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Russia's Public Diplomacy

Evolution and Practice

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FOREWORD

It is refreshing, but amenable, to write the foreword to this book—the chapters of this edited book give hope to a new stream in studying Russian public diplomacy in the twenty-first century. Indeed, new sociological, cultural, economic and religious trends enable us to change diplomatic practice. The very fact of it attracting a new generation of diplomatic practitioners enables us to review the established orthodoxy of ideas and start using parallel fields of the broad foreign policy practice. The very range of topics covered and analysed in the book confirms it.

Public diplomacy pushes the boundaries of a common vision, changes the contrasts of the reflection and the thoughts about the international community. Writing about national interests, we judge about it not only from the Russian position but also from broader European or Asian position. This intrigues me a lot!

Political culture may be a very promising research field. Public diplomacy (PD) somehow reflects the overall situation of current East-West relationships. It stands to reason that PD publications reflect the discourse of Eastern and Western international relations (IR) scholars. As for now, the Russian “turn to Eurasia” is becoming a dominant feature of Russian foreign policy. Not only a few European but also more Asian partners tend to be the newly emerging trend for Russia. This implies the need for more Asian-oriented scholars, visits, topics and engagement. What it means is not that the European agenda is any less important; it rather means that Russia is slowly and purposefully changing its course *differently* from its previous historical practice. It will take decades for Russian PD to gradually succeed in its new course.

There are numerous factors, such as scientific and people exchanges, exact science, history, philosophy and law, which influence a country's relations. Maybe PD would adjust to new world trends? Maybe it would offer diplomats of the East and West new ideas of dealing with crises in such countries as Afghanistan, Iraq, Syria and Libya? Or would it offer new track II ideas on the strategic arms negotiations?

Public diplomacy is receiving a much greater deal of attention in the spheres of research and teaching owing to its growing importance and significance among students and researchers in Russian universities. This book has been compiled by prominent PD scholars and practitioners, representing a multitude of different disciplines and perspectives. New trends, ideas and problems are covered in it. Public diplomacy is a Russian soft power instrument, and this book offers its own vision of this correlation.

Chairman of the International Trends editorial
board, President of the Academic Forum on
International Relations, Distinguished Scholar
of Russia
November 2018

Alexey Bogaturov

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The editors would like to acknowledge the fine work and effort put into the chapters of this book by the authors. Each and every one of them has managed to give a slightly different angle that makes use of their knowledge and experience, where the end result is the sum of the knowledge is greater than all of its parts. They have helped to contribute to the first full-length book version of this interesting and, at times, controversial topic of international communications and relations, which needs to be discussed more particularly now when various geopolitical strains around the globe are leaving their mark on many aspects of human existence (politics, trade and the quality of life). The authors would also like to thank Senem B. Cevik for her numerous invaluable pieces of advice on writing this book.

We would also like to thank the fruitful and enjoyable experience in working with Palgrave throughout the entire process: from the quick and positive initial response to our proposal, the review process and the process of administration, keeping the project on track. Sarah Roughley and Oliver Foster were quick and helpful, being bombarded with numerous questions, but they were always there.

Certainly not least are our family members that have endured a mental absence while the time and energy were going into producing this book. So a big thank-you to our spouses and children for being so patient and supportive.

November 2018

Anna A. Velikaya (Moscow) and
Greg Simons (Uppsala)

Praise for *Russia's Public Diplomacy*

“This book is of paramount importance in the prevailing international situation.”
—Igor Khalevinskiy, Chairman, *Association of Russian Diplomats, Russia*

CONTENTS

1	Introduction	1
	Anna A. Velikaya and Greg Simons	
2	Russian Public Diplomacy: Historical Aspects	27
	Olga Lebedeva	
3	Russian Public Diplomacy and Nation Branding	45
	Semed A. Semedov and Anastasiya G. Kurbatova	
4	Development Diplomacy of the Russian Federation	61
	Stanislav L. Tkachenko	
5	Russia's Policy and International Cooperation: The Challenges and Opportunities of Soft Power	79
	Natalia Bubnova	
6	Russian Digital Diplomacy: A Rising Cyber Soft Power?	103
	Natalia Tsvetkova	
7	Russian Public Diplomacy Through Higher Education	119
	Alexey Fominykh	

8	Russian Science Diplomacy	133
	Elena Kharitonova and Irina Prokhorenko	
9	The Role of Civil Society in Russian Public Diplomacy	147
	Elena Stetsko	
10	Multiple Facets of Russian Public Diplomacy in International Organizations: A Case Study	167
	Maria Chepurina and Evgeny Kuznetsov	
11	Russian Business Diplomacy in Southeast Asia	183
	Andrey Bykov and Kirill Solntsev	
12	The Baltic Sea Region: Cooperation in Human Dimension	201
	Daria Akhutina	
13	Strategic Communication of Russia in Latin America	219
	Evgeny N. Pashentsev	
14	Russia's Public Diplomacy in the Middle East	233
	Vladimir Morozov and Greg Simons	
15	Conclusion	257
	Anna A. Velikaya and Greg Simons	
	Index	283

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LIST OF TABLES

Table 10.1	Member-countries representation and contribution in the UN system	178
Table 10.2	UN Security Council permanent members in top-level positions	179
Table 14.1	Overview of Russian and US digital diplomacy in MENA	252