

Interpretation of Sino-Russian culture and humanities cooperation in the new era

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Abstract. The friendship between nations lies in the mutual affinity of the people, and the people's affinity lies in the communion of hearts. The cultural and humanities cooperation between China and Russia has a long history. In recent years, under the role of the "Belt and Road" initiative, the SCO, and the Sino-Russian Humanities Cooperation Committee, Sino-Russian culture and humanities cooperation has continued to deepen. Entering a new era, taking the opportunity to promote Sino-Russian relations into a "new era China-Russia comprehensive strategic cooperative partnership", the development of human relations between the two countries has entered a new historical starting point, while also facing a series of problems and challenges. This article is based on the current status of Sino-Russian human relations in the new era, interprets the characteristics of Sino-Russian human relations in the new era, analyzes the problems and challenges of Sino-Russian human relations in the new era, and tries to propose solutions and solutions with a view to further developing Sino-Russian cultural and humanities relations in the new era. It is a useful reference, and provides a reference for future related research, and ultimately helps the Sino-Russian cultural and humanities relations in the new era to be stable and far-reaching.

Keywords: the new era, Sino-Russian cultural relations; characteristics, problems and challenges, suggestions and countermeasures

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Интерпретация китайско-российских гуманитарных отношений в новую эпоху

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Аннотация. Суть межгосударственных отношений заключается в дружеских чувствах между народами, а суть дружеских чувств между народами — во взаимном общении душ. Китай и Россия имеют давнюю историю гуманитарного сотрудничества. В последние годы в результате воздействия таких многосторонних и двусторонних механизмов как инициатива «Один пояс и один путь», ШОС и комитет по китайско-российскому гуманитарному сотрудничеству, гуманитарное сотрудничество между Китаем и Россией неуклонно продолжает углубляться. С вхождением в новую эпоху, китайско-российские межгосударственные отноше-

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ния перешли на новый уровень, стимулом которой является «Китайско-российские всесторонние отношения стратегического партнерства в области новой эпохи». Развитие гуманитарных и культурных связей между двумя странами вступило в новую историческую отправную точку, столкнувшись при этом с целым рядом вопросов и вызовов. В данной статье, исходя из нынешнего состояния гуманитарных отношений между Китаем и Россией в новую эпоху, дается интерпретация характеристик этих отношений, проводится анализ их вопросов и вызовов. Также в экспериментальном порядке предлагается соответствующий план решения с целью дальнейшего развития китайско-российских культурных и гуманитарных отношений в новую эпоху. Приводится полезный справочный материал для дальнейшего развития гуманитарных взаимоотношений на этапе новой эпохи. Кроме того, в целях последующих соответствующих исследований выдвигается идея заимствований. Также, в конечном итоге, помогает китайско-российским гуманитарным отношениям в новую эпоху приобрести стабильный и долгосрочный характер.

Ключевые слова: новая эра, китайско-российские гуманитарные отношения, характерные черты, проблемы и проблемы, предложения и контрмеры

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1. INTRODUCTION

Sino-Russian relations have a long history. After the Cord War, Sino-Russian relations have witnessed continuous development from “each regarding the other as a friendly country” to the “constructive partnership”, and then from the “all-round strategic cooperative partnership” to a “new era China-Russia comprehensive strategic cooperative partnership”. The levels of bilateral relations have been continuously improved, the space for political mutual trust has been strengthened, economic cooperation has been deepened, and cultural and humanities exchanges have been increasingly close at a continuously increasing level. Sino-Russian human relations are an important part of the new era China-Russia comprehensive strategic cooperative partnership and has become one of its three pillars. “After years of concerted efforts from both sides, cultural and humanities exchanges and cooperation has become one of the highlights of China-Russia relations, as well as the basis for the lasting development of bilateral relations”.¹

Cultural and humanities exchanges between China and Russia play an increasingly important role in enhancing the mutual affinity of both peoples. Since the proposal of the Belt and Road Initiative, China has been actively cooperating with countries along the Belt and Road in the field of humanities to promote communications, exchanges and inclusiveness among the people of all countries. Russia is a critical country along the Belt and Road, as well as China’s good neighbor, close partner and bosom friend. In particular, since heads of state of China and Russia signed a joint statement in 2015, starting the process of connecting the “Belt and Road” with the Eurasian Economic Union, all-round cooperation between China and Russia has been has progressed steadily. Promoting practical cooperation between the two countries in the field of humanities is of great significance for enhancing the traditional friendship between the two countries and the two peoples and strengthening the effectiveness of the exchanges between the two countries and the two peoples.

