

Cultural Diplomacy Within Cooperation Between Russian Federation and the Republic of Moldova

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Abstract

The article focuses on research into contemporary mechanisms and practices of cooperation between the Russian Federation and the Republic of Moldova through cultural diplomacy. The author points out that cultural diplomacy illustrates a form of contemporary diplomacy aimed at informing and widening the public in other states in order to promote foreign policy through cultural aspects. In this context, the mechanisms and practices of cultural diplomacy are a reference in the socio-cultural evolution of a state, which brings great benefits to the image and state policy. Researching the possibilities of collaboration through the cultural diplomacy of the Russian Federation with the Republic of Moldova is based on the belief that cultural cooperation contributes to the understanding, development and consolidation of good-neighborly relations between Moldova and Russia. The author finds that the Republic of Moldova remains with old practices of promoting cultural diplomacy and can therefore take over some landmarks from the Russian experience of using cultural instruments. Inspiration from Russian cultural diplomacy will provide our country with new possibilities of manifesting national culture abroad.

Key-words: *cultural diplomacy, soft power, public diplomacy, mechanisms, practices, cooperation*

The XXI century is characterized by a number of key processes such as development and promotion of foreign policy, integration processes and increasing diversification of diplomacy. All this led, significantly, new trends in contemporary diplomacy of great powers. While risks and threats to the security of states build new factors coexistence of states increases unconditionally role peaceful cooperation, especially cultural diplomacy.

Along with political and economic diplomacy, cultural diplomacy is the third pillar of diplomatic activity. Cultural diplomacy illustrates a form of contemporary diplomacy directed to information and broadening its audience in other countries, to promote foreign policy through cultural aspects. In this context, mechanisms and practices of cultural diplomacy are indispensable history of a people, are a milestone in the socio-cultural development of its image bringing great benefits, and state policy.

The issue of cultural diplomacy of the Republic of Moldova in the context of cultural cooperation with the Russian Federation is distinguished by topical investigations concerned with important theoretical and scientific (definition of cultural diplomacy), application (modernization of foreign policy, implementation of joint projects) and conceptual (knowledge as a whole cultural diplomacy to create a suitable background of the foreign policy of the country).

The concept of cultural diplomacy is the subject of theoretical discussion, both in the context of scientific analysis and in diplomatic practice. Cultural diplomacy is that field of diplomacy which aims to establish, develop and support relations with other countries through culture, art, education and science. True diplomacy undertaken bilateral exchanges are the order of economic, linguistic, academic and cultural. This type of cooperation weaves links, contacts favoring sustainable international communication and understanding. Share growing cultural influence shows that it is not only just an annex dimension of international relations but should be seen as a separate policy. Currently, culture has become one of the main issues of economic movements; cultural spheres are a competition and concentration of transnational original [5, p.122]. Cultural diplomacy is a distinct sphere within the foreign policy of states, equipped with specialized and autonomous means having the function of promoting their cultural influence in the international arena through the dissemination, promotion and institutionalization abroad to their cultural norms. The primary purpose of this type of diplomacy is setting new standards of conduct to regulate the preferences and choices of partners in such a way as to hold a dynamic and voluntary cooperation in favor of their political and economic interests [7, p.49]. Intergovernmental cultural cooperation gained its autonomy in the agendas of bilateral scientific-educational. Treaties and bilateral agreements of the past decade are starting to include the current mode chapters on cultural heritage in danger of degradation or repatriation of cultural heritage [8].

Culture and cultural representations play a significant role in reshaping the new political imperative, economic, social, religious freedom by strengthening imaginary and symbolic projection of peoples. In this context, culture appears as one of the last vectors of influence, as a last resort differential international format, balancing leveling induced supranational economic interests. As an instrument of vision, aims to promote cultural diplomacy worldview, artistic creations, specifics and peculiarities of the nation they represent. Also, as a political tool, it has an increasingly coherent and dynamic international political strategy that State [9]. Based on reciprocity and bilateral and multilateral cultural diplomacy opens doors to the stability of international relations and support new universal value stakes.

