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CONTENTS

Introduction.....	3
Chapter 1 Theoretical and methodological foundations of cultural industries management.....	7
1.1 The concept and methods of forming the image of an ideal citizen.....	7
1.2 Cultural industries as a tool of political influence.....	15
Chapter 2 Practices of State Management of Cultural Industries in Russia and China.....	21
2.1 Formation of an Ideal Citizen in Russia.....	21
2.2 Formation of an Ideal Citizen in China.....	33
Conclusion.....	42
References.....	44

INTRODUCTION

Citizen formation is an important aspect of social and political development of any state. Ensuring civic consciousness and activity of the population is a necessary condition for the sustainable development of society and the state. Ensuring the formation of a citizen is an important task for any society, and Russia and China are no exception.

Due to the fact that in the framework of modern society, all socio-cultural phenomena are aimed at mass replication and consumption, there is a need to create universal technologies for managing the «energy of the masses», allowing to make this or that cultural product in demand, and the consumer «obedient». The most universal technology of consumer modeling and masses management is a consolidating idea, which can be reflected both in the collective unconscious and contained in the historical and cultural experience of global civilization. From this point of view, such a universal technology is the formation of the institution of citizenship and ideas about the citizen. Therefore, the study of the way of image formation in Russia and China is an attempt to unify this process.

The relevance and problem of the study is that the formation of a citizen is an important aspect of social and political development of any country. Ensuring civic consciousness and activity of the population is a necessary condition for sustainable development of society and the state. The study of the experience of two major countries - the Russian Federation and the People's Republic of China - will reveal effective methods and approaches to the formation of the citizen, which can be used in other countries. Further, each country has its own peculiarities in the process of forming a citizen. The Russian Federation and the People's Republic of China have different historical, cultural and social contexts, which makes their experiences unique and valuable to study. A comparative analysis will help to identify common trends and differences in approaches to citizen formation, as well as to determine which methods work better in specific conditions. Also, the study is relevant in the context of globalization and internationalization of education. The educational

systems of many countries face the problem of integrating foreign students and preparing them for active citizenship. Studying the experience of the Russian Federation and the People's Republic of China can help to develop effective strategies and methods for citizenship formation among international students.

Degree of development of the research topic.

To study the theoretical aspects of the phenomenon of cultural industries, the study used such directions as modern studies of popular culture, postmodernist philosophy and the Critical Philosophical School. In addition, the works of Russian cultural scientist A.Y. Flier, Novgorod researchers Yakurin. A. V., Lukina S. V. and a number of other researchers of the activities of cultural institutions in Russia.

We considered the concepts of "ideal citizen" and methods of image creation using a historical approach, represented by the works of the Ancient Greek thinker Plato, German philosopher Immanuel Kant. In addition, we studied the works of Russian civil society researchers Kozhevnikov S.N., Abdusattarov Sitor F.K, Arsenyev I.I.

Technologies of citizen formation were studied in the framework of Russian and Chinese legislation on culture, theories of Russian authors Semigin G. Yu. and Yankovskaya L.V., as well as on the basis of the identified formative elements of the image of the citizen in the modern cultural industries of Russia and China, a comparative axiological analysis of the values inherent and nurtured by the government of the compared states was carried out.

The object of the study is the ways of formation of a citizen

The subject is the formation of a citizen in the Russian Federation and the People's Republic of China.

The purpose of the study is to identify modern technologies of citizen formation in the Russian Federation and the People's Republic of China.

Objectives:

1. To consider the concept of "ideal citizen" and trace the main methods of modeling the image of an ideal citizen.

2. To consider the phenomenon of "cultural industries" as a technology of public administration.

3. Analyze the specifics of the formation of the citizen in the Russian Federation through cultural industries.

4. Analyze the specifics of the formation of a citizen in the People's Republic of China through cultural industries.

5. Compare models of forming the image of an ideal citizen in Russia and China.

Research Methods.

In order to achieve the set objectives, the following research methods will be applied in the course of this research work:

1. analytical (when working with sources and scientific literature);
2. structural-functional (when considering cultural industries and the concept of "ideal citizen");
3. historical (when considering the concept of "ideal citizen");
4. comparativistic (comparing models of forming the image of an ideal citizen and identifying technologies of modeling an ideal citizen in Russia and the PRC).

The expected results of the study are to identify common trends and differences in the experience of citizen formation in the Russian Federation and the People's Republic of China, as well as to develop recommendations for improving the process of civic education.

Approbation of the research.

The topic was studied not only in the framework of research activities, but also by participation in conferences, publication of theses and research papers.

1. Zakoptelkova A.S. Graduation qualification work on the direction of training 51.03.01 "Cultural Studies" profile "Management in the socio-cultural sphere" on the

topic "Modeling of the consumer in modern cultural industries". Veliky Novgorod. 2022.

2. Zakoptelkova A. S. Modeling of an ideal citizen in the conditions of globalization // Collection of articles of the II International Scientific and Practical Conference "Science, society, technology in the conditions of global transformation". - Petrozavodsk. - 2024. P. 40-43.

Chapter 1 Theoretical and methodological foundations of cultural industries management

1.1 The concept and methods of forming the image of an ideal citizen

The concept of the «ideal citizen» first appeared in ancient Greece. Plato, the great ancient Greek philosopher, thought a lot about the concept of an ideal citizen. In his dialogues, he described the qualities that such a person should possess. Here are some quotes from his works:

«...The ideal citizen is one who seeks the good of the whole society, not just his own» (The State, Book II).

«...The ideal citizen must be just, intelligent, and wise. He should know what is good and evil and act accordingly» (The State, Book IV).

«...The ideal citizen should be a patriot of his country and ready to defend its interests» (Laws, Book I).

«...The ideal citizen should be an educated and cultured man who knows the history of his country and is interested in the arts and sciences» (Phaedon, Book II).

«...The ideal citizen should be an active participant in public life, participating in elections and social movements for the betterment of society» (The Politician, Book III).

According to Plato, an ideal citizen is a person who lives in accordance with the law of the polis, and thus lives justly, which was the highest value of the ancient Greeks. At the same time, even before Plato, the concept of «Kalokagatia» emerged, which represented simultaneously socio-political, pedagogical, ethical and aesthetic ideal. A person who is a carrier of Kalokagatia is an ideal citizen of the polis, striving for and capable of realizing the collective goals of civil society. At the same time, the term used in ancient ethics «kalokagatia», composed of two adjectives: καλός

(«beautiful») and ἀγαθός («good»), in a rough translation meant «moral beauty» and was perceived by the ancient Greeks as a virtue, an ethical ideal, rather than a holistic image for the construction of public policy.

A similar view, of the ideal citizen as a moral quality was reflected in the philosophy of German philosopher Immanuel Kant, he wrote that:

«...The ideal citizen is one who lives in accordance with moral principles and follows the law» (Metaphysics of Morals).

«...The ideal citizen should be an educated and cultured man who knows the history of his country and is interested in the arts and sciences» (Critique of Judgment).

«...The ideal citizen should be a patriot of his country and ready to defend its interests» (Critique of Practical Reason).

«...The ideal citizen should be an active participant in public life, participating in elections and social movements aimed at improving society» (Critique of Pure Reason).

Just as in ancient Greece, in the Age of Enlightenment the «ideal citizen» should follow the moral principles of his state, be an active socio-political figure and make efforts to improve the life of society. Also, knowledge of the history and culture of his country and a sense of patriotism are added.

The process of globalization, namely the process of unification of domestic systems to a single global «standard» of all spheres of life of society¹, implies the change of these domestic systems taking into account the global specifics and requires new approaches to the design of the system of public administration of the Russian society. One of such approaches is image modeling - a way of attracting ready-made or specially constructed ideal objects that mediate the relationship

¹ Arsenieva, I.I. Globalization and prospects of world development // Journal Izvestiya Rossiiskogo gosudarstvennogo pedagogicheskogo universitet n.a. A.I. Herzen. Moscow. 2008. - №81. – P.8.

between the subject and the object of influence². The object of influence in this case is society, and the subject is public authorities.

