

“SHOTS OF LOVE”

The empire uses culture as a weapon. First, it conquers hearts,
then it subjugates lands.

Speaker: Liubov Tsybulska

“The war against the Russian word, the Russian language, being waged in the so-called civilized world, allows us to view it as the most powerful, formidable weapon, and therefore, this weapon must be in full combat readiness”

V. Tolstoy, Advisor to the President of the Russian Federation (2012 — 2024), at the meeting of the Council on the Russian language with V. Putin, November 5, 2019



INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Russian culture is an element of **expansion** not only of the cultural space.

It deliberately leads to the spread of **propaganda narratives** that undermine **national identity** and distort **historical memory**.

It is a component of Russia's hybrid warfare, **aimed at undermining the sovereignty of other states and enabling further military interventions**.



Dancers of the Imperial Russian Ballet, accompanied by Tchaikovsky's music, performed a scene from *Swan Lake* at the opening ceremony of the military trainings "RMI-2021" at the Alabino training ground near Moscow

KEY RUSSIAN NARRATIVES JUSTIFYING THE WAR AGAINST UKRAINE

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FORUM 2024

A qualitative analysis of the official statements of government representatives and state institutions

"Protection" of the Russian-speaking population

"Denazification" and "demilitarization" of Ukraine

"Protection" from the threat posed by NATO

"Restoration" of historical justice

Ukraine and the West are "provoking" Russia

"Preventing" a humanitarian catastrophe

Strategic documents

STRATEGIC DOCUMENTS

Over the past 10 years, several strategic documents in the Russian Federation have been revised, some of which pertain to culture:

Constitution of the
Russian Federation
(2020)

National Security
Strategy of the
Russian Federation
(2015; 2021)

Military doctrine of the
Russian Federation
(2014)

Naval doctrine of the
Russian Federation
(2015; 2022)

Foreign policy concept
of the Russian
Federation
(2016; 2023)

Doctrine of information
security of the Russian
Federation
(2016)

State cultural policy
strategy for the period
up to 2030
(2024)

Concept of the
humanitarian policy of
the Russian
Federation abroad
(2022)

THE ROLE OF CULTURE IN RUSSIA'S STRATEGIC DOCUMENTS

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1 **Culture and language as the tools of foreign policy:** Russia uses the promotion of its language and culture abroad as a means of influencing international politics, fostering pro-Russian sentiments, and garnering support among compatriots.


“Russian World” as a political ideology: The concept of the “Russian World” (*Russkiy mir*) is not merely a cultural initiative but a political project aimed at creating a Russian-dominated civilizational space and intervening in the internal affairs of other states.

2

3 **Russian-speaking communities as instruments of influence:** Russia views its compatriots abroad as a political resource, using them to form a "fifth column" and advance its interests globally.

RUSSIA AS A CIVILIZATION-STATE

INTERNATIONAL
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КОНЦЕПЦИЯ
ВНЕШНЕЙ ПОЛИТИКИ
РОССИИ


2023

Article 4. More than a thousand years of independent **statehood**, the **cultural heritage** of previous eras, and deep **historical ties** with traditional **European culture** and other **cultures of Eurasia** [...] define **Russia's** unique position as an original **civilization-state**, a great Eurasian and Euro-Pacific power, uniting the **Russian people** and other peoples that form the **cultural-civilizational** community of the “**Russian World**”.

CULTURE ABROAD — A STRATEGIC GOAL

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Article 17. Achieving the strategic goals of the foreign policy of the Russian Federation is carried out through the implementation of the following key tasks:



КОНЦЕПЦИЯ
ВНЕШНЕЙ ПОЛИТИКИ
РОССИИ

2023

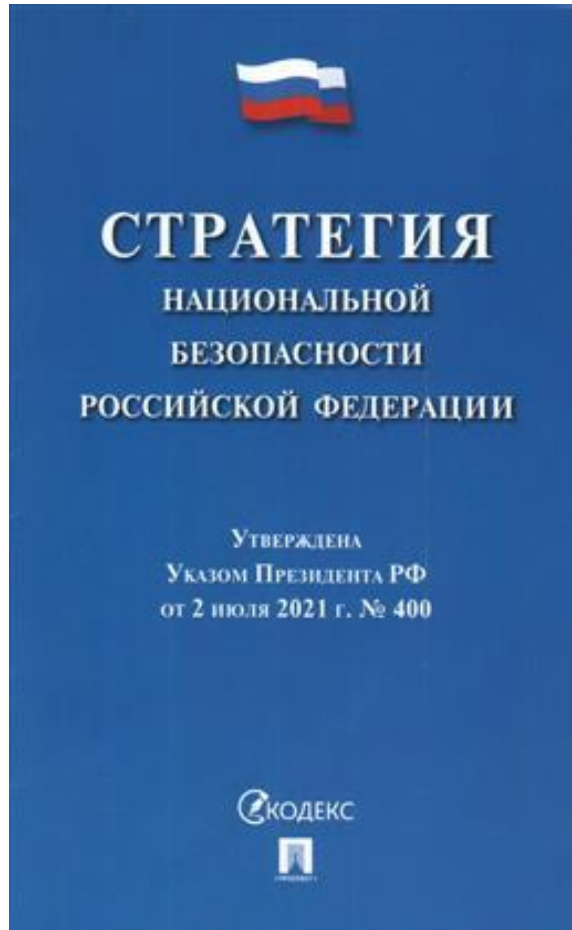
12. Enhancing Russia's significance in the **global humanitarian space**, strengthening the **position of the Russian language** worldwide, and promoting the preservation of **historical truth** and **memory about Russia's role in world history** abroad.

13. Comprehensive and effective protection of the **rights, freedoms, and legitimate interests of Russian citizens and organizations** abroad.

14. Developing **ties with compatriots** living abroad and providing them with comprehensive support in exercising their **rights**, ensuring the protection of their **interests**, and preserving their shared **Russian cultural identity**.

CULTURE — A STRATEGIC NATIONAL PRIORITY

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Article 26. The protection and safeguarding of the **national interests** of the Russian Federation are achieved through [...] the implementation of the following strategic national priorities:

8. Protection of traditional Russian spiritual and moral values, culture, and historical memory.

Article 28. Russian **spiritual and moral ideals, cultural and historical values**, and the talent of the people are the foundation of **statehood** and **serve as the basis** for the country's further development.

