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TITLE	ACTIVITY OF DEUTSCHE WELLE IN RUSSIAN SOCIAL MEDIA: BETWEEN TRADITIONAL AND ‘NEW’ PUBLIC DIPLOMACY
SUMMARY	<p>Rapid development of information and communication technologies has a tremendous impact on international broadcasters’ activities, presenting both new opportunities to reach foreign audience but also new challenges. This paper examines social media activity of the ‘Deutsche Welle’ Russian service in the context of contemporary public diplomacy transformation. It focuses on the balance between traditional and ‘new’ public diplomacy principles in the ‘DW’ activities. On the basis of content-analysis of the German broadcaster’s publication, expert interviews and reviews of official documents the author concludes that current activity of the ‘DW’ does not correspond with its aims and goals as they were enshrined in the German legislation. Rather than promoting the German language and positive image of Germany in social media, developing a dialogue with the Russian audience, serving as a platform for an open exchange of views on the key issues of bilateral relations and world politics in general, the broadcaster heavily criticizes the Russian political regime and rather tendentiously covers the Russian foreign policy. An excessive strive to transfer certain political convictions to the Russian audience as well as reliance on a one way communication resemble methods of the Cold War-era public diplomacy and are incompatible with principles of ‘new’ public diplomacy. The conclusion is drawn that by focusing on cultural heritage of the modern German state at the expense of critical publications on the political issues, ‘Deutsche Welle’ could substantially improve the image of Germany in Russia and have a positive impact the development of the Russian-German relations.</p>
KEYWORDS	‘Deutsche Welle’, international broadcasting, public diplomacy, social media, foreign policy of Germany, public diplomacy 2.0, ‘Facebook’, ‘Twitter’, ‘YouTube’, ‘VKontakte’.