

6. Портал правовой статистики Генеральной прокуратуры РФ. Режим доступа: [crimestat.ru](http://crimestat.ru) (дата обращения: 22.03.2023).

7. Краткая характеристика состояния преступности в Российской Федерации за январь — ноябрь 2022 года. Режим доступа: <https://xn--b1aew.xn--p1ai/reports/item/34307225/> (дата обращения: 22.03.2023).

8. Ежемесячный сборник о состоянии преступности в России за ноябрь 2022 года. Режим доступа: <https://crimestat.ru/analytics> (дата обращения: 22.03.2023).

M. Shtulberg

## THE CURRENT STATE OF CORRUPTION IN THE RUSSIAN FEDERATION. QUALITATIVE AND QUANTITATIVE CHARACTERISTICS

### Abstract

Corruption in our country is one of the most important problems, because it permeates all levels of government from top to bottom, as well as the non-state sector. The problem of corruption lies in the fact that some selfishly use their official position to the detriment of the interests of others, be it the interests of the population of a country, city, town or a specific commercial organization. This article discusses the main qualitative and quantitative characteristics of corruption as a socially dangerous phenomenon, provides official statistics from the Ministry of Internal Affairs and the Prosecutor General's Office of the Russian Federation and their analysis.

**Keywords:** corruption, anti-corruption, anti-corruption, bribes, bribery, bribery, damages from corruption.

УДК 316.7

M. Aballat, G. Bannykh

## CULTURAL DIPLOMACY AS A SOFT POWER TOOL IN FOREIGN POLICY: MOROCCO'S APPROACH TOWARDS AFRICA

### Abstract

This article discusses Moroccan foreign policy, with a focus on cultural diplomacy as a means of advancing the country's soft power and attaining foreign policy leverage, particularly in Africa. Morocco's foreign policy is based on a holistic approach that takes into account geopolitical, geo-economic, and geo-cultural considerations. The article describes the guiding principles behind Moroccan diplomatic action and the importance of cultural diplomacy in advancing its soft power. Morocco's cultural diplomacy focuses on four areas: religion, historicity, tradition, and education. The methods used in this article include a thorough literature review of academic and non-academic sources, utilizing data from various sources such as academic articles, government reports, and news articles. The article's findings suggest that Morocco's cultural diplomacy, is an effective tool in advancing its foreign policy objectives and increasing its influence abroad.

**Keywords:** Moroccan cultural diplomacy, Soft power, Africa, Cultural Diplomacy, Religious diplomacy, Moroccan soft power.

Cultural diplomacy has emerged as a crucial component of foreign policy, especially for countries seeking to strengthen their soft power and extend their influence beyond their borders. For Morocco, cultural diplomacy has become a central channel for projecting its capacity of influence at the international level, particularly in Africa. With its rich history as a melting pot of civilizations, cultural diversity, and societal choices, the Kingdom possesses several assets that can be leveraged to make cultural diplomacy a pillar of its soft power [22].

Following his succession to the throne in 1999, King Mohammed VI has been a vocal advocate for the importance of cultural diplomacy in Morocco's foreign policy, stressing the need for cohesive and coherent cultural actions abroad [3, 204]. The king has also taken a positive attitude towards the African continent, actively promoting the creation of strategic relationships and diversification of connections with Francophone and Anglophone countries [1, 444; 2, 243].

Morocco's renewed focus on Africa culminated in its return to the African Union (AU) in 2017 after a 33-year absence, with 39 of the AU's 54 member states voting to readmit Morocco

[25, p. 4]. In his first speech at the 28th AU Summit in Addis Ababa, King Mohammed VI expressed his joy at returning home and his affection for the African continent, stating that "Africa is my continent, and my home. I am home at last and happily reunited with you. I have missed you all" [13]. For the king, Morocco's desire to play a stronger leadership role in Africa is rooted in the country's historic ties throughout the region, with cultural, economic, and geopolitical implications [8].

