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**Simona Samuilova\***

**THE U.S. PUBLIC DIPLOMACY IN THE FORMER EASTERN BLOC  
COUNTRIES DURING THE GEORGE H. W. BUSH PRESIDENCY  
(FOLLOWING THE EXAMPLE OF BULGARIA)**

(Summary)

The article analyzes the activity of the U.S. public diplomacy in Central and Eastern Europe after 1989. It reflects the new foreign policy goals of the United States towards the former Soviet satellites aimed at strengthening the American influence in the region, and ensuring the irreversibility of the transition to democracy and market economy. The analysis proves that the U.S. public diplomacy had as a main task the preparation of a new generation of politicians and enhancement of the political culture of the local population. The informational and cultural exchange programs played an essential role in building the first Central and Eastern European independent media and non-governmental organizations, as well as in reforming the education by exporting American educational institutions and by improving the English language abilities of the young generations.

**Keywords:** public diplomacy, USA, Central and Eastern Europe, democratization.

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