Central European and Eastern European Experience, *Place Branding and Public Diplomacy* (2007) 3

¹⁰ Mammadov F., *Civilization*, Simurg, Baku, 2016, p.56

¹¹ Habibbayli A., *Turkish world in the intersection of civilizations*, Science and Education, Baku 2011 p.9

¹² Khalilov S., *Dialogue between religions and civilizations*, Azerbaijan, 2009, November 13, p.8

¹³ Habibova Z. The role of Heydar Aliyev Foundation is increasing in propaganda of multiculturalism ideas and values, *Khalg newspaper*, 2014 July 9, No.144, p.5

¹⁴ Khudanli F., *Intercultural dialogue, pluralism and cultural diversity*, 2018

multicultural processes”¹⁵ by A.Taghiyev, “Interculturalism and multiculturalism-similarities and difference”¹⁶ by M.Barrett, “The Islamic Threat-Myth or Reality”¹⁷ by J.Esposito, “Muslims in Europe”¹⁸ by B.Khader, “Islamophobia, Culture and Race in the age of Empire”¹⁹ by M.Semati.

The object of the research: The foreign-cultural relations of the Republic of Azerbaijan

The subject of the research deals with the related activity of the Heydar Aliyev Foundation.

Purposes and duties of the research: The purpose of the research is to substantiate the effective role of the Heydar Aliyev Foundation in the development of foreign-cultural relations of the Republic of Azerbaijan. Based upon the purpose, the following duties are expected to be implemented:

- To analyze the historical condition that necessitates the establishment of the Heydar Aliyev Foundation;
- To view the structure and activities of the Heydar Aliyev Foundation on the basis of some facts;
- To study both bilateral and multilateral relations of international humanitarian-cultural cooperation;
- To do research into versatile humanitarian-cultural policy of Azerbaijan;
- To get details of soft power factor of foreign policy of the Republic of Azerbaijan;
- To analyze possible effects in fair settlement of conflicts and “Justice to Khojali” campaign;
- To learn more about the role of Heydar Aliyev Foundation in

¹⁵ Taghiyev A., National identification and multicultural processes, Baku, Ganjlik, 2017, 2.22-23

¹⁶ Barrett M., Interculturalism and multiculturalism: similarities and differences, Council of Europe Publishing, 2013, p.16

¹⁷ Esposito J., The Islamic Threat: Myth or Reality, Oxford University Press Oxford, 1992

¹⁸ Khader B., Muslims in Europe: The Construction of a Problem

¹⁹ Semati M., Islamophobia, Culture and Race in the Age of Empire, Cultural Studies, Vol.24, No.2, March 2010, p.270

the propaganda of Azerbaijani realities.

Research methods

As a methodological basis of the research, a system of methods which is widely applicable in researches and enables us to study the topic objectively in the political field in the modern age, has been applied. Having used innovative comparative and systematic approach methods, there have been applied scientific methods, structural and functional, historical and political analysis, forecasting and logical research methods in recognition of social-political processes.

The main provisions of the defense are as follows:

-Takes more precise steps in response to the demands of non-governmental organizations, which act as a governing element of civil society building.

-The main motive of the establishment and activity of the Heydar Aliyev Foundation is to protect national interests in all directions, to convey the realities of Azerbaijan to the world, to promote our national and cultural values as a new model of activity and approach.

- In addition to allowing the identification of the uniqueness of the Heydar Aliyev Foundation, which has become a driving force for the development of civil society in Azerbaijan, its role in expanding the country's foreign and cultural ties is being determined.

- The Heydar Aliyev Foundation, along with the protection and promotion of its national and cultural values, calls on the world to take great care to protect the cultural values of other nations.

-The Heydar Aliyev Foundation, closely involved in the protection of the material and moral values of the peoples of the world, has managed to form a positive image of the Azerbaijani state in the international public consciousness in general.

-This campaign, which has become an important element of the comprehensive strategy implemented by the Heydar Aliyev Foundation to ensure the territorial integrity of Azerbaijan, serves to strengthen the just position of our country in the international arena.