¹ Xinhuanews. http://www.xinhuanet.com/world/2016-04/29/c_1118775287.htm (data access: 01.03.2020).

Liu Limin studies on the Sino-Russian cultural and humanities exchanges and cooperation under the framework of the Belt and Road Initiative and the concept of Great Russian in the Silk Road Economic Belt, and proposes that Sino-Russian cultural and humanities cooperation in the field of education must be emphasized, and Sino-Russian university cooperation and friendly exchanges between Chinese and Russian youth should be strengthened, and at the same time, emphasis should also be laid on the cultivation of interdisciplinary talents in Russian language [1].

Wu Sai and Zhang Jianhua study on the characteristics, problems and countermeasures of the Sino-Russian humanities cooperation mechanism under the framework of the Belt and Road Initiative, and put forward that China and Russia should further consolidate the foundation of cultural and humanities cooperation in the future, enhance cultural influence, give full play to different subjects, establish effective error correction mechanism, and make full use of resources and opportunities under the Belt and Road framework to promote Sino-Russian cultural and humanities cooperation to a higher level [2].

Gao Yi studies on the challenges and reflections on the transformation and development of people-to-people exchanges between China and Russia, and points out that Sino-Russian exchanges and cooperation in the field of culture and humanities are important parts of the new era China-Russia comprehensive strategic cooperative partnership. The transformation and updating of the Sino-Russian cultural exchange model must be accelerated to lay a solid social foundation for the construction of the Belt and Road [3].

Yang Lei studies on the role of cultural exchanges in the construction of Sino-Russian partnership, and points out that both governments have made great efforts to strengthen cultural and humanities exchanges and achieved certain results. However, due to the cultural differences between China and Russia, both governments still need to make clear their positions and strengthen planning, so as to pave the way for cultural and humanities exchanges [4].

Zhang Shuhua and Zhao Weitao study on how the Belt and Road Initiative can promote the deepening of comprehensive strategic cooperation between China and Russia, and point out that China and Russia are positive drivers for the construction of a new international order and the Belt and Road Initiative injects new impetus into the development of Sino-Russian relations in the new era. We should take the Belt and Road Initiative as an opportunity to open up a new situation of the comprehensive strategic cooperation between China and Russia [5].

Liu Shuhua and Song Yonghua study on Sino-Russian higher education cooperation in the context of the Belt and Road. They suggest that the advantages of such unprecedentedly high level of political relations between China and Russia should be translated into practical cooperation in the field of culture and humanities, especially in the field of education [6].

Sheng Haiyan studies on the prospects of regional cooperation between China and Russia under the Belt and Road Initiative, and points out that regional cooperation between China and Russia is an important part of their comprehensive cooperative partnership. Both China and Russia should take proactive measures to promote the all-round development of regional cooperation between them [7].

Li Jingyu and Xu Hua study on the regional cooperation between China and Russia, including Sino-Russian cultural and humanities cooperation. They point out that only by cooperating in speeding up the exchanges between border areas, can China and Russia promote the cross-border strategic connectivity between Northeast China and Russia's Far East and East Siberia, and then create a development and revitalization belt for the cross-border regional economic cooperation between China and Russia, so as to provide an example of cross-national strategic connectivity for the cooperation and development of the Northeast Asia [8].

Luo Huijun and Dai Weiwei study on the drives, risks and prospects of Sino-Russian cooperation in the context of the Belt and Road Initiative. They point out that due to the cultural differences between China and Russia and the limitations of exchange space, it is necessary to innovate the exchange mechanism with an inclusive attitude and expand the scope of cultural cooperation [9].