Mechanisms and practices that they use cultural diplomacy to establish cooperation relations between states are found in the large number of actors involved directly or indirectly in activities. Amongst these lists and civil society which presumes a social space where people are in a competition continues to accumulate interest and attainment. Also, civil society has the power to influence judgments political, economic or public interest. In this category of non-state mechanisms falls and diaspora networks. World states results obtained in the course of cultural diplomacy when they are done through NGOs, transnational networks with external partners [16].

Russian Federation is the state in the immediate vicinity of the Republic of Moldova, which has established and continuously develop their own style and model of cultural diplomacy in order to ensure that their interests national policy. According to the Security Strategy of the Russian Federation, 2020, long-term operational objective is to establish and maintain status as a world power, and in the ex-soviet zone to establish an exclusive influence [4, p.333]. In this context, there have been a number of internal and external factors that have spurred development of cultural diplomacy, investing more in this spectrum.

Another aspect that started the Russian Federation to invest in cultural diplomacy and public international image of the state is that the Western world does not reflect positive. In the West, the state is characterized as an authoritarian state using energy as a pressure size and appearance of influence on other countries. Also, Russian Federation is regarded as a latent source of cyber attack and nuclear espionage [14, page 159]. Political events that have occurred in recent times, have led to radically transform the Russian Federation's foreign policy guidelines. Revolution in Ukraine was a real clash socio-political and demonstrated that NGOs are able to conduct uprisings in society. The fact that Russia has a negative image directly and adversely affects economic interests. Unfavorable international image was incongruence Russian

economic priorities which referred to promoting the image of a country considered a traditional power, able to quickly become an economic power [11].

Mechanisms and practices among Russian cultural diplomacy is the humanitarian dimension which refers to the protection and rights of citizens and legitimacy Russian compatriots abroad, extending the communication language and Russian culture, strengthening organizations of compatriots. Particular attention is given in the context of humanitarian side protection compatriots. Following the collapse of the Soviet Union, a large number of people were found outside the borders of Russia, and in this respect in international practice there is a new concept „Russian world”, which is considered a true element of civilization Russian and compatriots play the role of cultural and economic partners of the Russian Federation [15].

Like other developed countries, the Russian Federation has institutionalized cultural diplomacy, offering a number of authorities who coordinate system Russian cultural policy. Thus, the activities of this system are carried out by the Ministry of Foreign Affairs - the central organ, Russia Today, RIA Novasty, Public Chamber etc. Russian Federation launched various actions of soft power and cultural diplomacy, and propaganda that influenced the ex-soviet company to change its opinion in favor of Russian state.

One of the most essential tools of cultural diplomacy is Russian media. In the past, the media focus exclusively on analytical programs and newsletters, current practices are diffuse away and soft power such as sporting events, intellectual or competitions, cultural events, etc. Russian television is also essential mechanisms in expanding foreign audiences. In other words, are the most watched TV programs in the CIS and newscast „Vremea” became the most credible important information program [12, p.219]. Loyalty former Soviet states to Russian media also feel nostalgia for the way of life in Soviet times.

Events of any kind undertaken by the Russian Federation, sketched image abroad. In this context, organization annual military parades anniversary of victory over fascism, cultural victories in contests like “Eurovision”, „Novaya Volna” or even the Olympics enhances cultural potential of state [13, 175.]. Free cultural events organized abroad by the Russian government, Russian Culture Centers in collaboration with the Embassy of the Russian Federation accredited in a certain state is the main initiator of the concept of soft power.

Cultural diplomacy supports Russian historiography controversies existing mechanisms and concerted practices between culture, public diplomacy and propaganda. The major aim of this in the former Soviet Union and in particular in Moldova, is to keep the area under its influence. Russian Federation leverages historical side, media size and especially operational factor in achieving political propaganda. Building on the tradition of Soviet cultural policy Russian is characterized by the presence of propagandistic mechanisms and practices not omit those of soft power but reduce them due to define a relationship of cooperation between partners equally [17, p. 161].

Moldova as a country, territory and political entity, was affected by big changes over the past centuries and has a long history of foreign domination, so the territory and its cultural development problems they were the essence of statehood. Cultural policy The Moldovan stills the prerogative of the Government very much and the Ministry of Culture, the main government organization responsible for promoting the state policy in the field of culture. Government develops and finances state programs on protection and development of culture under the cultural policy of the state, issue directives, forms and methods of their application. Cultural policy in the Republic of Moldova is a rather formidable, defense, the means and the way they tried to keep cultural values in crisis. It is a policy that corresponds to reality controversial dramatic transition period.