“RUSSIAN WORLD” — A SUPPORT BASE ABROAD

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CULTURAL DIPLOMACY
FORUM 2024



Министерство иностранных
дел Российской Федерации

Внешняя политика / основополагающие документы /

18.12.2010 22:51

Основные направления политики Российской Федерации в сфере международного культурно-гуманитарного сотрудничества

Section II: Russia views the multi-million strong **Russian diaspora, the "Russian World" (Russkiy mir), as a partner in expanding and strengthening the space of the Russian language and culture.**

“COMPATRIOTS” — A SOURCE OF POWER ABROAD

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Article 63. Tens of millions of **Russian compatriots** live around the world, forming one of the largest diasporas. Despite being integrated into different value systems, these compatriots remain bearers not only of the **Russian language, culture, and traditions** but **also those of the peoples of Russia**. By establishing strong ties with compatriots globally and providing them with support in preserving their **native language and culture**, Russia strengthens its image on the international stage as a democratic state striving for a multipolar world and the preservation of its **cultural and civilizational diversity**.

Article 83. The primary goal of multilateral **humanitarian cooperation with CIS member states** is the formation of a **unified cultural, educational, and informational space**, the preservation of centuries-old **spiritual connections** with the peoples of these states, and the comprehensive development of these ties. This includes seeking new effective forms of cooperation and **strengthening** the historically established positions of the **Russian language** in these countries.

CULTURE AS A TOOL OF INVASION AND NATIONAL SECURITY

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

УТВЕРЖДЕНА
распоряжением Правительства
Российской Федерации
от 11 сентября 2024 г. № 2501-р

СТРАТЕГИЯ
государственной культурной политики
на период до 2030 года

One of the most important tasks is **the integration of new subjects** of the Russian Federation — the Donetsk People's Republic, Luhansk People's Republic, Zaporizhzhia Oblast, and Kherson Oblast — **into Russia's cultural and humanitarian space.**

[...]

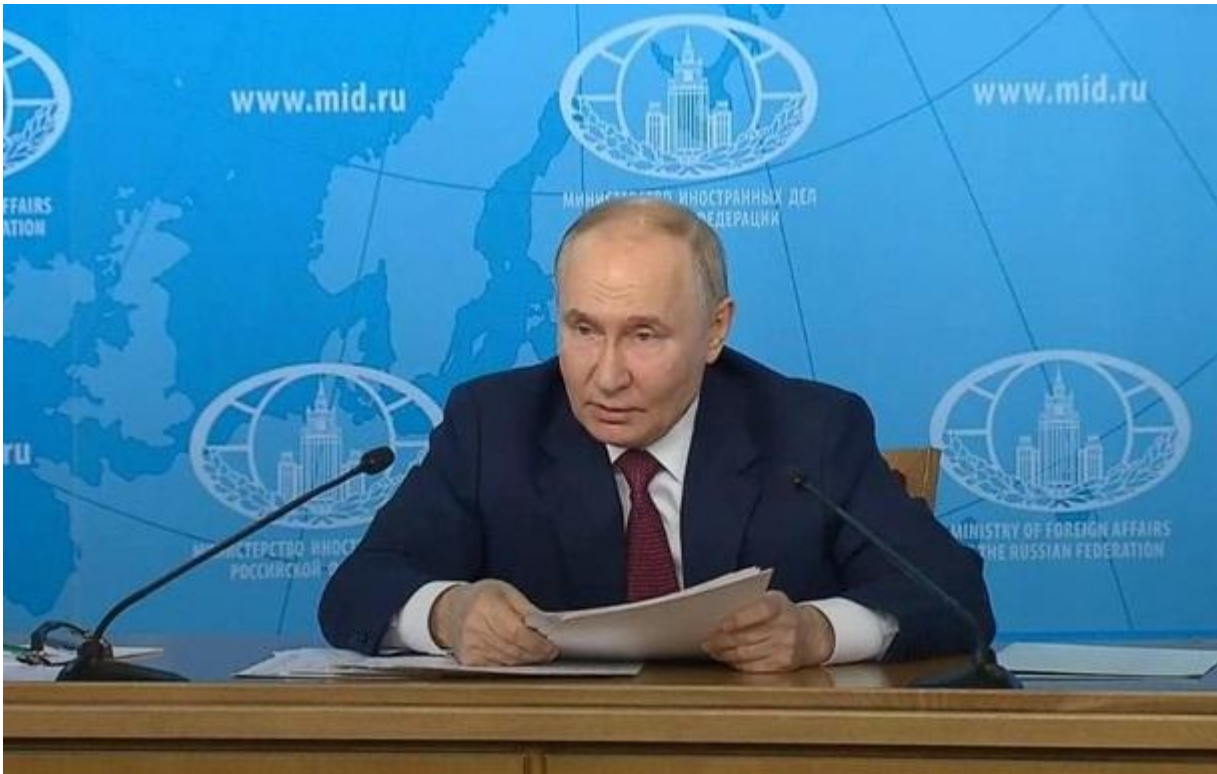
In addition, in line with the goals and objectives of the state cultural policy, the implementation of the Strategy will focus on several directions, including **strengthening Russia's cultural sovereignty** as a factor that ensures sustainable development, **territorial integrity, national security**, and promoting **culture's status as a national priority.**

RUSSIA'S STRATEGIC DOCUMENTS:

„IN THE EVENT OF A THREAT TO THE NATIONAL SECURITY OR SOVEREIGNTY OF THE RUSSIAN FEDERATION, RUSSIA MAY APPLY BOTH SYMMETRICAL AND ASYMMETRICAL MEASURES”

IDEOLOGY IN WORDS: STATEMENTS THAT SHAPE POLITICAL REALITY

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CULTURAL DIPLOMACY
FORUM 2024



*"The 'Russian World' unites all those who feel a **spiritual connection** with our **Motherland**, who consider themselves bearers of the **Russian language, history, and culture**, regardless of nationality or religion. **Without Russians as an ethnicity, without the Russian people, there is and cannot be a 'Russian World' or Russia itself**". (2023)*

V. Putin, President of the Russian Federation

IDEOLOGY IN WORDS:

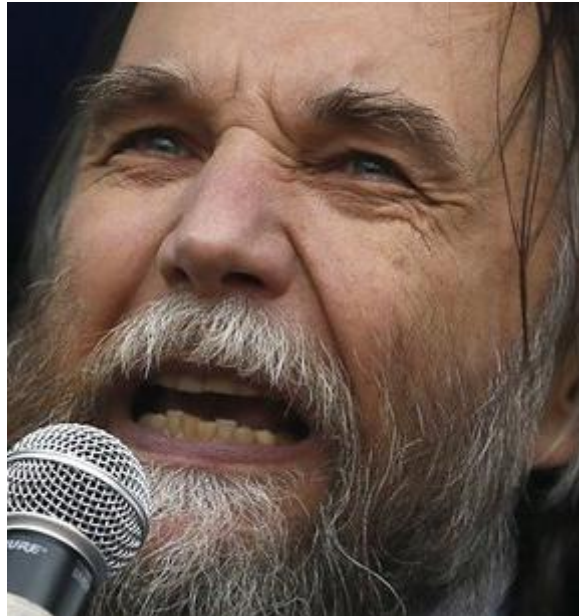
STATEMENTS THAT SHAPE POLITICAL REALITY

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



*"Where people fear **Russian weapons** — that is also the **'Russian World.'** Where they respect **our scientists, our writers, our art**". (2014)*