Stanislavovich studies on the current Sino-Russian cultural and humanities cooperation and points out the cooperation between China and Russia in the areas of culture, education, health, sports, tourism and media is an important reflection of both countries' soft power, as well as an important factor that affects the lasting friendly relationship between the two countries [10].

Zwick studies on the humanities cooperation between China and Russia under the framework of the Shanghai Cooperation Organization, expounds the development progress of the Sino-Russian cultural and humanities cooperation under the Shanghai Cooperation Organization framework and points out that the increasingly diverse cultural and humanities cooperation between China and Russia in recent years is of great significance for the construction of a harmonious humanistic space in the Shanghai Cooperation Organization region [11].

2. CHARACTERISTICS OF SINO-RUSSIAN CULTURAL AND HUMANITIES RELATIONS IN A NEW ERA

Entering the new century, the cultural and humanities exchanges and cooperation between China and Russia have continued to advance with rich and diverse contents and forms as well as expanding participants. This is inseparable from the two countries highly consistent humanistic strategy and the continuous improvement of the cultural and humanities cooperation mechanism between the two countries. At the same time, this is also the main characteristic of Sino-Russian cultural and humanities relations existing in the current stage.

1. Highly consistent humanistic strategy. Both China and Russia view cultural and humanities relations and plan cultural and humanities cooperation from a strategic perspective. The Belt and Road Initiative takes the mutual affinity of the people as an important component. In order to promote the implementation of people-to-people communication, China has issued relevant policy documents to do the top-level design for actively building a humanities cooperation mechanism. *Vision and Actions on Jointly Building Silk Road Economic Belt and 21st Century Maritime Silk Road*² clearly defines the positioning of people-to-people communication in the construction of the Belt and Road Initiative and proposes that people-to-people communication is the social foundation for the construction of the Belt and Road, and cooperation in the fields of education, culture, tourism, sports, health, science and technology, vocational skills training, political parties, and non-governmental organizations is regarded as an important channel for people-to-people communication. The release of the *Belt and Road Cultural Development Action Plan (2016–2020)* draws a roadmap for the in-depth development of cultural communication and cooperation along the Belt and Road. As China's comprehensive strategic partner of coordination for a new era, Russia also attaches great importance to the role of culture in its development strategy. In 2010, the Russian Federation signed a presidential decree to determine the implementation of the *Main Policy Directions of the Russian Federation in the Field of International Cultural and Humanitarian Cooperation* (Основные направления политики Российской Федерации в сфере международного культурно-гуманитарного сотрудничества)³, which points out that cultural exchanges play a special role in the implementation of Russia's foreign policies and international cultural and humanities cooperation can make great contribution to the realization of the basic goals of Russia's foreign policies and the improvement of the effectiveness of Russia's foreign policies. In 2016, the Russian government signed a government order to determine the implementation of *Strategy of the State Cultural Policy for the Period Until 2030* (Стратегия государственной культурной политики на период до 2030 года)⁴.

² Belt and Road portal. <https://www.yidaiyilu.gov.cn/yw/qwfb/604.htm/> (data access: 10.01.2020).

³ Ministry of Foreign Affairs of the Russian Federation. https://www.mid.ru/eu/foreign_policy/official_documents/-/asset_publisher/CptICk6B6BZ29/content/id/224550/pop_up?_101_INSTANCE_CptICk6B6BZ29_viewMode=tv&_101_INSTANCE_CptICk6B6BZ29_qrIndex=0 (data access: 09.03.2020).

⁴ Government of the Russian Federation. <http://static.government.ru/media/files/AsA9RAyYVAJnoBuKqH0qEJA9IxP7f2xm.pdf> (data access: 09.03.2020).