- The Heydar Aliyev Foundation is creating a new mechanism to protect the country's foreign and cultural relations and national interests in the system of international relation

Scientific innovation of the research. The following innovations

were achieved as a result of scientific-research works realized in the theme “The role of Heydar Aliyev Foundation in the development of foreign-cultural relations of Azerbaijan:

- For the first time in the dissertation, the role of the Heydar Aliyev Foundation has been a subject of a scientific research in the information war on inter-civilizational conflicts;

- For the first time in the dissertation, the role of the Heydar Aliyev Foundation has been a subject of a scientific research in expansion of lobbyism activity of the diaspora institute and support to executive mechanism;

- For the first time in the dissertation, the Heydar Aliyev Foundation has been a subject of a scientific research as a National Branding. The role of the Heydar Aliyev Foundation has been particularly studied as a national branding based on cooperation with countries in order to increase the reputation of the country in international relations.

- The role of the Heydar Aliyev Foundation in struggle against distorting conflicts between Armenia and Azerbaijan and Garabagh war, and prevention of pro-Western foreign information propaganda machine;

- An attempt was made to learn the role of the Heydar Aliyev Foundation against the nationalist information system and cease of activity of Armenia that pursues a nationalist and aggressive policy against Azerbaijan, and of world Armenianness;

- In general, the executive mechanism, propaganda functions and activity structure of the Heydar Aliyev Foundation have been studied as a branch of alternative diplomacy;

- The role of the Heydar Aliyev Foundation has been studied in the development of civil society in the Republic of Azerbaijan;

- A set of events held by the Heydar Aliyev Foundation for expansion of international humanitarian and cultural cooperation, has been reviewed;

- The role of the Heydar Aliyev Foundation in de-facto propaganda of the sovereignty of the Republic of Azerbaijan has been examined;

- For the firm time, the role of the Heydar Aliyev Foundationi in promotion of religious, national and heritage roots in both Western and

Eastern world has been analyzed. Institutionalization of syncreticity has been studied.

Theoretical and practical importance of the research. The dissertation in the theme of “The role of the Heydar Aliyev Foundation” in the development of foreign-cultural relations of Azerbaijan is of great importance in order to give a general overview on the activity and main mission of the foundation. The dissertation is also attached importance for its role in getting information about activity mechanisms realized in different countries of the world with respect to conveying Garabagh realities to the world.

The opportunities of using the results of research when conducting research on similar topics and preparing dissertations also testify its importance. The results of the research can be used to give lectures and organize seminars on relevant topics.

Aprobation and application of the research. The main results of the research have been reflected in the author's scientific articles published in Azerbaijan and abroad and in lectures at scientific conferences.

Name of the organization where dissertation work is carried out: Baku State University, the Department of “Diplomacy and modern integration processes”.

Structure of the research work: The dissertation consists of an introduction, three chapters, eight paragraphs, a conclusion and a list of references. Number of characters (no spaces) of Introduction part is 20.661, of Chapter I is 124.984, of Chapter II is 82.884, of Chapter III is 52.727, of Conclusion is 17.487. Total number of characters of the dissertation is 321134.

MAIN CONTENT OF THE DISSERTATION

In the introduction of the dissertation, the relevance of the topic is substantiated, the degree of scientific development of the research topic is analyzed, and the attitude to the existing literature is expressed. The introduction also defines the goals and objectives of the research, scientific novelty, theoretical and methodological bases, theoretical and practical significance and approbation.

The first chapter of the dissertation is called **“Establishment and activities of the Heydar Aliyev Foundation”**. The first paragraph of this chapter, entitled **“Non-governmental organizations as a key element of civil society”**, defines the nature and place and role of non-governmental organizations in society. It is stated that the existence of non-governmental organizations, above all, indicates the existence of civil society. The increased activity of non-governmental organizations in society is an indicator of the level of development of a civil society. In society, non-governmental organizations play a very important role in securing different interests of its members. Acting as a key element of civil society, NGOs operate in a variety of areas. NGOs play a crucial role in ensuring the stability of society. Thus, members of society can realize their opportunities to ensure their interests mainly within NGOs. Another important point is that progressive changes in society are conditioned by the initiatives and activities of NGOs. This thesis is confirmed in almost all modern societies. For example, the Heydar Aliyev Foundation is one of the main pillars of civil society in the Republic of Azerbaijan, one of the initiators of development and renewal. It is possible to observe the serious activity of the Heydar Aliyev Foundation in all the above-mentioned areas of activity. The main author of the success in all areas is the Foundation and its management. After paying special attention to such areas as science, education, culture, sports, health etc. and implementing serious projects in these areas, we have witnessed quite positive changes in the relevant areas.