The purpose of this article is to explore the use of cultural diplomacy as a soft power tool by Morocco, with a particular focus on its approach towards Africa. The article begins by examining Morocco's pivot to Africa and the factors that have influenced this shift. It then explores the various forms of cultural diplomacy that Morocco has employed in its foreign policy, including religious diplomacy, festivals and events diplomacy, scientific and educational cooperation, and the development of cultural infrastructure. Finally, the article draws conclusions about the effectiveness of Morocco's cultural diplomacy efforts and their potential for shaping the Kingdom's foreign policy in the future.

In today's globalized world, countries are continuously searching for ways to increase their visibility, reputation and influence. Cultural diplomacy has emerged as an important means for achieving these goals. It can be defined as "the exchange of ideas, information, art, and other aspects of culture among nations and their peoples in order to foster mutual understanding". That said, cultural diplomacy can also be more of a one-way street than a two-way exchange, as when one nation concentrates its efforts on promoting the national language, explaining its policies and point of view, or "telling its story" to the rest of the world. [6]. According to Hurn et al. [9], cultural diplomacy is considered as the third pillar of foreign policy, alongside political and economic diplomacy.

The term cultural diplomacy has gained widespread attention in recent years, with politicians, diplomats, scientists, and media experts all using the term. However, there is still some ambiguity in its definition, and it is often used interchangeably with related concepts such as public diplomacy, nation-branding, propaganda, digital diplomacy, and soft power [10, p. 4]. Ien, Yudhishthir, and Phillip point out that the semantic field of cultural diplomacy has broadened significantly, now encompassing any practice related to purposeful cultural cooperation between nations or groups of nations.

Recently, some countries have realized the importance of an arm's-length relationship between a cultural presence and the government. For example, the British Council and the Goethe Institute are funded by the British and German governments, respectively, but they operate independently [23, p. 198]. While cultural diplomacy is generally separated from public diplomacy, which covers a whole set of activities related to promoting state interests abroad, the head of the British Council in India described the Council's work as public diplomacy, with cultural diplomacy being only a small part of it. [16]

Cultural diplomacy is a prime example of 'soft power', the ability to persuade through culture, values, and ideas, as opposed to 'hard power' that conquers or coerces through military might. Walter Laqueur and others have warned of the long-term danger of diminishing cultural diplomacy, emphasizing that it has increased in importance in a world facing new dangers, while traditional diplomacy and military power are of limited use in coping with most of these dangers. [17]

Morocco has shifted its foreign policy towards Africa by prioritizing its relationship with its continental neighbors over its dispute with Western Sahara. This shift is driven by Morocco's desire to strengthen its political and economic influence in Africa and enhance its overall foreign policy objectives. Morocco's re-entry into the African Union in 2017 signaled its willingness to set aside multilateral organizations and other states' positions regarding Western Sahara and explore relationship options with them. Morocco's opening to Africa is also driven by its desire to promote Rabat's plan to confer Western Sahara with the status of an 'autonomous community' within the Kingdom. This pivot to Africa is likely to bring about many positive outcomes, including enhanced trade and investment opportunities, increased regional integration, and strengthened diplomatic ties [25, p. 5; 18].

Morocco's foreign policy is guided by three principles: neighbourliness, solidarity, and partnership. The country aims to promote south-south cooperation, establish its position as a

development actor and peacemaker, and defend its territorial integrity. The Ministry of Foreign Affairs is involved in formulating foreign policy, but its actions are strongly dependent on the monarch [22]. The country's cultural diplomacy focuses on religion, historicity, tradition, and education to advance its soft power and attain foreign policy leverage. Moroccan cultural centers abroad, artistic activities, fairs, and exhibitions are used to increase its influence and highlight its unified, authentic, rich, and plural identity. African diplomacy remains a priority of the Moroccan diplomatic arsenal [11; 25].