Let's consider the image of an ideal citizen on the example of Russian society. We proceed from the position that Russian civil society has the following characteristics: the presence of equal subjects of legal relations, who express their will through participation in scientific and spiritual associations, professional, women's, youth organizations and other non-state self-governing bodies³. Note that the process of civil society formation is not complete in any country of the world, it is characterized by duration and complexity, it is assumed that the structures of civil society are created «from below» and not constructed by order of power structures. However, in modern Russian society we can observe the following situation, when public organizations are integrated into the system of public administration. They build their structure, development strategy and cycles of activity in the form of state organizations. For example, the All-Russian public organization «Delovaya Rossiya», whose activities are determined by the Charter of the organization by analogy with the executive authorities, has a general council in its structure, which resembles the legislative authorities. Business Russia has 35 committees - centers of core competencies, which resemble the division into committees of regional governments. It also carries out international activities with representation in 20 countries of the world⁴. Thus, the All-Russian Public Organization «Business Russia» plays the role of a quasi-state within the state, which to a certain extent is a projection of the development and formation of civil society in Russia. As a rule, the activity of non-state associations in the Russian Federation requires some kind of state initiation, assignment of the status of a non-profit organization, which in many respects determines their development in the image of power structures.

² Abdusattarova Sitora F. K. Modeling as a way to modernize civil society // Problems of Science. - 2021. - №7. – P.37.

³ 3. Kozhevnikov S.N. Civil society: concept, main features, prerequisites of formation in Russia // Vestnik of Nizhny Novgorod University named after N.I. Lobachevsky. - 2002. - № 1. – P.38.

⁴ Business Russia: official website. - Moscow. - 2024. - URL: <https://deloros.ru/> (date of address 23.03.2024).

Accordingly, the existence of any state, including quasi, requires a mobilization resource or, in other words, citizens. Therefore, we proceed from the position that the «ideal citizen» is a part of civil society, respectively, he is an active participant of quasi-state formation, that is, the expected pattern of actions of the «ideal citizen» is a projection of the activities of the official. It is important to note that modeling of an ideal citizen in Russia is based on the official's functionality. For example, in 2011, the Center for Personnel Diagnostics and Personnel Development, established on the basis of the Luzhkov Moscow City University of Management of the Moscow City Government, developed a unified model of the official's competencies. At the same time, the Moscow City Government's core values were formulated - orientation towards residents, the desire to legally solve problems and act for the public good rather than personal goals, the desire to contribute to the development of territories⁵. The main qualities of a prospective candidate for office were identified: the ability to lead, to recognize the need to uphold legal norms for the public good, to be result-oriented, and to be an effective negotiator.

Nevertheless, does the modeled image of a citizen meet the requirements for a candidate for office or are there other ways of constructing a satisfactory image of a citizen? Another way to implement the state policy on constructing the image of a citizen is to hold contests calling for increased civic responsibility. Thus, within the framework of the national project «Education» in 2023 the contest «My Country - My Russia» was held for initiative residents of the country, who are concerned about the fate of their region, who are ready to implement their own projects to improve the quality of life and solve socio-economic problems in their region. It is noteworthy that the organizers of the contest were public organizations that had the support of the executive bodies of the Russian Federation. It was assumed that participation in the contest «My Country - My Russia» is an opportunity to contribute to the development of the region, to develop personal and professional competencies, to receive support

⁵ Sarkisov G. Official of a new type: a model of competencies // Tverskaya,13/ Moscow Government. - 2014. - № 132. - URL: <https://mguu.ru/wp-content/uploads/2014/11/tvrsk13.pdf> (date of circulation 23.03.2024).

for the project from the Russian authorities, and to implement the project at the expense of grant funds⁶.

Modeling of the image of an ideal citizen in Russia occurs through the integration of state structures and non-state associations of people, forming a mutualism in which state and non-state associations would be incomplete: as the state without civil society, and civil initiatives without the support of the authorities. Therefore, the work to identify active members of society in the image of an ideal citizen is the result of the efforts of the whole society, not just the authorities.

Also, there are other approaches to image modeling. One of them is the association method. It consists in creating a list of associations related to the image. Then it is necessary to select the most appropriate associations and use them when creating the image. The construction of the image according to this method can be based on the historical and cultural wealth of any state. So, in Russian history we can find associations to the image of a hero-patriot, which are based on the achievements of historical personalities, such as:

1. Alexander Nevsky - Prince of Novgorod and Vladimir, famous for his victories over the Swedes and Germans in the 13th century. His name became a symbol of Russian patriotism.

2. Dmitry Donskoy - Prince of Moscow, who led the united armies of the Russian principalities against the Golden Horde in the Battle of Kulikovo in 1380.

3. Mikhail Kutuzov - Field Marshal General of the Russian army who commanded troops in the Patriotic War of 1812 against Napoleon Bonaparte.

4. Georgy Zhukov - Marshal of the Soviet Union, chief commander of the Red Army during the Great Patriotic War of 1941-1945.

⁶ All-Russian contest "My country is my Russia": official website. -2017-2027. - URL: <https://www.moyastrana.ru/> (date of reference: 23.03.2024).

5. Yuri Gagarin - the first cosmonaut in the history of mankind, who became a symbol of Soviet and Russian scientific progress and heroism.

As for, Chinese history, the associations to the image of a patriotic hero based on the achievements of historical personalities will be as follows:

1. Huang Zhongshan - a military leader of the Three Kingdoms era, who was famous for his courage and loyalty to the Han dynasty.

2. Zhuge Liang - a famous strategist and statesman of the Three Kingdoms era, who made a great contribution to the defense and strengthening of the Shu State.

3. Yue Fei - a hero of the period of the Five Dynasties and Ten Kingdoms, who was famous for his military successes and unwavering loyalty to the Song Dynasty.

4. Zhao Huzhang - leader of the Taiping Tianguo peasant uprising who fought for social justice and equality in the 19th century.

5. Zhou Enlai - the first Prime Minister of the People's Republic of China after the founding of the PRC in 1949, who played a key role in developing the country and strengthening its independence.

Another method is the method of analogy. Here it is necessary to find an analogy between an object or phenomenon and some other object or phenomenon. Creating an image of an ideal citizen can be done by using the method of analogy. For this purpose, it is possible to draw a parallel between the characteristics of an ideal citizen and the properties of some known object or phenomenon.

For example, an analogy can be drawn between an ideal citizen and an athlete. Like an athlete, the ideal citizen should be disciplined and goal-oriented. He should strive to achieve high results in his activities, as well as constantly improve and develop. Also like an athlete, an ideal citizen must be prepared for difficulties and overcome them with confidence and determination. Accordingly, Athletes in the State Duma of the Russian Federation are represented in different political parties and

factions. Among the deputies there are former professional athletes, as well as honored coaches and sports figures. Here are some of them:

1. Vladislav Tretiak - member of the United Russia party, three-time Olympic hockey champion.

2. Irina Rodnina - member of the United Russia party, three-time Olympic champion in figure skating.

3. Svetlana Zhurova - member of the United Russia party, Olympic champion in speed skating.

4. Anton Shipulin - member of the United Russia party, Olympic biathlon champion.

5. Murat Khasanov - member of the United Russia Party, Olympic medalist in Greco-Roman wrestling.

Information about athletes who are members of the National People's Congress is not widely known, because in China political positions are usually held by party functionaries and officials, not public figures like athletes. However, it is known that famous athletes, such as gymnast Li Ning, have been members of the National People's Congress in the past. She became a member of the National People's Congress in 2008 and represented the National People's Congress until 2013.

Thus, using the method of analogy allows us to create a vivid and memorable image of an ideal citizen, which can become a reference point for all people striving for excellence. And also, for citizens who are ready to build a political career based on this strategy.

There is also the method of comparison. It consists of comparing different objects or phenomena with each other and finding common features. These commonalities are then used in creating an image. Creating an image of an ideal

citizen can be accomplished by using the method of comparison. This can be done by comparing the characteristics of the ideal citizen with certain objects or phenomena.

For example, one can compare an ideal citizen with a clean mirror. Like a mirror, an ideal citizen should reflect the surrounding reality without distortion. He should see and understand the problems of society and strive to solve them. Also like a mirror, the ideal citizen should be transparent and open to all.

Another comparison is that the ideal citizen is like a fire. Fire can be a source of light and warmth as well as a destructive force. In the same way, an ideal citizen should be a source of goodness and light for society, but at the same time should be ready to fight negative phenomena and defend his principles.