Based on a different destiny in many respects to that of countries with similar problems, deprived of the natural values of national and universal culture Moldova is engaged in a continuous process of overcoming their own gaps and emptiness, twill polarizing spirits and inhibit initiatives. As a young country

and claim an identity, Moldova seeks future simultaneously in several areas of attraction political, economic and cultural; these trends are in fact exclusive and unpredictable consequences for its composite identity [10].

Mission 2020 strategy is to provide the cultural sector with a coherent policy framework, efficient and pragmatic, based on priorities designated document. The strategy considered the needs of industry and human capital in areas its vision of being flexible, will enable the development of cultural industries and decadence others. The policies outlined in this strategy forms the framework for policy development and implementation free of ideology, dogmatization or centralization of the state's cultural sector.

According to the strategy until December 31, 2020, Moldova will have a cultural sector strengthened, independent and creative; a cultural heritage protected and integrated policies, national and regional, including sustainable development activities: educational, social, economic, tourism and environment. The aim of the Strategy is to ensure a cultural environment viable by creating a framework for public policy, forming a functional system of conservation and enhancement of cultural heritage, promoting creativity, development of cultural industries, improving cultural management, better quality of life, the spirit of tolerance and social cohesion.

Moldova Cultural diplomacy is closely correlated with aspects of traditional diplomacy, which runs in tandem with national interests. It was found that the definition of an image is a difficult action that must involve itself a perfect combination of activities and support to holders of direct and indirect interests, as is the Diaspora. Spatial perception of our state also is a key issue in creating external image, which is amplified by circumscribing perfect political reasons and not the geography. Based institution that implements all activities of cultural diplomacy in Moldova is the Ministry of Foreign Affairs and European Integration that manages a series of actions that contribute to the development of relations and cultural contacts with foreign countries and is responsible for asserting the external image of the state.

Analyzing national cultural policy stands out as operational objective state through tourism promotion. Thus, according to information provided by the National Bureau of Statistics for recent years most significant share in the total number of tourists in Moldova have returned those of Romania, Russian Federation, Ukraine, Italy, Germany, Turkey etc. Develop strategies and state policies aimed at developing tourism and promoting the rule of domestic tourism as tourism destination abroad and ensure the provision of international standards of hotel services and tourism. Programs promoting tourism products include set of strategic initiatives for the tourism sector, including: a marketing plan for tourism, national tourism offer positioning and other factors. A national cultural symbol named "Tree of Life" is specific Moldovan tourism plan, such as: hospitality and sincerity. Thus, visitors are invited to follow the history, traditions and national customs [3, p.47].

Local cultural system is not equipped with a well-defined strategy of cultural diplomacy but is shown only a small number of successes as a result of international cultural events. A major problem that stops the development of cultural diplomacy, the identity crisis which consequently causes a difficult process of promoting a cultural policy at national and international level [2, p.83]. And some basic cultural activities Moldova are found successful activities that attract foreign audiences. The list of such actions includes Festival „Martisor” - underlying the most interesting and important celebrations legends and beautiful state. Thus, the annual Ministry of Culture launched a special program of this festival which is celebrated throughout the country, and in some regions abroad.

Chapter institutionalization of cultural diplomacy in Moldova is deficient. Thus, currently the only cultural body of the country abroad is Moldova inaugurated Cultural Institute in Leipzig on March 1, 2006, the feast of „Martisor”. The Institute is unique both in Germany and in Europe and aims to promote communication and relationships with institutions in Moldova, scientific conferences and implementation of various projects in the cultural, educational, scientific, innovation etc. [6, p.99].

Next, we will analyze cultural relations between Moldova and the Russian Federation. We will examine the situation regarding external cultural relations in the context of the three priorities of the Ministry of Culture of the Republic of Moldova for the years 2014-2017: cultural policies, international institutions and human capacities; mobility of artists and collections, and restoration of cultural heritage of the country.

