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**Экономическая дипломатия
как инструмент формирования образа
будущего в меняющейся геополитической
реальности**

**The economic diplomacy
as a tool to shape the image of the future
in a changing geopolitical reality**

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Аннотация. Два образа будущего – «Цифровой тоталитарный мир или «кибертоталитаризм» как «цифровой концлагерь» с Четвертой промышленной (ограниченной) революцией, «Великая перезагрузка» с сокращением населения Земли с 8 до 2 млрд. человек» и «Развитие локальных цивилизаций пятого поколения на основе гуманизма, диалога, партнерства и миролюбивой дипломатии между государствами, народами и цивилизациями, на основе постоянной заботы о природе и ноосфере, при лидерстве Востока и Русской многонациональной цивилизации» – сошлись в ожесточенной схватке за первенство на своей территории и планете Земля в XXI веке. Данная статья раскрывает актуальную международную повестку о прогнозировании образа будущего как столкновении моделей картин и стратегий мироустройства на ближайшую и среднесрочную перспективу. Её содержание в доступной форме показывает глобальную цену, которую придется заплатить человечеству за стратегию однополярного «коллективного Запада» и «альтернативу» многополярного мира на принципах трансгуманизма, верховенства ТНК, тотальной цифровизации (по К. Швабу и др.). Мир, дипломатия, государственный суверенитет, надежное сотрудничество, безопасный труд и самобытность народов, преемственность классических ценностей и всеобщая забота о природе призваны одолеть силовой трансгуманизм и западную ультра-либеральную модель развития человечества. Экономическая дипломатия рассматривается как инструмент для гармонизации международной жизни.

Ключевые слова: альтернативный миропорядок, геополитика, Запад и Восток, новый дипломатический договор, новый Мировой договор, образ будущего, промышленная революция, цифровой тоталитарный мир, экономическая дипломатия, XXI век

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Abstract. Two images of the future – «Digital totalitarian world or “cybertotalitarianism” as “digital concentration camp” with the Fourth Industrial (limited) revolution, the “Great Reset” with reducing the population of the Earth from 8 to 2 billion people» and «The development of local civilizations of the fifth generation based on humanism, dialogue, partnership and peace-loving diplomacy between States, peoples, and civilizations, on the basis of constant concern for nature and the noosphere, with the leadership of the East and the Russian multinational civilization», they came together in a fierce battle for primacy on their territory and the planet Earth in the 21st century.

This article focuses on current international agenda about forecasting the image of the future as a collision of models of paintings and strategies of the world order for the near and medium term. Its content in an accessible form shows the global price that humanity will have to pay for the strategy of a unipolar “Collective West” and an “alternative” to a multipolar world based on the principles of transhumanism, the rules of TNCs, total digitalization (according to K. Schwab and other). Peace, diplomacy, state sovereignty, reliable cooperation, safe work, and the identity of peoples, the continuity of classical values and universal concern for nature are designed to overcome power transhumanism and the Western ultra-liberal model of human development. Economic diplomacy is seen as a tool for harmonizing international life.

Keywords: alternative world order, geopolitics, West and East, new diplomatic agreement, new World Agreement, image of the future, industrial revolution, digital totalitarian world, economic diplomacy, XXI century.

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Introduction. Research schools of the image of the future. In the recent period of history, a certain impetus in the development of science has received such a direction as the “image of the future” – imago futuri (lat.). This very “imago futuri” organically entered into imagology – a scientific discipline associated with images of different properties and broad meaning, including all living things, language, culture, art, the representation of man in his historical anthropology: past, present and future.

The image of the future is inextricably linked with political imagology and the stereotype of perceiving the world as a means of comprehending it. If political imagology, according to the Russian historian O. Togoëva, appeared at the beginning of the 20th century [1], then research into the image of the future in Russia began to be most actively engaged only in the post-post-war or post-Soviet period. It is the 1990s that is considered to be the period of formation of the domestic political science school. At the same time, scientific and educational structures appeared in the capital and regions, political science was included in the list of subjects studied in domestic universities. Later, the Russian Association of Political Scientists began to regularly hold All-Russian Congresses of Political Scientists, as well as forums for young political scientists in the country.