Religious diplomacy is a powerful tool in promoting a country's soft power and cultural influence. By leveraging religious resources and connections, nations can establish strong economic and political ties. A prime example is Morocco, which uses religious diplomacy to enhance its profile in West Africa and the Sahel. Morocco's religious diplomacy relies on its promotion of moderate Islam and historical connections, such as the Tijaniyyah Brotherhood, a Sufi order with roots in Moroccan-West African relations.

**Festivals And Events Diplomacy.** In recent years, Morocco has increased its efforts to promote its cultural visibility and project a positive image of the country through the proliferation of cultural festivals. These festivals have showcased a mixture of Moroccan and international performers and cultural products, and have often received the approval and financial backing from the Royal Palace and its inner circle, the Makhzen [25, 7]. Examples of such festivals include the Marrakech International Film Festival and the Mawazine Rythmes du Monde music festival in Rabat.

**Scientific and Educational Cooperation.** Morocco prioritizes scientific and educational cooperation in its cultural diplomacy, with its universities playing a significant role in promoting this collaboration. Moroccan universities have been instrumental in attracting African students and establishing itself as one of Morocco's leading university research institutes. Morocco's Agency for International Cooperation has adopted an encouraging reception policy for international students, particularly those from African nations.

**Developing Cultural Infrastructure.** In the pursuit of strengthening its cultural infrastructure, Morocco has made considerable efforts to promote the city of Rabat as a hub of cultural activity. The objective of this cultural innovation strategy is to establish Rabat as *Rabat, ville lumière, capitale culturelle du Maroc*, with the aim of elevating its global image. In 2020, Rabat was named the African Capital of Culture by the United Cities and Local Governments of Africa (UCLGA) [25, p. 10].

The findings of this study suggest that the use of cultural diplomacy as a soft power tool has been successful in enhancing Morocco's reputation, particularly in Africa.

Morocco has been successful in projecting its soft power in Africa through its cultural diplomacy. The country's emphasis on its African identity and its commitment to enhancing its soft power influence on the continent has been reflected in its foreign policy initiatives, including its return to the African Union and its outreach to African countries. As noted by Koubi [12], King Mohamed VI has prioritized Africa in Morocco's foreign policy, making it one of the country's top priorities. Morocco's efforts to renew its leadership position on the continent have paid off, with 19 African states out of 28 opening consulates in Dakhla and Laâyoune, the two major cities in Western Sahara.

The USC (20) highlights that Morocco's success in attracting consulates in Western Sahara indicates a growing recognition of its sovereignty over the region. However, Morocco still faces two major challenges that limit its soft power expansion: the Western Sahara conflict and tensions with regional rival Algeria, as noted by Tadaloui [24].

Overall, Morocco's soft power strategy in Africa serves as a case study for countries seeking to enhance their cultural diplomacy and influence in the region. By leveraging its cultural identity and focusing on Africa, Morocco has been able to project its soft power and gain recognition as a leader in the continent.

## References

1. Abouzzohour Y., Tomé-Alonso B. Moroccan foreign policy after the Arab Spring: a turn for the Islamists or persistence of royal leadership? // *The Journal of North African Studies*. 2019. Vol. 24. No. 3. Pp. 444–467.

