Sixty-three years after the signing of the Rome agreements, the European Union still faces the problem of finding common goals and objectives of the integration project for all its participants. The migration crisis, Brexit, economic downturn, re-emerging ethno-political conflicts, external challenges and the ability to resist them - all these generate a lot of discussions about the future of the EU, the prospects for its existence and its role in international relations.

Against the background of Britain's exit from the EU and a high level of euroscepticism, the preservation of unity within the Union is becoming one of the essential factors of its future development. Uncertainty of common integration goals gives rise to misunderstanding for EU citizens, which negatively affects the transparent and democratic policy of the European Union. For the EU leadership, in order to preserve the Union in the form in which it exists now, and what is more, for its further successful development, it is very important to find a balance between resolving internal contradictions and forming a common foreign policy of the organization. [1]

In this context, the main task in the political discourse of the EU should be the balance between solving internal and external diplomatic problems of the Union. Due to the peculiarities of its functioning as a supranational association, EU public diplomacy was mainly aimed at the "internal" audience, at the formation of the so-called "European identity", the value orientations of the EU were addressed mainly to Europeans. Consequently, in the process of the formation of European institutions, attention was paid primarily to the citizens of European countries, which, in its turn, significantly reduces their influence on the foreign policy arena.

Over time, it has become increasingly difficult to distinguish between the internal and external aspects of politics. The process of political change is now formed in the context of this interrelationship and as a result a new approach called the intermestic (international-domestic) approach is needed, that is, a policy that combines both internal and external aspects that affects all aspects of the EU's existence.

The intermestic approach relies on three main arguments. First, the importance of the role of an idea; second, the importance of the networking aspects that are across nations; and third, policy change as the learning process. [2] Therefore, international relationships and domestic politics are in fact interconnected so that EU
policy should be managed using the intermestic approach, as the most convenient way to formulate a new positive agenda that is closest to the needs of citizens, to bring down the level of eurosceptic rhetoric, to preserve internal unity and increase the degree of influence in the international arena.

**References:**
