

SUMMARY

Subject of the thesis: Foreign broadcasting in the system of soft power tools of the Russian Federation

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Topicality of the research issue: In terms of globalization, the country's image in the world, its cultural potential, international economic and scientific ties are an effective instrument of foreign policy that can strengthen, complement, and replace the traditional military and economic power in some cases. Such tendencies lead to the transformation of the state's foreign policy instruments, the revision of conceptual approaches to the system of ensuring its national interests, and the close attention to non-violent "soft" methods and forms of the international political influence's strengthening. All this actualizes the issues of studying possible directions for the development of "soft power" in the modern state's foreign policy, designed to determine the most effective strategy for building its external policy on the international arena.

The foreign broadcasting is one of "soft power" tools and the key propaganda resource of the country. Today, the Russian Federation has a sufficiently developed system of foreign-policy broadcasting. Due to the activities of the international RT TV channel and other resources in Russia, it is possible to systematically advance its interests in the global information space.

At the same time, the stable positions of the main geopolitical competitors, their systematic unwillingness to see Russia among the main countries of its presence and pressure on Russian media and Russian journalists working abroad - all this not only aggravates the already complicated relations between Russia and the West, but it becomes a significant obstacle to the promotion of the country's national interests in the world.

In such circumstances, the declared argument determines the relevance of the chosen topic.

The purpose The foreign broadcasting in the system of "soft power" tools of a modern state

Research objectives:

- to trace the evolution of the concept of "soft power" in domestic and foreign political science;
- to determine the place of foreign broadcasting in the system of "soft power" instruments of the modern state;
- to clarify the regularities of the development of foreign broadcasting's national models;
- to highlight the stages of development of the foreign broadcasting's domestic system
- to describe the Russian current system of foreign broadcasting

- to determine the trends of the further development of Russia's foreign affairs model in the context of current foreign policy objectives

Scientific novelty:

The scientific novelty of the study is determined by disclosing the causes and consequences of the transformation of Russia's foreign broadcasting concept; assessing the efficiency of Russia's current foreign broadcasting strategy; identifying the key problems in the functioning of the Russian foreign service system; determining prospective directions of its further development in the context of the aggravating relations between Russia and Western countries and other topical problems and tasks of Russia's foreign policy.

Structure: The structure of the work reflects the logic of the conducted research and is subordinate to the solution of the tasks set.

The work consists of an introduction, two chapters, six paragraphs, conclusion, a bibliographic list and 9 annexes. The bibliography includes 130 sources, including 53 of them in English and Chinese. The total amount of work is 100 pages of typewritten text.

Summary: The implementation of the national interests of the modern state is based on a complex of foreign policy instruments, one way or another associated with the notion of "force." In the conditions of modern realities, economic and military resources do not always prove to be sufficient for the implementation of an effective foreign policy strategy of the country. Today, the place and role of the state in the system of international relations also depends on other resources - scientific, cultural, information, belonging to the category of "soft power". Their combined use is often capable of strengthening and supplementing, and in some cases replacing the traditional foreign policy mechanisms.

A key instrument for the formation of the international attractiveness of the state and the resource of its "soft power" is foreign broadcasting. The modern scientific community understands the system of organizing satellite or other broadcasting for foreign countries under it in order to propagate the ideals important for the country, explain its position on key international issues, influence the world public opinion. The function of foreign broadcasting has significantly expanded lately: in addition to propaganda, foreign policy information to the foreign public, explanations of the main foreign policy actions and decisions of the government, and the external cultural component. This shows that the modern concept of foreign broadcasting from foreign policy propaganda is transformed into foreign policy information and integration propaganda (the introduction of

values), transforming the resource of foreign broadcasting into an instrument for spreading the "soft" power of the state in the world space.

To date, the most popular are such concepts as "deliberate cultural imperialism" of the United States; "The unity of the interests and values of the Francophonie space" of France; "Cultural conceptual sphere + intercultural dialogue" of the PRC; "Export of the Arab-Islamic civilization" of the Arab states. The fact that these strategies are already successfully tested, and the countries using them are among the leaders of the world's foreign broadcasting, allowed to assert that, in modern conditions, the mechanisms of integration propaganda are often much more effective than rigid methods of propaganda.

The Russian Federation is undoubtedly among the countries that have been sharply faced with the crisis of national identity. In the conditions of political uncertainty, in the context of global factors connected with globalization, the Russian Federation faced the need to search for a new identity. This, in turn, required the reorganization of the national system of foreign affairs. These circumstances determined the objective necessity within the framework of the fourth task of the study to describe the process of the formation of the domestic system of foreign affairs and to reveal the causes and consequences of the transformation of its foreign policy concept.

To date, the Russian system of foreign affairs is a complex of institutional and technologically advanced mechanisms of the foreign policy activities of the Russian Federation. A wide variety of Russian foreign broadcasting channels testifies that modern foreign broadcasting not only remains in the focus of public and political attention of the Russian Federation, but also occupies central positions in a complex of instruments of Russia's external information and cultural policy. The developed network of foreign broadcasting's channels, geography and the level of technical development – all of this, on the one hand, demonstrates good opportunities for the country to further advance its positions in the global information space. On the other hand, the stable positions of Russia's main geopolitical competitors, their systemic unwillingness to see Russia among the main countries of its presence ("soft power" actors) and concern about the growing popularity of Russian foreign resources - all this not only aggravates the already complicated relations between Russia and countries of the West, but is a significant obstacle to the further development of the domestic foreign broadcasting.