

## Strategic Communication in EU-Russia Relations

“This book is a timely reminder of the ties that join Russia and the European Union and the opportunities that still exist to improve a troubled relationship. The book does not shy away from the difficulties that the relationship currently faces, but seeks to find opportunities in these obstacles that could lead to improvements. With the voice of Russian scholars fully audible in this excellent collection of essays, this book provides excellent opportunities for English-speaking audiences to learn more about this complex relationship.”

—Professor Victor Bulmer-Thomas,  
*Chatham House, Britain*

“The book is extremely relevant because of the increased attention to the issue of Artificial General Intelligence (AGI) developments and its role in the future. The question now is not so much that AGI will be dangerous for Humanity in the Future, but that Humanity has a very poor image of the Future without the scientific study of AGI.”

—Professor Alexander Raikov, Doctor of Technical Sciences,  
*Institute of Control Sciences of Russian Academy of Sciences,*  
Winner of the Russian Government award in the field of Science and Technology

“This edited volume on the current state of play in strategic communication between the European Union and Russia offers a number of clear insights and observations from authors from both sides. Offering readers a clearly argued, rational depiction and analysis of events and trends during the contemporary environment of very strained and difficult relations.”

—Associate Professor Greg Simons,  
*Uppsala University, Sweden and Turība University, Latvia*

“This timely book edited by Pashentsev draws together the work Russian, EU and US academics concerned about escalating tensions between Russia and the EU. The book discusses the growing role played by planned strategic communication in international relations and how stratcom has become a feature of Russian-EU engagements. The book will appeal to those with an interest in Russian studies; EU-studies; international relations; political communication; and public diplomacy.”

—Eric Louw, Associate Professor,  
*School of Communication & Arts, University of Queensland, Brisbane, Australia*

“The thinking of Evgeny Pashentsev presents an enlightening analysis and synthesis of the integration of the political, social, cultural and technological advances around the globe with respect to their impact on EU-Russia relations. His chapters are a must read for both scholars and strategic consultants who seek to understand the future of the paradigm shift taking place in these countries.”

—Bruce I. Newman, PhD, Professor of Marketing,  
*DePaul University*,  
Founding Editor-in-Chief,  
*Journal of Political Marketing, USA*

“This volume highlights the strategic communication as a corner stone of the general principles governing international relations and ensuring the obligations assumed by Russia and EU in accordance with the charter of the United Nations. The authors offer us a pertinent study where the relations between Russia and EU are addressed in multiple ways. This variety of approaches forms the main charm and attraction of this book.”

—Fatima Roumate, PhD,  
President, *International Institute for Scientific Research*,  
*Marrakesh, Morocco*

“In a shocked world, the difficult and complex relationships between the European Union and Russia could, however, find a useful way of approach.”

“*Per aspera ad astra* summons and challenges the Editor of this very interesting book, that pursues a dialogue that could be crucial.”

—Dr Ernesto López,  
Director, *Institute of National Problems at the National University of Lanús*,  
*Argentina*

“This book edited by Evgeny Pashentsev allows us to understand well how strategic communication is a constituent, essential factor to the success or failure of the policies aimed at promoting cooperation between different systems; in the same time to clarify the many rational or irrational elements that influence this type of communication. The contributions drive to research the ultimate principles, goals and visions that are behind the messages, the real arena to clarify the positive or negative attitude of the promoters in building bridges among the communities.”