We can also compare the ideal citizen to a flower. Like a flower, an ideal citizen should be beautiful and attractive to others. He should be kind, responsive and ready to help others. But at the same time, like a flower, an ideal citizen should be resilient and ready to face difficulties.

Thus, using the method of comparison allows us to create a vivid and memorable image of an ideal citizen, which can become a reference point for all people striving for perfection.

Building an image of the ideal citizen is a reality facing the government of countries today. It is a way of disseminating values and encouraged patterns of behavior that are necessary for building a stable society and public administration of the society.

1.2 Cultural industries as a tool of political influence

Social and cultural changes since the beginning of the 20th century have influenced the emergence of cultural industries and a significant transformation of culture and cultural phenomena in the industry. Representatives of the Frankfurt School see in this phenomenon an opportunity to establish control, whether state or economic, over the individual. Thus, the German-American philosopher Herbert Marcuse in his monograph «One-Dimensional Man» writes «that society has never before known such a volume of domination over the individual»⁷. Modern society has the capacity to contain changes in the structure of society, its processes, functions and values, so that essentially new institutions are established, to which we might refer the emergence of cultural industries. According to the philosopher's conviction, it is in «this capacity that the exceptional achievement of the advanced industrial society probably lies to the greatest extent; the general endorsement of the National Goal, the two-party politics, the decline of pluralism, the collusion between Business and Labor within a strong State testify to the fusion of opposites that is both the result and the prerequisite of this achievement»⁸.

Thus, the sphere of economy is gradually absorbing the sphere of culture: marketing promotion of cultural services, introduction of a system for assessing the quality of performance of cultural institutions, collection of statistical data on the demand for cultural events - this phenomenon is written about by employees of cultural institutions⁹ as well, as well as graduates of higher educational institutions of the Russian Federation¹⁰.

⁷ Marcuse G. One-dimensional man / Marcuse; [translated from English by A. Yudin]. - Moscow. : "REFL-book", 1994. - S. XI. -; 10 000 ex. - ISBN 5-87983-016-0. P.5.

⁸ The same. P. XIV-XV.

⁹ Lukina S.V. The use of marketing technologies in the activities of cultural and leisure institutions of the Novgorod region // Cultural Review № 2. Informational and analytical collection - Veliky Novgorod. - 2010. - C. 95-101.

¹⁰ Batenskaya A. A. A. Marketing communications as a means of promoting cultural and leisure services (on the example of KCD "Europe-Club" in Yakutsk) // Belgorod State National Research University (NIU "BelGU"). - Belgorod, 2016. - C. 76. - URL: <https://journ.bsu.edu.ru/vkr/26.pdf> (date of access: 20.03. 2024).

The expansion of the sphere of influence of the economy became a prerequisite for the emergence of cultural industries, which influenced the formation of the issue of studying the theoretical and methodological basis of this term with the emergence of various approaches and theories since the mid-twentieth century.

Most researchers distinguish two concepts of understanding cultural industries, formed within the framework of cultural studies and cultural economics, which will allow us to approach the issue of understanding the target orientation of cultural industries. It should be noted that this distinction is somewhat conditional, as in the scientific literature there are two different ways to understand cultural industries, the provisions of which do not fully correlate with each other. Most often we are talking about «cultural industries» and «creative industries», which in itself indicates the existence of contradiction in the process of theoretical understanding of this phenomenon. Also, the legislation of the Russian Federation does not enshrine the definition of cultural (creative) industries, but only lists the spheres that can be attributed to this term: «industrial design, fashion industry, music industry, film industry, television, production of computer games, gallery business, publishing business and bookselling, advertising production, mass media»¹¹.

As for China, in March 2001, the 4th session of the 9th National People's Congress approved the «Basic Provisions of the Tenth Five-Year Plan for Economic and Social Development»¹², which adopted proposals on cultural industries and their policies, and included the development of cultural industries in China in the general strategy for economic and social development. And in 2002, the report of the 16th National Congress of the CPC stated that «a developed cultural industry is a prosperous socialist culture in a market economy and the main way to meet the spiritual culture needs of the masses»¹³. At the same congress, the policy of Chinese

¹¹ Russian Federation. Laws. Fundamentals of State Cultural Policy: Approved by the Decree of the President of the Russian Federation of December 24, 2014 № 808. - Moscow. - P. 9. URL: <http://static.kremlin.ru/media/acts/files/0001201412250002.pdf> (date of reference: 20.03. 2024).

¹² Basic Provisions of the Tenth Five-Year Plan of Economic and Social Development // Zhenmin Zhibao. 2001. March 18. № 1.

¹³ Jiang Zemin. Comprehensively build a society of small wealth, open up new prospects for the cause of socialism with Chinese characteristics. Report at the 16th National Congress of the CPC // Zhenmin Zhibao. 2002. November 18. № 1.

cultural industry was formed. At the same time, it is important to answer that «Chinese cultural industry policy» includes two meanings. In the first meaning, the key element will be the word «policy», that is, the emphasis will be specifically on the system and implementation of Chinese cultural industries. And the second meaning is directly related to the production of cultural industries to China. Comparing the concepts, we would say that «Chinese cultural industry policy» is related to the concept of «cultural activities - activities of preserving, creating, disseminating and assimilating cultural values»¹⁴, adopted in the «Fundamentals of Legislation of the Russian Federation on Culture». Which, to a full extent, does not reflect the true meaning of cultural industries in the legislation of the countries.

Andrei Yakovlevich Flier, a famous Soviet and Russian cultural scientist, also argued about this problem, saying that the canonical definition of cultural industries was formed by the UK Department of Culture, Media and Sport in 1998 as «Activities that are based on individual creativity, skill or talent and that have the potential to create added value and jobs through the production and exploitation of intellectual property»¹⁵. In this definition, culture is understood in a narrow sense as a product of the activity of culture-creating institutions, while omitting its understanding as a tool for regulating people's consciousness and behavior. Flier declares the necessity to develop such terminology that would cover both narrow and broad understanding of the term. The scholar-culturalist introduces the following definition: «Cultural industries are the production of directly cultural or to a significant extent culturally regulated phenomena, which is more or less massive in its volume and highly standardized in most of its characteristics»¹⁶.

As civilization develops, cultural industries acquire such functions as cultural-educational, integrative, informational, educational and recreational. British

¹⁴ Russian Federation. Laws. "Fundamentals of Legislation of the Russian Federation on Culture" (adopted by the Supreme Soviet of the Russian Federation 09.10.1992 N 3612-1) (ed. of 10.07.2023) (with amendments and additions, in force since 22.12.2023). art. 3.

¹⁵ Flier A.Ya. Cultural industries in history and modernity: types and technologies // Information humanitarian portal "Knowledge. Understanding. Mindfulness". - Moscow. - 2012. - № 3. URL: http://zpujournal.ru/ezpu/2012/3/Flier_CulturalIndustries/ (date of address: 20.03.2024).

¹⁶ The same.

researcher Eric Hobsbawm in his monograph «Fractured Time. Culture and Society in the Twentieth Century» calls these properties of cultural industries «the service of the art of power», which educates and informs, «inculcates the state system of values»¹⁷.

Herbert Marcuse also writes about the ideological aspect of cultural industries, arguing that «most of the prevailing needs (to relax, to have fun, to consume and behave according to advertising models, to love and hate what others love and hate) [...] have a social content and function and are determined by external forces over which the individual has no control; the development and ways of satisfying these needs are heteronomous»¹⁸. The follower of the Frankfurt School relates the promotion of cultural needs not on the basis of moral principles of society and the individual, but on the principles taken from a completely different sphere of social life - political, calling cultural industries a new form of political control of power over the individual and society. Whereas modern Western society is positioned as a democratic society in which «the only source of power [...] is its multinational people»¹⁹.

As mentioned above, the economy becomes the main engine of progress because it is inextricably linked to competition. The state is inside this process, but the struggle for limited resources alone is not enough to take control of the population, which is the source of power. That is why the power has the need to fight for their opinion as well, controlling it, establishing the primacy of state power and «state opinion». «Independence of thought, autonomy and the right to political opposition are deprived of their fundamental critical function in a society which, as is

¹⁷ Hobsbawm E. Fractured Time. Culture and society in the twentieth century / E. Hobsbawm; [translated from English by N. Okhotin]. - Moscow. : ACT: CORPUS. - 2017. - 384 c. - ISBN 978-5-17-086564-2.

