

Strategic Communication in EU-Russia Relations: Tensions, Challenges and Opportunities

Edited by
Evgeny Pashentsev and Erik Vlaeminck



Strategic Communication in EU-Russia Relations: Tensions, Challenges and Opportunities (edited by Evgeny Pashentsev and Erik Vlaeminck). Moscow: International Center for Socio-Political Studies and Consulting (ICSPSC), with the academic support of the Institute of Contemporary International Studies and the Department of International Security at the Diplomatic Academy of the Ministry of Foreign Affairs of the Russian Federation and the European-Russian Communication Management Network (EURUCM Network), 2018.

Since the outbreak of the Ukrainian crisis, the relations between the EU and Russia seem to be in a constant process of deterioration. In an attempt to go beyond traditional analyses, this book wishes to present the underexplored role of strategic communication from a Russian and European perspective and this, through an interdisciplinary approach addressing security, international relations and economic issues. An international team of researchers from the EU and Russia endeavours to provide answers to the major tensions and challenges, in order to create a basis for reconciliation through dialogue and the rethinking of strategic communication in EU-Russia relations. Nine different case studies engage with a variety of issues ranging from geopolitics and security to diplomacy. This book is useful for researchers, specialists and students interested in strategic communication within the context of the current EU-Russia relations.

ISBN 978-5-00077-717-6

At a time when relations between Russia and the European Union could scarcely be worse, it is very helpful to have this excellent book edited by Evgeny Pashentsev and Erik Vlaeminck. By drawing attention to how, why and where the relationship deteriorated, it gives us valuable insights into how strategic communication can in time come to play a positive rather than a negative role.

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

The book coordinated by Pashentsev and Vlaeminck is very interesting. Nine recognized researchers from Russia and the EU analyse a set of relevant themes and problems related to the role of strategic communication in EU-Russia strategic relations.

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

The time is ripe for a book like this, given the ever-deteriorating relationships between Russia and its western neighbours. This edited volume by Pashentsev and Vlaeminck – which skillfully draws together contributions from a range of academics working in the EU and Russia – is a valuable intervention that will certainly be welcomed by those concerned with understanding the state of play between Russia and the European Union.

*Dr. P. Eric Louw,
Associate Professor, School of Communication & Arts,
University of Queensland, Brisbane, Australia.*

Pashentsev and Vlaeminck come out with a very timely and sharp edited volume that cuts through the facade of noise created by political and media sources in relation to the current tensions. They bring together a very international team of researchers and analysts from both the EU and Russian side to systematically offer an overview of the strengths and weaknesses, opportunities and threats in the current abysmal state of relations between the European Union and the Russian Federation. Such insightful research and analysis is what is exactly needed in order to shake the global state of international relations from its new Cold War frame of thinking!

*Dr. Greg Simons,
Associate Professor at Uppsala University, Sweden.*

The editors Evgeny Pashentsev and Erik Vlaeminck have compiled a timely volume which addresses one of the key issues affecting EU-Russia relations at the moment: the ineffective communication of each side's interests, fears, and opinions, which has amplified the confusion and mistrust which characterizes the relationship. This book brings together a myriad of experts from both sides of the EU-Russia divide and examines all the pertinent aspects of the relationship, from economic matters all the way up to security, offering novel and thought-provoking insights as to how better utilized strategic communication could improve the relationship.

*Dr. Nicholas Ross Smith,
Assistant Professor of International Studies,
University of Nottingham Ningbo, China.*

In the contemporary world, communication is becoming a preferred instrument of foreign policy and international relations, and it is moving from tactical to strategic levels. This book is offering a broad overview of the latest developments in strategic communication in the service of national interests, and how it is shaping our lives. It is a helpful introduction to mysteries of pure power itself.

*Dr. Dejan Verčič,
Professor and Head of Department of Communication,
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