V. Surkov, assistant to the President of the Russian Federation (2013–2020)



*"We need a **revived Holy Rus'**, true **people's power**, and a **mobilized culture**". (2023)*

A. Dugin, philosopher, political scientist



*"The philosophy of **Russian greatness, the Russian dream, the Russian victory, the symphony of the fifth empire will prevail**". (2023)*

A. Prokhanov, writer, journalist



*"The battle for the entire **'Russian World'** has already begun, and there is no way to wait it out — the entire **Russian people are involved**". (2022)*

S. Kiriyenko, first deputy chief of staff of the Presidential Administration of the Russian Federation (since 2016)

PILLARS OF RUSSIAN CULTURAL EXPANSION

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

4

Methodological foundation of cultural expansion: The modern concept of the “Russian World” (*Ruskiy mir*) was developed by methodologists close to Russia's political elite, including G. Shchedrovitsky, S. Kiriyenko, Y. Ostrovsky, and others.

Political instrumentalization of culture: The idea of the “Russian World” was adopted by the Kremlin in 2006 and has since been used as a foreign policy doctrine.

5

6

Aggressive evolution of the concept: Since 2008, the “Russian World” has become the basis of Russia’s foreign policy. In 2013, the concept of “soft power” first appeared in Russia's Foreign Policy Concept. Over time, this cultural idea evolved into an aggressive political doctrine.

"If we were given large budgets [to promote the Russian language], the Russian flag would have been everywhere,,

V. Kochin, Executive Director of the "Russian World" Foundation (2015)

INSTRUMENTS OF RUSSIAN CULTURAL EXPANSION: “ROSSOTRUDNICHESTVO”, “RUSSIAN WORLD”, “GORCHAKOV FUND”

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



“**Rossotrudnichestvo**” (September 6, 2008) follows the traditions of the All-Union Society for Cultural Relations with Foreign Countries, established in 1925 to improve the image of the Soviet Union and Bolshevik rule. It is funded by the state budget and through revenues from permitted activities.

“**Russian World**” **Foundation** — a Russian cultural diplomacy institution, established in 2007 as a non-governmental organization that is almost exclusively funded by the federal budget of the Russian Federation.



ФОНД РУССКИЙ МИР

Gorchakov Public Diplomacy Fund was created in 2010 as a “non-governmental organization”, but it is actually subordinate to the Ministry of Foreign Affairs of the Russian Federation. Over a third of the fund's budget is formed from federal budget allocations, while the remainder comes from unnamed private individuals.



Data Source: Research on the institutions of cultural diplomacy of the Russian Federation prepared by the Information and Analytical Department of the Ukrainian Institute: <https://ui.org.ua/>

INSTRUMENTS OF RUSSIAN CULTURAL EXPANSION

“ROSSOTRUDNICHESTVO”, “RUSSIAN WORLD”, “GORCHAKOV FUND”
(Included in the EU sanctions list since July 2022 for spreading Kremlin and anti-Ukrainian propaganda)

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FORUM 2024



FACES OF THE "RUSSIAN WORLD" IN THE WORLD

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FORUM 2024



Vyacheslav Nikonov
— Chairman of the
"Russian World"
Foundation
(2011 — 2023)



Yevgeny Primakov
— Head of
"Rossotrudnichestvo"
(2020 — present)



Dmitry Polikanov
— Deputy Head of
"Rossotrudnichestvo"
(2021 — present)



Leonid Drachevsky
— Head of the
Gorchakov Public
Diplomacy Fund
(2010 — present)



Sergey Lavrov
— Chairman of the
Board of Trustees of
the Gorchakov Public
Diplomacy Fund
(2010 — present)

“RUSSIAN WORLD” — THEATRE. VALERY GERGIEV

INTERNATIONAL
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FORUM 2024

Russian conductor, People's Artist of Russia. General Director of the Bolshoi Theatre since 2023. Participated in concerts in the occupied territories of Ossetia, Crimea, Syria, and a rally-concert in support of “Russia's invasion of Ukraine”.



“RUSSIAN WORLD” — OPERA. ANNA NETREBKO

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Russian opera singer. People's Artist of Russia. Citizen of the Russian Federation, and since 2006 also a citizen of Austria, residing in Vienna. Notoriously known for financially supporting the terrorist organization “DPR”. A subject in the database of the “Peacemaker” Center.



“RUSSIAN WORLD” — FASHION. MIROSLAVA DUMA

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Socialite, founder of the international media platform dedicated to fashion, art, and culture Buro 24/7, and daughter of the former head of the Union of Ukrainians in Russia and the council of the Federal National-Cultural Autonomy “Ukrainians of Russia”. Due to the tightening of sanctions against Russia, she fictitiously divorced O. Mikheyev, son of the head of “Rosoboronexport”, who continues to manage the textile company “Ecotex”, founded by Miroslava.



ОТКРЫТОЕ АКЦИОНЕРНОЕ ОБЩЕСТВО
РОСОБОРОНЭКСПОРТ

Миллиарды на торговле оружием. Как живет
глава «Рособоронэкспорта»

Давид Холмский · Расследования · 08.07.2022 10:18

“RUSSIAN WORLD” — CINEMA. NIKITA MIKHALKOV

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Russian film director, screenwriter, television presenter, and blogger, a full holder of the Order “For Services to the Fatherland”. Positions himself as a friend of V. Putin and is the author of the propaganda program “Besogon TV”. Due to his support of Russia's invasion of Ukraine and “spreading Russian propaganda”, he is under sanctions from the European Union, Canada, Ukraine, and Switzerland.



“RUSSIAN WORLD” — BALLET. SVETLANA ZAKHAROVA

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Prima ballerina of the Bolshoi Theatre and the La Scala Theatre in Milan, People's Artist of Russia (2008), and a member of the United Russia party. Since 2018, she has been a member of the Council for Culture and Arts under the President of the Russian Federation. Due to her support for the Russian invasion, all her performances were canceled in South Korea.