2. Boukhars A. Reassessing the power of regional security providers: the case of Algeria and Morocco // *Middle Eastern Studies*. 2019. Vol. 55. No. 2. Pp. 242–260.
3. Boutabssil F. Z. et al. Evaluation of the impact of Moroccan cultural diplomacy: tools, challenges and insights-the ministry of foreign affairs, African cooperation and Moroccan expatriates as a case-study // *International Journal of Linguistics, Literature and Translation*. 2021. Vol. 4. No. 2. Pp. 203-214.
4. Chroqui R., Okar C., Saoudi K. Internationalisation de L'Enseignement Supérieur au Maroc: Vers une Marchandisation. 2017. URL: <https://www.researchgate.net/publication/316747948> (date of access: 10.03.2023).
5. Consulados en el Sahara Occidental - Centro de Estudos do Sahara Occidental da USC - Universidade De Santiago De Compostela. (n.d.). URL: <https://www.usc.gal/en/institutos/ceso/Consulados-en-el-Sahara-Occidental-.html> (date of access: 10.03.2023).
6. Cummings M., Milton C. Cultural Diplomacy and the United States Government: A Survey. *Cultural Diplomacy Research Series* // Center for Arts and Culture, en Institute for Cultural Diplomacy. 2009. URL: <http://www.culturaldiplomacy.org/culturaldiplomacynews/index.php> (date of access: 10.03.2023).
7. Dines N. Moroccan city festivals, cultural diplomacy and urban political agency // *International Journal of Politics, Culture, and Society*. 2021. Vol. 34. Pp. 471–485.
8. Gabriel, E. M. Morocco's return to the African Union: Strengthening the continent's future. Council of American Ambassadors. 2017. URL: <https://www.americanambassadors.org/publications/ambassadors-review/spring-2017/morocco-s-return-to-the-african-union-strengthening-the-continent-s-future> (date of access: 10.03.2023).
9. Hurn B. J. et al. What is cross-cultural communication? – Palgrave Macmillan UK. 2013. Pp. 1–19.
10. Kamali-Chirani F. Cultural Diplomacy in the Time of COVID-19: Updating SDG-17 (Partnership for Goals). 2021. URL: <http://www.jstor.org/stable/resrep30510.5> (date of access: 10.03.2023).
11. Koubi F. La diplomatie culturelle, cadre theorique et analytique du cas marocain. *Revue Droit & Société*, Octobre 2021. URL: <https://zenodo.org/record/5564313/files/FAYZA.pdf> (date of access: 10.03.2023).
12. Koubi F. The Moroccan cultural action in Sub-Saharan Africa for a peaceful space. 2021. Atalayar. URL: <https://atalayar.com/en/content/moroccan-cultural-action-sub-saharan-africa-peaceful-space> (date of access: 10.03.2023).
13. King Mohammed VI. Full speech of King Mohammed VI at 28th African Union Summit. 2017. URL: <https://www.maroc.ma/en/royal-activities/full-speech-hm-king-28th-african-union-summit> (date of access: 10.03.2023).
14. Le Discours du Roi: Message du Souverain à la 1ère conférence des ambassadeurs de SM le Roi. 2013. URL: <https://www.maroc.ma/fr/discours-royaux/le-souverain-adresse-un-message-la-1ere-conference-des-ambassadeurs-de-sm-le-roi> (date of access: 10.03.2023).
15. L'observateur. Les Africains subsahariens, Premiers étudiants étrangers au Maroc. L'observateur Du Maroc. 2023. URL: <https://lobservateur.info/article/105725/maroc/socieacuteteacutecute/les-africains-subsahariens-premiers-etudiants-et-rangers-au-maroc> (date of access: 10.03.2023).
16. Mark, S. Discussion Papers in Diplomacy: A Greater Role for Cultural. Clingendael: Netherlands Institute of International Relations. 2009.
17. Melissen, J. The New Public Diplomacy: Soft Power in International Relations. Palgrave Macmillan, Basingstoke. 2005. URL: <https://doi.org/10.1057/9780230554931> (date of access: 10.03.2023).
18. Messari N. Moroccan Foreign Policy Under Mohammed VI: Balancing Diversity and Respect. 2020. URL: <https://www.iai.it/en/pubblicazioni/moroccan-foreign-policy-under-mohammed-vi-balancing-diversity-and-respect> (date of access: 10.03.2023).

19. Mohamed VI. Discours du Roi à l'Occasion de la Fête du Trône. 2004. URL: <https://www.maroc.ma/fr/discours-royaux/discours-de-sm-le-roi-%C3%A0-loccasion-de-la-%C3%AAtte-du-tr%C3%B4ne-0> (date of access: 10.03.2023).

