

# STRATEGIC COMMUNICATIONS OF THE BRICS COUNTRIES AND THE SILK WAY COUNTRIES: ETERNAL TRUTHS AND NEW REALITIES

## 金砖国家的战略传播与丝绸之路国家：原则与现实

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# What I'm going to speak about?

问题？全球对抗、新的大战风险、  
叙利亚、朝鲜、恐怖主义、  
被击落的飞机、南海问题等

- About today's problems ?
- About painful spots that abscess right now in this moment?
- About global confrontation?
- About new great war risks?
- About downed aircrafts?
- About Syria?
- North Korea?
- Spratly Islands?
- About terrorism?
- About refugees?



# The answer. Both Yes and No

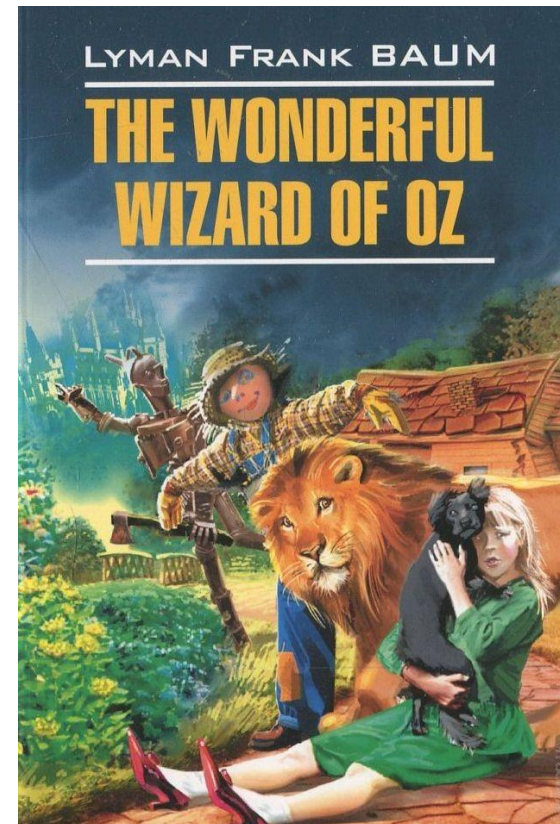
答案同时是Yes 和No。接下来，我们要关注理论和方法，注重分析根本问题，以及战略问题和战略传播。对金砖国家及其媒介体系来说，这些意味着什么？

- We'll speak....
- About how to understand. And to explain.
- About methodology.
- About meta – level analysis
- About strategic problems and strategic communication
- About what does it mean for the BRICS countries and their media systems

# Let's take off the green glasses!

让我们摘下绿色眼镜！记得《绿野仙踪》这本书吗？记得绿色眼镜和翡翠城吗？绿色眼镜的符号学意义是什么？

- Do you remember this book?
- Do you remember green glasses and the Emerald City?
- What semiotics says about green glasses?



# The basic postulates

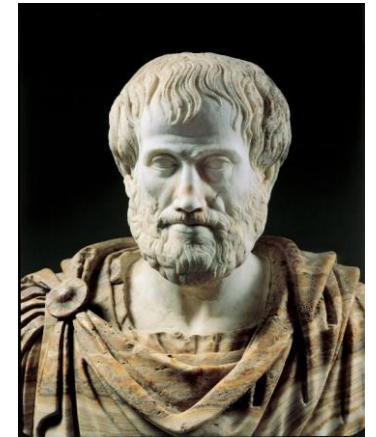
国际传播的基本假设，虽然陈旧，但经典。如果我们忘记了，就无法理解当下的世界。

- Let's start with the basic postulates of international communication.
- These are old, classical postulates.
- But if we forget them, we will not understand the present.



# 1. The basic postulates

- For thousands of years of human history, technology and productivity have changed dramatically, while human nature has not changed much. Human nature is changing little and I do not know whether it's good news or bad news.
- The man remained the same as he was at the time of Aristotle, Sun Tzu, Confucius, Christ and Muhammad.
- All people have the same fuel: instincts, fears, archetypes, stereotypes, emotions and cognitions.
- Needs, interests and values.
- 几千年来，技术和生产力发展迅速，但是人性本身并没怎么变化，但我不确定这是好是坏。
- 基本上，现在的人和亚里士多德、孙子、孔子、基督和穆罕默德时代的人一样。所有人的共性是：本能、恐惧、原型、偏见、情感和认知。还有，需要、利益和价值。
- 国家也是，与人一样，有着集体无意识、利益、价值、记忆和情感。