“RUSSIAN WORLD” — MUSIC. DENIS MATSUEV

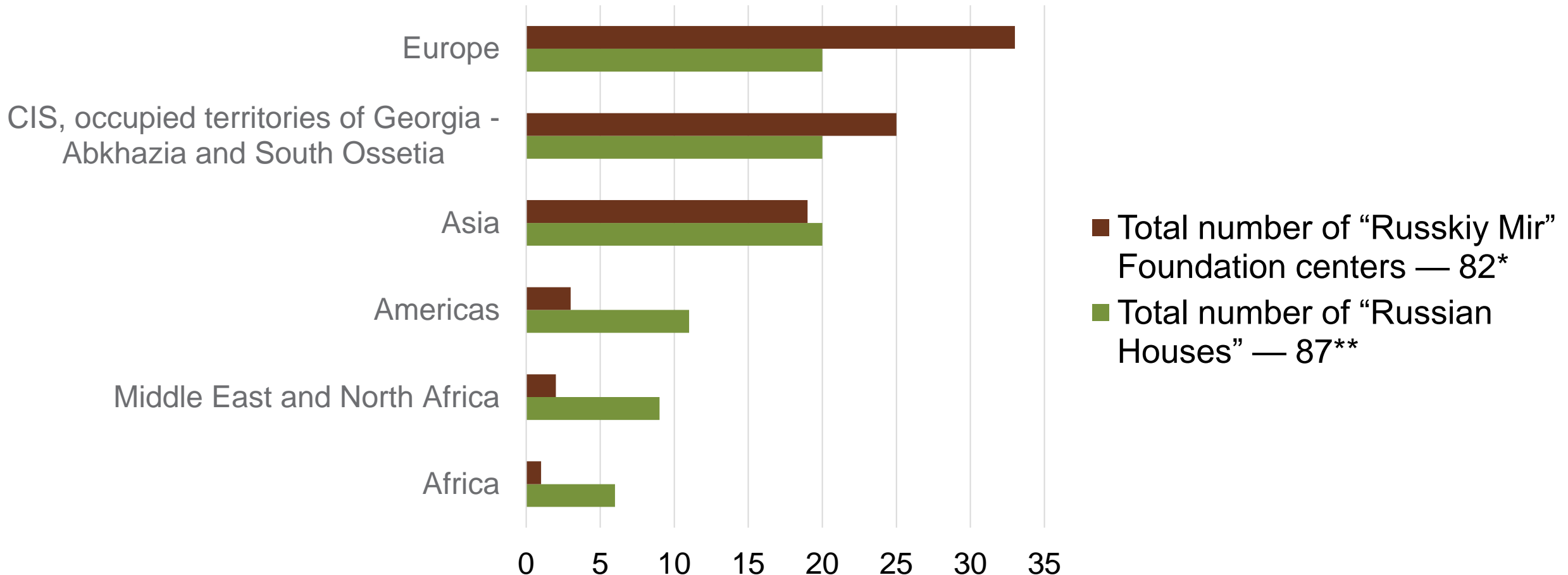
INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

A Russian virtuoso pianist widely known abroad. He was a trusted person of V. Putin during the presidential elections in 2012 and was part of the working group preparing proposals for amendments to the Constitution of the Russian Federation. In 2024, he performed for the families of the participants of the “SMO” in Anapa.



INTERNATIONAL NETWORK OF “RUSSIAN HOUSES” AND CENTERS OF THE “RUSSIAN WORLD” FOUNDATION

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Sources: *<https://ruskiymir.ru/rucenter/catalogue.php>, **<https://rs.gov.ru/about-foiv/>



INTERNATIONAL CULTURAL DIPLOMACY FORUM 2024

*“Our dream is to initiate an alliance, a consolidated **‘Russian World’**, centered around **Russians**. Then, moving away from the center, it will include those who studied in **Russia**, **married Russians**, **created families**, have **business interests in Russia**, and are somehow connected (to Russia) professionally or personally. Then — another layer of people who are simply **interested in Russia**, its **literature, ballet, and space**”.*

Former head of “Rossotrudnichestvo”
K. Kosachov

Palmyra, Syria
Mariinsky Theatre Orchestra conducted by V. Gergiev.

Citation: Popovic M., Jenne E. K., and Medzihorsky J. (2020). *Charm Offensive or Offensive Charm? An Analysis of Russian and Chinese Cultural Institutes Abroad*, Europe-Asia Studies.

EXAMPLES OF “RUSSIAN HOUSE” EVENTS

BEFORE SANCTIONS WERE IMPOSED

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



May 21, 2022. Belgrade, Serbia.
Concert in support of “Children
of Donbas”



March 19, 2022. Verona, Italy.
Conference on “Russia-Ukraine —
Causes of the Conflict”



March 8, 2022. N. Mikhalikov
BesogonTV. Translated into 10
languages and distributed in the
media of “Russian Houses”
worldwide

The event "10 Years of Continuous Tragedy", dedicated to the tenth anniversary of the "state coup" in Ukraine and the second anniversary of the so-called "SMO" on February 24, 2024, was held at the "Russian House" in Ankara.

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

The Ambassador of Russia to Turkey,
A. Yerkhov, stated:

*"It is **very important for us to familiarize the Turkish public** with the events that have occurred in **Ukraine** over the past ten years and continue to this day".*



The photo exhibition "War Crimes of the Kyiv Regime" and the films "Maydan: The Road to War" and "Sontsepyok" were also presented at the "Russian House" in Ankara on February 24, 2024.

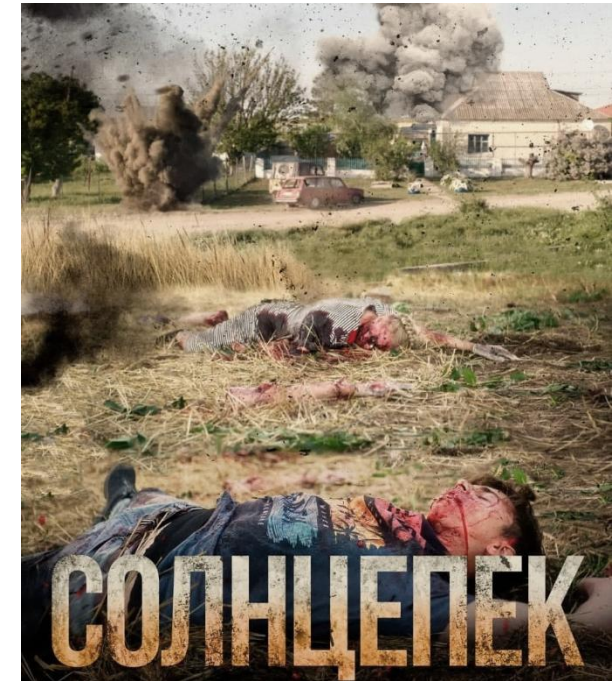
INTERNATIONAL
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FORUM 2024



Photo exhibition: "War Crimes of the Kyiv Regime"



Film: "Maydan: The Road to War"



Film: "Sontsepyok"

The photo exhibition "WHAT FOR?" opened on March 25, 2024, just before the start of the scientific conference "NATO Aggression Against Yugoslavia: Historical Memory and Long-Term Consequences", as part of a series of events organized by the "Russian House" in Belgrade for this occasion.

