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APPROACHES TO AREA STUDIES: LATIN AMERICAN COUNTRIES IN THE UKRAINIAN CONTEXT IN THE AGE OF GLOBAL TURBULENCE

Area Studies is an important academic discipline and a research field in the realm of International Relations. Area Studies in the context of Latin American countries is an important topic to research and to focus on this in the Ukrainian context, particularly in view of the current turbulent global transformations.

Latin America is a vibrant and dynamic region, characterized by vast natural resources, numerous economic growth opportunities, large markets, a growing population and rich cultural heritage. Latin America and the Caribbean region are close to combating inflation and turning the corner on the macroeconomic disturbances wrought by the recent pandemic (Taxing Wealth for Equity and Growth, 2024). The Latin American region has many economic challenges to tackle, yet the prospects are very promising. Interest rates in the Latin American region have been falling lately, relieving stress on households and suggesting more vigorous economic activity (Taxing Wealth for Equity and Growth, 2024).

The above-mentioned characteristics make Latin America an attractive region for enhancing diplomatic relations and investment opportunities. Thereby, it should be noted that the Latin American region has long been outside the priorities of the Ukrainian foreign policy, which was rather focused on the

Euro-Atlantic, African and Asian vectors. The goal of this study is to identify new approaches to Area Studies: Latin American countries in the Ukrainian context in an age of global turbulence.

Until recently, Latin American countries primarily stayed outside the focus of the Ukrainian foreign policy. Among the most notable exceptions, one can note Brazil.

Partnership relations with the Federative Republic of Brazil are based on the joint declaration of the Presidents of Ukraine and the Federative Republic of Brazil dated December 2, 2009, which proclaimed a strategic partnership between the states (Президент України. Офіційне Інтернет-представництво, 2021).

This stance changed after 2022. In particular, the first-ever Ukraine–Latin American and Caribbean States Communication Strategy of the Ministry of Foreign Affairs of Ukraine was adopted to serve as a roadmap in Ukraine’s pursuit of building dynamic and mutually beneficial relations with Latin American countries (Міністерство закордонних справ України (2024). The goal of the document is to enhance and reinvigorate Ukraine’s relations with the Latin American countries. The strategy includes an in-depth analysis of the media landscapes of Latin America and the Caribbean region, a thorough analysis of anti-Ukrainian narratives that are spreading in the region, and tools to counter disinformation, therefore, particular attention is paid to subregional and interregional integration associations (Міністерство закордонних справ України (2024). This document can serve as an important milestone in Ukraine’s relations with the Latin American countries, which are to be further fostered and cultivated.

It can be concluded that there are new approaches to Area Studies: Latin American countries in the Ukrainian context in the age of global turbulence – Ukraine is paying increasing attention to the region. Particularly, the first-ever Ukraine–Latin American and Caribbean States Communication Strategy of the Ministry of Foreign Affairs of Ukraine was adopted in 2024. These

developments are especially urgent in the context of the ongoing Russian aggression against Ukraine and the need to make the voice and stance of Ukraine heard in Latin American countries.

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