¹⁸ Marcuse G. One-dimensional man / Marcuse; [translated from English by A. Yudin]. - Moscow. : "REFL-book", 1994. - P. 7 -; 10 000 copies. - ISBN 5-87983-016-0.

¹⁹ Russian Federation. Laws. Constitution of the Russian Federation: Adopted by popular vote on 12.12.1993 with amendments approved in the course of all-Russian voting on July 1, 2020, (taking into account the amendments introduced by the Laws of the Russian Federation on Amendments to the Constitution of the Russian Federation of 30.12.2008 № 6-FKZ, of 30.12.2008 № 7-FKZ. - Moscow. - Consultant Plus. - URL: http://www.consultant.ru/document/cons_doc_LAW_28399/ (date of address: 25.02.2024). - Art. 3, par. 1.

evident, is becoming increasingly capable of meeting the needs of individuals thanks to the appropriate way of organizing them»²⁰.

Society develops as norms and rules of behavior are created; the more complex the structure of society, the more requirements are imposed on the individual, which is where Hobsbawm of the Frankfurt School sees «domination over the individual». The governing role is assigned to the state, which means the establishment of «boundaries of permissible behavior» relating not only to the material, but also to the spiritual sphere. Therefore, each person lives in a world in which he or she has to fight not only for limited resources, but also for his or her own «I», for personal opinion, for his or her leisure time. If at the beginning of the XX century this dilemma was solved by totalitarian forms of control, now cultural industries, which can be correlated with the concept of «soft power», are coming to the forefront of society. Their actions are manifested in cultural, economic and political aspects, respectively, the third aspect proposed by E. Hobsbawm and G. Marcuse should be included in A. Flier's definition because of the heteronomous influence on modern cultural industries through the economy and economic institutions, politics and political institutions, trends of cultural traditions and social unrest.

Cultural industries are the production of directly cultural or substantially culturally regulated phenomena *and values*, which is more or less massive in volume and highly standardized in most of its characteristics, and which is *heteronomous in nature*.

According to A. Flier, the goal of cultural industries is to stimulate people to collective forms of life activity in order to create a desire for «normative consumption» that makes sense only in a collective. That is, the level of socialization of cultural consumers will increase, which will eventually lead to a unified public opinion and cloning of ideas and meanings. Therefore, the purpose of cultural industries is «to stimulate, maintain and ensure the collective character of human life

²⁰ Marcuse G. One-dimensional man / Marcuse; [translated from English by A. Yudin]. - Moscow. : "REFL-book", 1994. - P. 2 -; 10 000 copies. - ISBN 5-87983-016-0.

activity, its sustainability and productivity in collective forms»²¹ *and the maintenance and consolidation of control over society*. Management of the collective nature of human life is possible through the creation of ideal images or encouraged patterns of behavior, which are transmitted by the state and represent the quintessence of values and meanings laid down through so-called cultural activities.

²¹Flier A.Ya. Cultural industries in history and modernity: types and technologies // Information humanitarian portal "Knowledge. Understanding. Mindfulness". - Moscow. - 2012. - № 3. URL: http://zpujournal.ru/ezpu/2012/3/Flier_CulturalIndustries/ (date of address: 20.03.2024).

Chapter 2 Practices of State Management of Cultural Industries in Russia and China

2.1 Formation of an Ideal Citizen in Russia

Construction of public consciousness through conceptualized ideas, which express the interests and ideals of various subjects of politics, act as a form of authorization and existence of state power²². Thus, let us consider how the state forms ideological concepts in the sphere of cultural production.

The specificity of ideology is that it is «invisible», but it is present in any society, under any political regime, and every person is constantly in the zone of influence of any system of ideas. Usually, an individual does not notice it, does not realize it, because he or she receives ideological information «portion by portion», which in turn influences the formation of his or her value orientations. At the same time, if we consider ideology systematically, as a certain concept of ideas, it becomes obvious that there are material ideological forms, expressions, sources, directions and objects of influence²³.

Let us focus on the state ideology, the presence of which is usually denied in democratic states, but in the domestic legislation such a concept as «cultural policy» is fixed. In accordance with the «Fundamentals of Legislation of the Russian Federation on Culture» (approved by the Supreme Soviet of the Russian Federation on 09.10.1992 № 3612-1, revision of 30.04.2021) (hereinafter - the Fundamentals), the state cultural policy is «a set of principles and norms that guide the state in its activities to preserve, develop and disseminate culture, as well as the very activities

²² Semigin G. Yu. Ideology / G. Yu Semigin. - Text: Electronic // New Philosophical Encyclopedia: in 4 vol. / Institute of Philosophy of the Russian Academy of Sciences; National Public Science Foundation; Chairman of the Scientific and Editorial Board V.S. Stepin. - Moscow: Mysl. - 2000-2001. - URL: <https://iphlib.ru/library/collection/newphilenc/document/HASHbb6fc2dd8032798c2096bb> (date of access: 25.04.2024).

²³ Yankovskaya L.V. Ideology as a phenomenon of spiritual culture / L.V. Yankovskaya. - Text: Electronic // Bulletin of the Polotsk State University. Pedagogical sciences. Philosophy № 7. Series E. - Polotsk. - 2011. - C. 114-120. - URL: <https://elib.psu.by/bitstream/123456789/750/5/114-120.pdf> (date of reference: 25.04.2024).

of the state in the field of culture»²⁴. State activities in the field of culture are referred to as «cultural activities» - «activities for the preservation, creation, dissemination and development of cultural values»²⁵ and is carried out through its institutions, which are cultural institutions. As a rule, by type of ownership in the Russian Federation they are state and budgetary, which indicates their direct dependence on the orders of the current authorities, including those that are agents (intermediaries) for the dissemination of cultural values.

«Cultural values», according to the Fundamentals, are defined as «moral and aesthetic ideals, norms and patterns of behavior, languages, dialects and colloquialisms, national traditions and customs, historical toponyms, folklore, arts and crafts, works of culture and art»²⁶ and etc. At the same time, most of the terms listed above have no clear definition in Russian legislation. We will also draw attention to the freedom of an individual in determining his/her moral, aesthetic and other values²⁷. Returning to cultural activities, we note that their exercise is an inalienable right of every citizen²⁸, which has the right to establish cultural organizations «for the production, replication and dissemination of cultural property, goods and cultural mediation».²⁹

On the one hand, each person is free to choose his or her own moral and aesthetic values, but on the other hand, the state can ensure their protection only if it «agrees» with them. A clear example is the entry into force of the Federal Law «On Control over the Activities of Persons Under Foreign Influence» of 14.07.2022 N 255-FZ (latest edition)³⁰. Thus, with the implementation of this law, persons who broadcast values and information that do not correspond to the state position are

²⁴ Russian Federation. Laws: Fundamentals of the legislation of the Russian Federation on culture: approved by the Supreme Court of the Russian Federation 09.10.1992 № 3812-1; ed.from 30.04.2021. - URL: http://www.consultant.ru/document/cons_doc_LAW_1870/ (date of circulation: 25.04. 2024). - Art. 3

²⁵ The same.

²⁶ The same.

²⁷ The same. Art. 11.

²⁸ The same. Art. 8.

²⁹ The same. Art.15.

³⁰ Russian Federation. Laws: Federal Law of 14.07.2022 N 255-FZ (edition of 15.05.2024) "On control over the activities of persons under foreign influence". - URL: https://www.consultant.ru/document/cons_doc_LAW_421788/ (date of circulation: 25.04.2024).

declared foreign agents, have a number of significant restrictions on the implementation of their activities, including teaching activities in public institutions and are deprived of the right to receive state financial and other property support³¹.

As mentioned above, the core activities of cultural institutions are «activities for the preservation, creation, dissemination and appropriation of cultural values»³² with reliance on the orders of the current government. Accordingly, the activities of cultural institutions are inextricably linked to the fulfillment of the state order: municipal assignment for the reporting period, holding public holidays, patriotic events, and compliance with the established norms of material and technical equipment and quality of services provided. This activity is of a regulatory and legal nature, the purpose of which is to create a unified cultural space within the framework of a multinational country.

