

**INTERNATIONAL SEMINAR ON  
“EU – Russia: challenges and opportunities  
for mutually beneficial strategic communication”**

**Date:** April 25, 2019

**Time:** 10.00 – 13.30

**Venue:** Lomonosov Moscow State University, Faculty of Philosophy, Room

**Language** – English

**Web Site of the Faculty of Philosophy:** [philos.msu.ru](http://philos.msu.ru)

**Moderator:** Dr. Anna A.KOSTIKOVA, Deputy Dean on International Relations at the Faculty of Philosophy, the Chair of the Department of Philosophy of Language and Communication at Lomonosov MSU;

**Moderator:** DSc Evgeny N. PASHENTSEV, Leading researcher at the Diplomatic Academy at the Ministry of Foreign Affairs of the Russian Federation, Professor at the Faculty of Philosophy of Lomonosov Moscow State University, Director of the International Centre for Social and Political Studies and Consulting, Coordinator of the European – Russian Communication Management Expert Network (EU-RU-CM Network).

The seminar is supported by the International Centre for Social and Political Studies and Consulting (ICSPSCS), European – Russian Communication Management Expert Network (EU-RU-CM Network), Association of Studies, Research and Internationalization in Eurasia and Africa (ASRIE, Rome), EUROCONTINENT (Brussels), The Geopolitics of the East Association (Bucharest).

### **Keynote speakers**

**Giuliano BIFOLCHI** (Italy), the Co-Founder of the Association of Studies, Research and Internationalization in Eurasia and Africa (ASRIE), analyst in security, conflicts and international relations.

Paper's topic: *Ukrainian strategic communication in Italy and its implication for EU-Russia relations*

**Natalia BURLINOVA** (Russia), the Founder and the president of the Moscow-based NGO "Creative diplomacy" (PICREADI).

Paper's topic: *The Role of Public Diplomacy in Russia-EU Communication: Phobias and Hopes*

**Marija DJORIĆ** (Serbia), Assistant Professor at the European Faculty of Law and Political Sciences, and a secretary of master studies *Terrorism, organized crime and security* at Belgrade University.

Paper's topic: *Serbia between Russia and EU: challenges and opportunities*

**Alexander KONKOV** (Russia), PhD in Political Science, Associate Professor at the Policy Analysis Department of the School of Public Administration in the Moscow State University,

Paper's topic: *Digital Agenda to Overcome the Credibility Gap between Russia and EU*

**Evgeniya MAKHMUTOVA** (Russia), Assistant Professor at the Political Science Department, Financial University under the Government of the Russian Federation

Paper's topic: *Russia-EU cooperation in Central Asia: in search of common interests in the framework of Soft Power.*

**Evgeny PASHENTSEV** (Russia). Professor at the Faculty of Philosophy of Lomonosov Moscow State University, Director of the International Centre for Social and Political Studies and Consulting, Coordinator of the European – Russian Communication Management Expert Network (EU-RU-CM Network),

Paper's topic: *From Artificial Narrow Intelligence to Artificial General Intelligence: The New Paradigm for Strategic Communication of Russia and EU under Technological Revolution*

**Greg SIMONS** (Sweden), assistant professor at Uppsala University

Paper's topic: *Are Good Relations Between EU and Russia Realistic and Possible*

**Pierre-Emmanuel THOMANN** (France)

President/founder of an international association (EUROCONTINENT)

Paper's topic : *Strategic communication narratives, utopian and realist geopolitical visions related to the European project in crisis: the impact on EU-Russia relations*

**Marius VACARELU** (Romania), National School of Political Science and Public Administration, Bucharest.

Paper's topic: *EU parliamentary elections: a starting point for ...?*

**Anna VELIKAYA** (Russia).

Paper's topic: *SWOT analysis of Russian nation-branding in the European Union*

**Erik VLAEMINCK** (Belgium), a PhD student at the University of Edinburgh.

Paper's topic: *Let's talk (culture): A Trans-European Perspective on Cultural Diplomacy toward Russia*

## PRESENTATION OF A NEW BOOK

At the seminar will be held the presentation of the collective monograph: *Russia's Public Diplomacy: Evolution and Practice*. Palgrave Macmillan. 2019. Velikaya, Anna, Simons, Greg (Eds.). <https://www.palgrave.com/gp/book/9783030128739#aboutAuthors>

