

Russian cultural diplomacy

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- ▶ The use of cultural and scientific links by the state in order to achieve some political, diplomatic, propagandistic aims.



Culture is used as a means of achieving some state priorities by popularizing and spreading the culture abroad

Soviet cultural diplomacy

Main peculiarities:

- ▶ All the foreign were checked by special services
- ▶ In 1930-s cultural exchange was popular (writers, eminent people, philosophes have meetings with Stalin)
- ▶ Soviet government tried to show only positive side of the reality and treated the guest very cordially

Peculiarities of Russian cultural diplomacy

- ▶ Russia prefers to work actively with Russian diaspora living abroad - preserving Russian cultural environment abroad, the possibility to learn the language, establishing close ties with motherland.
- ▶ Broadcasting of Russian TV channels abroad (RussiaToday, 1TVRUS-Europe, 1TVRUS_USA&CANADA)
- ▶ Russian universities try to open their subsidiaries and representative offices abroad (mostly ex-soviet republics)
- ▶ System of Russian-national universities in Armenia, Belorussia, Kirgizia where students study in Russian.
- ▶ Universities try to attract foreign students to study in Russia

Peculiarities of Russian cultural diplomacy

- ▶ Russia tries to promote the language abroad - “Росзарубежцентр”, “Русский мир” that have a network of special learning centers abroad for people to learn Russian
- ▶ “Росзарубежцентр” also organizes exhibitions of Russian art, shows films, tries to promote Russian culture organizing some meetings and festivals. (38 countries)
- ▶ “Русский мир” organizes some weeks of Russian culture, devoted to cinema, art, sport, Russian language, etc. (17 countries)

What steps should our country take to have a successful cultural diplomacy?