As a typical example, cultural events such as festivals, exhibitions, concerts and plays also play an important role in the formation of an ideal citizen. In Russia, there are many cultural events that have been established by the government of the Russian Federation that contribute to the formation of an ideal citizen. Some of them are:

1. Victory Day is an annual event celebrated on May 9 to commemorate the Soviet Union's victory over Nazi Germany in World War II. On this day, parades, concerts, exhibitions and other events are held to help keep alive the memory of the heroism and sacrifices made during the war.

2. People's Unity Day is a public holiday celebrated on November 4 and dedicated to the liberation of Moscow from Polish invaders in 1612. On this day, various events are held to strengthen national unity and patriotism.

3. The Russian Field Festival is an annual festival held in Moscow and dedicated to Russian culture and traditions. The festival includes concerts,

³¹ The same. Art. 11.

³² Russian Federation. Laws: Fundamentals of Legislation of the Russian Federation on Culture: approved by the Supreme Court of the Russian Federation 09.10.1992 № 3812-1; ed.from 30.04.2021. - URL: http://www.consultant.ru/document/cons_doc_LAW_1870/ (date of circulation: 25.04. 2024). - Art. 3.

exhibitions, master classes and other events that help preserve and develop Russian culture.

4. Russia Day is a public holiday celebrated on June 12 and dedicated to the adoption of the Declaration of State Sovereignty of the RSFSR in 1990. On this day, various events are held to strengthen national unity and patriotism.

5. Knowledge Day is an annual event celebrated on September 1 and dedicated to the beginning of the school year. On this day, ceremonial rulings, concerts and other events are held to help children and teenagers realize the importance of education and personal development.

Let us highlight the forming elements of the image of an ideal citizen: a sense of patriotism and pride in the victories of his homeland, a sense of unity with the people, a sense of pride in the cultural achievements of the people.

It should be noted that in the structure of Russian law there is a clear delineation of authority between levels of government, and the orders of the Ministry of Culture of the Russian Federation apply directly to departmental organizations, as well as to regional and local authorities in the field of culture. Thus, the Order of the Ministry of Culture of the Russian Federation of February 20, 2015 No. 277³³ on the requirements and form of information on the activities of cultural organizations placed on official websites applies to all Russian cultural institutions.

Also, population management is more effective on the basis of universally recognized values, so, referring to the concept of American political scientist Joseph Nye about «soft power» we note that the perceiving citizen is not subject to imposition or stimulation, he independently «chooses» to adhere to the ideas broadcasted to him or not. Therefore, the activity of the state can be reduced to the maintenance of a heteronomously functioning social system in a unified semiotic

³³ Russian Federation. Laws. Order of the Ministry of Culture of the Russian Federation from February 20, 2015 № 277 "On Approval of the requirements for the content and form of information on the activities of cultural organizations, placed on the official websites of the authorized federal executive body, state authorities of the subjects of the Russian Federation, local governments and cultural organizations in the Internet". - URL: <https://mintrud.gov.ru/docs/mintrud/analytics/65> (date of circulation: 25.04. 2024).

field. The most relevant example is «state advertising», which is a direct reflection of the values broadcast by the ruling power.

As the new coronavirus infection spread, public advertising became more visible, with calls for vaccination on billboards, on buses, and in public places with audio and video advertisements. Covid19 vaccination statistics clearly demonstrate the soft impact of advertising as a cultural industry. Thus, as of May 20, 2022, the percentage of vaccinated people is 55.4% of the total population of Russia³⁴.

A typical example of «education» of the patriotic mindset of the society is the spreading of the symbol of the special military operation in Ukraine «Z», as well as the use of hashtags «#Support Our Own», «#Never Leave Our Own». People's opinion on the reasons for the military operation corresponds to the state position: 26% of respondents believe that the purpose of the operation is to protect the Russian-speaking population of the DNR and LNR, 20% - to prevent the deployment of NATO military bases on Ukrainian territory, and 20% believe that the operation is being carried out in order to demilitarize Ukraine³⁵.

The practice of allocating funds from the state budget to support the arts is also classic. The Russian Federation provides support for the production of national feature films by the state non-profit organization Kino Fund and the Ministry of Culture. «The projects submitted for selection must meet the requirements of Russian legislation, including (but not limited to) limitation of tobacco smoking demonstration and use of profanity, prohibition of propaganda of narcotic drugs, psychotropic substances, prohibition of propaganda or agitation inciting social, racial, national or religious hatred, propaganda of extremist activities and use of extremist materials, pornography»³⁶. On the one hand, there are no explicit restrictions, but on

³⁴ Coronavirus vaccination statistics . - Text: Electronic // Gogov. - URL: <https://gogov.ru/articles/covid-v-stats> (date of reference: 25.03.2024).

³⁵ Special military operation in Ukraine: attitude and goals. [Electronic resource: statistical data]: Vtsiom. URL: <https://wciom.ru/analytical-reviews/analiticheskii-obzor/specialnaja-voennaja-operacija-v-ukraine-otnoshenie-i-celi> (date of reference: 21.05.2024).

³⁶ Russian Federation. Laws. Conditions for granting Funds, p. 3.7. Order of the Government of the Russian Federation No. 5 of 19.01. 2022 "On Approval of the Procedure and Conditions for Providing Financial Support for the Production of National Films on a Repayable Basis at the Expense of the Federal Fund for Social and Economic Support of

the other hand, the creators of film projects in need of financing must comply with the conditions for the provision of funding in order to realize their own vision of current issues and problems in Russian society.

We can identify the following formative elements of the image of an ideal citizen: readiness to defend their homeland, to support the defenders of our fatherland, to share the policy and values of the state.

Film production is traditionally considered a cultural industry, so attention should also be paid to analyzing pro-state films when identifying the image of the citizen. There are some of them:

«The Fate of Man» (1959), a movie directed by Sergei Bondarchuk based on the short story of the same name by Mikhail Sholokhov. The main character Andrei Sokolov - a model of true Russian character, the embodiment of those qualities that have always helped our people to withstand the most difficult trials.

«The Communist» (1957) - a movie directed by Julius Raizman. The main character Vasily Gubanov is a simple working guy, a communist, in love with his work and dreaming of building a bright future for his country.

«Ballad of a Soldier» (1959) - a movie directed by Grigory Chukhrai. The main character Alexei Skvortsov is a young soldier who saves the commander at the cost of his own life. The movie shows that even in the most terrible years of war a man is able to remain a true hero and patriot of his country.

«White Tiger» (2012) is a movie directed by Karen Shakhnazarov. The main character is a Soviet tank driver Ivan Naidyonov, who engages in a battle with a mysterious German ghost tank «White Tiger». The movie shows that a true hero is not afraid of death and is ready to give his life for his homeland.

«Legend No. 17» (2012) is a movie directed by Nikolai Lebedev. The main character is the famous Soviet hockey player Valery Kharlamov, who thanks to his talent and perseverance was able to reach great heights in sports and become a legend of world hockey.

Let us single out from these films the forming elements of the idea of an ideal citizen in today's Russia: to give oneself completely for the sake of the people's victory over the enemy, a human attitude to others, to be a hero of one's country, to be gifted in some sphere, persistence in achieving the goal.

In addition, the formation of an ideal citizen in Russia occurs through culture by transmitting values, norms and traditions that are considered important to society. One of the ways of forming an ideal citizen is education. Schools and universities teach children and youth history, literature, art, and other areas of culture that help develop critical thinking and understanding of the world around us.

The formation of preferred behavioral patterns is also protected through the education system. There are various patriotic education programs in Russian schools. Here are some of them:

1. «I am a Citizen of Russia» is a program that aims to form in schoolchildren a civic identity, patriotism and respect for the history and culture of their country. Within the framework of this program, various activities such as civics lessons, excursions to museums and historical sites, participation in patriotic actions and projects are carried out.

2. «Yunarmia» is an all-Russian children's and youth military-patriotic social movement, which was established in 2016. The purpose of the movement is to foster in children and adolescents a sense of patriotism, love for their country and respect for its history and culture. The program includes various activities such as sports competitions, lessons in courage, excursions to military units and museums.

3. «Raising Patriots» is a program aimed at fostering in pupils a sense of patriotism and love for their country. As part of this program, various activities are carried out, such as civics lessons, excursions to museums and historical sites, and participation in patriotic actions and projects.