The second paragraph of the first chapter is entitled **“Historical conditions that necessitated the establishment of the Heydar Aliyev Foundation”**. This section analyzes the process of establishment of the **Heydar Aliyev Foundation**, stating that today Azerbaijan is involved in sustainable development, the implementation of crucial socio-economic activities, the establishment of successful foreign and cultural relations, etc. One of the main motives for the establishment of the Heydar Aliyev Foundation, which has a very large and influential role, was to continue the legacy of Heydar Aliyev, to keep alive and develop his ideas, and to refer to these ideas in various activities. Heydar Aliyev is the creator of the

history of the last two decades which is characterized by Azerbaijan's development, progress, success, building democracy and civil society, strong statehood, security and so on. The Heydar Aliyev Foundation differs significantly from similar organizations due to a number of important factors. One of the important factors that allows to characterize the Heydar Aliyev Foundation is that the Foundation builds its activities in a systematic and consistent manner in each field. Thus, if we pay attention, we will see that the activity of the Heydar Aliyev Foundation in any field, regardless of its nature, is based on a specific program and strategy. For this reason, the project implemented by the Heydar Aliyev Foundation in each area has led to significant success. Besides, the fund identifies its principles of special activity and strategy based on the properties of each and every field in its activity.²⁰ President of the Heydar Aliyev Foundation Mehriban Aliyeva follows the activities of the foundation with special care, pays serious attention to the fact that every step taken directly serves national development and progress.

The third paragraph of the first chapter, entitled “**Structure and activities of the Heydar Aliyev Foundation**”, mainly examines the activities carried out by the Heydar Aliyev Foundation in various directions. Being the most obvious indicator of the existence of civil society in the Republic of Azerbaijan, the Heydar Aliyev Foundation also plays a very influential role in the development of this society. The activities of the Heydar Aliyev Foundation and its great achievements in specific areas prove that the structure of the Foundation is very well defined. One can make sure of it by a closer look at the structure of the fund.

The general management of the Heydar Aliyev Foundation is carried out by its President. The directions and priorities, structure, staff and other issues of the Foundation are determined by its President.

The first point to note when analyzing or reviewing the activities of the Heydar Aliyev Foundation is that, above all, it is closely

²⁰<http://metbuat.az/news/195466/anar-elekberov-heyder-eliyev-fondu-valideyn-himayesinden-meh.html>(müraciət tarixi: 15.06.16)

involved in building a new society in Azerbaijan. It is even possible to say that the Heydar Aliyev Foundation in many cases defines the outline of the new society. Naturally, the Heydar Aliyev Foundation plays an important role in the socio-economic development of the country within various projects. The priority areas of the Foundation's activity are the development and implementation of important programs and projects in the fields of science, education, health, culture, sports and ecology.²¹

The second chapter of the dissertation is entitled **“The role of the Heydar Aliyev Foundation in bilateral and multilateral relations of international humanitarian and cultural cooperation”**.

The first paragraph of this chapter, entitled **“Imperatives and Directions of Azerbaijan's Foreign-Cultural Relations”**, states that after the declaration of independence of the Republic of Azerbaijan on October 18, 1991, the establishment and development of foreign-cultural relations was a historical necessity. Recognized and accepted as an independent state by the world powers and influential international organizations in a short period of time, the Republic of Azerbaijan has not been successful in establishing foreign-cultural relations in the first years. Another reason for this was the incompetent political government in the first years of independence and the uncivilized struggle for power. Serious changes in this direction began to be observed after the return of national leader Heydar Aliyev to supreme political power. The far-sighted politician Heydar Aliyev started the process of establishing foreign-cultural relations with great dynamism in order to ensure political stability in the country, revive the national economy, and continue the occupation policy of Armenia, which has received serious military and political support from patrons. After the signing of the “Treaty of the Century” in September 1994, a new stage in the development of relations between the countries of the world, especially with countries with serious energy interests in the region, began. Most importantly, after that, Azerbaijan's position in the system of international relations began to strengthen rapidly. Of

21 <http://www.1news.az/authors/oped/20160523122244929.html>(müraciət tarixi:13.11.16)

course, all this has also created real opportunities for the reliable provision of the country's national interests. National leader Heydar Aliyev's ability to maneuver between states with serious conflicting interests in the region has opened up the necessary opportunities to define the contours of Azerbaijan's future foreign and cultural relations.