## МЕЖДУНАРОДНЫЙ СЕМИНАР

**«Евросоюз – Россия: вызовы и возможности для взаимовыгодной стратегической коммуникации»**

**Дата:** 25 апреля 2019 г.

**Время:** 10.30 – 13.30

**Место проведения:** философский факультет МГУ им. М. В. Ломоносова, аудитория

**Рабочий язык** – английский

**Сайт философского факультета:** [philos.msu.ru](http://philos.msu.ru)

**Модераторы:** **КОСТИКОВА Анна Анатольевна** – к. ф. н, заместитель декана по международным связям философского факультета МГУ им. М.В. Ломоносова, заведующая кафедрой философии языка и коммуникации МГУ им. М.В. Ломоносова; **ПАШЕНЦЕВ Евгений Николаевич** – д. и. н., профессор, ведущий научный сотрудник Дипломатической академии МИД России, профессор философского факультета МГУ, директор Международного центра социально-политических исследований и консалтинга.

Семинар проходит при поддержке Международного центра социально-политических исследований и консалтинга (МЦСПИК), Европейско-российской экспертной сети по коммуникационному менеджменту (ЕРЭСМ) и Ассоциации обучения, исследования и интернационализации в Евразии и Африке (ASRIE).

**Место проведения:** философский факультет МГУ им. М. В. Ломоносова, аудитория

**Рабочий язык** – английский

**Интернет-сайт философского факультета МГУ:** [philos.msu.ru](http://philos.msu.ru)

### Основные докладчики

**Наталья Валерьевна БУРЛИНОВА** (Россия). Кандидат политических наук. Учредитель и президент некоммерческой организации «Креативная дипломатия».

**Тема доклада:** *Роль публичной дипломатии в коммуникациях России и ЕС: фобии и надежды*

**Джулиано БИФОЛКИ** (Италия). Аспирант университета Tor Vergata, Рим, сооснователь Ассоциации исследований и интернационализации образования в Евразии и Африке

**Тема доклада:** *Стратегическая коммуникация Украины в Италии и ее воздействие на отношения ЕС и России*

**Мариус ВАКАРЕЛУ** (Румыния). Д-р политических наук, Национальная школа политических наук и государственного управления, Бухарест.

**Тема доклада:** *Парламентские выборы в ЕС: отправная точка для...?*

**Анна Алексеевна ВЕЛИКАЯ** (Россия). Кандидат политических наук, член Экспертно-консультативного Совета по общественным и гуманитарным программам Россотрудничества, специалист по вопросам публичной дипломатии и гуманитарного сотрудничества

**Тема доклада:** *СВОТ-анализ позиционирования России в ЕС.*

**Эрик ВЛАМИНК** (Бельгия). Аспирант Университета Эдинбурга.

**Тема доклада:** *Давайте поговорим о культуре: Трансъевропейская перспектива культурной дипломатии по отношению к России*

**Мария ДЖОРИЧ** (Сербия). Доцент Европейского факультета права и политических наук и секретарь магистерской программы «Терроризм, организованная преступность и безопасность» в Университете Белграда.

**Тема доклада:** *Сербия между Россией и ЕС: вызовы и возможности*

**Александр Евгеньевич КОНЬКОВ (Россия).** Кандидат политических наук, доцент кафедры политического анализа факультета государственного управления МГУ имени М.В. Ломоносова, член правления Российской ассоциации политической науки, директор аналитического центра "*Rethinking Russia*".

*Тема доклада: Цифровая повестка для преодоления кризиса доверия между Россией и ЕС.*

**Евгения Викторовна МАХМУТОВА (Россия).** Кандидат политических наук, доцент Департамента политологии Финансового университета при Правительстве РФ.

*Тема доклада: Сотрудничество России и Евросоюза в Центральной Азии: поиск общих интересов в рамках использования мягкой силы*

**Евгений Николаевич ПАШЕНЦЕВ (Россия)** – доктор исторических наук, ведущий научный сотрудник Института актуальных международных проблем Дипломатической академии МИД России, директор Международного центра социально-политических исследований и консалтинга (МЦСПИК), координатор Европейско-российской экспертной сети коммуникационного менеджмента (ЕРЭСКМ).