4. «Heroes of the Fatherland» is a program that aims to foster in schoolchildren a sense of patriotism and respect for the heroes of their country. Within the framework of this program, various activities such as civics lessons, excursions to museums and historical sites, participation in patriotic actions and projects are carried out.

These are just some of the patriotic education programs that exist in Russian schools. Each school may have its own programs and activities aimed at fostering in children and teenagers a sense of patriotism and love for their country.

Let us highlight the formative elements of the image of a citizen through education as an element of culture. An ideal citizen is a patriot who knows about the achievements of his fatherland and knows about the achievements of the heroes of his country.

Also, it is worth paying attention to all-Russian projects recognized to form the value orientation of a citizen in modern Russian society. Here are some of them:

1. «Russia - the country of opportunities» is a state project that was launched in 2018 and is aimed at supporting and developing talented young people. The project includes various contests, Olympiads, grant programs and other activities that help young people realize their potential and contribute to the development of the country.

2. «Volunteers of Russia» is a state project that aims to develop the volunteer movement in Russia. The project organizes various events aimed at attracting young people to volunteer activities, training volunteers and supporting their initiatives.

3. «Big Change» is a state project that aims to support and develop talented youth. The project includes various contests, Olympiads, grant programs and other activities that help young people realize their potential and contribute to the development of the country.

4. «National projects» are government programs that are aimed at the development of various spheres of life in Russia. Within the framework of these programs various activities aimed at improving the quality of life of citizens,

development of economy, science, education, health care and other spheres are carried out.

Thus, the essence of state management of cultural industries is to influence the citizen through state institutions, as well as through cultural and educational activities. The presence of a unified semiotic system and common values is the basis of stability in any state, so when analyzing the forming elements of an ideal Russian citizen, we turned to state institutions through which it is possible to form common value orientations and encouraged patterns of behavior.

We can identify the main features of an ideal citizen, which are transmitted in the Russian society. To be an ideal citizen is to have an active public position and make efforts to improve life within the state, to provide gratuitous assistance in the realization of socially significant and cultural events, to possess certain skills and abilities. Also, through national projects, the state forms a strategy for the development of Russian society, which is the duty of an ideal citizen to support.

Thus, the main elements of the image of an ideal citizen in Russia are a sense of patriotism and pride in the victories and achievements of his homeland and knows about the achievements of the heroes of his country, a sense of unity with the people, a sense of pride in the cultural achievements of the people. readiness to defend their homeland, to support the defenders of our fatherland, to share the policy and values of the state, to share the policy and values of the state, to give oneself completely for the sake of the people's victory over the enemy, a human attitude to others, to be a hero of one's country, persistence in achieving the goal. To be an ideal citizen - to have an active public position and make efforts to improve life within the state, to provide gratuitous assistance in the realization of socially significant and cultural events, to possess certain skills and abilities. Also, through national projects, the state forms a strategy for the development of Russian society, which is the duty of an ideal citizen to support.

Also, let's consider the constitutional duties of a person and a citizen of the Russian Federation.

The Constitution of the Russian Federation along with the rights of man and citizen enshrines constitutional duties:

- 1) to observe the Constitution of the Russian Federation and laws³⁷;
- 2) to respect the rights and freedoms of others³⁸;
- 3) the duty of parents to take care of their children and their upbringing and the duty of adult able-bodied children to take care of their disabled parents³⁹;
- 4) the obligation of everyone to receive a basic general education and the obligation of parents or persons in loco parentis (adoptive parents, guardians, custodians) to ensure that their children receive education at this level⁴⁰;
- 5) to take care of the preservation of historical and cultural heritage, to protect historical and cultural monuments⁴¹;
- 6) to pay legally established taxes and fees⁴²;
- 7) to preserve nature and the environment, to treat natural riches with care⁴³;
- 8) the duty of citizens of the Russian Federation to protect the Fatherland⁴⁴.

Thus, to the above-mentioned elements of the image of a citizen, we add respect for the rights and freedoms of others, care for children and parents, care for the preservation of the historical and cultural heritage of the Russian Federation, to be a law-abiding taxpayer, to conserve nature, to treat natural resources with care.

Also, let's turn to the sociological survey of the Russian research company VTSIOM on the topic «Citizen and leader: main requirements and qualities». The poll was conducted in all regions of Russia in 2019. The poll presents research data on what qualities are the most valuable in people and public leaders.

³⁷ Russian Federation. Laws. Constitution of the Russian Federation: Adopted by popular vote on 12.12.1993 with amendments approved in the course of all-Russian voting on July 1, 2020, (taking into account the amendments introduced by the Laws of the Russian Federation on Amendments to the Constitution of the Russian Federation of 30.12.2008 № 6-FKZ, of 30.12.2008 № 7-FKZ. - Moscow. - Consultant Plus. - URL: http://www.consultant.ru/document/cons_doc_LAW_28399/ (date of address: 25.04.2024). - Art. 14 part 2.

³⁸ The same. Art. 17, part 3.

³⁹ The same. Art. 38, part 2,3.

⁴⁰ The same. Art. 43, part 4.

⁴¹ The same. Art. 44 part 3.

⁴² The same. Art. 57.

⁴³ The same. Art. 58.

⁴⁴ The same. Art. 59, part 1.

The most valuable qualities in people Russians consider honesty (73%), diligence (51%) and kindness (47%). For 39% of respondents, education is important (39%), and for 30% - benevolence. Non-indifference and sense of humor were named by 28% of respondents each. Every fourth (23%) values self-confidence in people, another 22% - initiative. Straightforwardness as a valuable quality of a person was mentioned by 20% of respondents.

The respondents named honesty as the main quality of a public leader (53%). The same quality our fellow citizens consider the most valuable in other people (73%). The second place in the list of personal qualities of a public leader is occupied by the ability to listen to others (36%). Among people of the older generation (over 60 years old) the ability to listen was mentioned by 40% of respondents. Every third respondent (32%) believes that public leaders should have a good education. An important quality of a leader is his ability to work (27%). At the same time, diligence is one of the most valuable qualities for Russians (51%). Responsibility is an important quality of a leader for 26% of respondents, but responsibility is practically not valued in relation to human qualities (1%).

A quarter (25%) of respondents value fairness in the leaders of public organizations, although it is not significant in the question regarding human qualities (1%). Another 24% of respondents consider kindness as a significant feature of a leader. The main quality of a public leader was mentioned by 23% of Russians as indifference. Also the importance of organizational abilities was highlighted by 23% of respondents. The desire to change the world for the better has become for our fellow citizens a more important quality of a leader of a public organization, so 23% believe.

Thus, let us supplement the above-mentioned elements of the image with such characteristics of an individual as honesty, diligence, kindness, education and benevolence, which actually reflects respect for human rights and freedoms. We take into account citizens' assessment of the qualities of a public leader as a reflection of

the qualities of an ideal citizen: honesty, ability to listen, efficiency and diligence, organizational skills and the desire to change the world for the better.

It is these indicators that we will use in the following comparison of the image of an ideal citizen of Russia and China.

2.2 Formation of an Ideal Citizen in China

The formation of the ideal image of a citizen in China began in ancient times and continues to this day. This process is based on the concept of xiao, which means respect for parents and elders, obedience and submission to authority. The concept of «xiao» is the basic concept of Confucianism and acts as the basis of Chinese society and determines the behavior of citizens of the ancient Chinese kingdom and continues to influence the modern society, along with other principles that were formed by Confucius⁴⁵.

1. Respect for elders and ancestors. Confucius attached great importance to respect for elders and ancestors, as he believed that this was the basis of order and harmony in society.

2. Xiao, or filial reverence. This is one of the key concepts in Confucianism, which means respect and obedience to elders, especially parents.

3. zhong, or loyalty. The ideal citizen should be loyal to his principles and ideals, as well as to his state and ruler.

4. Ren, or humanity. This is one of the most important concepts in Confucianism and means loving people and wanting to help them.

5. Li, or ritual. Confucius placed great importance on rituals and ceremonies because he believed they helped maintain order and harmony in society.

6. Zhi, or wisdom. The ideal citizen should be wise and prudent in order to make good decisions and act in the best interest of society.

7. Xin, or honesty. The ideal citizen should be honest and truthful, as this is the only way to earn the trust of others.