The activity of the Republic of Azerbaijan in the modern system of international relations is also conditioned by the Heydar Aliyev Foundation. Thus, if the state is officially involved in the elimination of global problems, the Heydar Aliyev Foundation is also involved in the elimination of humanitarian problems, the protection of world cultural heritage, the expansion of relations in science and technology. Thus it performs a serious activity and in general, it gives a great impetus to the expansion and more effective foreign-cultural relations of the Republic of Azerbaijan.

The second paragraph of this chapter, entitled “The role of the Heydar Aliyev Foundation in the development of foreign cultural relations of the Republic of Azerbaijan” states that the role of the Heydar Aliyev Foundation in the development of foreign cultural relations of the Republic of Azerbaijan has been comprehensively studied. It is noted that the Heydar Aliyev Foundation participates in a large-scale system of foreign-cultural relations. As we have already mentioned, the motive for establishing the Heydar Aliyev Foundation was to protect and promote the heritage of national leader Heydar Aliyev, to convey the truth of Azerbaijan to the world, and to promote Azerbaijani culture, values and history. Accordingly, the Foundation has been working to protect the welfare of the Azerbaijani people, protect national and moral values, etc. since its inception. Very serious projects have been developed and implemented in this direction. Of course, in order to bring the realities and cultural values of Azerbaijan to the attention of the international community, it was necessary to expand international contacts. From this point of view, one of the important directions of the Heydar Aliyev Foundation's activity was to expand relations with foreign countries. The Foundation's activity in the system of international relations, in general, has led to a significant expansion of foreign and cultural relations of the

Azerbaijani state. The measures taken are, above all, aimed at creating and strengthening the positive international image of the Azerbaijani state. The establishment and development of relations in almost all areas of cooperation has always been in the spotlight. The development and implementation of joint projects with foreign partners in the fields of science, education, health and culture, along with promoting our country, has provided significant qualitative changes in relevant fields.

The Heydar Aliyev Foundation is one of the effective means of implementing the foreign, social, humanitarian, political, economic and cultural strategy of the Republic of Azerbaijan. The Foundation was able to form a positive image of the Azerbaijani state at the international level, building constructive cooperation in all areas with both individual states and influential international and regional organizations.

The third paragraph of the second chapter of the dissertation, entitled **“Measures taken by the Heydar Aliyev Foundation to expand international humanitarian and cultural cooperation”** states that the Heydar Aliyev Foundation plays an invaluable role in ensuring intercultural dialogue. Along with Azerbaijan, the restoration of cultural monuments in many other countries has been in the spotlight. Since its inception, the Heydar Aliyev Foundation has taken initiatives and shown great activity in the restoration of material and cultural monuments of universal importance in various countries around the world. Not only the restoration of religious and cultural monuments in the Islamic world, but also the restoration of monuments belonging to the Christian world was in the focus of the Foundation. There are many interesting facts to prove it.

The Heydar Aliyev Foundation has carried out serious humanitarian actions in many countries around the world and continues to work in this direction. Humanitarian projects are very important in terms of creating and strengthening a positive international image of Azerbaijan.

The third chapter of the dissertation is entitled **“The role of the Heydar Aliyev Foundation in promoting the realities of Azerbaijan”**. The first paragraph of this chapter, entitled **“The**

Karabakh issue in the activities of the Heydar Aliyev Foundation in connection with foreign and cultural relations” states that the Heydar Aliyev Foundation is always at the forefront in bringing the realities of Karabakh to the attention of the world community. President of the Foundation Mehriban Aliyeva has taken serious measures to prevent the information struggle of Armenians in all directions. It should be noted that since its inception, the Foundation has identified the dissemination of the truth about the Karabakh conflict at the international level as the main direction of its activities. The Foundation has taken titanic steps in a short period of time, mobilizing all its resources in this direction. First of all, a very unique measure has been taken.

Bringing the truth about the Armenian-Azerbaijani conflict to the attention of the world community is a common state strategy and requires the mobilization of all public efforts. Along with the official state line, the Heydar Aliyev Foundation has shown great initiative and activity in this area. It should be noted that the Heydar Aliyev Foundation has been more active than all other organizations in promoting the truth about Karabakh.

The second paragraph of the third chapter of the dissertation examines the impact of the “Justice for Khojaly” campaign on the conflict settlement process. Thus, the second paragraph of the third chapter **“Foreign-cultural activities of the Heydar Aliyev Foundation to promote the truths of Khojaly”** states that the **“Justice for Khojaly”** campaign implemented by the Heydar Aliyev Foundation requires more confident steps for a just settlement of the conflict. It is possible to be sure of this by paying attention to a number of aspects of the campaign implementation process. From the very first years of its activity, the Heydar Aliyev Foundation began to take intensive steps to raise awareness of the realities of the conflict. Great work has been done in this direction in a short time.