AllPosters

## 2. The basic postulates

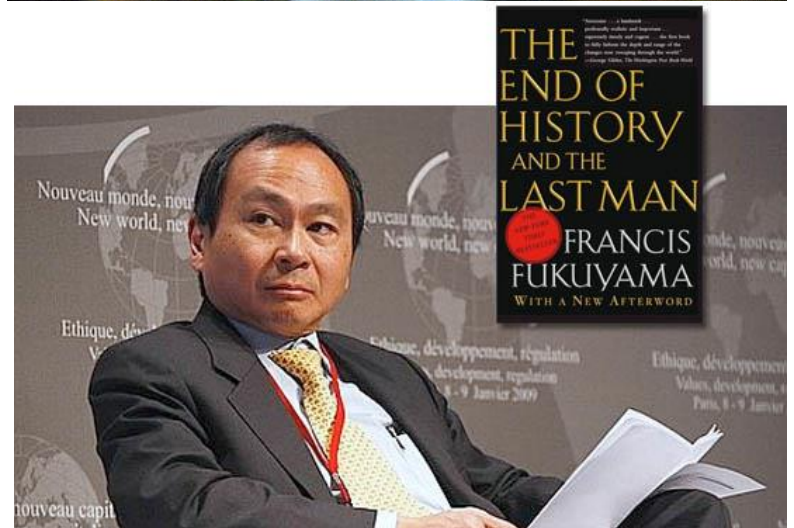
- States are like human beings.
- They have a subconscious, a collective unconscious, interests, values, etc.
- They have memory and emotions.
- 3. Objective is objective. For sure.
- But in politics and international communications, often subjective - is also the objective.
- There are entities and objects that go ahead of politics. And they define this policy in many ways.
- Geography goes ahead of politics.
- Demography is ahead of politics.
- Psychology goes ahead of politics.
- 现实的客观并不能否定政治和国际传播中的主观力量。不同的客体有不同的策略，比如地理、人口和心理。



# 3. Hegel was right. Fukuyama - wrong.

实践证明：黑格尔的辩证法是对的，福山的历史终结论则错了，也不可能，虽然短暂的全球领导权是可以存在的，比如美国。

- The laws of dialectics formulated by G. Hegel are actual for any sphere.
- In politics and in international relations they are working as well.
- This means that Hegel was right. And Francis Fukuyama, who declared "the end of history" was wrong.
- "End of history" is impossible.
- And unipolar world impossible as well.
- But global leadership in a particular historical period is possible.
- As we have now with the US.





# Dialectics laws of the international relations

- Struggle and unity of opposites.
- The world is bipolar in all its dimensions, including political.
- We and the other: the enemy is essentially needed.
- Politics is impossible without the enemies.
- If we symbolize virtue, then we must find evil on the opposite side and unite against it.
- 国际关系的辩证法：斗争与统一、两极世界、朋友与敌人、善与恶、量变与质变、难民与欧洲、移民与世界等，还有未知的.....



朝鮮人民軍中國人民志願軍勝利萬歲!



# Dialectics laws of the international relations

- Transition of quantitative changes into qualitative changes law.
- Small changes lead to tectonic shifts.
- The domino principle works.
- Color revolutions are the synergy of the small.
- Refugees will change Europe.
- Migration will change the world.
- Unexpectedly soon.



# 1. Classical Political and Social Challenges and Cleavages of Today: Wealth and Poverty

- The gap between wealth and poverty.
- Between well-being and unhappiness.
- Between safety and danger, security and threats.
- Between the "golden billion" and the rest of the world.
- Hence refugees and regional conflicts.
- 政治与社会领域，典型的挑战与裂痕之一：贫富差距，及其延伸。



## 2. Classical Political and Social Challenges and Cleavages of Today: "civilization" and "barbarism."

- The rift between "civilization" and "barbarism."
- Greece, Rome, Byzantium ...
- "Civilization" and "Barbarism" what is it today?
- Rights of the majority and value of the individual.
- A game of rules and a game without rules
- **Historical trend: ....barbarism overcomes civilization. Always...**
- Who is who now?
- 政治与社会领域，典型的挑战与裂痕之二：文明与野蛮，当下的形式与历史教训（野蛮往往战胜文明）。今天谁是野蛮，谁是文明？



### 3. Classical Political and Social Challenges and Cleavages of Today: Historical Projects

- Between worlds, philosophies, lifestyles and historical projects
- Between the historical projects of feudalism, modernity and postmodernism
- A few words about the concept of progress
- Consistently or in parallel? Parallel!
- Compatible or incompatible? Yes, but the languages are different. And even brains! And that means the rules of the game!
- First understanding. And then project planning.
- 政治与社会领域，典型的挑战与裂痕之三：历史的经验



