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RISS reports

BRICS and the Architecture of International Finance: from the IMF to a Fair Multipolar World Order

The global crisis, which began in the United States in 2007 and spread to other countries, revealed systemic deficiencies in the world's financial architecture. The unipolar nature of international regulatory institutions prevented the timely implementation of measures to avoid the collapse of national financial markets. The involvement of the leaders of the developing world, primarily from the BRICS countries, allowed the development of joint solutions to overcome the crisis. The need to take their views into consideration raises the issue of a more fair and equitable organization of the world's financial system. The subsequent reluctance of Western countries to agree concessions, however, has obliged developing countries led by BRICS to develop their own initiatives.

Keywords: *BRICS – IMF – international financial architecture – international payments – world financial system – United States – financial markets* 9

International Policy

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One of the new directions in the activity of the Shanghai Cooperation Organisation is the formation of a common educational space. The article evaluates the prospects of Russian participation in an integrated educational project – the SCO University – taking into account the experience and current status of Russia's educational cooperation with the Organization's member states.

Keywords: *Shanghai Cooperation Organization – SCO University – national interests – common educational space – integration processes in the field of education – Joint Education Programs – promotion and popularization of the Russian language* 40

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The article considers the strategies of persuasion used to maximize the impact of President Obama's public performance as well as the hidden ideology contained in his annual address to Congress and the nation on the "State of the Union". A monologue of political discourse, the address occupies a special place among key socio-political events as a means of direct communication between the government and the people – a clear and public form of taking stock and setting goals for the future at the national level. Since political language is political reality, a study of the American leader's rhetorical strategy and tactics of persuasion is essential.

Keywords: *political discourse – State of the Union address – language and society – interactive discourse – language manipulation – language and power* 59

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The article is devoted to the major phases of relations between Russia and Armenia in the military sphere since the early 1990s to date. The existing legal framework and the basic treaties and agreements relating to military-political and military-technical cooperation are considered. The authors also focus on the 102nd Russian military base in Gyumri and Russian-Armenian military cooperation within the context of the Commonwealth of Independent States and the Collective Security Treaty Organization.

Keywords: *Russia – Armenia – Russian-Armenian relations – military-political cooperation – CIS – CSTO – 102nd Russian military base in Gyumri* 72

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Keywords: *Belarus – nationalism – information warfare – identity – propaganda* 97

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Keywords: *Integration – Crimea – Sevastopol – Federal special-purpose program – Crimean Tartars – Ukraine* 115

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Keywords: *unmanned aerial vehicles – drones – tasks, advantages and disadvantages – use in military sphere* 130

Gubin A. V. Military-technical Cooperation in the Asia-Pacific Region: Threats to Russia

The Asia-Pacific Region today is not the world's periphery, but, rather, the scene of a possible collision of "great" and "growing" powers. Witness the overall growth in defence spending by key players, the "reformatting" of regional security structures associated with the changing role of the United States, and the active intervention of non-regional players such as India, for example. The existence of "old" conflicts and worsening economic competition makes countries in the Asia-Pacific Region resort to the logic of military resistance, increasing the quality and quantity of their defensive capabilities to protect their own national interests.

Keywords: *military cooperation – military security – arms market – Russia in the Asia Pacific Region* 146

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Creating "soft power" is a lengthy and costly process. Its elements usually ripen over many years, are difficult to measure and tend to operate as a supplement to and continuation of "hard power", often acting as a positive manifestation of economies of scale, rather than as an independent force. Analysis of the ratings of the most expensive global brands indicates that business can be an important autonomous and "self-creating" source of promoting a country's influence without government intervention. Transnational corporations and their brands are important carriers and agents of "soft power" generated using a complex set of marketing, advertising, psychological and management tools.

Keywords: *Joseph Nye – "soft power" – transnational corporations – brand – branding – brand valuation – marketing – advertising – ideology – identity – consumers psychology – mass psychology* 163

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Keywords: *fishery product market – fishery – aquaculture – food security* 189

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Keywords: *United Nations – demographic development – population control – fertility decline – under population – overpopulation – demographic forecasts* 210

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Keywords: *military service – Orenburg Boundary Line – Bashkirs – Mishars – Stavropol Kalmyks – integration into empire* 229

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Keywords: *Russian National Democrats – Ukraine – Galicia – Ukrainian separatism – Galician-Russian question* 248

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Book review: *Lal D.* In Praise of Empires: Globalization and Order. Moscow : Novoe Izdatelstvo, 2010. 364 p.

Keywords: *Russia – USA – Empire – globalization – liberalism* 266

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Book review: *Khanaliyev N. W.* North Caucasus: A new perspective. Moscow : Logos, 2014. 232 p.

Keywords: *North Caucasus – geopolitics – security – Russia* 274

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Book review: *Tkachenko B. I.* The Russia-China Border in agreements and treaties from the 17th to 21st centuries. Vladivostok : Maritime State Univ., 2014. 384 p.

Keywords: *Russia – China – border – contracts – agreements* 277