Now in modern Russia there are more than 250 faculties, departments and scientific and educational centers for the study of scientific problems of political science. However, the first among them were Moscow State University named after M.V. Lomonosov, St. Petersburg State University and Tomsk State University. Soon they were joined by the National Research University Higher School of Economics, Peoples' Friendship University of Russia, Moscow State Institute of International Relations (University) of the Russian Ministry of Foreign Affairs and the Diplomatic Academy of the Russian Foreign Ministry, Financial University under the Government of the Russian Federation, Belgorod State National Research University, Kazan (Volga) Federal University, Ural Federal University named after B.N. Yeltsin, Southern Federal University, Institute of International Relations of Pyatigorsk State University and a number of others. Over 3,000 teachers from different universities form the political consciousness of students about the essence of the state system, about power and its institutions, about the political system of the state and political processes, about the relations between political subjects, about foreign and world politics, about geopolitics and development prospects.

Over the past decades, Tomsk State University (TSU) and its Department of Political Science, which until August 2022 was headed by Alexey Ignatievich Shcherbinin, Doctor of Political Sciences, Professor, remain in the top five best structures in this regard. This scientific and educational structure is distinguished by a pluridisciplinary or multidisciplinary approach to the study of research from national and foreign schools of political science in England, Germany,

China, the USA, France and other countries; focus on developing scientific and educational activities in the field of socio-humanitarian research and connections with regional political processes; participation in the preparation of regular issues of scientific journals “Bulletin of Tomsk State University”, included in domestic and international citation databases. A prominent place on the pages of the journal is occupied by coverage of problems of imagology in political science, geopolitics, diplomacy, sociology, philosophy, law, history, linguistics, methodology and applied disciplines.

A landmark event for the Russian school of imagology was the publication of domestic TSU political scientists on the political construction of the image of the future. Thus, researchers A.I. Shcherbinin and N.G. Shcherbinin outlined in detail their views on the issue of political construction as the anticipation of possible prospects (based on meanings, values, communication, mentality and practical activities). Scientists have thoroughly systematized new knowledge in this area. In their opinion, the future can be “managed, but the control is carried out, in fact, virtually... In this case, the model itself becomes a symbol of representation or image... At the same time, the “alpha and omega” of “modelling...” is the “theoretical basis”, the very presence of a theoretical component. And the image of the future reflects not so much “the facts of the present, but rather an abstract scheme inscribed in the mental context of a historical era” [2. Pp. 295–296]. For this, it should be noted that not only text, but also mathematical techniques, symbols and forms are often used.

The reality in the modern scientific community is that the entire geographical space is divided into areas of research, there is an obligation to cite scientists inside and outside the state, and the value system is that the subject of study of political science is only what scientists of the international community have agreed on.

The author of this article believes that this approach to scientific research significantly hampers the development of political science as a science, since it sometimes takes years and decades to adapt new ideas. It is impossible to imagine that student Mikhailo Lomonosov – later the first Russian academician in the history of the Fatherland, whose 310th birthday was celebrated in Russia recently – sent his scientific discovery from Germany to the St. Petersburg Academy of Sciences in 1739: “Physical dissertation on the difference between mixed bodies, consisting in the cohesion of corpuscles,” that is, molecules (this work is still the property of the scientific thought of scientists of the world of the 18th century) [3. P. 13], and the manuscript would be sent back to him under the pretext that European scientists had not yet agreed among themselves on the subject of study of the natural sciences.

During the cyclical destruction of the international architecture, political science is currently experiencing a difficult period. However, a number of scientific articles in the “Bulletin of Tomsk State University” in recent years have been devoted to developing an image of the future based on modern theories of the world order, which is very valuable.

Images of the Anglo-Saxon world order. Scientific predictions about the further development of geopolitics in the form of the abstract ideal of globalization and “images of world order” were expressed by many Western ideologists of their time. The most notable among them were the Anglo-Saxons, including the Americans: Zb. Brzezinski, I. Wallerstein, G. Kissinger, H. Mackinder, H. Macrae, R. Robertson A. Toynbee, F. Tennis, E. Toffler, L. Thurow, F. Fukuyama, S. Huntington and others. It was thanks to them that the “geographical axes of history”, the concept of “confrontation of Land and Sea”, of Russia as the “heart of the world” (Heartland) and of China - the “middle kingdom” appeared; about messianism, about the exclusivity and world domination of Great Britain and the USA in different periods of history; about a unipolar, bipolar and multipolar world with centers of power; about the “sustainable development” of human civilization and its evolution; about how modern economic forces are shaping tomorrow's world and the future of capitalism; and also about the creation on the planet of a “global village” with a single center of network, virtual control against the backdrop of the “green movement”, “communities of gays, same-sex marriages and other minorities”, the struggle for peace and international security according to Western information standards and changing

rules, violating previous agreements and often turning defense into attack under the slogans of imaginary democracy.