With the introduction of this strategy, Russia has formed clear national cultural strategy and reshaping the domestic cultural conditions and expanding the international influence of Russian culture have become the fundamental objectives of Russia's cultural strategy. In 2012, China and Russia launched the *Action Plan on China-Russia Humanities Cooperation* and gradually implemented it. In September 2019, the Chinese Premier and Russian Prime Minister held the 24th regular meeting in St. Petersburg. During the meeting, the two prime ministers signed a series of important documents, such as the *Joint Communiqué of the 24th Regular Meeting Between Chinese and Russian Prime Ministers*⁵ and *Minutes of the 20th meeting of the Sino-Russian Humanities Cooperation Committee*. The signing of relevant documents have greatly promoted the development of the cultural and humanities cooperation between the two countries. This shows that China and Russia are highly consistent in their respective cultural strategies. This not only laid a solid policy foundation for the further development of the cultural and humanities relations between China and Russia in the new era, but also pointed out the direction for the concrete development of the cultural and humanities cooperation between the two countries.

2. Constantly improving cooperation mechanism.

In addition to the cooperation in the field of culture and humanities under the frameworks of the Belt and Road Initiative and Shanghai Cooperation Organization, China and Russia also have other extensive cultural and humanities cooperation mechanisms, which are constantly being improved. Relevant mechanisms include the regular meeting mechanism between the Chinese Premier and Russian Prime Minister, the Sino-Russian Humanities Cooperation Committee, the China-Russia Friendship Committee for Peace and Development, the China-Russia Friendship Association, the Russia-China Cultural and Educational Development Foundation, Russian Cultural Centre in Beijing, China Cultural Center in Moscow, and a series of specific agreements, alliances, forums, foundations and regional cooperation mechanisms in the field of humanities cooperation. Among them, Mechanism of Regular Meeting Between Chinese and Russian Prime Ministers the meeting mechanism with the highest specifications and the most complete organizational structure. "Under this mechanism, in-depth exchanges can be carried out on everything, including contradictions and differences. In the course of this exchange, more willingness and new directions for cooperation can be generated, thus promoting practical cooperation between the two countries".⁶ The Sino-Russian Humanities Cooperation Committee is an important manifestation of the sustained high-level development of the comprehensive strategic partnership of cooperation between China and Russia, and has promoted the relationship between the two sides to enter a new stage in the field of humanities cooperation. The China-Russia Friendship Committee for Peace and Development has played an active role in promoting China-Russia non-governmental friendly exchanges. China has established 17 Confucius Institutes

in 14 Russian cities, which have played an important role in strengthening the cultural interaction and integration between China and Russia. The two regional cooperation mechanisms – "Northeast-Far East" and "Yangtze River-Volga River", Local Cooperation Council of the China-Russia Friendship Committee for Peace and Development, and 140 pairs of friendly provinces, states and cities bring new opportunities for promoting local and border cooperation including cooperation in the field of culture and humanities.

3. Rich and diverse forms and contents. Under the extensive function of the cultural and humanities cooperation mechanism between China and Russia, especially after the Belt and Road Initiative and the Eurasian Economic Union started to integrate and cooperate, the results of the cultural and humanities cooperation between China and Russia have been increasingly splendid. The two countries successfully co-hosted the China-Russia Youth Friendly Exchange Year for 2014–2015, the China-Russia Media Exchange Year for 2016–2017, and the Year of China-Russia Local Cooperation and Exchange for 2018–2019. From the awarding of Friendship Medal of the Russian Federation to the awarding of Friendship Medal of the People's Republic of China, from the mutual evaluation of the top ten outstanding figures in the field of cultural and humanities exchanges between China and Russia to the "Road of Friendship" Beijing-Moscow motorcycle riding activities, from the mutual hosting of film festivals to the mutual translation and publication of classic and modern literary works, from the mutual landing of Sino-Russian TV channels to the joint establishment of the Youth Symphony Orchestra, and then to the frequent interactions among the scientific circles, medical circles, art circles and sports circles of the two countries, all the above have constantly enriched the forms and connotations of cultural and humanities exchanges between China and Russia. The Sino-Russian cultural forums and the Sino-Russian Cultural Collection activities have become a brand project of cultural and humanities and cooperation between the two countries under the Belt and Road Initiative. At the same time, China and Russia issued the *Sino-Russian declaration of the Youth Friendship from Generation to Generation* to realize the long-lasting friendship between China and Russia and promote cooperation in the fields of education, culture, health, sports, movie, media, tourism, youth and archives to achieve more pragmatic results.