20. Oumama, A. L. Quel rôle pour la Diplomatie Académique? // Revue Prospectives Universitaires, Publication of Université Mohammed V-Agdal, Rabat. 2008. No. 1. Pp. 235-240. URL: [http://www.albacharia.ma/xmlui/bitstream/handle/123456789/31388/1158Prospective\\_um5a\\_Fr.pdf](http://www.albacharia.ma/xmlui/bitstream/handle/123456789/31388/1158Prospective_um5a_Fr.pdf) (date of access: 10.03.2023).

21. Royal Institute For Strategic Studies (IRES). (2015). La diplomatie culturelle marocaine Proposition d'un modèle rénové. URL: <https://www.ires.ma/fr/publications/rapports-th%C3%A9matiques/758-la-diplomatie-culturelle-marocaine-proposition-d%E2%80%99un-mod%C3%A8le-r%C3%A9nov%C3%A9.html> (date of access: 10.03.2023).

22. Royal Institute For Strategic Studies (IRES). Panorama of Morocco in the World: the Kingdom's International Relations. IRES. 2020. URL: [https://www.ires.ma/images/Publications/PANORAMA\\_2016\\_ACTUALISE\\_- \\_28DEC2020\\_V-An.pdf](https://www.ires.ma/images/Publications/PANORAMA_2016_ACTUALISE_- _28DEC2020_V-An.pdf) (date of access: 10.03.2023).

23. Schneider, C. P. Cultural Diplomacy: Hard to Define, but You'd Know It If You Saw It. The Brown Journal of World Affairs. 2006. Vol. 13(1). Pp. 191–203. URL: <http://www.jstor.org/stable/24590653>

24. Tadlaoui, G. Morocco's religious diplomacy in Africa. FRIDE - Policy Brief. 2015. URL: <https://www.files.ethz.ch/isn/189093/Morocco%E2%80%99s%20religious%20diplomacy%20in%20Africa.pdf> (date of access: 10.03.2023).

25. Wüst, A., Nicolai, K. Cultural diplomacy and the reconfiguration of soft power: Evidence from Morocco. Mediterranean Politics. 2022. Pp. 1–26. <https://doi.org/10.1080/13629395.2022.2033513> (date of access: 10.03.2023).

М. Аббалат, Г. А. Банных

## **КУЛЬТУРНАЯ ДИПЛОМАТИЯ КАК ИНСТРУМЕНТ МЯГКОЙ СИЛЫ ВО ВНЕШНЕЙ ПОЛИТИКЕ: ПОДХОД МАРОККО К АФРИКЕ**

### **Аннотация**

В статье рассматривается внешняя политика Марокко в контексте культурной дипломатии как средства продвижения / мягкой силы страны и получения внешнеполитических рычагов давления, особенно в Африке. Внешняя политика Марокко основана на целостном подходе, учитывающем геополитические, геоэкономические и геокультурные аспекты. В статье описываются руководящие принципы марокканской дипломатической деятельности и важность культурной дипломатии в продвижении страны. Культурная дипломатия Марокко сосредоточена на четырех областях: религия, история, традиции и образование. Методы, использованные в этой статье, включают тщательный обзор литературы с использованием данных из различных источников, таких как академические статьи, правительственные отчеты и новостные статьи. Результаты свидетельствуют о том, что культурная дипломатия Марокко является эффективным инструментом для достижения внешнеполитических целей и усиления своего влияния за рубежом (на примере стран Африки).

**Ключевые слова:** марокканская культурная дипломатия, мягкая сила, Африка, культурная дипломатия, религиозная дипломатия, марокканская мягкая сила.

УДК 659.1

A. Eissa

## **THE IMPACT OF EXTENDED REALITY (XR) IN THE FUTURE OF ADVERTISING**

### **Abstract**

Extended reality (XR) technology has the potential to revolutionize the way advertising is delivered and consumed. However, the current state of research on the use of XR in advertising is fragmented and lacks