

N. A. Baranov

Russian statehood in the context of modern geopolitical challenges

Abstract. The article focuses on the importance of statehood in today's chaotic world with pronounced turbulence – uncertainty in international relations. Radical changes in the international arena require a revision of attitudes to such concepts as "sovereignty" and "statehood". This work aims to identify the specific features of Russian statehood in the current conditions of geopolitical development. The objectives of the research are to identify the specifics of modern states' adaptation to new geopolitical realities and to characterize Russian statehood in the XXI century. The methodological basis of the study is the neorealist paradigm, which singles out the state as a key actor in the modern political system, as well as the theory of classical realism, which emphasizes the impact of the environment on states and on the states' internal motivation. Noteworthy is the emergence of non-Western theories of international relations with philosophical and ideologized content. According to the author, the basis of statehood is the ability to effectively solve national and foreign policy problems, preserve sovereignty, form national identity, and convince the society in choosing the right direction of development. Contrary to the neoliberal approach that has led to crises in Western countries, the Russian Federation defends its statehood, its right to independently solve its own problems and pursue an independent foreign policy, to respond to geopolitical challenges, to join interstate alliances, to terminate unfavorable agreements, and unite with other subjects in its own interests, contributing to the formation of a polycentric world order. Public support for the development vector proposed by the country's leaders is the key source of the government's legitimacy and Russia's statehood.

Key words: geopolitical challenges; state credibility; statehood; Russian civil identity; polycentric world; sovereignty

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V. A. Epshtein, A. V. Akchurina

Cultural diplomacy as a tool of "soft power" in the foreign policy of the Russian Federation in Central Asian countries

Abstract. The article attempts to analyze the modern public diplomacy of the Russian Federation in the countries of Central Asia. The work defines the significance of this region, examines the main tools and institutions of Russia's cultural diplomacy, such as the "Russian World" Foundation, The Federal Agency for the CIS Affairs (Rossotrudnichestvo), Russian universities and branches. The article claims that the key issue of Russian cultural diplomacy is to preserve the status and role of the Russian language, and examines its role and status within the framework of the constitutional legislation of Central Asian countries. The authors conclude that the field of using the Russian language is decreasing and that there are no conditions for learning it in the rural and remote regions of the states under consideration. The article provides a comparative analysis of the cultural diplomacy of the Russian Federation, the Republic of Turkey, the United States and China, which are trying to strengthen their influence in Central Asia using "soft power" instruments. The authors consider the strengths and weaknesses of Russian cultural diplomacy in the region, stating that the competitive advantages of Russia over other players are the still strong role of the Russian language, the activities of "Russian Houses", attracting students from Central Asia to study in Russia, training students in the branches of Russian universities in the region, different grants, organizing annual events, contests, scientific conferences and master classes, exhibitions, film festivals etc. The political leaders of the Central Asian states, in turn, seek to pursue a multi-vector policy in order to impede the process of strengthening the influence of each of the above-mentioned players. The final part of the article presents a SWOT analysis of Russia's "soft power" in the Central Asian region aimed at the possible formation of operational strategies.

Key words: Russia; Central Asia; cultural diplomacy; "soft power"; Russian language; Rossotrudnichestvo; Kazakhstan; Kyrgyzstan; Uzbekistan; Tajikistan; Turkmenistan

F. Yu. Kushnarev

Russian university websites as a mechanism for implementing “soft power” in Russia's foreign strategy

Abstract. The research is devoted to analyzing the Internet resources of the leading Russian universities in the Central Federal District with the largest number of students from China. The research aims to determine the number of universities with portals in English and Chinese, and the influence of such websites on the Chinese applicants' choice when applying for Russian universities. To achieve this goal, the author has conducted a survey of students from China, a series of in-depth interviews, and a content analysis of the websites of the leading universities in the Central Federal District. It has been found that, prior to enrolling, those applying for a master's program were more interested in the university's website section featuring faculty members' qualifications and course schedules, as well as statistics on employment opportunities and prospects for scientific research. On the other hand, those applying for a bachelor's degree were more interested in student life. One of the main conclusions of the study is that the majority of Chinese students pursuing a master's degree, regardless of gender or academic level, are dissatisfied with the lack of a video presentation of the university in Chinese and insufficient information for the applicants. The author has found that despite the fact that many Chinese citizens learn more about universities from acquaintances, friends, relatives or advertisements, many Chinese applicants get the objective and detailed information about universities through university websites, which help them make a decision to enroll in a university. The author proposes some measures to raise the effectiveness of attracting Chinese applicants to Russian universities, including developing modern websites with adaptive design and high quality content, video presentations and lectures in Chinese for the applicants.

