

Russia, China and the Global South: cultural cooperation as the basis for a new strategy

Abstract. The article examines the transformation of Russian cultural diplomacy in the context of sanctions pressure from the countries of the collective West after 2022 and its strategic reorientation to the countries of the Global South. The authors raise three research questions: in what way does Russia adapt cultural diplomacy in the face of sanctions pressure; what role does the Global South play in its new foreign policy strategy; and whether this strategy is capable of changing the perception of Russia internationally. Theoretical bases for the research are the concepts of soft power, constructivism and the postcolonial theory. Within the framework of this approach, cultural diplomacy is considered as a tool for the formation of international identity, a channel for foreign policy mobilization and a mechanism for ideological positioning. Special attention is paid to Russia's cooperation with China and joint initiatives in the Global South countries. Russia's key cultural initiatives are analyzed at the empirical level – the World Youth Festival, the Kazan Games of the Future, BRICS cultural exchanges – as well as projects of strategic partnership with China. Through these tools, Russia seeks to reconstruct its global image, to establish itself as a cultural alternative to the West, and strengthen relations with states that share narratives of sovereignty and multipolarity. Special attention is paid to the symbolic dimension of cultural policy, including the reconstruction of Russia's national identity in terms of the “multipolar world” and “global civilizational alternative” discourse. The article analyzes examples of cultural interaction with China, India, Iran, the BRICS and SCO countries as platforms contributing to strengthening spiritual solidarity and strategic partnership. The authors conclude that Russia's cultural diplomacy in the post-sanctions period performs a dual function: it serves both as an internal means of reconsidering national identity and as an external tool for expanding influence through symbolic and institutional activities.

Key words: Russia; China; Global South; cultural diplomacy; multipolarity; postcolonial theory; international relations; strategic partnership

E. V. Polezhaikina, A. L. Krivova

Russophobia and decommunization as mechanisms of influencing Russia's position in international relations

Abstract. This article studies historical dynamics and modern manifestations of Russophobia as a tool for influencing Russia's foreign policy. The analysis declares an unprecedented level of aggressive Russophobia in the Western media, confirmed by the facts of numerous violations of Russian citizens' rights, recorded in the report of the Russian Foreign Ministry. However, the authors of the article note that modern Russophobia is not a 21st century phenomenon, but the result of centuries-long policies of Western European countries that have regarded Russia as a geopolitical rival. The historical overview traces the evolution of the ways to counter Russia, emphasizing the immutable strategic goal to weaken Russian influence internationally. The study focuses on the role of the United States and Great Britain in shaping a collective Western attitude towards Russia that extends to the countries of the Asia-Pacific region (Japan, Australia, New Zealand – according to Sergey Lavrov). The start of a special military operation in Ukraine is seen as a catalyst that exacerbated the conflict, which the West interprets as a confrontation between two civilizations: the “all-Russian” (Russia, Belarus, Ukraine) and the Western. The article analyzes this narrative as a simplification of a complex geopolitical situation and an instrument of ideological confrontation. The attention is also drawn to anti-Soviet, and therefore anti-Russian, tendencies in the post-Soviet republics at the beginning of the 21st century. The authors consider these tendencies through the prism of decommunization, analyzing their influence on forming a negative perception of Russia. The article touches upon the relationship between internal socio-economic factors and external pressure, and examines the influence of Western NPOs, international organizations and media structures on shaping

and spreading Russophobic attitudes.

Key words: russophobia; western Europe; decommunization; historical memory; soviet past; post-Soviet space; Russian

I. A. Vorontsova

Axiological aspects of implementing language policy in a multinational state (the case of the Republic of Ghana)

Abstract. The present article employs a socio-axiological approach to examine the language policy of the Republic of Ghana. This approach facilitates the identification of the value foundations and ideological contradictions that determine the state's management of linguistic diversity. The primary objective is to achieve a balance between the necessity for linguistic integration through the official language and the imperative to preserve ethnocultural diversity as the foundation of national identity. The case of Ghana demonstrates the persistent influence of the colonial legacy on the establishment of a linguistic hierarchy, wherein English, occupying a dominant position in education, administration and the media, marginalizes the status of local languages. The author of the article posits that extant legislative initiatives and programs designed to support indigenous languages are confronted not only with pragmatic challenges (including limited coverage of educational projects and inadequate resources) but also a conflict of values between globalization and localization. Positive developments in the implementation of language policy include media broadcasting in local languages, the integration of indigenous languages into the digital environment, and various ethnocultural projects and initiatives. In conclusion, it is argued that effective language policy should be complementary in nature, aiming not only at the functional distribution of languages, but also at the harmonization of axiological systems. The purpose of such policy is to ensure social justice, sustainable development and the preservation of the national cultural code through the balanced strengthening of official and indigenous languages.