Even the “Great Chessboard” with the departure of Zbigniew Brzezinski (1928–2017) from the world political scene is no longer relevant in relation to the United States as the only and truly the first truly global power of the last 10 years of the 20th and current 21st centuries [4]. His predictions that Russia would not be able to become a Eurasian superpower also did not come true. Nowadays, the Russian Federation is considered as a Eurasian superpower, a global political, energy, cultural and spiritual center on the planet.

The West has not yet reached the realization that Russia is a separate “state-civilization” in world history, as Russian President Vladimir Putin has repeatedly stated: “The collective West has a powerful ideological impact on the rest of the world, positioning itself as the “leader of humanity”, a universal model of modern development... We are a special civilization, we have our own truth and our own path. Today, in the midst of a universal crisis, our civilization is conceived as an alternative to the degrading West. Our civilizational ideologies: We are more than a country. We are a state-civilization. Why do we need a world in which there will be no Russia?” [5].

At the present stage, the collective West has imposed numerous sanctions against Russia, is waging an integral war (including supplying arms to Ukraine), is trying to ignore the Kremlin as the center of political decision-making, and function without the Russian Federation (with the exception of the UN Security Council and certain international organizations). However, the life of the population of England, the European Union and the United States has not become better because of this; on the contrary, Western countries are experiencing a deep crisis.

The reason for this is the fact that Western policy has undergone significant changes since the 1990s. Russia no longer shares Western values, as it did after the collapse of the USSR, but pursues an independent and independent line in its own state interests. However, even the sanctions regime of the United States and its satellites against Russia since the 2nd half of 2012 could not impose alien liberal values and priorities on the Russian Federation, did not destroy its economy, and did not break the patriotism and unity of the multinational people.

The digital totalitarian world as an image of the future. Currently, the ideas of Klaus Schwab, the founder and permanent executive chairman of the Davos World Economic Forum (WEF), sometimes referred to as its president, have come to the forefront of Western ideology. Over the past decades, a small resort in the Swiss Alps has turned into a significant international platform for the world's political and economic elite. Representatives of Russia also took part in the Davos forums more than once: V. Alekperov, G. Gref, A. Kudrin, D. Medvedev, M. Mishustin, A. Chubais; remotely V. Putin and others

If in 2016 Klaus Schwab announced the Fourth Industrial Revolution, aimed at robotization of technology and production; the development of artificial intelligence, information, biological and cognitive technologies, the mass introduction of cyber-physical systems [6], then for the 50th anniversary of the “elite club” in January 2021, Klaus Schwab voiced the goal of a “Great Reset” or “Great Reset” of modern political architecture of the planet and the creation of a new inclusive architecture [7]. It should be noted that this industrial revolution is very far from the development of real sectors of the economy (with the exception of information technology, biomedical products, the steel industry for the development of a “green economy”, etc.).

The image of a non-unipolar world was conceived by new ideologists not between the United States and Russia, as was the case in the era of the Soviet Union, or between the United States and China (as the world's leading economy since 2014) [8], but between global Transnational Corporations (TNCs), information and digital giants, on the one hand, and the rest of the world, on the other. There are virtually no borders or states, problems or disagreements. The later published book by Klaus Schwab and the unknown journalist Thierry Malere “Covid-19: The Great Reset” [9] or “Covid-19: The Great Reset” is perceived everywhere as a Western Manifesto of the future world order, which has three global projects: COVID-19, World Government and World Internet Government (i.e. virtual control of the soft power of words and actions). This rhetoric was immediately picked up by participants in the Davos WEF, the Affiliated Center in

San Francisco (USA), UN structures, the IMF, the World Bank and information TNCs in the media.

The global project has already been tested on the 45th President of the United States, Donald Trump, to show everyone who “rules” the world order on the planet. A 2019 scientific book by Western political scientist Nicole Basharan (there is no translation into Russian yet) outlines the world created by the US president before the pandemic. Through the analysis of his numerous speeches, interviews, statements, international meetings and messages on Twitter (tweets), the author of the book managed to discern a completely different aura of US policy, which did not exist before, and delve into the strategic nature of the ideologies. According to the political scientist, Trump’s view as a showman seemed to embrace the entire planet, including the USA and Europe, all societies and peoples of the Earth. His presidency brought with it protectionism, fake news or false (outright false) news, even greater distortion of the facts of world history, trade wars with China, increasing sanctions against Russia, the frantic desire of the intelligence services to destabilize the world order at any cost and blame Russia for this in world politics or China. “Provocation became his strategy, lies his weapon, cynicism his strength,” concludes political journalist Nicole Basharan [10. P. 416]. However, having relied in his policy on protecting business, on transnational media companies and leading print media, on domestic and global governance through information flows, Donald Trump himself became a victim of the information regime and was disconnected from his accounts at the final stage of the 2020 presidential election. The alleged falsification of the election results by the Democrats, their game not according to the rules, cost Trump his victory and the transfer of the White House to the current US President Joseph Biden.