Development of the Moldovan-Russian bilateral relations, culture, defined by provisions of the Program of Cooperation between the Ministry of Culture of the Republic of Moldova and the Ministry of Culture of the Russian Federation for the years 2015-2017, signed on October 20, 2011 in Kiev. Ministry of Culture of the Republic of Moldova and the Ministry of Culture of the Russian Federation, hereinafter referred to as „Parties“ in accordance with the Agreement between the Government and the Government of the Russian Federation on cooperation in culture and science, signed on August 14, 1994, based the belief that cooperation in culture and art contribute to the understanding, development and strengthening of good neighborly relations between Moldova and Russia, taking into account long-standing historical ties between the two countries have agreed as follows [1]:

1. The Parties shall create favorable conditions for development cooperation and scenic arts, cinema, library and musicology, applied and decorative arts, circus and amateur art, folk art, historical and cultural heritage protection.

2. The Parties, based on need, organize round tables to discuss current issues of cultural cooperation between Moldova and Russia.

3. The Parties shall contribute to the establishment of direct contacts between musical institutions and concert halls, exchanging interpreters' music collection specialists and expand links between unions in the Republic of Moldova and the Russian Federation.

Also, Moldovan-Russian cultural relations encourage reciprocal participation of Moldovan and Russian performers and teams at international music festivals, competitions and traditional musical events, held in the territory of States Parties, concerts and projects, exchange of soloists, directors and choreographers.

Inter-regional cooperation and Federation of Moldova, the Russian cultural diplomacy develops direct and immediate relations, regional and creates a lot of joint projects in the field of fine arts, music, theater and folk art. For developing and implementing common projects, exchange of delegations and parties provide information material to inform various population groups, including youth, national cultural traditions of each country and deepening cooperation in the humanitarian field. Thus, establishing exchange of experience and information and the participation of specialists, especially the young, to scientific conferences, workshops and various forums organized in Moldova and the Russian Federation, provides a step progress towards a sustainable collaboration and mutually beneficial.

Moldova, near the socio-cultural Russian Federation and openness to the soft-power instruments of our country were a time of social and political unrest. Divided between pro-Romanian and pro-Russian, Moldova had to choose between joining the ideals of post-Soviet Russia or the European values of freedom and open borders. Identity dilemmas caused by this split often created social and cultural conflicts, but many of these conflicts have been resolved through cultural diplomacy.

One of the basic conditions for the functioning and exercise of cultural cooperation process is intensifying contacts in the long term, in order to create a mutually beneficial context. So, welcome to surround three specific dimensions:

Thus, we find that the model of cultural policy in Moldova is based on the strong influence of the state on cultural institutions and their activities. For years, the state has tried to revive the life mentor and infrastructure remaining as a legacy of the Soviet period, inefficiently used resources for culture, and forgetting to invest in human capital to manage this infrastructure in the new conditions of market economy. As a result, we have an underdeveloped cultural infrastructure: institutions with low management capabilities

and an acute shortage of skilled human resources. Cultural diplomacy Moldova is characteristic of small states with indefinite image on the international arena and a culture little known to foreign audiences. So, Moldova faces many shortcomings in terms of success of cultural diplomacy, which is due to political and national economic circumstances.

Russian Federation characterizes in terms of cultural diplomacy a state power with rich and varied potential spread their culture. Practices used in the list stands above all national symbol - which bear its strengths and successes in various competitions Existing international rank significantly both as artistic sports. It also outlines the classical Russian literature that is coming from the nineteenth century, which is translated in to various languages of the world and includes literature, and the major influence the public through the media.

Moldovan-Russian cooperation in terms of cultural diplomacy program is implemented through cooperation between ministries restart years 2015-2017 states. States Parties shall encourage various sides and cultural projects for public information countries to promote their national culture abroad, to take over major successes and trying to fit them into the national culture. However, Moldova remains the old practice of promoting cultural diplomacy and that can take some cues from the Russian experience of the cultural system. Inhalation of Russian cultural diplomacy will give Moldova in November sided reflection of national culture abroad, framing this trend of modernization and development. Russian potential in cultural diplomacy activities will serve a very important and brilliant example for the beginning of a new national cultural diplomacy activities.

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