Key words: language policy; multi-ethnic state; Republic of Ghana; axiology; value; cultural identity; linguistic diversity; colonial heritage; education; media

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Fu Shanshan, Fu Meiyang

Novels by Guzel Yakhina and Chi Zijian in terms of ecofeminism

Abstract. Guzel Yakhina, a writer of Tatar origin from Russia, and the Chinese writer Chi Zijian are outstanding modern female authors, who demonstrate the vivid features of intercultural dialogue in their work. In the novel *Zuleikha Opens Her Eyes*, G. Yakhina describes a Tatar woman's path of exile and awakening, while Chi Zijian in *The Right Bank of the Argun River* depicts the hundred-year-long fate and spiritual world of the Evenki people. This article is a comparative analysis of the abovementioned novels within the framework of an ecofeminist approach. Based on the methods of comparative and contextual analysis, the authors examine the fate of a woman in the patriarchal system, her links with nature, as well as ecofeminist concepts reflected in the work of both writers. Both works are written in subtle and clear language, introduce images of forests and rivers as key spatial metaphors and explore women's relationship with nature, which is deeply consistent with the basic ideas of ecofeminism. The study shows that, based on their own cultural contexts, the writers focus on the oppression to which both women and nature are subjected, and call for a return to pure human essence, thereby creating a unique ecofeminist discourse with a regional cultural flavor. Unlike radical Western ecofeminist discourse, their description is characterized by gentleness and

empathy: through ecological concern and compassion for life, they “look into the past”, forming a literary space where man and nature are inseparable, and thanks to primordial natural wisdom they respond to historical traumas caused by modern civilization.

Key words: Guzel Yakhina; Chi Zijian; ecofeminism; Zuleikha Opens Her Eyes; The Right Bank of the Argun River; woman and nature; women's literature

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A. Ye. Kuptsov, V. N. Babayan

Amplifiers-additives as tools for expressing the speech intentions of communication subjects in russian-language fictional dialogic discourse

Abstract. Modern research in linguistic science is actively studying how language functions and what patterns determine the use of linguistic units depending on the goals and objectives of the participants in communication. It is important to determine how context, social factors, and individual intentions influence the choice of lexemes and structures, as well as the interpretation of utterances. This research area includes an analysis of the communicative and pragmatic aspects of language such as the act of communication, the intended meanings and intentions of the speaker/writer, which allows for a deeper understanding of the dynamics of interaction between interlocutors and the role of language in social practice. The communicative and pragmatic potential of amplifiers in fictional dialogic discourse lies in their ability not only to structure the interaction between interlocutors, but also to convey emotional coloring, social relations and individual intentions. These lexical units of the language act as connecting elements, allowing the authors to create dialogue dynamics, emphasize conflicts or agreement between characters. The use of amplifiers in the framework of fictional discourse is associated with the author's intentions, to show the images of characters and their style of speech, to convey the atmosphere of the work. In a fictional context, additive amplifiers help to reveal characters, their inner experiences and social contexts more deeply, which contributes to a more complete perception of the work by the reader. Thus, the use of amplifiers-additives in speech is an important tool in creating a multi-layered and expressive dialogue that reflects the complexity of human communication. Consequently, the study of these lexical units of language in fiction texts opens up new horizons for understanding the mechanisms by which the author influences the reader, forming the semantic layers of the work.

Key words: discourse; fictional dialogical discourse; utterance-replica; communicative-speech situation; speech intentions; context; amplifiers; amplifiers-additives

L. V. Dubakov

Lermontov and Su Shi: oneiric poetics and buddhist worldview

Abstract. The article provides a comparative typological analysis of the poems by M. Y. Lermontov and Su Shi. The relevance of the work is due to the active cultural cooperation between Russia and China over the past two decades. Scientists from both countries seek to establish direct and typological links between the national literatures, to clarify and compare the specifics of the literary worlds created by certain authors. The similarity and difference between the poetic systems of Lermontov and Su Shi is examined from the point of view of Lermontov's intuitions, manifested in Russian religious philosophy and classical Lermontov studies. as well as in the framework of researches on Buddhist text in Russian literature and Buddhism in Chinese culture and literature. Lermontov and Su Shi are poets who are not identical in terms of personal and artistic temperament, but their poetry contains a number of archetypal motifs associated with religious mysticism – loneliness, pilgrimage, life as a spiritual path, the otherworldliness of the hero, heavenly peace, the

subtleties of the boundaries of time and space, otherworldliness, and musical reality. In addition, these poets intersect in their gradual approach to Buddhism. Su Shi is a poet who combined in his mind three Chinese religions – Confucianism, Taoism, and Buddhism, with the latter dominating at the end of his life. In the case of Lermontov, we cannot unconditionally talk about certain elements of the Buddhist worldview in some of his works. Lermontov and Su Shi are poets who strive for the transcendental, seeing the world in its duality and discovering for themselves its non-dual character. A common problem of their poetry is understanding nature, feeling the boundaries between themselves and others, between themselves and nature. For both poets, sleep and awakening turn out to be subtle states of the soul that ensure a person's transition to genuine spiritual life.