Key words: “soft power”; internet sites; websites; universities; hidden resources; university reputation

PHILOLOGY

B. V. Sokolov

The image of V. I. Lenin in M. A. Bulgakov's works

Abstract. The article studies representation of V.I. Lenin in M.A. Bulgakov's works. The author proves, using among others the materials of the writer's archive, that Lenin served as a prototype for Professor Vladimir Ipatievich Persikov in the novella “The Fatal Eggs”, Deputy Minister of Trade Paramon Ilyich Korzukhin in the play “Flight” and Voland in the novel “The Master and Margarita”. The fact that Lenin is reflected in the image of Voland is proved by a clipping kept in Bulgakov's archive from the newspaper Pravda with the memoirs of A.V. Shotman, which tells how Lenin was hiding from the Provisional Government in 1917, and he was searched for by hundreds of bourgeois citizens, as well as the famous police sniffer dog Tref (Clubs). To these memoirs clearly goes back to that episode of “The Master and Margarita”, when after a session of black magic in the Variety Theater Voland and his entourage are unsuccessfully searched for by the famous police dog Tuzbuben (Ace of Diamonds). In addition, Lenin served as a prototype for one of the characters in The Master and Margarita, the drama actor Savva Potapovich Kurolesov, who performs a reading of Pushkin's The Miserly Knight in front of the arrested currency dealers. In earlier editions of the novel, this character was called in a much more transparent way – Ilya Vladimirovich Akulinov. The image of Lenin, a great man who largely determined the fate of Russia in the XX century, found its reflection throughout the entirety of Bulgakov's work. For Bulgakov, the evil in Lenin's actions was the fact that the Bolsheviks destroyed the previously existing order, took away the former sense of stability from the people of Bulgakov's generation, and widely used the Red Terror. The writer considered that the good side of Lenin's actions was that he still managed to preserve the unity of the Russian state, albeit under a different name, ended the Civil war and introduced the NEP (New Economic Policy).

Key words: M. A. Bulgakov; V.I. Lenin; “Chinese history”; “The Fatal Eggs”; “Flight”; “The Master and Margarita”; prototype

Rong Jie, Mu Jiawei

Artistic uniqueness of B. Pasternak's "First Experiments"

Abstract. The article analyzes B. Pasternak's work "First Experiments" (1910-1912), which became not only the starting point of the writer's comprehension of the prose writing art, but also an exercise that gave him the experience that influenced his writing Doctor Zhivago. This article attempts to use the theory of B. A. Uspensky, a representative of the Moscow-Tartu semiotic school, as a methodological strategy with the intention to clarify the artistic structure of the prose sketches "First Experiments". The analysis of "First Experiments" demonstrates how Pasternak's aesthetic views were formed in terms of the correlation between romanticism, symbolism and realism in his work, how his liberation from romanticism allowed the writer to develop a unique understanding of realism and romanticism, forming his distinctive creative style - he widely incorporated subjective feelings into his creative work, and at the same time valued the truthfulness of the artistic image. While portraying the protagonist, the writer makes frequent use of diverse points of view in terms of phraseology, evaluation, spatial-temporal characterization and psychology. The multiple narrative points of view, used in the events of different times and spaces, makes the image of the protagonist full of complex and intense spiritual contradictions, it carries Pasternak's understanding and comprehension of romanticism, reflects the writer's aesthetic view of realism and his understanding of the relationship between life and art. The article considers the multilinear structure of "First Experiments", comments on the fragmentary nature of the plot, the main motive lines, the system of mythological reminiscences, the symbolic meaning of the main character; it characterizes in detail the poetic concept of nature and demonstrates that the artistic perception of nature by the characters have a pronounced impressionistic effect and that the writer, using impressionistic techniques of recreating color, sound and smell, creates an eternal image of nature in a unique combination of the temporal and the eternal.