Dystopia of new ideas of the West. According to the ideologists of the Western Agenda, the global restructuring of the world economy implies a more environmentally friendly and socially oriented model of state development after the covid pandemic. Such goals and objectives seem to be humane, but they are pure dystopia. Schwab's ideas about the "Great Reset" follow those of the Fourth Industrial Revolution. They are based on a call to reduce hydrocarbon emissions into the atmosphere to zero (which is not at all realistic in practice), develop an expensive “green economy” (not suitable for all countries of the world and is expensive), switch to a cryptocurrency economy, and also improve artificial intelligence, information, biological and cognitive technologies. According to current World Bank documents, the first phase of the “narrow window of opportunity” will last until 2025. There are active calls on the world stage to voluntarily pay a cross-border carbon tax on the profits of producers of any product related to air pollution from 2026. Western ideologists call on the countries of the world to hurry up and voluntarily renounce state ownership of natural resources, and the population of the Earth – from private property in favor of certain TNCs as the World Government, which has assumed social obligations without reporting to anyone.

Confucius, Plato, Thomas More, Campanella, Lenin, Pitirim Sorokin and Vernadsky also went down in history by promoting great scientific utopias about the creation of universal societies and places on Earth that did not exist before, but which should really be strived for, on based on humanism, dialogue between states and peoples, based on concern for nature and people. Domestic and foreign scientists, including Yuri Yakovets, Askar Akaev, Alexander Savoysky and others, promote the ideas of great thinkers in the field of scientific utopias based on peace, diplomacy, equal dialogue, cooperation, economic partnership between states, peoples and civilizations, based humanism, concern for nature and the noosphere [11].

Modern Western ideologists (Klaus Schwab and his supporters) have called on all of humanity to move in the direction of dystopias, which is never destined to be realized, in general and in principle. To drive 200 states, including unrecognized countries, into a “digital concentration camp” in a very short time while reducing the planet’s population from almost 8 to 2 billion people and below is unrealistic and inhumane.

Man of the future and transhumanism. The main goal of Western technocracy for the next 10 years is the creation of mechanisms for centralized management of states, societies,

natural and financial resources (by a small and unelected stratum of super-rich people and unknown “optimizers”) for total control over the planet’s population with its reduction to 2 billion and below. Blurring the boundaries between the human body and cognitive technologies (mass implantation of a chip under the skin of the Earth’s population until 2030 or chipping, “Health Passports” with personal cyber codes, organ transplants, mass treatment of people remotely, constant presence in social networks, digitization of education, continuous surveillance and censorship, gaining access to the thoughts and desires of people, manipulating them) can lead to the degeneration or degeneration of the human (this is transhumanism), to a digital concentration camp or “cybertotalitarianism” with continuous falsification of history and disinformation in all directions [12].

The new reality is that the United States, together with its allies, long ago destroyed the existing world order and is keeping the whole world in a state of “new cold” (integral) or systemic (hybrid) war. There are often outbreaks of regional military conflicts (Middle East, Transcaucasia, Central Asia, South-Eastern Europe). Even in the UN Security Council in New York, they only pretend that Western diplomats are listening to the Representatives of Russia and China, but their veto power must be taken into account.

According to Russian Foreign Minister Sergei Lavrov, the Western ultra-liberal model is opposed by the independent policies of Russia, the states of the Asia-Pacific region, Africa and Latin America, based on sovereignty and cultural and civilizational identity [13]. According to domestic and foreign researchers, the development of local civilizations of the fifth generation will occur in the current century under the leadership of the East (including Russia), and not the West. “As the Chinese say, the one who walks masters the road, and a journey of a thousand miles begins with the first step. Let’s hope that this step has been taken, and it will be followed by further bold and persistent steps towards the world of civilizations of the 21st century” [14. P. 2].