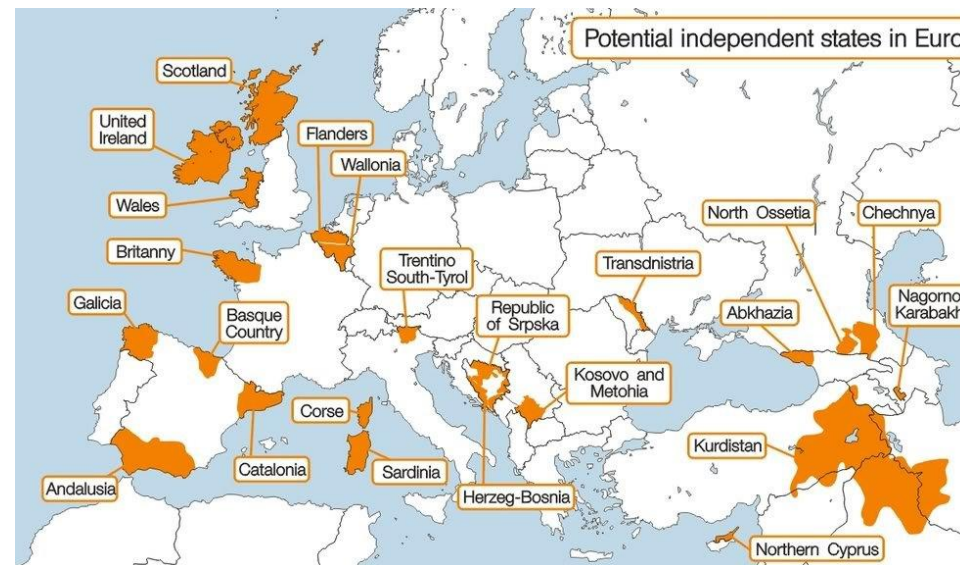
## 4. Classical Political and Social Challenges and Cleavages of Today: Game by the Rules and Without Rules

- Between the game by the rules and without rules.
- Between morality and immorality in international relations.
- **Vae victis**
- Between the right of law and the law of force.
- **Quod licet Iovi, non licet bovi**
- Jupiters and bulls in international relations.
- Sanctions. Referendums.
- 政治与社会领域，典型的挑战与裂痕之四：有规则与无规则的游戏



## 5. Classical Political and Social Challenges and Cleavages of Today: Rights at Different Levels

- Between national and international law.
- Between the sovereignty of the state and the international law.
- Between the rights of the individual, the ethnos and the national state.
- Kosovo.
- Kurdistan, Western Sahara.
- Catalonia, Scotland
- Who the next.....?
- 政治与社会领域，典型的挑战与裂痕之五：不同层次的权利



# Traditional versus *new challenges* for the BRICS countries 金砖国家的旧挑战和新挑战

1. End of USAnglobalization
2. New nationalism
3. Minorities as Majority
4. Fast world and information as fastfood
5. Shift in power relations paradigm





# Key Challenges and Fractures of Today: 当今的主要挑战和断裂

## 1. The Empire and all the rest 1 帝国与世界：美国的角色

- What is an empire?
- A powerful country that unites different peoples, nationalities and territories into a single state with a single political center under the auspices of a universal idea of a religious, ethical or ideological nature.
- Is there an empire now?
- Answer: The United States. With all the following symptoms.
- The empire is always a challenge. To the rest of the world.
- To the former and future empires.
- The Empire is not forever.

# The US Empire: at the crossroad?

- *For me is no doubt that we are witnessing a kind of revolution in the United States.*
- Definition - "a radical, deep, profound, qualitative change in the development of society."
- All its classical elements – evident:
  - economic problems
  - mass mobilization against the background of the narrative of changes,
  - paralysis of the elites, deep split and sharp conflict
  - atmosphere of the coming crisis, disorienting the old supreme power and embittering the new one.
- 处于十字路口上的美利坚帝国



# The US Empire: at the crossroad?

- What is going on?
- ***Scrapping the monopoly of American "universalists-globalists" and the arrival of nationalists.***
- As in ancient Rome, a typically imperial elite emerged, whose ideology can be called universalism.
- Believing in Fukuyama's "end of history," it proclaimed the universality of the American system
- Universalists completely controlled the American agenda from Clinton to Trump, regardless of which party the president belonged.
- 美式普遍主义式微，民族主义崛起



# 1. The US Empire: the sunset of USAnglobalization? 美帝国的黄昏？

- Universalists created the notion of globalization and the ideal "global" human being of the future that exists outside the context of social belonging, gender, color of skin and country.
- Historically and mentally, universalism is based on **Anglo-Saxon white Protestant activism** - on understanding the **role of the US as God's chosen defender of the universal good from evil** and affirming the Kiplingian **"white man's burden"** as a model for the development of the world.



# The US Empire: from today's globalism to the new one? 新的全球主义？

- Nationalist Trump leads to an end of today's globalization, directly calling the whole world a rival to the United States.
- But he also puts an end to America's hypocrisy, hypocrisy above all in relation to itself.