Key words: B. Pasternak; "First Experiments"; point of view; structure; romanticism; poetic worldview; impressionism; concept of nature

A. S. Bokarev, A. V. Korableva

The Soviet as "other": vivid ekphrasis in Alexei Tsvetkov's lyrics

Abstract. The article deals with the poetics of vivid ekphrasis in the lyrics by Alexei Tsvetkov (1947-2022), a representative of the literary group "Moskovskoye Vremya" (Moscow Time). The authors prove that ekphrasis, which is interpreted in the article as a type of auto-reflective text based on interpreting artworks of non-verbal nature, becomes in his poems a marker of the Soviet mentality, from which the speaker is distanced and which he consistently discredits. The analysis of epy ekphrastic imagery referring to the works of I. K. Aivazovsky, A. K. Savrasov, I. I. Shishkin and K. A. Savitsky suggests its precedent character: A. Tsvetkov deliberately selects paintings that have become part of the canon and are surrounded by a number of strong cultural and everyday associations. The Soviet world constructed on their basis is understood by the author as "other" – clearly alternative to the hero's present and to reality as a whole: it is both the country's history fraught with historical cataclysms and the lyrical character's personal past. While the former is thought of as exceptionally disadvantaged (hence the unambiguous allusions to wars and revolutions), the latter, as a rule, is left out of assessments – but both are equally denied existential authenticity: the motif of the illusory nature of existence is the poet's recurring theme. Being a "window" into "otherness" – not only space and time, but also "accompanying" cultural texts, ekphrasis in Tsvetkov's lyrics is built according to the principle of intermedial palimpsest, resulting from the "layering" of visual and verbal quotations. Therefore, the picturesque images in his poems are "supported" by Pushkin's, Gorky's, Blok's, etc. reminiscences, iconic for the Soviet discourse or "assimilated" by it. Such an arrangement undoubtedly contributes to mental acts conceptualization and brings the work into the sphere of consistently articulated polysemanticism.

Key words: "Moscow Time"; A. Tsvetkov; intertextuality; intermediality; ekphrasis; Soviet discourse; Soviet mentality

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A. T. Baktybaeva

**Ways of expressing the comic in the modern Kazakhstan novel
(based on the novel by D. Satpayev and E. Zhumagulov “The Legend of NOMENCLATURE”)**

Abstract. The relevance of the article is due to the interest in Kazakhstan's modern satirical literature of the late XX – early XXI centuries. The Kazakhstan satirical novel has not been studied well enough so far, therefore the topic in question expands the possibilities for analyzing the comic in the structure of the novel. Scientific novelty of the research lies in the fact that for the first time the novel of D. Satpayev and E. Zhumagulov is analyzed in the above mentioned aspect. In the course of the research, it has been established that satire, absurdity, irony, contrast, amusing consonance of Russian and Kazakh words are important means of expressing the comic. The object of the comic is, firstly, a young man with a great desire to profit by any means. To achieve his goal, he cheats; he seeks a quick political career that enriches him after a while; he uses family connections and in doing so, “having a high intellect...is not a necessary thing”. The second object is travelers from England, seekers of the ancient Nomenclature manuscript. The satirical in this article is an integral part of characterizing Kazakhstan's everyday life, sometimes paradoxical concerning not only the main characters, but also those who the “seekers” meet on their way. The writers of the adventure novel also use the technique of synthesizing lofty and colloquial vocabulary to portray the satirical. Sarcasm is used in the narrative to diminish the significance of certain political events. The author of the article concludes that the irony to which D. Satpayev and E. Zhumagulov resort in the text can be divided into two types. The first type includes the irony that is conveyed through exclamations, rhetorical questions, and comments. The second kind of irony is on behalf of the characters. It was the basis for the author's conclusion that all types of irony are used to describe the problems of modern Kazakhstan society, to debunk stereotypes, especially in relation to adults as bearers of spirituality and wisdom.