⁴⁵ Lun Yu. Confucius / [translated by L.S. Perelomov]. - Moscow: Oriental Literature, 2001. - C. 180. ISBN 5-02-018024-6.

8. Yi, or justice. Confucius attached great importance to justice and believed that the ideal citizen should strive to make all people equal before the law.

9. Jing, or purity. The ideal citizen should be clean and pure, as this is the only way he can be an example to others.

10. Jing, or wisdom. The ideal citizen should be wise and prudent, as only in this way can he make the right decisions and act in the public interest.

The principles laid down in the teachings of Confucius continue to be reflected in modern Chinese culture. These are respect for elders, parents, devotion to the ideals of the state, desire to help people, observance of rituals (traditions), actions in the interests of society, the sense of honesty and justice.

By analogy with the identification of elements of the image of an ideal citizen, let us turn to cultural events such as festivals, exhibitions, concerts and plays also play an important role in the formation of an ideal citizen.

In China, there are many cultural activities that contribute to the formation of an ideal citizen. Some of them are:

1. Lantern Festival is a traditional Chinese festival that is celebrated on the 15th day of the first month of the lunar calendar. Various activities such as lantern exhibitions, fireworks and dragon dances are held on this day.
2. Dragon Boat Festival is a traditional Chinese festival celebrated on the fifth day of the fifth month of the lunar calendar. Various activities such as dragon boat races, eating long noodles (which symbolizes longevity) and dragon dances are held on this day.
3. Spring Festival is a traditional Chinese festival celebrated on the first day of the first month of the lunar calendar. Various activities are held on this day, such as dumpling eating (which symbolizes family unity), setting off fireworks, and dragon dancing.

4. Double Nine Festival is a traditional Chinese festival that is celebrated on the ninth day of the ninth month of the ninth month of the lunar calendar. Various activities are held on this day, such as eating «double nine» (which symbolizes longevity), launching lanterns and dragon dances.
5. The Founding Day of the Communist Party of China (CPC) is celebrated every year on July 1. It is a public holiday in China and is also known as CPC Founding Day. The celebration begins with official ceremonies attended by high-ranking officials and party members. Various events are held on this day, including parades, concerts, exhibitions and other cultural activities. Fireworks and light shows are organized in cities. Overall, CPC Founding Day is a time for Chinese people to take pride in their history and achievements, and to express their gratitude and support for the Communist Party of China.

Interestingly, the major cultural events in China are related to cultural traditions that originate deep in the roots of Chinese culture. Each listed holiday is accompanied by the performance of special rituals, cultural traditions that symbolize the unity of the family and longevity. Based on this, we can identify the following elements that form a citizen: observance of rules, reverence for culture and family, to take pride in their history and achievements.

Advertising, as a phenomenon, represents an integral part of the modern world - a world of fragmentation, collages, filled with sliding reference points and connections⁴⁶. Therefore, when analyzing the formative elements of the image, attention should be paid to the state and social advertising. According to the Chinese advertising researcher Zhou Shuzhu, the main emphasis in the production of advertising is on the relationship between the interests of consumers and producers⁴⁷ or, as in our case, citizens and the state. Today, social advertising contributes to the management of social processes. Formally, the Law of the People's Republic of China «On Advertising», which came into force on February 1, 1995, does not use

⁴⁶ Baudrillard J. The System of Things / Translated from the French. S. Zenkin. M., 1995. C. 135-163

⁴⁷ Zhou Shezhu. Advertising. Beijing, 2004.

the concept of «social advertising»⁴⁸, However, in fact, it is widely represented. The propaganda of social and public goods, socially correct behavior or the fight against vices and threats is conducted under the control of the state. Government agencies and municipal authorities include it in the structure of official propaganda at the international, national and regional levels. That is why we are talking specifically about social advertising in China as an instrument of state social policy.

In connection with the pension reform in 2005, the PRC conducted an information and advertising campaign in the media. For example, a website for pensioners explains the new pension reform projects in detail and featured a promotional video with the phrase: «Pension provides your life like your son»⁴⁹. Mainly, the changes affected the leisure time of the elderly people, who were now entitled to a pension. Thus, the channel «News SSTU-1» showed a thirty-second video about the life of pensioners. In the morning an elderly couple is exercising in the park, in the afternoon they study at the University for the Elderly, in the evening they watch TV with their grandson. In the process of showing the commercial there is quiet music, one can feel the calm rhythm of life⁵⁰.

In this way, the Chinese government demonstrates a recommended pattern of behavior for its citizens and also utilizes the basic Chinese principle of «filial reverence».

The formative elements of the image of an ideal citizen, demonstrated in terms of the qualities a Chinese hero should possess: courage, patriotism, selflessness, professionalism, humanism, selflessness; demonstrated in the following films produced in China:

⁴⁸ Law of the People's Republic of China "On Advertising" translated into Russian // ChinaPRO - All China: Business Internet Journal. URL: <http://www.china-pro.ru/law/7> (date of access:30.04.2024).

⁴⁹ Zhang Rong Social advertising in China as an instrument of state social policy // Vestnik URAO. 2010. №4. URL: <https://cyberleninka.ru/article/n/sotsialnaya-reklama-v-kitae-kak-instrument-gosudarstvennoy-sotsialnoy-politiki> (date of address: 30.04.2024). P. 15-16.

⁵⁰ The same.P.16.

«Heroic Spirit» (1997), a movie about a group of Chinese soldiers who defend their country during war.

«Operation Red Sea» (2008), a movie about a group of Chinese doctors who save the lives of soldiers during the war.

«Homecoming» (2014) is a movie about a group of Chinese soldiers who return home after the war.

«My Spy» (2019) is a movie about a group of Chinese spies who fight terrorism.

«Dragon Warrior» (2020) is a movie about a group of Chinese soldiers who defend their country from an outside enemy.

In modern China, the formation of an ideal image of a citizen is carried out through the education system. Schoolchildren and students study the history of China, its culture and traditions, and learn the rules of behavior in society. The educational work carried out in schools and universities also plays an important role. «Heart of the Motherland», «Young Pioneers», «Red Flag» are programs that are aimed at forming in schoolchildren a sense of patriotism and love for their country. These programs include various activities such as civics lessons, excursions to museums and historical sites, and participation in patriotic actions and projects. Under the Red Sports program, various sporting events such as soccer, basketball and other sports competitions are held.

The state nurtures «ideal citizens» through fostering a sense of patriotism, physical education of the citizen, and exposure to the historical and cultural values of China and the Communist Party.

In China, there are several national projects that aim to create an image of an ideal citizen. Some of them are:

1. The Path to Rebirth Project is a program that aims to promote education and science in China. Under this program, various activities are carried out to improve the quality of education and scientific research.

2. Building a Strong Military Project is a program that aims to strengthen China's military power. Under this program, various activities are carried out to improve the combat readiness and efficiency of the armed forces.

3. The Nation's Health Project is a program that aims to improve the health of China's population. Under this program, various activities are carried out to prevent diseases, improve the quality of medical care and increase the level of physical activity.

4. Cultural Heritage Project is a program that aims to preserve and develop China's cultural heritage. Under this program, various activities aimed at preserving historical monuments, traditions and customs are carried out.

5. To some extent, we can talk about the functioning of the social rating system in China, which is formed on the basis of the encouraged and disapproved actions of a citizen. The higher the rating, the easier it is for a citizen to take advantage of social benefits. For example, the number of penalty points should not exceed more than 12 per year (points are reset annually), otherwise, a citizen will have to go through the driving school again and get a license again⁵¹.

Thus, China's political strategy for the formation of a citizen consists of the following elements: increasing the level of education, increasing the military power of the state, caring for the health of the nation, caring for the historical and cultural heritage, and based on a system of approved citizen action.

The People's Republic of China also sets forth the requirements for a citizen, the duties he or she must fulfill, namely:

⁵¹ Public telegram channel "China life inside out Alexei Raysky". On the responsibility for speeding in China. URL: <https://t.me/chinabackdoor/760> (accessed on 30.04.2024).

1. Spouses - husband and wife - are obliged to carry out birth planning. Parents are obliged to support and raise minor children, adult children are obliged to support and maintain their parents. Violation of the freedom of marriage and abuse of the elderly, women and children are prohibited⁵².