4. An increasing number of participants. Driven by the high-level demonstrations and policy guarantees of China and Russia, the participants in Sino-Russian humanities cooperation are becoming increasingly diverse. More and more organizations, institutions and individuals are involved, including governmental and non-governmental organizations, profit-making organizations and non-profit organizations, as well as other types of institutions and individuals. "The cooperation involves all aspects of the humanities: education, culture, health, sports, tourism, media, movies, archives, youth, and so forth, and there is tangible cooperation in every field". In addition to the official participants of the state, more and more local and private actors have participated in the cooperation between China and Russia in the fields of tourism, culture, education, sports, media,

⁵ Belt and Road portal. <https://www.yidaiyilu.gov.cn/zchj/sbwj/103713.htm> (data access: 09.03.2020).

⁶ The Central People's Government of the People's Republic of China. http://www.gov.cn/xinwen/2019-09/17/content_5430723.htm (data access: 09.03.2020).

and movies. The cultural and humanities exchanges under the framework of the two regional cooperation mechanisms – “Northeast-Far East” and “Yangtze River-Volga River” are being constantly active. A large number of students, scholars, literary and art workers, and industry practitioners from media, film and television, and tourism, have played their roles in their respective fields, which greatly promote the continuous development of cultural and humanities cooperation between China and Russia. In particular, the conclusion of the 140 pairs of friendly provinces, states and cities has enabled more and more private individuals to participate in the process of Sino-Russian cultural and humanities cooperation, which has played an important role in strengthening Sino-Russian grass-roots cultural and humanities exchanges and mutual learning of civilizations, and enhancing people-to-people friendship. According to the latest data in October 2019 from the Levada center, an authoritative Russian pollster, China has become the friendliest country in the eyes of the Russian people. This has laid a solid public opinion foundation for the two sides to further carry out cultural and humanities cooperation. In 2018, under the guidance of the China-Russia Friendship Committee for Peace and Development, its Media Council launched a public opinion survey report on Sino-Russia relations. “According to the results of the survey, both Chinese people and Russian people generally have a high evaluation and mutual recognition of each other’s national image.”

3. PROBLEMS AND CHALLENGES OF SINO-RUSSIAN CULTURAL AND HUMANITIES COOPERATION IN THE NEW ERA

China and Russia, both governments in particular, have made tremendous efforts in the field of cultural and humanities exchanges and have fulfilled significant achievements. However, due to the inherent differences existing between the two countries, China and Russia still have problems in the field of cultural and humanities cooperation, such as the weak foundation for non-governmental cooperation and the ineffectiveness of cooperation. At the same time, there are also emerging challenges, for example, the suspicion of non-governmental cooperation from the elites and the civil society has also affected and hindered the normal development of cultural and humanities relations between the two countries to a certain extent.

1. Strong political emphasis, weak grass-roots foundation. Some scholars used “Three Hots and Three Colds” to summarize Sino-Russian relations, that is, “hot at top level but cold at the grassroots level, hot in politics but cold in economics, hot in bordering regions but cold in inland regions”. However, the author believes that from the perspective of development, such summary is inevitably biased, although it also reflects the reality of Sino-Russian relations to a certain extent, including the reality of Sino-Russian cultural and humanities relations of course. China and Russia have a wide range of cooperation mechanisms in the field of culture and humanities, but most of these mechanisms are promoted by the high-level actors and the participation of other levels and types of subjects is relatively insufficient, which leads to the problem