Key words: Satpaev; Zhumagulov; satire; novel; irony; journey; nomenclature

CULTURAL SCIENCE

T. I. Erokhina

**Cultural memory as a means to preserve spiritual and moral values
of russian culture**

Abstract. The author of the article defines the methodological basis for analyzing the phenomenon of cultural memory as a means of preserving, forming and transmitting spiritual and moral values of Russian culture. Relying on the legal framework regulating the education system and Russian state policy, the author focuses on the universal and Russian basis of spiritual and moral values, traditions and continuity whose formation has become a priority task of the education system in the Russian Federation. Considering the definition of “tradition”, the author substantiates the need to comprehend cultural memory as a system-forming element of spiritual and moral values set. The article outlines the main approaches to understanding cultural memory as a scientific phenomenon, identifies the types and levels, ways of transmitting and functions of cultural memory. Special attention is paid to the educational potential of cultural memory in the context of modern education system. Outlined are the similarity and interrelation of cultural memory and the sphere of education, as well as the ways of preserving traditional values of Russian culture through the development of cultural memory mechanisms. The author notes that cultural memory contributes to the formation of civil and cultural identities, which is also part of the system of Russian spiritual and moral values. The author concludes that the successful comprehension of the cultural memory phenomenon, commemorative practices, “memory places” in modern culture as well as mastering the methodology of analyzing the bearers and mechanisms of cultural memory in the educational system will contribute to successfully realizing the goals and objectives stated in the “Fundamentals of State Policy for Preserving and Strengthening Traditional Russian Spiritual and Moral Values”.

Key words: cultural memory; tradition; spiritual and moral values; civil identity; continuity; education system

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G. V. Denisova, O. V. Sapunova, A. V. Zhuravleva

Linguistic manifestation of Sardinia inhabitants' ethnocultural identity

Abstract. This article focuses on ethnocultural identity of the inhabitants of Sardinia, a region of Italy. Ethnocultural identity is understood as a psychological category related to the people's awareness of their belonging to an ethnocultural community. Since it is the cognitive-emotional process containing the unconscious, ethnocultural identity may coincide with neither ethnicity nor the demonstrated identity. The way mixed bilingualism (Italian and Sardinian) is manifested linguistically was the material for the research. The relevance of this study is caused by contradictory trends characterizing modern society: globalization, on the one hand, and going back to the origin – *ad fontes* – on the other. These two forces – the ever-increasing role of ethnocultural identity and the uprising intensification of intercultural interactions – make bilingualism one of the factors to further complicate multi-level complex processes. As the present study aims to shed light on the linguistic picture of the world, including precedent phenomena, and thus may contribute to describing such a crucial psycholinguistic phenomenon as linguocognitive bases, the research can be considered as novel and topical. The topic of ethnocultural, national and regional identity is significant for all regions of Italy due to the country's historical past. However, the issues of ethnocultural identity and language are especially acute in Sardinia. The data for this study were collected in February and January 2023 as in-depth interviews with coordinative bilingual (Italian-Sardinian) speakers from Barbagia zone, the island of Sardinia.

Key words: ethnocultural identity; bilingualism; the Italian language; the Sardinian language; linguocognitive bases

V. G. Andreeva

“Decline” of estate culture in the story “Anna” by B. K. Zaitsev

Abstract. The author of the article focuses on the analytical correlation between different cultures and cultural aspects, depicted in B. K. Zaitsev's story “Anna” (1929). The problematics of the study is connected with the need to comprehend the contradiction between the writer's true views on the nobility and estate culture of the past as well as the results and characteristics that were embodied in the work. The article explains a certain detachment of the story, arising from the depiction of noble life and culture, which is uncharacteristic for Zaitsev. The writer's fascination with the heroine's fate, his desire to emphasize the positive aspects of most of the characters belonging to different social classes, led to the fact that the story depicts the decline of Zaitsev's favorite estate culture not only as a result of the Soviet regime's destructive actions and the epochal change of values, but also as a consequence of the weakness and helplessness of the Russian nobility. The study points out certain cultural artifacts characteristic of the bygone estate past, analyzes important descriptions and details of the interior and exterior of the estates, and considers the significant unity of geographical topoi and names that the writer uses in the novel “The Golden Pattern” and the story “Anna”. The article considers the images of the main characters, the girl Anna and the landowner Arkady Ivanovich who outlived his day, but who she adores, as well as the Gailis family and the noblemen Nemeshayevs, who the writer compares and contrasts. Semantic oppositions are noted referring to supporting and preserving the family spirit and the image of the family nest. The author of the article believes that Zaitsev wanted to separate the dissimilar worlds, to show the primitiveness of farmers and the decline of nobility culture with the hope for its resurrection in due time. However, the writer did not quite succeed: the different worlds turned out to be comparable and unifiable.

Key words: B. K. Zaitsev; estate culture; nobility; revolution; author's intention; embodiment of the idea; estates; family nests

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