

Секция «Стратегическая коммуникация (подсекция на английском языке)»

## **Exploring strategic communication from a cross-cultural perspective: The case of Russia and China**

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Strategic communication is the process whereby a government or organization distributes certain resources in order to deliver information and influence a specific audience. The goal of this process is to achieve specific strategic benefits [1].

This paper takes the case of Russia and China's cooperation, it explores the cultural methodology that is adopted in order to eliminate prejudice and promote cultural compatibility. When done successfully, strategic communication is achieved. Besides this, the paper also emphasizes that everyone can contribute to strategic communication by promoting culture and making it a key aim of national diplomacy.

As a result of the rapid economic development of recent years, emerging countries are increasingly seen as one of the biggest threats to trade protectionism. With regards to Russia and China's treatment, it is fair to say some media outlets have attacked these countries out of political purposes. Both newspaper and TV news shows often report how they pose the largest threat to the world economy. This is in part down to people's perception of politically motivated communications, which lead to misunderstandings of the country's wider culture. The assumption is that the people are all bad because they are deprived of other chances to develop because of the government's choice to resist trade cooperation with certain countries. Facing this hostile climate, Russia puts forward the Eurasian Economic Union, and China provided the initiative of the 'one belt one road'. These two proposals have been effectively integrated, and they demonstrate to other countries how a successful cooperation can promote the prosperity of the other countries. It also is sign of both Russia and China's determination to fight against trade protectionism [3].

From the example above, it can be seen that it is precisely cultural misunderstanding that has led both countries to adopt strategic communication. It has allowed them to take action, and show a different culture besides the foreigner's perception, finally breaking down the misunderstanding on a cultural level.

'Culture is communication and communication is culture' [4]. An effective strategic form communication cannot be separated from culture. One reason that Russia and China were able to become strategic partners was that the peoples of both countries have a full understanding of each other's culture. The inhabitants come into contact with each other, and the government guides this interaction. In the past ten years, Russia and China have successfully held themed annual activities such as 'National Year', 'Language Year', 'Tourism Year' and 'Youth Friendly Exchange Year'. Following this development, Russia and China should communicate their cultural cooperation across different avenues and channels in order to fully realize the profit of the exchange between the two peoples [2]. Finally, Russia and China should not be limited in their relationship with each other. They should export this model to the wider world, offering the final strategic aim of global communication.

During the most successful period of Russia and China's relationship, the number of Chinese students studying in Russia has continued to rise. As can be seen from data collected in

2017, Chinese students made up the third largest population of foreign students in Russia, coming behind only Kazakhstan and Ukraine. The number of international students continues to increase, and this is beneficial to Russia as it will help them achieve their aim of getting five national universities into the world's top 100 list of universities in 2020 [5]. There is no doubt universities with a renowned international reputation are a mark of global cultural integration. That being said, universities in Russia must adapt to other countries too, if they want to better integrate into the international sphere. Frankly speaking, English remains the most widely spoken language in the world, and is significantly easier to learn than Russian. From the QS ranking it can be found that the almost all of the top universities are committed to fully developing English programs for Masters and PhD programs, even if the university's country is not a native English-speaking country. To achieve strategic communication in a cross-cultural capacity, it is necessary for universities to use a language that can be adapted by the majority of international students. At present, there are many universities in Russia and China that, in a bid to attract more international students, are opening up English PhD courses for those that cannot speak Russian or Chinese. On the one hand, it can increase the number of research papers that are written in English and on the other hand, it can act as a kind of invisible propaganda, breaking down cultural barriers ahead of students graduating and returning back to their country. If both countries are able to break through the language barrier, the international ranking of the universities would be achieved more rapidly and higher education could play a more vital role in the strategic communication of cross-cultural perspectives.

The research shows that strategic communication is diverse and that all fields can promote cross-cultural integration. Even on the micro level, everyone is a spokesperson of national image. Indeed, if all people are able to study and respect other people's cultural behavior, they will be able to contribute to the country's strategic communication.

### **References**

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