of “strong political emphasis, weak grass-roots foundation” in the cultural and humanities cooperation between China and Russia. Cultural and humanities cooperation needs government guidance, not government leadership, and needs more market-oriented participation. Korean dramas, Japanese animations and Hollywood blockbusters can trigger collective effects in a certain group of Chinese people, and then trigger “Korean wave”, “Japanese wave” and “Hollywood blockbuster flow” in China. We have martial arts (Kungfu), traditional Chinese medicine, delicious cuisine, and festival folklores in China, while in Russia there are many world-renowned art and sports forms, such as ballet, synchronized swimming, circus, and music. Unfortunately, these precious cultural and artistic wealth have not yet produced a broad and deep influence between the people of China and Russia like Korean dramas, Japanese animations and Hollywood blockbusters. The root cause lies in the large cultural differences between the two countries and the weak grassroots foundation. As the most important organic component of national soft power, culture is a symbol of national spirit. Cultural output cannot be separated from publicity and exchange, but high-level publicity and communication are often more serious and stylized, the scope of communication is fixed, the influence is narrow, and it is difficult to sink into the hearts of the people. Therefore, the mode of cultural and humanities exchanges between China and Russia is in urgent need of transformation and upgrading, so as to complete the shift “from government level to social society level, from policies to markets”. People-to-people and market-oriented cultural and humanities exchanges are often more deeply rooted in the heart, and creates a kind of intimate and popular appeal in a way of “moistening things quietly”. “The connectivity about people-to-people exchanges is an important objective of the Belt and Road Initiative, as well as an important measure for constructing the Silk Road Economic Belt” [2]. Therefore, Sino-Russian cultural and humanities cooperation should be guided from the high levels, based on market demands and public opinion needs, emphasizing on local and civil levels, and attach equal importance to culture and spirit, input and output.

2. The results of cooperation are still insufficient, and the effectiveness of cooperation needs to be improved. China and Russia have highly consistent cultural and humanities strategies, extensive cooperation mechanisms and platforms, and diversified forms and contents. However, due to the lack of long-term and in-depth nature of some cooperation mechanisms, the relevant cooperation achievements are insufficient and the cooperation effectiveness needs to be improved. In recent years, although a series of cooperation projects have been cultivated and formed in the cultural and humanities exchanges led by the governments of China and Russia, they have yet to form a market-oriented scale effect and have failed to cultivate branded cultural products. Aiming to comprehensively enhance the level of Sino-Russian cultural and humanities cooperation, China and Russia have established relevant alliances in many areas of cultural and humanities cooperation, including the Sino-Russian Television Arts Cooperation Alliance, the Sino-Russian Science and Technology Cooperation Alliance, the Sino-Russian Medical Alliance,

the Sino-Russian Comprehensive University Alliance, and the Sino-Russian Local Business Association, Association of Sino-Russian Technical Universities, the Sino-Russian Transportation and Communications University Alliance, the Sino-Russian Television Arts Cooperation Alliance, and the China-Russia Middle School Alliance. However, due to the lack of long-term and in-depth work, some of them are superficial, which leads to the fact that they do not play a real role as a bridge and bond in their respective fields, and it is difficult to realize resource sharing and win-win cooperation in the culture and humanities field between the two countries. Taking the field of education as an example, the governments of both China and Russia strongly support the exchanges and cooperation in the field of education between the two countries, and have issued relevant policy support. However, for Chinese students, the most popular destinations for studying abroad are still some European and American countries. Similarly, for Russian students, the most popular destinations for studying abroad are still Britain, Germany and the United States, with China temporarily ranking fourth, according to the results of a poll conducted by the all Russian Social Opinion Research Center. Taking the film and television industry as an example, in recent years, with the promotion of the cultural departments of China and Russia, the two countries have carried out a series of cooperation in the film and television industry, including hosting film festivals, co-producing films and television dramas, and television channels. Restricted by market and social factors, the influence of Chinese and Russian film and television works on each other is still very limited. The cultural cognition of the two countries only stays on a few specific materialized symbols, such as vodka, Chinese herbal medicine, dolls, calligraphy, and so on. At the same time, by analyzing the trade structures of China and Russia in recent years, we can clearly understand the cultural and humanities relations between China and Russia, that is, the economic and trade cooperation between China and Russia is mainly based on goods trade, and cultural trade accounts for a very low proportion.