2. Citizens of the People's Republic of China have a duty to protect the unity of the state and the cohesion of all nationalities in the country⁵³.

3. Citizens of the People's Republic of China are obliged to abide by the Constitution and laws, keep state secrets, protect public property, observe labor discipline and public order, and respect the norms of public morality.⁵⁴

4. Citizens of the People's Republic of China shall safeguard the security, honor and interests of the motherland, and shall not commit acts detrimental to the security, honor and interests of the motherland⁵⁵.

5. Defense of the fatherland and repulsion of aggression is the sacred duty of every citizen of the People's Republic of China. Military service and participation in the people's militia are honorable duties of citizens of the People's Republic of China in accordance with the law⁵⁶.

6. Citizens of the People's Republic of China are required by law to pay taxes⁵⁷.

Thus, the forming elements of the image of an ideal citizen based on the duties of a citizen to the state are: taking care of one's family, defending the state unity and cohesion of all nationalities in China, observing and respecting the laws of China, defending and protecting the fatherland, and paying taxes.

⁵² People's Republic of China. Laws. Constitution of the People's Republic of China 1982 (with amendments of 1988, 1993, 1999, 2004). (in Russian). URL: <https://clck.ru/3AjtDt> (date of access: 30.04.2024). Art.49.

⁵³ People's Republic of China. Laws. Constitution of the People's Republic of China 1982 (with amendments of 1988, 1993, 1999, 2004). (in Russian). URL: <https://clck.ru/3AjtDt> (date of access: 30.04.2024). Art.52.

⁵⁴ The same. Art.53.

⁵⁵ The same. Art.54.

⁵⁶ The same. Art.55.

⁵⁷ The same. Art. 56.

The concept of citizenship continues to appear in policy directives issued during the era of President Xi. A prime example is the «Guidelines on Establishing Moral Codes of Citizens in the New Era»⁵⁸. These guidelines were originally issued in 2001⁵⁹, but have been updated by the Xi administration in 2019. The Chinese administration uses legal education in the civic education programme to achieve public legitimacy, it inevitably incorporates concepts related to citizenship such as democracy and rights. In doing so, the Xi administration seeks to combine the socialist ideological framework with traditional Chinese culture in the formation of citizenship values.

This is particularly evident in the concept of the Chinese Dream. The term was first coined in November 2012 by Chinese President Xi Jinping, who invested it with the meaning of «China's Dream of the Great Revival of the Chinese Nation». The components of the «Chinese dream» concept are a strong and wealthy state, national revival, and people's happiness. With increased attention to Confucian traditions and preservation of the ideological slogan: «Socialism with Chinese specificity». According to Xi Jinping, the «Chinese dream» is the quintessence of the Chinese people's centuries-old thoughts, hopes and aspirations for building a just society, a society in which the country's citizens will live in prosperity, as well as for China's place on the world stage, which would correspond to the economic and political successes the country has achieved and reflect its greatly increased military power. «After 170 years since the beginning of the Opium Wars, we are now closer than ever before in history to the goal of the great rejuvenation of the Chinese nation, we are more full of confidence and ability than ever before to realize this mission», Xi Jinping said. Speaking of the «Chinese dream» and appealing to the national feelings of the Chinese people, Xi Jinping was referring first and foremost, of course, to the process of further strengthening the Chinese state, its progressive development in

⁵⁸ Guanyu Shenhua Xinshidai Xuexiao Sixiang Zhengzhi Lilunke Gaige Chuangxin De Ruogan Yijian.” Several Opinions on Further Reforming and Innovating Ideological and Political Theory Courses in the New Era’s Education. URL: https://www.gov.cn/zhengce/2019-08/14/content_5421252.htm (date of access: 30.04.2024).

⁵⁹ “Gongmin Daode Jianshe Shishi Gangyao.” Implementation Guidelines to Construct Civic Moral Codes. URL: http://www.gov.cn/gongbao/content/2001/content_61136.htm . (date of access: 30.04.2024).

political, social, economic, cultural and other spheres, with an emphasis on increasing the well-being of the Chinese nation. «To realize the 'Chinese dream,' the country must follow the Chinese path and preserve its national spirit. After all, the 'Chinese dream' is the dream of the entire nation. And we realize how important it is for us to be united with the people. Our main task is to benefit the people», Xi Jinping said.

Thus, the main formative elements of the image of an ideal citizen in China are based on the modern interpretation of Confucius' teachings, the ideas of socialist ideology and the desire to instill legal literacy in Chinese citizens. So, formative elements of the image of an ideal citizen in China: respect for elders, parents, devotion to the ideals of the state, desire to help people, observance of rituals (traditions), actions in the interests of society, the sense of honesty and justice, observance of rules, reverence for culture and family, to take pride in their history and achievements, existence of recommended pattern of behaviour for its citizens and also utilises the basic Chinese principle of «filial reverence», the qualities a Chinese hero should possess: courage, patriotism, selflessness, professionalism, humanism, selflessness, constant education and exposure to the historical and cultural values of China, increasing the level of education, increasing the military power of the state, caring for the health of the nation, caring for the historical and cultural heritage, and based on a system of approved citizen action, taking care of one's family, defending the state unity and cohesion of all nationalities in China, observing and respecting the laws of China, defending and protecting the fatherland, and paying taxes.

CONCLUSION

The formation of the image of the citizen in Russia and China is similar, through the influence on cultural industries and in the process of building the cultural policy of the state. The first thing to pay attention to is the legislation of the states regarding the duties of a citizen. Russia and China are characterised by a similar idea of the duties of a citizen: defending the fatherland, observing laws, paying taxes, taking care of children, protecting the historical and cultural heritage of the states. But at the same time there are also differences, so for the Russian citizen the duty is to protect the environment and natural resources, and for the Chinese citizen - to observe public order and general moral principles, should not harm the interests of their homeland. In part, these «Chinese» additions are reflected in Russia's new laws, such as the Law on Foreign Agents or the Law on Fakes, which can be interpreted as - we prohibit the dissemination of inaccurate information that differs from the state's position and harms the image of the state and the government, in essence, is harming the interests of the state. Also, it is interesting to note the attitude to the environment, if in China the environment is understood as public order, which is the duty of a citizen to observe public order, to protect the cohesion of all nationalities of the country. In Russia, the environment is understood as the natural wealth of the territory, which makes Russian citizens obliged to take care of the preservation of natural resources. The pattern of behaviour «people for the state» in Russia and «state for people» in China is formed, at least in the attitude of citizens to natural resources, which is formed by the government.

Nevertheless, for China, in accordance with government policy, the socially orientated nature of governance is the basis on which the image of citizenship is formed. Thus, in shaping the image of the citizen, emphasis is placed on the moral qualities formulated in Ancient times: respect for elders and filial deference, adherence to regulations in dealing with people, and acting in the public interest. Thus, in this case, there is continuity and respect for Chinese culture, which is reflected in all-Chinese holiday traditions.

For Russia, the idea of citizenship does not go back centuries. The image of a citizen in Russia is first and foremost that of a hero, an active worker who gives himself to protect the Fatherland. This image was formed as a response to the need to defend Russia in World War II. It was then that the basic moral principles and patterns of the citizen were laid down.

In fact, when we talk about the formative elements of the image of a citizen in Russia and China, the basic values are much the same: patriotism, respect for history and culture, obeying laws and paying taxes. But a distinctive feature is the expected patterns of behaviour, which are also influenced by the state. Thus, in China they demonstrate how an ideal citizen should behave, what customs to follow, how to treat others, including how to build relationships within his family. That corresponds with the concept of "the state for the citizen", in which the life of a citizen is thought out, he is not expected to make huge achievements for the benefit of the Chinese people in peacetime. When, for Russia, this is a reality, with the help of various projects aimed at the development of citizenship and civic initiatives, the image of an ideal citizen is laid down as an image of a leader, public figure, representative of the people, which reflects the concept of «a citizen for the state».

Citizen formation is an important aspect of social and political development of any state. Ensuring civic consciousness and activity of the population is a necessary condition for the sustainable development of society and the state. Ensuring the formation of a citizen is an important task for any society. On the example of Russia and China we have learnt that the basic values on which the states rely are similar, however, depending on the historical and cultural context and the presence of experience of the system of control, management over the population in the past, as well as depending on the current objectives of state policy.

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