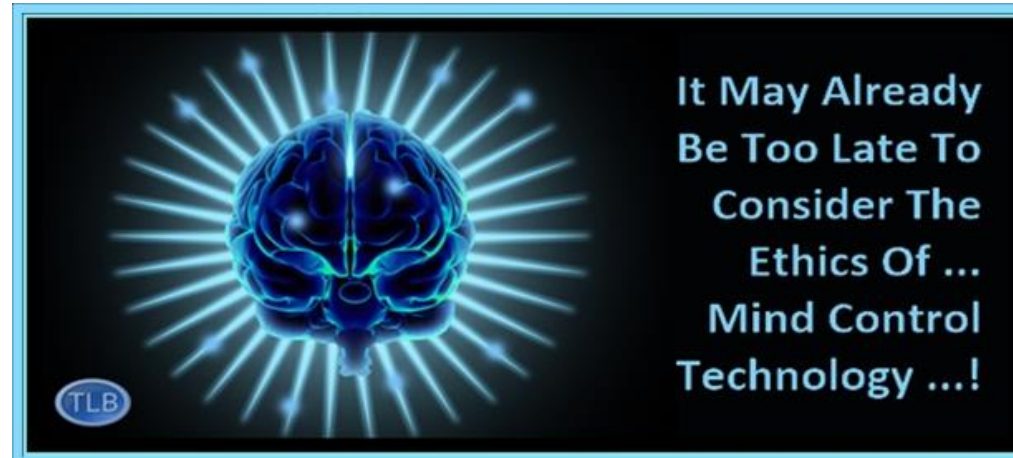
## 2. New Political and Social Challenges and Cleavages of Today: Majority and Minorities

- Between majority and minorities.
- ***Today, the minority is the majority.***
- The expansion of minorities and the imposition of their will on the majority.
- Ethnic, sexual, confessional players as agents of destabilization and producing new world order.
- 当下的重要政治和社会挑战：  
在多数派与少数派之间



### 3. Fast World. What is changing and complicating international relations? Where are challenges and Risks for the BRICS countries? 国际关系的变化与金砖国家的挑战与风险

- Information & Communication  
Technological booming
- Growth of volumes and individualization of information
- Changing the type of information consumption
- Technological ability for personal manipulation and individual control
- Change in power relations between generations
- ***The result: the power relations change as such***



# Fast World and Fast Digital Food

快速变化的世界与数字快餐

## Hamburger



## Faceboorger





# News: Bad or good? 新闻：是好是坏？



- **The nature of man has not changed.**
- **In the day there are only 24 hours.**
- **Total control becomes technologically possible.**
- **Total hidden manipulation has become easier and cheaper.**
- **Terrorists and extremists gained new opportunities.**
- **State borders do not exist for manipulating and influence from outside.**

# Question N 1: What is going on?

- The answer:

**Inversion of power and  
authority in the Network  
Society**

问题一：网络社会权力的倒置与权威

# Question 2. What does this mean for international relations and foreign policy? 问

题二：对国际关系与外交政策的影响？杂糅与不稳定的管理方式

- 1. Changing the paradigm
- Switch from format
- "Fast-slow" to the format "fast-fast"
- 2. Transition from the formula **“management of what is possible to manage+ control of unmanageable ”**
- to the formula **“management through a combination of hierarchical hard management, network soft management and chaos hybrid management”**
- Hence hybrid wars, color revolutions, minorities activism, non-violent resistance, hacktivism, terrorism, etc.



# The basic formulas of strategic communication management of the first half of the 21st century

战略传播的准则：主动应对

- All tactical information has strategic potential and vice versa
- The task of detecting the beginning of an information-network attack for a system-victim is algorithmically unsolvable
- Passive defense is impossible, active counter play is very expensive
- Reputational vaccination is possible.
- ***In order to fight the network, you need to have your own network***

# BRICS COUNTRIES: WHAT TO BE DONE?

## 金砖国家，需要做什么？辩证法与历史经验

- Remove green glasses, try to see the world dialectically. Understand the primacy of geography, demography, psychology and history.
- Understand the dialectics of fast and slow worlds.
- Understand that conflicts and crises are normal and enemies are always needed not less than friends.
- Remember about the human nature of world politics and international relations.



**BRICS**  
ARTS INTERNATIONAL

# BRICS COUNTRIES: Realize that there is Power and “Power” 金砖国家：什么是权力

- The country can achieve the needed results in the world politics because the other actors
- admire its values,
- take it by example,
- aspire to its level of well-being and openness
- follow it



# BRICS COUNTRIES: WHAT TO BE DONE?

## 互相信任的重要性

- Understand that nothing is capable of creating a lasting effect and such a degree of trust
- *as personal human experience and inter-human contacts*

