

## IMAGE OF RUSSIA. EXPORT PRODUCT OR REFLECTION OF REALITY?

SERGEY BEGISHEV

PRESIDENT, IMA PRESS

It is necessary to notice existent impetuous change of a vector of the international attention to Russia last years. From curiously-guarded, up to interested-estimated.

Need for the timely response to inquiry of the society and the state on formation of image component is felt more and more strongly by our experts.

On one hand it is obvious that positions of Russia in the market of hydrocarbonic raw material essentially influence arrangement of priorities of the international analysts, and classical claims of democrats sound on this background not so loudly, as several years ago.

On the other hand economic successes of any state in isolation from strengthening democratic institutes should guard the civilized West. As for today there are a lot of examples of such impetuously growing disproportion probable on all continents.

It has to be mentioned that inside of the country the attitude to this disproportion, as well as itself, are unevident. Today the majority the population considers the main trouble of the Russian society to be corruption, usurpation of national riches by "oligarches", criminality, instead of absence of a freedom of speech, for example ...

As PR-holding, we constantly feel inquiry of the most various structures of a society about representation of Russia, its economic and social institutes that become stronger, as progressive and aspiring to the norms of perception which are standard in the world. This tendency can be acknowledged by attempts of Russia to enter WTO, adjustment of the international communications in military sphere, an exchange of investment projects in a wide spectrum of branches, mitigation of visa procedures. However, the sensation of readiness and the argumentation of unconditional acceptance of Russia in members of the international club sharply misses readiness of the international club to perceive Russia adequately to objective processes and internal sensation of the Russian society. In conditions of this disharmony Russia starts playing an independent party on accessible and integral tools.

We repeatedly played the most active role in the organization and illumination of the events which had wide image background. One of last global projects "Year of Russia in China" had an

aim of not simply ascertaining of mutual interest of people of two countries to good-neighborhood cooperation, but also creation of really operating infrastructure, allowing to build mutual relations on any basis and between subjects of any level ... Exactly activity of this information-business centre, which worked in China and in Russia, became the base of all PR-filling of the program of the year.

The theme of mutual relations between former republics USSR and position in them of Russian population is rather actual up to today. In Russia even at a household level any approaches to the rights of Russian connected with citizenship or native Russian language are rather painfully perceived. These displays are perceived, as far-fetched, discriminating the Russian population, caused not by real public processes, or by an absolute must, but more likely vindictive motives...

Whereas in many cases artificial eradication of Russian language leads to infringement of democratic balance, really interferes development of economic social attitudes inside of the countries and with their neighbours across the former USSR. Therefore The Year of Russian in the world proclaimed recently by president Putin is not a way to strengthen ideological influence in adjacent territories by all improvised means, but first of all a wide field for strengthening positions and roles of Russian in the Russia – which is still a multinational country, filled by thousands of immigrants from former soviet republics, for whom Russian language is a real tool for integration in the Russian society.

Russian language has always been a mighty uniting national force, a basis for the cultural heritage of the country. However, the role and development of language should be adequate to the role of the state on international scene. And during the epoch of global communications Russian can apply for a recognition, the international recognition.

Generalizing experience of last time, I shall risk to ascertain, that the inquiry of the state on PR does not look anymore as " desirable for valid ", but alongside with kept attempts to enter any phenomenon and action in a systematic circuit, more often represents the verified position and the clear purpose.