

## PUBLIC DIPLOMACY IN THE NATIONAL SECURITY DOCUMENTS OF THE RUSSIAN FEDERATION

*Andreia Mariana POP, PhD Candidate\**

**Abstract:** *Russia has rediscovered public diplomacy as a way to re-establish its international presence and boost its reputation. Disillusioned by Western policies of coercive democratization, Russian public diplomacy has developed its own approach to international audiences. This paper examines how Russia seeks to change the opinions of Western experts and the general public. This will be described as a context for analyzing Russian public diplomacy in National Security Documents, including what its aims, players, and tools are, how they are reflected in the Russian "Foreign Policy Concept," and how they are perceived and implemented in the Russian case.*

**Keywords:** *public diplomacy, Russian Federation, soft power, strategy, security.*

### **I. Introduction**

Early Russian public diplomacy activities were primarily based on informational solutions to an image issue, stemming from Foreign Policy Doctrine that focused on creating effective means of influencing public opinion abroad.

The Russian government launched the Cultural Diplomacy Concept in 2010, which emphasized the promotion and popularization of Russian language and culture around the world, as well as the preservation of Russia's cultural heritage in the near vicinity. Although culture has long served as a propaganda axis for the Soviet Union, the new concept of cultural and public diplomacy, which is closely aligned with soft power (non-coercive power of attraction) and incorporated into foreign policy, arrived in Russia only after the breakup of the Soviet Union.<sup>1</sup>

In December 2012, The Council on Foreign and Defense Policy met to discuss how to shape Russia's international profile. They defined four

---

\* National Defence University „CAROL I”, Doctoral School, popandrea@yahoo.com.

<sup>1</sup> Jan Melissen, *The New Public Diplomacy Soft Power in International Relations*, on [http://culturaldiplomacy.org/academy/pdf/research/books/soft\\_power/The\\_New\\_Public\\_Diplomacy.pdf](http://culturaldiplomacy.org/academy/pdf/research/books/soft_power/The_New_Public_Diplomacy.pdf) pp.28-29, date accessed: 19 April, 2021