

October 3, 2017

**Saint Petersburg State University, Faculty of International Relations
Centre for Social and Political Studies and Consulting**

Venue: Smolny Str. 1/3, entrance 8

Research seminar

Strategic communication in international politics: Theory and Practice

Most generally, strategic communication is the state's projection of certain strategic values, interests and goals into the conscience of domestic and foreign audiences. It is done by means of adequate synchronization of multifaceted activities in all the domains of social life with professional communication support. Strategic communication in the realm of foreign policy combines synchronization of affecting an allied state, and non-state actors through friendly "deeds, words and images" and through a wide range of communications within the framework of information warfare addressing foes and enemies (Pashentsev, 2014).

Strategic communication in the realm of foreign policy combines synchronization of affecting allied states, and non-state actors through friendly "deeds, words and images" and through a wide range of communications within the framework of information warfare addressing foes and enemies. However, separating one from another is extremely difficult for the following reasons: It is not easy to forge alliances in the contemporary international field, due to the conflicting interests of governing elites, who are often quite controversial. The modern realities and interpretations of conflict deliberately blur boundaries between war and peace, between military and civilian systems, and the blurry boundaries between information and influence or manipulation (Armistead, E., ed., Arpagian N., 2010; 2004; Brunner E. M., Cavely M. D., 2009). The extension of warfare into public consciousness has taken place before. However, today we can witness the evidence of a professional form of warfare being waged in the public consciousness using complex methods of communicational influence on a global level – pulling more people into the virtual world of the internet and social networking. Accordingly, it stimulates the further development and application of new kinds of informational impact and information weapons

The strategic communication will have to deal with ongoing theoretical and practical problems of further alignment of "words and deeds" in the real policy. It should make strategic communication overcome its largely propagandistic level and become not only an element of communication support of foreign policy, but even more of an equal part of foreign policy management, with the appropriate set of tools of communication management, i.e. of professional people management via communications.

Send in your proposals Dr. Darya Bazarkina before May 20th (bazarkina-icspsc@yandex.ru).

Your application should consist of the title of your paper, short abstract (150-200 words), keywords, BIO (academic degree and title, full name, place of work and job position, address, email).