INTERNATIONAL CULTURAL DIPLOMACY FORUM 2024

The General Director of the Russian state news agency "TASS", A. Kondrashov, stated:

*"These events solidified **the right of the strong** in relation to international law. All the wars that have swept through Afghanistan, Libya, Iraq, that are ongoing in Palestine, and **of course in Ukraine**, began exactly on March 24, 1999. We must remember this and talk about it with our children. We should not leave **the media space** for our opponents to fill the vacuum with their distorted facts".*



The XV Book Fair in Venezuela on September 23, 2024, featured books dedicated to "defending historical truth" in the context of events in Ukraine, including the collective monograph "History of Ukraine" and the collection "Ukrainian Crimes Against Humanity,,.

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



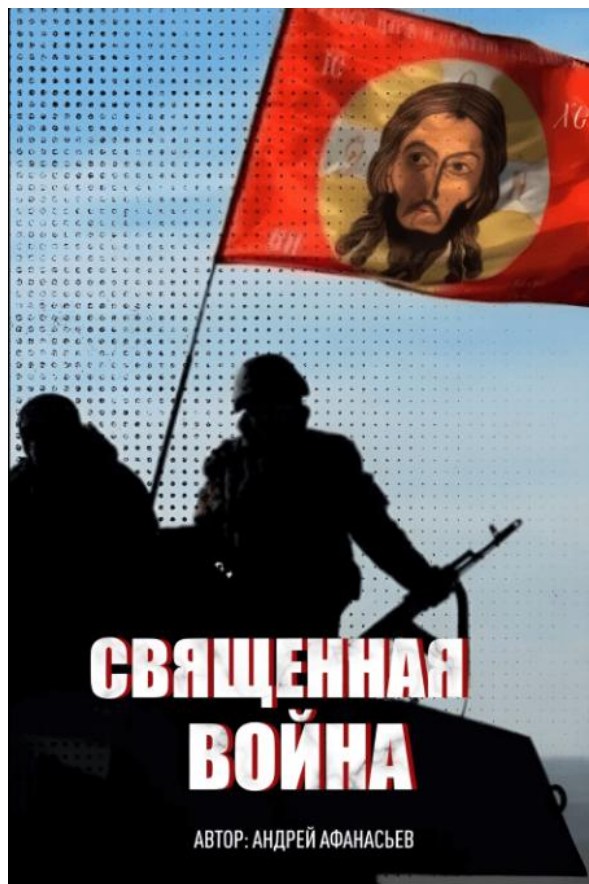
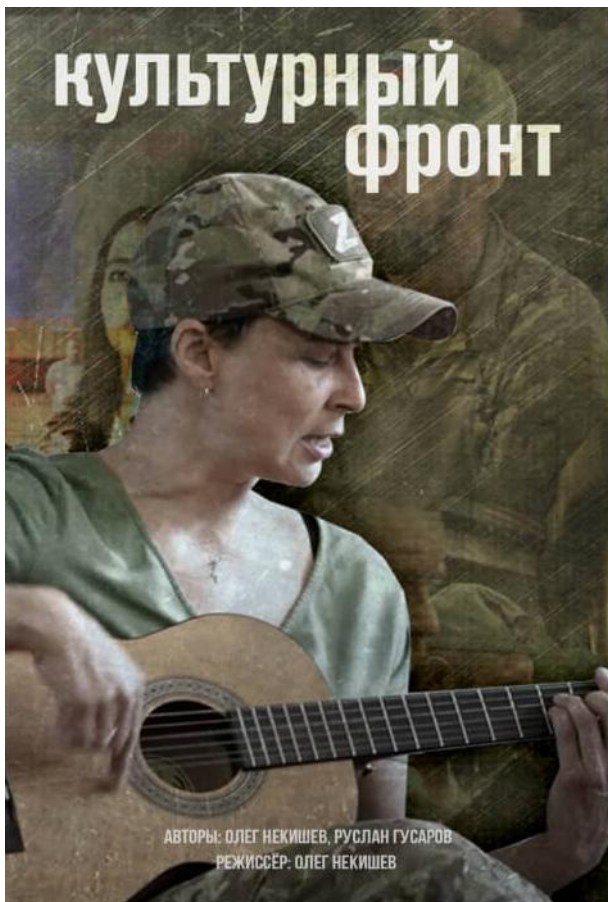
The screening of the film "Russians at War" about the Russian army in Ukraine, took place at the Venice International Film Festival on September 5, 2024. The film was directed by Anastasia Trofimova, a former employee of the Russian state channel Russia Today.

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Documentary films about the heroes of the "SMO" were shown at the festival "RT.Doc: Time of Heroes" in 18 countries: Abkhazia, Azerbaijan, Argentina, Belarus, Egypt, Zambia, Italy, Cyprus, China, Lebanon, Mongolia, Nicaragua, Pakistan, Peru, Tajikistan, Turkey, Sri Lanka, and South Ossetia.

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



A radical example – the Cultural Association "Russia Emilia-Romagna" in Italy.

INTERNATIONAL CULTURAL DIPLOMACY FORUM 2024

MARIUPOL

LA RINASCITA DOPO LA GUERRA

Mostra / Conferenza sulla ricostruzione di Mariupol

Intervengono
DMITRY SHTODIN
 Console Generale della Federazione Russa

LUCA ROSSI
 Presidente Associazione Culturale Russia Emilia Romagna

ELISEO BERTOLASI
 Russista e Presidente MIR Italia

ANDREA LUCIDI
 Giornalista indipendente e Storico

MODENA
20 GENNAIO 2024
 Ore **15.00**
 Sala Civica
 Via Viterbo, **80**

BOLOGNA
 21 SETTEMBRE 2024
 ORE 16:30

CENTRO SOCIALE CULTURALE
 VILLA PARADISO
 VIA EMILIA LEVANTE, 138

Presentazione del libro

IL BATTAGLIONE PARTIGIANO RUSSO D'ASSALTO

Intervengono

LUCA ROSSI
 Presidente Associazione Culturale Russia Emilia Romagna

GIAMBATTISTA CADOPPI
 Curatore e autore del Saggio introduttivo

MARINA POZDNYAKOVA
 Nipote di Vladimir Pereladov, Comandante del Battaglione Partigiano Russo d'Assalto

VLADIMIR PERELADOV
 IL BATTAGLIONE PARTIGIANO RUSSO D'ASSALTO
 PREFAZIONE DI NIKOLAI DUTSKIN, COMANDANTE GENERALE DELLA FEDERAZIONE RUSSA A MILANO

ASSOCIAZIONE CULTURALE RUSSIA EMILIA ROMAGNA
 Sezione Comandante Karaton | Bologna

INFO RER

RIMINI
 SABATO 24 AGOSTO
 ORE 17:00

BAR AGOSTINI BAGNO 84
 LUNGOMARE
 GIUSEPPE DI VITTORIO, 32

LO STORICO Direttore del Centro Studi "Anna Seghers" di Milano e dell'ISPEC, Istituto di Storia e Filosofia del Pensiero Contemporaneo della Svizzera italiana

DAVIDE ROSSI
 PRESENTA

UCRAINA 2024

Confronto tra due sorelle a Est di nessun Ovest

Intervengono

LUCA ROSSI
 Presidente Associazione Culturale Russia Emilia Romagna

OLGA IGNATIEVA
 Superstite della strage alla Casa dei Sindacati di Odessa - 2014 ed autrice del Volume "Attraverso il fuoco per l'eternità".

