Russian-Indian Digital Diplomacy: The Problem of

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ABSTRACT

For the Kazan university community and the Republic of Tatarstan, as a whole, the release of unique specialists becomes a valuable resource, which confirms the position of the leadership of the Institute of International Relations of KFU.

In the current 2019-2020 academic years, the next admission to the first year of the master’s program in the relevant specialty “Digital Diplomacy” with an universal training base with knowledge of Western and Eastern languages has taken place.

In recent decades, researches of digital diplomacy on international relations are becoming even more relevant that depends on a number of factors towards varying stances. The article is aimed at achieving the following goal – exposing conceptual and factual content of the problems of the media platforms of the global network using an example of Russian-Indian relations.

The leading approach of the subject is a preliminary analysis and an appraisal of the linguistic phenomenon and digital communication. The key results contemplate to find decisions of the next research problems: 1. Understanding the conception of modern digital communication specific in global network. 2. Assessment of the typology of various sites, its immensity and intensity of its upgrading in the context of Russian-Indian relations. 3. Substantiation of the level of importance and value insofar of the subject.

The materials can be useful to determine the relevant trends of the traditional and modern problematics of the subject. Because the subject is articulated at the interference of linguistic and information spheres, it is needed to be noticed 2 aspects under the thematic: linguistic characteristics of modern social media and the formation of a linguistic image of the media platforms of the global network; the role of the media platforms in the context of Russian-Indian relations.

Keywords: Global network, media speech, Russian-Indian relations, digital contacts, Kazan university community and the Republic of Tatarstan.

Introduction

In the last decades, studies have demonstrated the expansion and deepening of the problems of studying diplomatic relations between Russia and India, which have a 70-year history. (Mrathuzina G.F.) [1]

However, a comprehensive study of the specifics of the media space in the context of the digital diplomacy of Russia and India is still beyond the scope of modern study. The experience of testing this training area was held in conjunction with the Department of Foreign Languages in the Field of International Relations of KFU in the field of “Digital Diplomacy: Challenges to the East and the West”. Theoretical problems were posed by the research “Digital Diplomacy as an Educational Message”, “Integrated in social networks project: globalization and traditional way of life”.

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Significant attention was paid to the need to update and adapt the methods and techniques of digital diplomacy; there was an acute shortage of Russian content in the multilingual field. (Letyaev V.A.) [2, 3]

The main results of our study suggest the following tasks: identify the phenomenon of digital diplomacy in the framework of Russian-Indian communication, taking into account the reconstruction of diplomatic relations, the transformation of modern ties, the adaptation of digitalization of contacts; to reveal the specifics of the media space in the context of Russian-Indian diplomacy, taking into account the typology of media platforms, the systematization of media resources, and the interpretation of media speech. (Bushkanets L.E.) [4]

2. Methods

The systematic approach developed in academic research allows to avoid one-sidedness and schematism in the interpretation of problems. It expands the systematic understanding of the factors, conditions and essence of the formation and development, differentiation and integration of academic knowledge about the status of knowledge of digital diplomacy.

The comparative-historical method of comparison, and parallels are important. This method allows us to highlight the formation of digital diplomacy in Russia and India.

The method of periodization allows us to determine the periods and stages that qualitatively distinguish the quality of Russian-Indian diplomatic relations. It also allows us to create a dynamic image of the progressive or regressive role of digital diplomacy.

Synchronous method involves the study of various events and phenomena at the same time, the use of this method makes it possible to identify common and specific features. The combination of the synchronous method with the chronological method allows to consider the phenomena in the interconnections and the consequent changes in the practice of diplomacy in Russia and India.

The method of actualization allows us to make academic forecasts of the prospects for digital diplomacy based on the identification of its trends.

Thus, theoretical and methodological research methods provide an opportunity to dialectically study and deepen the scholarly basis of digital diplomacy in Russia and India, which traces the common values of the influence of the ideology and practice of the state, sociocultural factors, and a system of universal and ethical norms.

3. Discussion

On the basis of existing experience and successful examples of the use of public/citizen diplomacy in conflict resolution, an opinion is expressed about the relevance of the phenomenon in establishing a constructive dialogue on a number of acute regional contradictions and the formation of trusting relations between states.

In the modern research discourse, the problems of diplomacy are studied mainly in the context of the practice of its digital manifestation, although the possibilities for studying it often fall outside the scope of scientific work. (Evdokimov E.A.), (Lebedeva M.M.). [6]

It should be noted that in the first aspect of the claimed topic, the key concept is the so-called media speech, which is used in modern digital communication of the global network space. Its main communicative qualities are utilitarianism, performativity, polycoding.

By its nature, the media word is “utilitarian” – characterized as “having a practical purpose and application, i.e. applied”. There is every reason to assert that in its essence media speech is performative. “Performance” is included in the context of life events creating an interpersonal situation, entailing certain consequences. These concepts are revealed in the theory of discourse analysis, where the moment of direct involvement in the act of communication is actualized. Style diversity determines the polycoding of the text when the content is described based on the interaction of several sign systems. (Konkov V.I.) [7]

The indicated communicative properties of the media language significantly affect the formation of the content structure of the media text, its lexical and grammatical appearance. The relevance of the media speech is due to its relationship with the specific coordinates of social space-time. The lexical and grammatical and substantive features of the media speech, formed in the communicative environment of the media, are designed for easy perception and focus on a specific type of audience.