3. Projects find difficulty in driving the industry, and the support for brands and talents are lacking.

There are many major projects led by the governments of China and Russia in the field of Sino-Russian cultural and humanities cooperation, among which there are a series of "Theme Year" activities with the most profound effects. In addition, there are also all types of cultural festivals, art festivals, theme forums, and so forth. However, due to the insufficient social and private participation, these major projects failed to form their brand effects and then transformed into cultural industries and cultural trade in the field of cultural and humanities cooperation between the two countries in response to market requirements. The author believes that this is also closely related to the lack of relevant talents. To actively promote the Sino-Russian cultural and humanities cooperation, a large number of compound talents who "understand Russian + have a general national conditions + specialize in certain fields" are required to promote and implement each specific project. Under the current talent training model, colleges and universities develop mostly single-skills talents either do not understand Russian, lack national culture and knowledge, or lack industry background. It is difficult for

existing talents to meet the actual needs of Sino-Russian cultural and humanities cooperation for complex talents. At the same time, the lack of ontological thinking is also a prominent problem in the field of cultural and humanities exchanges between China and Russia. Each participating entity should jump out of the stereotypes of cultural and humanities cooperation in serving national strategies and bilateral economic and trade cooperation, re-examine Sino-Russian cultural and humanities cooperation from the height of civilization exchanges and mutual learning, understand the real cultural needs of the people of the two countries, encourage more types of entities to participate, adopt market-oriented operation ways, and develop cultural products that are oriented to the mainstream and close to the people and form brands, so that both peoples can form an objective and complete understanding of each other's culture, and truly achieve the "mutual affinity of both peoples".

4. COUNTERMEASURES AND SUGGESTIONS ON BUILDING A NEW TYPE OF SINO-RUSSIAN CULTURAL AND HUMANITIES RELATIONS IN THE NEW ERA

"The goal of Sino-Russian cultural and humanities exchanges is to pass on generations of friendship, consolidate people-to-people friendly exchanges, and promote mutual learning among civilizations." Exchanges promote cooperation, and the cultural and humanities relations between China and Russia should be based on pragmatic cooperation. Although there are huge cultural differences between China and Russia, the advanced and core parts of the two cultures have obvious advantages and strong complementarity. Therefore, the cooperation potential of the two countries in the field of humanities is huge. The undeveloped and unused reserves of cultural and humanities cooperation between the two countries are tremendous, so we must create conditions to activate these reserves and promote the stable and long-term development of Sino-Russian cultural and humanities relations.

1. We should be pragmatic and set up the ontology of humanistic relations. Humanity is a cultural phenomenon in human society. It is the advanced and core part of human culture. It is also an objective existence. Therefore, cultural and humanities relations should be given the same ontology status as political and economic relations, and should be studied in depth, not only as a means or way to achieve political or economic purposes. The essence of relations is cooperation. From this perspective, the construction of cultural and humanities relations between countries, like the construction of political relations and economic relations, is inseparable from all-round, multi-level and wide-ranging practical cooperation.

Due to the great cultural differences between China and Russia, it is easy to "cause the confrontation and separation in the identity of both sides" [5], which has led to the problems of "relatively weak grass-roots foundation, and the actual effect of cooperation needs to be improved" in the field of cultural and humanities cooperation between the two countries. To promote the construction of a new type of cultural and humanities relations between China

and Russia, we must establish the ontology of cultural and humanities relations and promote the pragmatic development of Sino-Russia cultural and humanities relations from the perspective of civilization exchange and mutual learning. We should change “official dominance” into “official guidance”, transform policies into markets, and attract more and more subjects to actively participate in Sino-Russia cultural and humanities cooperation, so as to truly realize the cultural and humanities exchanges and mutual learning of different civilizations between the two countries.

2. We should complete and improve the mechanisms and platforms of Sino-Russia humanities cooperation.

China and Russia have relatively sound mechanisms for cultural and humanities exchanges and cooperation, both at the government level and at the non-governmental level. However, there are corresponding problems at the two levels, that is, the government level is too dominant and the non-governmental level is insufficient. In the new era, in order to ensure the healthy and vigorous development of the cultural and humanities relations between China and Russia, it is necessary to further improve the cooperation mechanisms at different levels in the field of cultural and humanities exchanges between the two countries. A healthy bilateral human development mechanism should be that the governments are responsible for overall planning and guidance, the society extensively participates, and the mechanism is operated in a market-oriented way. At the same time, it should also form a coordinated development trend across regions, departments and industries.