*Тема доклада: От слабого искусственного интеллекта к сильному искусственному интеллекту: новая парадигма стратегической коммуникации России и ЕС в условиях технологической революции*

**Грег САЙМОНЗ (Швеция).** Доцент Университета Упсалы.

*Тема доклада: Возможны ли хорошие отношения между ЕС и Россией?*

**Пьер-Эммануэль ТОМАНН (Франция).** Д-р политических наук. Президент/ основатель международной ассоциации EUROCONTINENT

*Тема доклада: Стратегические коммуникационные нарративы, утопические и реалистические геополитические представления, связанные с европейским проектом в условиях кризиса: влияние на отношения Россия – ЕС*

## **ПРЕЗЕНТАЦИЯ МЕЖДУНАРОДНОЙ МОНОГРАФИИ**

**В ходе семинара пройдет презентация коллективной монографии:** Russia's Public Diplomacy: Evolution and Practice. Palgrave Macmillan. 2019. Velikaya, Anna, Simons, Greg (Eds.).<https://www.palgrave.com/gp/book/9783030128739#aboutAuthors>

**INTERNATIONAL SEMINAR ON  
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**Moderators:**



**Anna KOSTIKOVA**

Chair of Philosophy of Language and Communication at the Faculty of Philosophy of Lomonosov Moscow State University, Vice-Dean for International Relations, Scientific Head of Public Relations and Advertising Department. She has been a Visiting Professor at Paris 1 Sorbonne-Panthéon. The author of several monographs and more than one hundred research articles on contemporary philosophy Marshall Center Alumni. Visiting Professor at Paris 1 Sorbonne-Panthéon. Member of Scientific Board of several journals in Russia and Scientific Redactor of the Bilingual Project “Lectures of visiting Professors of Faculty of Philosophy of Lomonosov Moscow State University”. Chevalier des Palmes Academiques (France, 2004).



**Evgeny PASHENTSEV**

Doctor in History (Latin American Studies). Leading researcher at the Diplomatic Academy of the Ministry of Foreign Affairs of the Russian Federation, professor at the Chair of Philosophy of Language and Communication in Lomonosov Moscow State University. Director of the International Centre for Social and Political Studies and Consulting. Author or editor of 33 books and more than 100 academic articles published in Russian, English, Spanish, Italian, Serbian and Bulgarian languages. Honorary Research Fellow at Birmingham University (October-November 2005). Presentation of papers at more than 150 international conferences and seminars for the last 20 years in 18 countries. Areas of research: strategic communication, international security issues, perspective technologies and social development. Member of the international Advisory Board of *Comunicar* (Spain) and the editorial board of *The Journal of Political Marketing* (the USA).

## Contributors:



### **Marija DJORIĆ**

Marija Djoric was born in 1981 in Serbia. She graduated with PhD at the Faculty of Political Sciences in Belgrade with thesis titled: "Ideologically motivated extremism as a generator of political violence". Currently she is an Associate Professor at the Faculty of Media and Communication (Singidunum University), Research Fellow at the Institute for Political Studies and visiting professor at the Faculty of Political Sciences, University in Belgrade. Marija Djorić published 3 books about extremism and more than 70 papers in different scientific journals. In her career she participated at different projects and workshops regarding topic such as political sciences and extremism. She is a co-editor of journal "Science and Society", and a member of Board of journal "Culture of Polis". She received the international award of the Russian Academy of Diplomacy (the Ministry of Foreign Affairs), "Terra Incognita" in 2015 for contributing to international culture and science, as one of the authors of the monograph "Communication ans Terrorism". She is an expert/consultant in the field of extremism and security in several international organizations.



### **Pierre-Emmanuel THOMANN**

Pierre-Emmanuel Thomann is a French researcher, lecturer and expert in Geopolitics (Doctor from the French Institute of Geopolitics, Paris 8 University, France, 2014). He teaches geopolitics (ISSEP Lyon) and is the president/founder of an international association (EUROCONTINENT) based in Brussels, Belgium, to promote geopolitical analysis and foster common interests identification between nations and states at EU with a focus on Franco-German relations, pan-European (including Russia), Eurasian (Central Asia) and Euro-Mediterranean scales. He participated in 2016 as an expert to the "EU-Russia Experts Network" organized by the EU delegation in Moscow. He was also adviser at the European Institute of International Relations (IERI-Brussels) from 2007 to 2014, a think-tank specialized in European strategic issues. Previously, he was the Director of a French region representation office towards the EU (1997–2006). He also worked in Germany (1996), in Netherlands (1993), and United Kingdom (1990-1992).