As part of digital contacts, the relevance of the media text presupposes the existence of a developed presentation system designed to more actively capture the attention of the target audience. (Konkov V.I.) [8]

The role of media platforms as channels of active language interaction is also manifested in the use and dissemination of certain information and broadcast styles. The concept of "information and broadcasting style" is directly related to mass communication and is used to denote that particular tone of conversation by the reader, listener, and viewer. (Zinoviev E.A.) [9]

As for the second aspect of this material, digital communication is becoming an infrastructure and an important attribute of international contacts.
Today it is important to trace the trends in the functions of the media from the object of a simple exchange of information to the subject of world politics, as well as to show the prerequisites for the emergence of Internet technologies to establish the impact on participants in international relations in terms of implementing regional and global geopolitical goals. (Seidov V.G.) [10]

In the context of modern restructuring and functional transformation, media technology has become an accessible institution for expressing ideas, opinions and views on domestic and foreign policy issues. (Fokina V.V.) [11]

The Internet as a means of organizing the information and political space is designed to maximize freedom of speech and expression, including on the site of Russian networks. The classification of media communication involves political debates, propaganda of culture, educational programs, and entertainment programs. (Raskladkina M.K.) [12]

Thus, the study of the use of media platforms of global networks becomes a field of scientific research (Baluev D.G.) [13], and information technology is actively used in the organization of the educational process in higher education (Mullagaliev N.K., Bushkanets L.E. & Akhmetzhanov I.G.) [14]

4. Results

In the framework of Russian-Indian media communication, the same principle is used that was described above. Forms, channels and means of transmitting information have an official or unofficial status.

In particular, the media of both governmental and pro-government types cover events related to high-level official relations: the most relevant and mutually beneficial areas are the military defense industry, space technology, medicine (primarily pharmaceuticals) and the quality of education (a high percentage of exchange students and teachers in leading universities).

The key sites in this context are the sites of the most respected newspapers and magazines, especially “The Times of India”. Just two years ago, in the jubilee year of independence of India, 70 years of Russian-Indian diplomatic relations were celebrated. Diplomatic contacts are another major media platform, on the Russian side are two large agencies – RIA-Novosti and TASS.

The principles of the formation of media text, its expression and standard, dialogicity and orientation to a particular reader are described by functional stylistics. However, when discussing the technological aspects of working with a media speech, it is important to consider the features of processing digital material in order to make the text as comfortable as possible for perception.

On official websites, media texts are characterized by standard informing, with the obligatory selection of official clichés and stamps. The growing tendency to visualize the information flow leads to the fact that the media speech becomes fundamentally multi-code. It requires the development of a methodology for working with a media text, especially thorough with foreign texts.

Also, most sites are related to areas such as popular tourism and alternative medicine (for example, Ayurveda).

In this case, media speech is characterized by the principles of expression, it is dialogical and has a multicode character: it is accompanied by high-quality color illustrations, music and color accompaniment, numerous videos, which produces an impressive effect on the Internet audience.

5. Summary

Within the framework of this study, the basic Russian research on the stated problem was reviewed, analyzed, and evaluated.

The factual material of the study was selected as a result of studying a variety of monographic works, materials from seminars and symposia, official documents of government bodies and professional and public associations, as well as socio-political periodicals, publications of the Higher Attestation Commission and Scopus on the topic.

A number of the most important features of the current state of this topic were identified as a result of field observation, as well as direct conversations and interviews with representatives of the Indian side.

The theoretical basis of the study includes scientific literature on a selected topic. We can see that today there are quite a large number of appeals to the study of problems of Russian-Indian relations.

Modern authors conducted a retrospective analysis of these relations, identified the main stages and identified the main trends in their evolution, researched approaches to the selection of content and the principles of their future development.

Despite a significant number of modern publications, the volume of comprehensive special studies on the topic is insufficient. Moreover, the issue of value to us is considered only occasionally in the context of general theoretical work.

6. Conclusions

Today, interest is expressed in developing cooperation with scientific experts from Kazan Federal University to replicate the experience of successful interethnic and interfaith interaction in the Tatarstan region, where there is a demonstrative interaction of Western and Eastern cultures.
It is an honor for the Institute of International Relations to continue the tradition of preparing high-quality personnel potential for our Republic.

The priority of our study is determined by the obvious need to look at the phenomenon of modern Russian-Indian digital diplomacy in global networks, which has not been done before.

We are systematizing the material to significantly complement the study of the stated topic, we have to justify the degree of importance and determine the degree of value of the designated topic.

In conclusion, I would like to note that this is only a staged part of the selected problems. The topic deserves further research, which in our opinion is promising.

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