At present, the physical facility platforms in the field of Sino-Russian cultural and humanities cooperation mainly include the China Cultural Center in Moscow and the Russian Cultural Center in Beijing, the Sino-Russian Cultural Collection, and some relatively small-scale non-governmental cooperation platforms. It is necessary to make full use of these physical platforms, to organize various activities on the theme of Sino-Russian cultural and humanities exchanges, including forums, exhibitions, trade fairs, and art festivals, to provide public service information and make these facilities platforms function normally and in a standardized manner.

3. The Sino-Russian cultural and humanities exchanges should be “people-oriented” and foster a good foundation of public opinion.

To conduct international cultural and humanities exchanges and cooperation, we must be people-oriented. In line with the principle of not only being close to the life of the audience, but also bringing spiritual satisfaction and enjoyment to the audience, both countries present the unique charms of its own culture to each other, cultivate a good foundation of public opinion, and promote the exchange and mutual learning of different civilizations. In recent years, thanks to the close high-level exchanges between China and Russia, the dialogue and exchanges between the two countries in the fields of culture, education, sports, medical treatment, tourism, arts and other fields are deepening. However, there are still a large number of undeveloped and unused reserves for cultural and humanities cooperation between the two countries. The successful activation of these reserves can enable

the cultural and humanities relations between China and Russia to achieve a qualitative leap.

To carry out cultural and humanities cooperation in various fields, China and Russia must deeply explore the psychological and cultural characteristics, hobbies, ways of thinking and acceptance habits of the audiences of both countries, and use the communication methods and means that the people of the two countries are willing to accept to truly and objectively present their cultures to each other. We should take practical and effective ways to guide public opinion with the help of traditional media and online public opinion channels. To disseminate the current situation of culture and humanities, social situation and public opinion of the two countries in depth to the people of China and Russia, publicize the fruitful achievements in the field of people-to-people cultural and humanities cooperation between the two countries, eliminate doubts and confusion about issues of concern and interest to the people of the two countries, and enhance the attraction of the cultures to each other's people.

4. We should build cultural and humanities cooperation brands and develop cultural trade between the two countries.

Cultural brands are an important means to enhance the national cultural soft power. The creation of the Sino-Russian Cultural and Humanities Cooperation brand is of great significance for further promoting Sino-Russian cultural and humanities exchanges and enhancing the national soft power. We can leverage the Belt and Road Initiative platform to build the Sino-Russian Cultural and Humanities Cooperation brand and enhance the mutual recognition and acceptance of Sino-Russian cultural products. China and Russia are both big cultural countries with unique traditional cultures. We should encourage the Chinese Language, traditional Chinese medicine, martial arts, food, festival folk customs and other intangible cultural heritage to go abroad, and encourage the Russian language, Russian music, mythology, architecture, literature and other forms of Russian culture and arts to come in, so as to form a number of cultural and humanities cooperation brands with domestic characteristics and international influence. We can constantly enrich the connotation of the cultural and humanities relations between the two countries by holding various activities oriented to the mainstream and close to the people's life, so that these cultural brands can become a window for the people of the two countries to understand each other.

It is necessary to develop cultural trade between China and Russia in order to strengthen the cultural and humanities cooperation between China and Russia and promote cultural and humanities exchanges between the two countries. “Cultural trade is the main way of cultural communication and exchange between countries”. The government can encourage and support relevant cultural enterprises to enter the Russian market and introduce Chinese culture to the Russian people by formulating comprehensive policies, establishing a Sino-Russian cultural trade service system, and unblocking the China-Russia trade channels. At the same time, we should also encourage and support relevant cultural enterprises to introduce the Russian culture to the Chinese people by introducing excellent Russian cultural works.

5. CONCLUSION

In the new era, the cultural and humanities cooperation between China and Russia should be aimed at realizing the “people-to-people communication” between the two countries. Under the guidance of high-level demonstration and policy guarantee of the two countries, we should fully explore the potential of cultural and humanities cooperation in all fields and at all levels, especially the potential of cultural and humanities cooperation, carry out high-level practical cooperation, and promote the stability and long-term development of Sino-Russia cultural and humanities relations.

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