Key words: M. Y. Lermontov; Su Shi; Su Dongpo; typological analysis; oneiric poetics; Buddhism; Buddhist text; Buddhist worldview; transcendent reality

Gao Shaoping

Cultural memory in Chen Fukang's monograph History of translation studies in China

Abstract. The article examines the theory of cultural memory put forward by the German Egyptologist Jan Assmann, and its impact on studying Chinese cultural traditions, focusing on the development of Chinese translation studies. In his work, Assman suggested dividing cultural memory into theoretical and practical parts, emphasizing their role in shaping national identity and preserving cultural values over the centuries. These theoretical provisions become the basis for the analysis of translation as an important mechanism for passing on and preserving cultural traditions. To illustrate, the author examines Professor Chen Fukang's monograph The History of Translation Studies in China, which provides a comprehensive overview of translation practices in China from antiquity to the present day. Chen Fukang analyzes translation work through the prism of cultural memory, examining how translation serves as a tool for preserving and transmitting knowledge, as well as how it contributes to shaping and changing Chinese cultural identity. The article also highlights key aspects of intercultural communication and intergenerational dialogue that play an important role in preserving cultural memory. Special attention is paid to the analysis of personal and collective memory, as well as to significant major historical events in China that influence the formation of cultural identity. The author emphasizes that maintaining cultural memory does not amount only to traditional methods, but also involves translation as a mechanism that updates and reconsiders cultural contexts within modern society. The aim of the article is to analyze the relationship between cultural memory and the Chinese translation tradition, to study the role of translation in preserving and reforming cultural identity throughout the history.

Key words: cultural memory; cultural identity; Chinese translation studies; intercultural communication; “History of Translation Studies in China”; Chen Fukang; cultural characteristics; spiritual markers of the Chinese nation; individual and collective cultural memory; cultural gene

Yu. A. Nozdrin

M. Yasnov's “colored” letters

Abstract. This article examines the resonant relationship between the text of poems and illustrations in M. Yasnov's poetry books for children. Creating a picture book is always a collaboration between the writer and the artist, resulting in a comprehensive impact on the child reader. The space of the book is an ongoing dialogue unfolding in several directions: firstly, the poet and the artist interact, influencing each other's work on the book; secondly, the text and the illustrations interact with each other; thirdly, the child reader engages in the dialogue with all the participants. Therefore, picture book authors should ensure that the dialogue is as clear and fully interpretable by the potential reader as possible. The artist's task is to provide the most accurate visual representation of the poet's words, aligning with the genre of the picture book. Understanding the importance of color and form in visual poetic texts, M. Yasnov, in collaboration with the artists, experiments in his children's poetry, creating a multifaceted and multifunctional structure that serves

both creative and aesthetic purposes. Viewing the picture book as a polycode phenomenon – analyzing not only the text but also the accompanying illustrations – helps to identify the strategies employed by the poet and artist. The article concludes that the design of children's poems, corresponding to the poet's intention, enhances its impact on the young reader: picture books not only develop the child's emotional intelligence but also their aesthetic taste.

Key words: poetic text graphics; phonosemantics; phonosemantic analysis; textophoneme; children's poetry; color semantics; picture book; illustrating children's books

R. A. Pshenko

Pomor trade as a phenomenon of dialogue between “culture of the field” and “culture of the sea”

Abstract. The article analyses *pomor trade* as a historical and cultural phenomenon that emerged at the intersection of Russian and Norwegian cultures due to joint economic activities. The study examines geographical, technological, and political factors that facilitated the interaction between the population from “Podvinye” and the White Sea regions and some industrialists from Northern Norway in the Murman area (in the Barents Sea off the northern coast of the Kola Peninsula). Various geographical characteristics created a symmetrical interdependence, while technological advancements and political conditions contributed to stable contacts between the bearers of the “land culture” (Russian-speaking population) and the “sea culture” (Northern Norwegians). The author analyses the Norwegian archival document Opgjørsbog for Pomorer og Russer B – a ledger recording transactions between Russians and Norwegians. Personal interactions facilitated a cultural dialogue that involved integration in the secular sphere of activity while maintaining separation in the field of the sacred, shaping the vectors of mutual attraction and repulsion. This phenomenon led to the emergence of a new linguistic and cultural space, represented by the Russian-Norwegian pidgin Russenorsk. Business and personal contacts promoted trusting relationships, which served as a source of cultural diffusion, contributing to borrowing names, customs and traditions. However, the contradictions between Orthodox and Lutheran spiritual traditions remained significant factors defining the boundaries of cultural identity. *Pomor trade* exemplified the evolution of cultures through interaction and adaptation – assimilating the “familiar”, while rejecting the “foreign” in relation to their cultural DNA. *Pomor trade* was not only a mutually beneficial economic phenomenon, but also a channel for intercultural communication based on the recognition of the national identity in this ethno-cultural dialogue.

Key words: pomor trade; Northern Norway; Northern Russia; White Sea region; cultural dialogue; intercultural communication; cultural diffusion; russenorsk