Russia's peacekeeping policy and economic diplomacy as an alternative to the Western image of the future

The antipode of the digital totalitarian world as an image of the future, according to Klaus Schwab, could well be the idea of developing a truly humane world together with Russia on the basis of economic diplomacy. After all, modern economic diplomacy is a priority type of traditional diplomacy and the most important means of foreign policy (theoretical and legal framework, profile structures of the state, its political course and foreign economic activity; existing implementation and control mechanisms; renewed professional personnel and positive results); the country’s participation in the effective work of international organizations and the protection of domestic business abroad [15]. In the current 21st century, economic diplomacy has developed and transformed from a scientific term into the Theory of modern economic diplomacy with its own terminology, periodization, classification of types and categories [16], with its concept and geopolitical doctrine of the “Eastern Hemisphere” [17].

An alternative to the liberal world order and the degradation of relations with the collective West, led by the United States, could well be peaceful economic diplomacy based on international law, parity of relations and mutual respect for the national interests of states [18].

On the horizon of international life is a new treaty on diplomatic relations between Russia and foreign states in the 21st century, the draft of which has already been developed and published by the author of this article [19]. According to scientific research on the cyclical development of the system of international relations, a new World Treaty between the main world powers should appear in 2023 - 2024, and this is the upper limit. It is Moscow's turn to put forward an international Agenda. It could well be a peace-loving, non-forceful and peacemaking economic diplomacy with enormous internal potential, a variety of techniques, means, organizational and practical methods, mechanisms and constructive directions.

On June 15, 2022, the Government of the Russian Federation held a strategic session on economic issues. Her conclusion is this: Russia has enough resources to continue development in all areas. The course towards a new internal and external economy has been set [20]. In March

2023, a new Foreign Policy Concept of the Russian Federation [21] for the years ahead was adopted.

Russia is once again called upon to defeat its enemies, as has happened many times in the history of the Fatherland and in world history, and the Russian language, the international language of communication, will certainly take its rightful place in the new structures of the system of international relations of the 21st century. Many of them have yet to be created by Russia together with its friendly states in the coming years, on the basis of political and economic development and active peacekeeping activities of such international structures as the EAEU (including the Union State (Russia-Belarus) and the EAEU Customs Union), the CIS (Commonwealth Independent States), SCO (Shanghai Cooperation Organization), BRICS (Brazil, Russia, India, China, South Africa), RIC (Russia-India-China), together with friendly states in the G20 and APEC (Asia-Pacific Economic Cooperation cooperation). The EAEU, SCO, BRICS, B20, APEC are precisely the structures on the basis of which a new system of international relations will be created in Eurasia and the Eastern Hemisphere of the Earth.

Conclusion. These days, the West is noticeably degrading, politically and economically. The international landscape on the planet is rapidly changing. Deep changes are taking place in international relations. According to scientific research by the author of the article, in the period until 2029–2030, the countries of the European Union, England and the United States will be at the stage of a deep economic crisis.

The East, together with Russia, is gaining its political and economic power, being on a trajectory of economic growth in the 3rd decade of the 21st century. The center of power has already moved to Eurasia: from the Baltic to the Pacific Ocean in the east, from the northern latitudes of Russia to the southern territories of the vast Eurasian continent.

The new geopolitical reality no longer corresponds to the current world order and the global financial and economic system, especially in the era of a viral pandemic, with the start of a special Russian military operation in the Donbass to liberate Russian citizens from neo-fascists on its historical territory of Novorossiia or New Russia.

On the International Agenda is a new World Treaty 2023-2024, as well as a new diplomatic treaty between Russia and friendly states in the 21st century.

Two images of the future came together in a fierce battle for primacy on their territory and on planet Earth in the current century. On the one hand, the Western project: “The digital totalitarian world or ‘cybertotalitarianism’ as a ‘digital concentration camp’ with the Fourth Industrial (limited) Revolution and the ‘Great Reset’ of the planet’s population from 8 to 2 billion people.” On the other hand, the Eurasian project: “Development of local civilizations of the fifth generation on the basis of humanism, dialogue, partnership, cooperation and peaceful diplomacy between states, peoples and civilizations, based on constant concern for nature and the noosphere, with the leadership of the East and Russian multinational civilization.” In the struggle of humanism and transhumanism, reason will win, and therefore man and his traditional values, the right to peace, work and a stable life on his historical land.

Economic diplomacy has long existed in international life as a phenomenon and has enormous potential to become a tool for harmonizing interstate relations and world order.

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