—Marco Ricceri, Secretary General,  
*Eurispes Institute, Rome, Italy*

Evgeny Pashentsev  
Editor

# Strategic Communication in EU-Russia Relations

Tensions, Challenges and Opportunities

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## FOREWORD

The system of Russian-European relations has always been and remains today one of the fundamental themes of international politics. Firstly, there are obvious historical reasons. After the Great Schism of 1056, which determined a political and theological division of the until then united medieval Christian world, the great Petrine reforms of the early eighteenth century led to a new approach between Western and Eastern Europe, overcoming the effects of the long Mongol domination, that had even more deepened the consequences of the schism. Since then Russia has represented a constant in the political and cultural events of the Old Continent. The Polish and Austrian wars of succession, the Napoleonic wars and then the new world order established by the Congress of Vienna saw a regular and decisive presence of St. Petersburg. It is not necessary to remember the Russian role in the First and, above all, in the Second World Wars. The Cold War then saw in the Soviet Union one of the two superpowers on which the destinies of humanity and, in particular, of the then-divided Europe depended. Everything seemed to have ended in 1991, with the disintegration of the USSR and the slipping of the “new Russia” to the level of medium power, in a unipolar US-led world. But this did not happen. So we come to the second aspect of the centrality of Moscow and its relations with Europe: the geopolitical aspect. The doctrine of an international multipolar system, theorized by Evgeny M. Primakov and then implemented by President Putin, has highlighted even more the importance of dialogue and cooperation in a great Europe that from the Atlantic Ocean goes not only up to the Urals, but beyond up to the Pacific. With the rising of Chinese power, Indian growth and the American tendency to

concentrate on internal issues, it is more than ever evident that only a close understanding between Russia and Europe can avoid the supremacy of the new poles. The reasons are varied.

First of all, socio-economic: the European Union has advanced technologies, on average very effective welfare systems and represents a market of over 500 million consumers with high spending power. The Russian Federation has one of the best scientific potentials in the world, abundant natural resources and a territory of unique dimensions. The meeting of these realities would give life to a giant able to compete as much with the American partners as with the Asian tigers. We should not forget also the potential of a common effort on the environmental front: waste management, protection of ecosystems and animal species: common problems which need to find unitary solutions and to make use of the complementary experiences gained by the EU and the Russian Federation.

The second reason concerns strategic and security choices. In the light of the threats facing European Union member countries today, from terrorism to the risks associated with massive immigration (including integration or assimilation processes and religious pluralism), the Russian experience, its Eurasian nature and extraordinary ethnographic and religious wealth, can be a valuable starting point and, *mutatis mutandis*, a possible source of solutions also for Central and Western Europe. In this regard, it is important not to underestimate and even deepen contacts at the level of police and judicial structures, as well as security services, with information exchanges, elaboration of common strategies and political cooperation. Trans-national threats can only have equally trans-national approaches. We ought also to recognize that Russia's unique strategic and political capacities have already shown their effects. For several years, Moscow has been actively engaged in fighting Islamic extremism in the Middle East. The one against Daesh is in fact not only a military conflict, but also a real cultural war, culminating in the rescue of Palmyra and in a difficult but effective process of normalization in Syria. The archaeological site of Palmyra represents no less than the Colosseum or the temples of Paestum in Sicily, a symbol of civilization that unites not only Russia and the West, but a much larger part of the planet, daughter of classical literary, juridical and religious culture, which sinks its roots in Athens, Rome and Jerusalem. Preventing the destruction of this jewel of humanity has been a merit recognized to Russia by the vast majority of international scientific and academic circles. The fruits of a return to cooperation are

obvious. Moreover, this is not a dream or a mere hope, but a path already beaten in the recent past.

I just would like to briefly remember that on 18 December 1989, the then Soviet Union and the European Communities signed the Agreement on Trade and Commercial and Economic Cooperation. The first major step towards a closer cooperation was the conclusion of the Partnership and Cooperation Agreement (PCA) in 1994. The PCA established a framework for the political dialogue between Russia and the EU in a number of key spheres, including economy, energy and internal and external security.

As Italian Foreign Minister, I had the privilege of attending another fundamental passage with the agreement on four common spaces during the EU-Russia St. Petersburg Summit in 2003.

The aforementioned initiatives are concrete examples of the results of mutual respect, willingness to cooperate and awareness of the necessity of being united against the several dangerous international threats we all have to deal with. All this is possible and necessary. It was done once, we need to do it again.

Roma, Italy

Franco Frattini

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