ASSOCIAZIONE CULTURALE RUSSIA EMILIA ROMAGNA
 Sezione "Giulietto Chiesa"

Proiezione del film sovietico

VA E VEDI

Regia di Elem Klimov

Vincitore nel 2017 del Premio Venezia Classici per il miglior film restaurato.

Domenica 14 Aprile 2024
Ore 15.00
Sala Civica - Via Padova, 149 | Modena
 Evento a numero chiuso. Registrazione obbligatoria
 Email : Emiliarussia@yandex.com



Cultural invasion of the Russian Federation in territories seized by force

RUSSIA AGAINST CULTURAL HERITAGE: DESTRUCTION OF NATIONAL MONUMENTS IN UKRAINE

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

The total number of affected cultural heritage sites in Ukraine is:

1085

objects*

HOLY ASSUMPTION SVYATOHIRSK LAVRA

City of Svyatohirsk, Donetsk Oblast

Listed in the UNESCO World Heritage Register

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



NATIONAL LITERARY-MEMORIAL MUSEUM OF H. SKOVORODA

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024

Village of Skovorodynivka, Kharkiv Oblast



MYKOLAIV CITY CULTURE PALACE "KORABELNY"

City of Mykolaiv

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



DONETSK ACADEMIC REGIONAL DRAMA THEATER

City of Mariupol

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024





**KHARKIV NATIONAL ACADEMIC
THEATER OF OPERA AND
BALLET NAMED AFTER M.
LYSENKO**

City of Kharkiv

“SLOVO” HOUSE

City of Kharkiv



Eradication of the Ukrainian Language and Culture in Educational Institutions

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Mass removal of Ukrainian literature books in the occupied territories (2023)



Prohibition of using the Ukrainian language during breaks in schools — advisor of the mayor of Mariupol, Petro Andriushchenko (2022)

Changes to educational curricula

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Adoption of a concept for the patriotic education of children



New program textbooks. Transition to Russian educational standards and the introduction of an annual "Unified State Exam"

Restoration of Soviet or Russian cultural monuments

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



A monument to Empress Catherine II was erected in Russian-occupied Simferopol (2016)



A bust of Soviet General Dmytro Leliushenko was installed in Mariupol (2024)

Erosion of identity as a method of cultural genocide and eradication of national uniqueness

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Russians demolished the monument to the victims of the Holodomor in occupied Mariupol (2022)



The stolen painting "The Storm Is Over" by Ivan Aivazovsky from the Kherson Art Museum named after Oleksii Shovkunenko (2023)



Plunder of the Kherson Regional State Archive department (2022)

Imposition of new symbols justifying aggression

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Bust of former militant leader Oleksandr Zakharchenko in Donetsk (2019)



A monument to the grandmother in Mariupol who appeared with the Soviet flag at the beginning of the full-scale invasion as a “symbol of support for Russia” (2022)



A monument to the “little green men” in Crimea. The head of Crimea, S. Aksyonov, promised to continue developing the “polite people” brand on the peninsula (2016)

Creation of cultural centers of the occupying regime with special priority compared to Russian regions

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



Multimedia historical park “Russia — My History” in Melitopol (2023)



Archaeological museum-reserve in Crimea, “Chersonesus Taurica” (under construction)

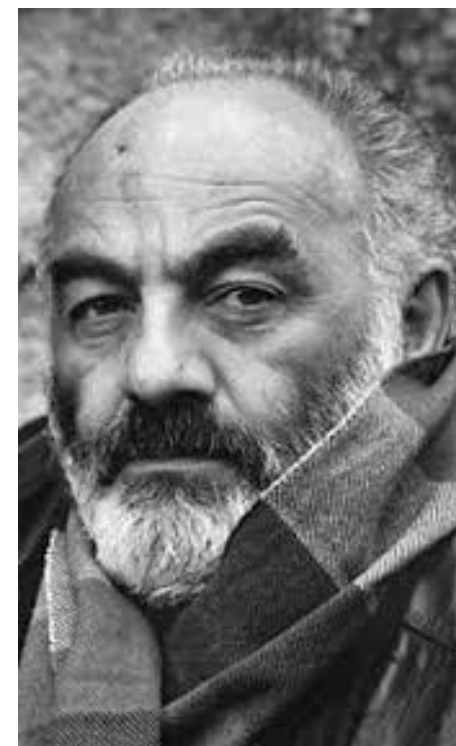
Appropriation and use of well-known artists



Kazimir Malevich
(avant-garde artist)



Oleksandra Ekster
(avant-garde artist)



Serhiy Paradzhanov
(film director)

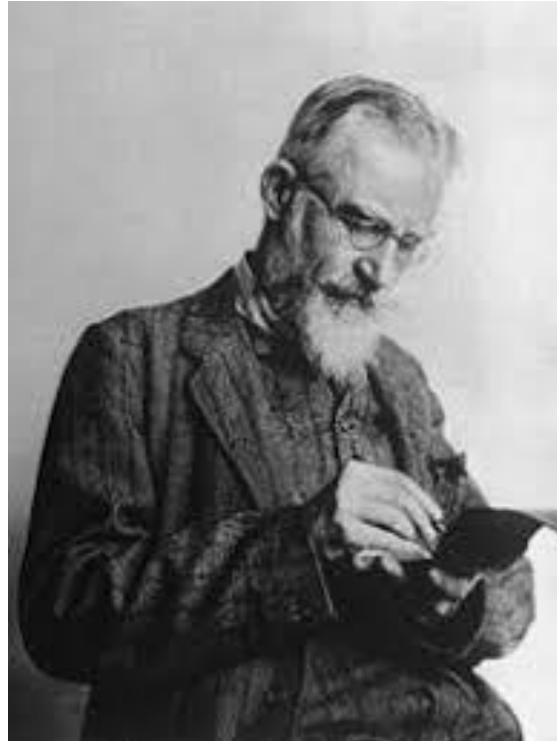
Accomplices in Whitewashing the Image of the USSR