### **Greg J. SIMONS**

Associate Professor Greg Simons is a senior researcher at the Institute for Russian and Eurasian Studies at Uppsala University and an associate researcher at ICSPSC. His research interests include: Russian mass media, crisis management communications, media and armed conflict, and the Russian Orthodox Church. He has presented these various subjects at international conferences across the globe, including in the United Kingdom, Germany, Finland, United States, Russia, Ukraine, Latvia, Poland, Sweden and Spain. Dr Simons is the author/editor of numerous refereed articles, chapters and books



### **Marius VACARELU**

PhD. Political scientist and legal expert. Graduated from the Law Faculty in Bucharest; he teaches public law in the National School of Political Science and Public Administration since 2005. Member of the committee which edits the Romanian magazine "GeoPolitica". Head of the "The Geopolitics of the East Association" which runs the website [www.geopoliticaestului.ro](http://www.geopoliticaestului.ro). Author / co-author / coordinator of 18 books and more than 140 scientific articles. Frequent on Romanian televisions on geopolitics sphere. Blogger to the most important journal from Romania – "Adevarul" – <http://adevarul.ro/blogs/marius.vacarelu>. Papers were presented and published in Russia, Czech Republic, France, Poland, United Kingdom.

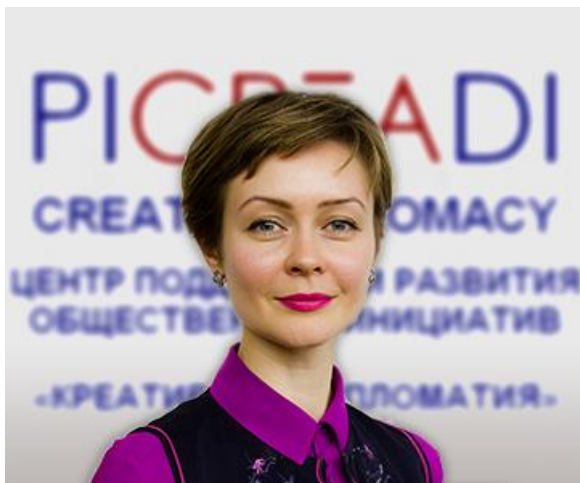




### **Erik VLAEMINCK**

Erik Vlaeminck holds a MA in Eastern European and Slavonic Studies from KU Leuven (Belgium) and a MA in Russian and Eurasian Studies from Leiden University graduating with a Distinction in 2015. He is currently enrolled as a PhD student at the University of Edinburgh. Erik's research interests include Russian studies, various aspects of strategic communication and cultural relations.

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### **Natalia BURLINOVA**

PhD. The founder and the president of the Moscow-based NGO "Creative diplomacy" (PICREADI). Worked as an expert at the the Foundation for Historical Outlook (Moscow); author and host of the analytic programs on Russian domestic and foreign policy «Internal Factor» and «External Factor», «Moscow Speaks» Radio Station (92 FM). Participant of many Russian and international conferences on world politics; author of regular publications on international issues of current importance, Russian foreign policy, NATO-Russian relations, NATO in Afghanistan on several well-known Russian internet websites such as Stoletie.ru, Agency of Political News, etc. Author of special courses «Practice of Russia contemporary public diplomacy and «soft power»". Awarded with the Collective Security Treaty Organization medal (CSTO). Member of Youth Civic Chamber of the Russian Federation.



**Anna VELIKAYA** (PhD) works at the Gorchakov Public Diplomacy Foundation, Russia, and is a member of the Expert Council of Rossotrudnichestvo Federal Agency. She is specialized in humanitarian cooperation at the Moscow State Institute of International Relations (MGIMO) and has co-authored *Modern International Relations* (2017) and *Public Diplomacy of Russia and Foreign Countries* (2018). Her research interests include public diplomacy, humanitarian cooperation, nation branding, track II diplomacy and U.S. politics in Central Asia.

#### **Evgeniya MAKHMUTOVA**



PhD in Political Science, Assistant Professor at the Political Science Department, Financial University under the Government of the Russian Federation. A columnist of Russian and international media, author of academic publications on Russian foreign policy. Academic interest is Russian policy at Post-Soviet space, Central Asia, decision making technologies in foreign policy, CIS economy.

**Alexander KONKOV**



Alexander Konkov, PhD in Political Science, Associate Professor at the Policy Analysis Department of the School of Public Administration in the Moscow State University, Russian Political Science Association board member, Director of Rethinking Russia.