The steps taken by the Heydar Aliyev Foundation within the “Justice for Khojaly” campaign serve to strengthen Azerbaijan's position in the direction of a just settlement of the Armenian-Azerbaijani conflict.

As a result, the research was summed up, scientific-analytical generalizations were made, as well as opinions, theoretical and practical proposals and recommendations were made to solve the problem.

As a result, it was noted that the Heydar Aliyev Foundation has a significant role in increasing the effectiveness of the state's socio-economic policy in the Republic of Azerbaijan. It was also noted that the main purpose of the Heydar Aliyev Foundation is to study, promote and disseminate the ideas of national leader Heydar Aliyev.

At the same time, the Heydar Aliyev Foundation plays a special role in national branding as a form of soft power in cultural diplomacy. The Foundation's cultural and diplomatic activities have a positive impact on the perception of foreigners about Azerbaijan.

Using an interesting dimension of humanitarian and cultural diplomacy and the national brand, the Heydar Aliyev Foundation contributes to the resolution and transformation of ethnic hatred, which is the basis of ethnic conflicts, thus melting or at least extinguishing the ice of ethnic hatred.

The Heydar Aliyev Foundation has undertaken to create a bridge between different civilizations, religions and cultures, which has become an important part of Azerbaijan's emerging national brand. What makes the Foundation's cultural diplomacy successful is its equal participation in cultural exchange.

The principles of universal values and multicultural environment may not be reflected in the new world order that is being formed on a global scale in modern times. Proponents of the liberal world format promote in the system of international relations the single universal values accepted only by the Western world. It is not true that the values accepted by the West are accepted by the whole world as universal principles. The Heydar Aliyev Foundation promotes the values that unite East and West.

The world is ruled by Eastern culture and Western technology and are intertwined. If this order is violated, chaos can occur. In this context, East and West must compromise and benefit from each other. But in this case, peace and tranquility can be brought to the world. The mission of the Heydar Aliyev Foundation, which combines Eastern

culture and Western technological innovations, structure and strategy, is to bring peace and tranquility to the region and demonstrate this wonderful example to the world.

The main content of the dissertation is reflected in the following works published by the author:

1. The role of the representation of the Heydar Aliyev Foundation in the Russian Federation in the development of Azerbaijani cultural relations // “Revival”, Journal of the Institute of Azerbaijan State Building and International Relations., B., 2013, p.72-84.

2. Heydar Aliyev Foundation: Personal Phenomenon cultural and spiritual values Baku 2013

3. The activity of the Heydar Aliyev Foundation is a serious support to the state policy // Materials of the Republican level scientific-practical conference on “Problems of interaction of social, economic and political spheres” (November 24-15, 2016), B., 2016, p.222-226

4. Factors determining the establishment and operation of the Heydar Aliyev Foundation // “History and its problems”, theoretical, scientific, methodical magazine, №2, B., 2017, p. 292-298

5. “Justice for Khojaly” campaign and the problem of conflict settlement // “History and its problems”, theoretical, scientific, methodical magazine, №3, B., 2017, p.211-216

6. Activity of the Heydar Aliyev Foundation in the humanitarian sphere // Scientific works of the Institute of Philosophy of Azerbaijan National Academy of Sciences. International scientific-theoretical journal. B., 2018, №2 (31), pp.218-223

7. The main directions of the activities of the Heydar Aliyev Foundation in foreign countries // Eurasian Scientific Journal. Moscow, 2018, № 12. pp.63-66.

8. Factors that determine the formation and activities of the Heydar Aliyev Foundation // "Gilea" Scientific Bulletin, Ukrainian Academy of Sciences, All-Ukrainian Public Organization, "Vydavnistvo", Kyiv, Issue 2019, No. 2, pp. 321-329.

9. The areas of cooperation of the Heydar Aliyev Foundation with UNESCO//Proceedings of the scientific-practical conference of PhD students and dissertators on "Heydar Aliyev and Modern Innovative Development of the Republic of Azerbaijan" of the Academy of Public Administration under the President of the Republic of Azerbaijan. May 7, 2021, Baku, "Aspoligraf"

10. Heydar Aliyev and the Foreign Policy Strategy of the Republic of Azerbaijan// the EMISSC 2022, Tashkent.

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