INTERNATIONAL
CULTURAL DIPLOMACY
FORUM 2024



*“The most significant **difference** between the **hopeless past** and the **happy present** is felt by the collective farmers in the **USSR**, who ‘conduct their agriculture wisely and with increasing success’”.*

Lion Feuchtwanger, 1937



*“I leave **a state of hope** and return to our **Western countries** — **countries of despair**. For me, as an old man, it is a deep comfort, as I approach the grave, to know that world civilization will be saved”.*

Bernard Shaw, 1931

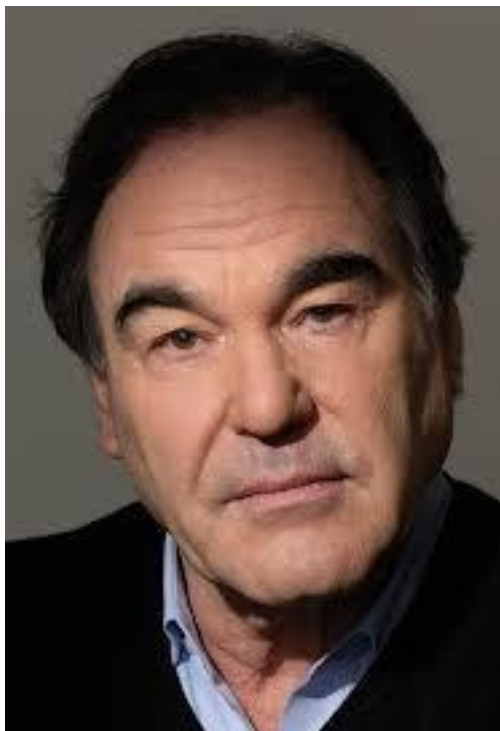


*“An extremely important factor in the development of **Soviet culture** is, I believe, that its **foundation** (and in this, I agree with my Soviet friends) is **man** [...]”*

Jean-Paul Sartre, 1962

Accomplices in Whitewashing the Image of the Russian Federation

INTERNATIONAL
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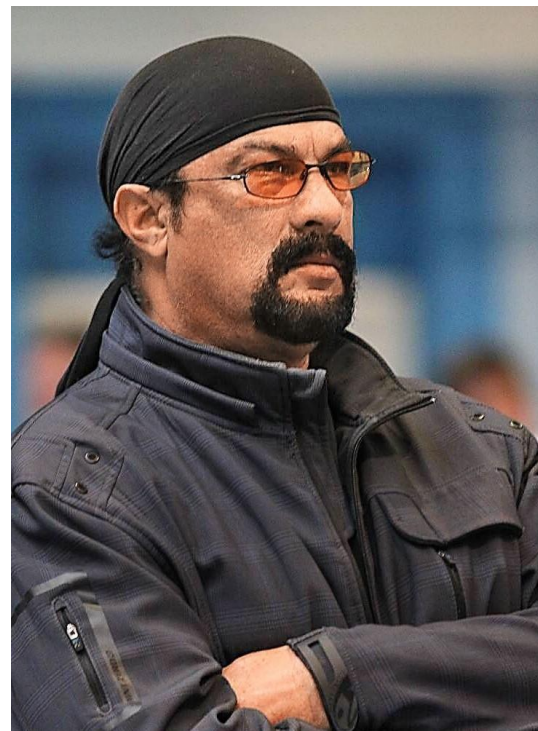
Oliver Stone

In 2017, he filmed a 4-part documentary about V. Putin. He supported the war. In July 2023, he stated that the image of the Russian president is significantly distorted by the West.



Ornella Muti

In 2022, she expressed her desire to obtain Russian citizenship, as it is “part of her culture connected with her mother”. In November 2023, she presented the production “The Heroic Life of a Genius” in Moscow.



Steven Seagal

In 2016, he received Russian citizenship; in 2021, he joined the “Fair Russia — For Truth” party; in 2022, he began filming a documentary about the battles in Donbas.



Natalia Oreiro

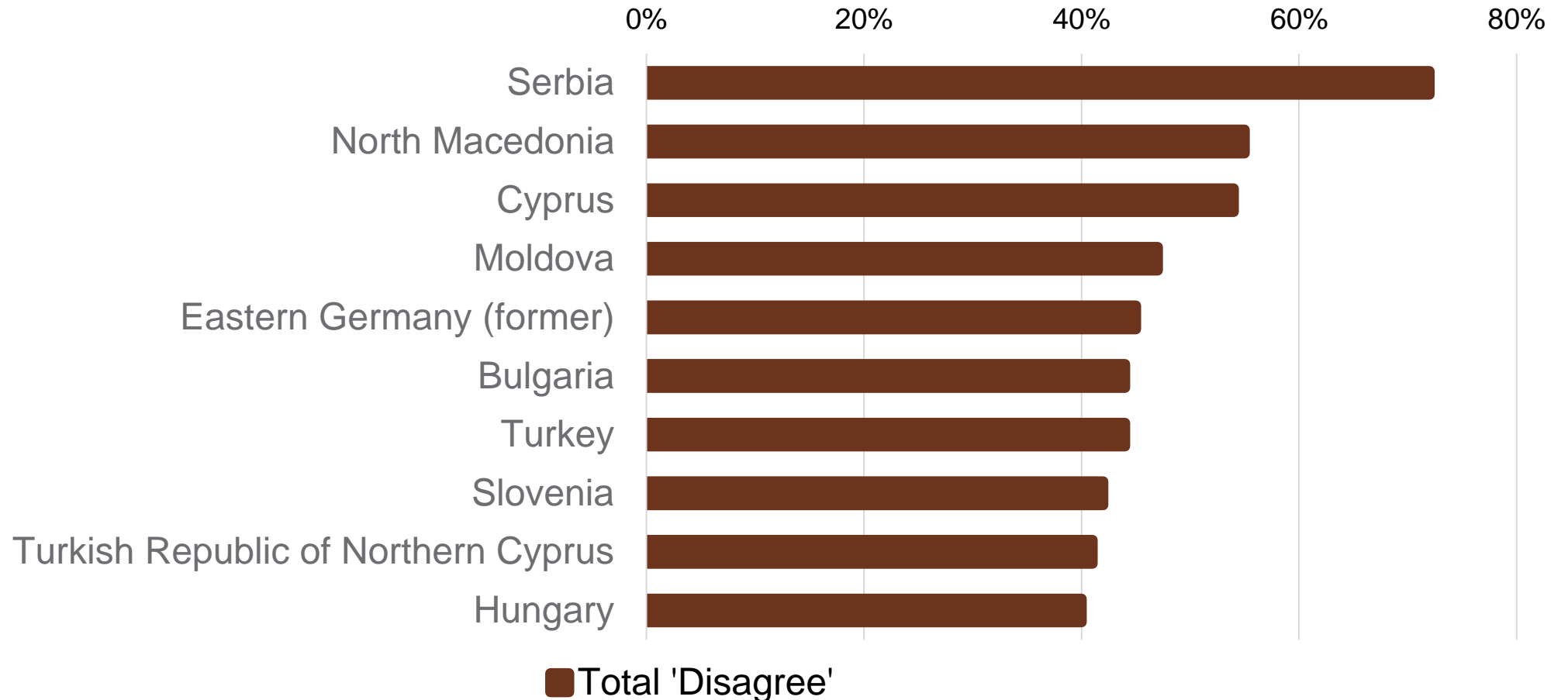
In 2021, she received a Russian passport. In 2024, she secretly visited St. Petersburg and Moscow.

How Cultural Expansion Directly Affects the War?

TOP-10

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EUROPEAN COUNTRIES THAT DO NOT SUPPORT SANCTIONS*



Source: *Eurobarometer, Spring 2024

ONE GERMANY, DIFFERENT TOLERANCE TO SANCTIONS

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The Eurobarometer* project measures public opinion not only among residents of all Germany but also publishes results separately for the inhabitants of its former Western and Eastern parts (including Berlin).

Knowledge of the Russian language: 3%

Support for sanctions
against Russia: 77%

Opposition to sanctions
against Russia: 18%



Knowledge of the Russian language: 8%

Support for sanctions
against Russia: 50%

Opposition to sanctions
against Russia: 45%

Source: *Eurobarometer, Spring 2024

MEASURES BY UKRAINE TO COUNTER RUSSIAN CULTURAL EXPANSION

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Legislative Initiatives*

Implementation of quotas
for the Ukrainian
language in media

Sanctions against
Russian media and
cultural figures

Promotion of Ukrainian
culture

Creation and promotion
of alternative content

Information security and
media literacy

Integration into the
European cultural space

*Laws: “On Ensuring the Functioning of the Ukrainian Language as the State Language” (2019) and “On the Prohibition of Pro-Russian Propaganda and Symbols of the Communist Regime (Decommunization)”

LACK OF STRATEGY TO COUNTER RUSSIAN CULTURAL EXPANSION: POSSIBLE CONSEQUENCES FOR UKRAINE

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Weakening of national
identity and
consciousness

Information and
ideological
manipulations

Losses in education
and scientific
development

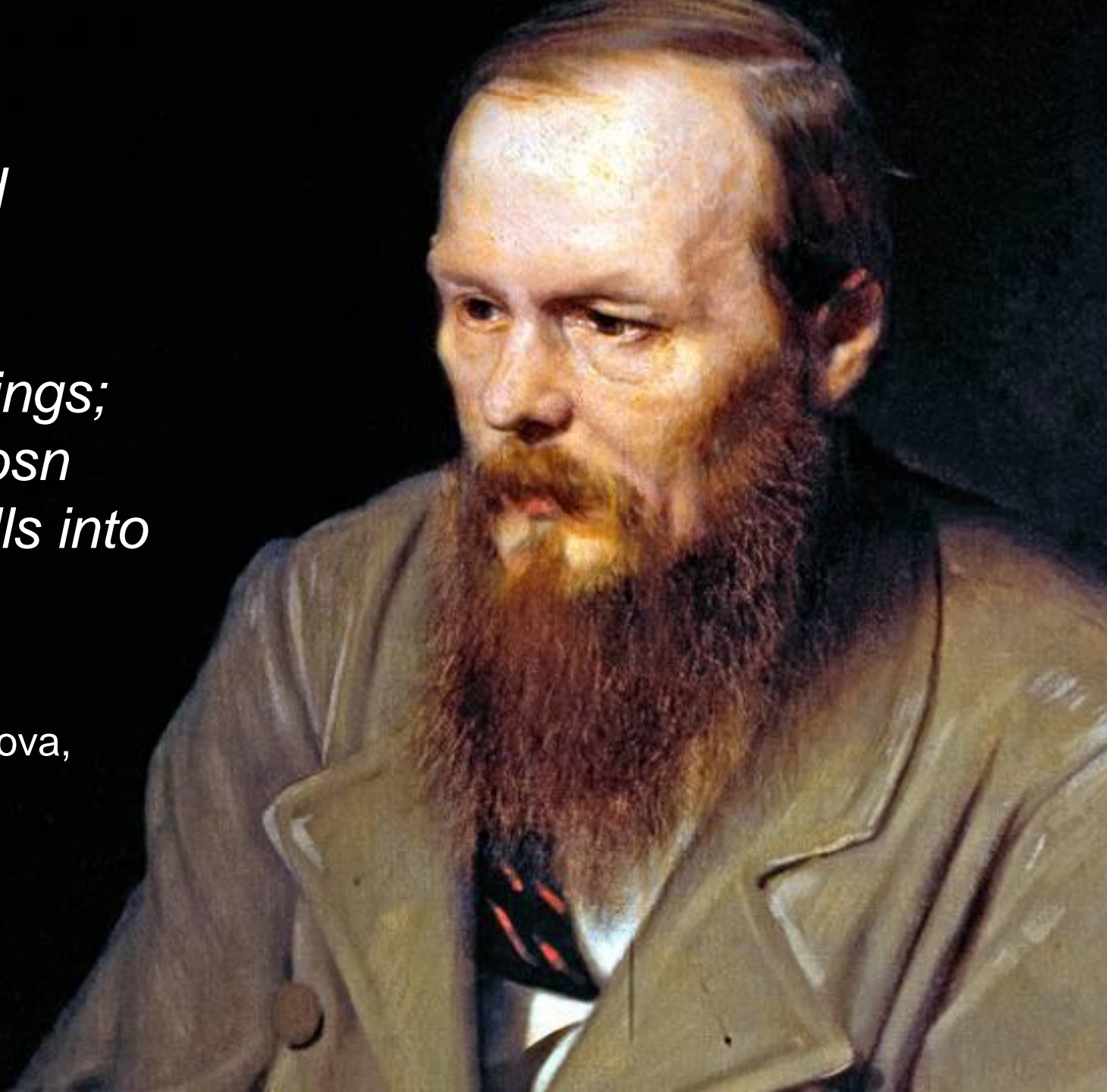
Marginalization of the
Ukrainian language
and culture

Difficulties in forming
an objective image of
Ukraine

Threat to Ukrainian
statehood

“Without war, in comfort and wealth, a person becomes wooden, deprived of the generous thoughts and feelings; and imperceptibly such person becomes embittered and falls into barbarism”

F. Dostoevsky, Letters 1870, To S. Ivanova,
August 17 (29), 1870, Dresden





**THANK YOU FOR YOUR
ATTENTION!**