SUMMARY

SUBJECT OF ISSUE № 41
MODERN SOCIO-POLITICAL PROCESS: THEORY AND PRACTICE

SECTION I. MODERN SOCIO-POLITICAL THOUGHT

Infrastructure of thought. Why Russia needs its own system of responsible expertise and how to turn an intellectual offensive into a breakthrough through the frontier of the future

Abstract. The article substantiates the need to build a polycentric infrastructure for responsible expertise in Russia — a system of research centers, university schools, consulting companies, industry specific institutes, data, technologies, financing mechanisms and professional standards that ensure the quality of strategic decisions. Based on a comparison of American, Soviet and Spanish experience, three complementary principles are identified: institutional density and managed risk; depth, continuity and a long-term horizon; polycentricity and a culture of bridges.

A Russian model is proposed, combining a stable core of competencies with a venture frontier, a humanitarian measure and the use of artificial intelligence as an expert tool rather than as an autonomous goal setting subject. The North–South International Transport Corridor is considered a pilot platform for a new infrastructure of thought. Nine priority institutional solutions are formulated.

Keywords: infrastructure of thought, responsible expertise, intellectual sovereignty, analytical centers, FFRDC, venture financing of research, artificial intelligence, subjectivity, humanitarian measure, state-civilization, civilization of bridges, "North–South" ITC, Greater Caspian, strategic management.

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SECTION II: ARTIFICIAL INTELLIGENCE AND DIGITAL TECHNOLOGIES IN GOVERNANCE AND POLICY

Tools of political marketing in companies: Conceptualization of the problem and practice of implementation

Abstract. The article is devoted to the analysis of microtargeting as a tool of political marketing in the context of digitalization. Its evolution, ethical and legal challenges, as well as the influence of generative AI (GenAI) on the manipulation of public opinion are studied. Particular attention is paid to the contradictions between the effectiveness of personalized communications and threats to democracy, including the spread of disinformation and the polarization of society.

Research on targeting in political campaigns is based on a set of methods and theoretical approaches that combine political science, sociology, marketing and data management. Big Data analysis based on the use of social media data (likes, reposts,

geolocation) and search queries (Google Trends) for psychographic profiling, experiments (A/B testing) made it possible to compare the effectiveness of different messages for segmented audiences.

The author states that a hybrid model — a combination of flexible laws, platform transparency and international efforts to develop ethical standards — can turn it from a threat into a tool for strengthening democracy.

Keywords: political marketing, targeting, political process, political campaign, political parties.

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SECTION III. SOCIAL ARCHITECTURE: THEORY AND PRACTICE

The deficit of civic participation in social architecture: PR and transmedia projects as mechanisms for overcoming it

Abstract. The article examines the communicative deficit of civic participation as a systemic problem of the infrastructure of social architecture. The analysis centers on the question of the extent to which PR and transmedia projects are able to serve as mechanisms for reducing this deficit. The normative reference point for the analysis is A.D. Kharichev's model of trust, correlating it with a number of Russian transmedia initiatives makes it possible to reveal both the instrumental potential of these mechanisms and the structural constraints that impede its realization.

Keywords: deficit of civic participation, social architecture, PR, transmedia storytelling, mechanisms of overcoming, axiological design, model of trust.

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Conceptual foundations of socio-architectural design in modern Russia: The case of military-patriotic museums

Abstract. This paper examines the phenomenon of "social architecture" and socio-architectural projecting within the context of Russian military-patriotic museums. The authors analyze the methodological foundations for implementing such initiatives and describe the landscape of socio-architectural projects in contemporary Russia. The study identifies key practices that enable civic and historical education, as well as the promotion of the state historical narrative among citizens.

Keywords: Great Patriotic War, social architecture, socio-architectural design, historical memory, identity, Victory Museum.

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SECTION IV: SOCIO-POLITICAL PROCESSES IN FOREIGN COUNTRIES

Cristina Fernández de Kirchner — the new Evita?

Abstract. This article provides a comparative analysis of the political biographies of two prominent female politicians in Argentina — the country's former president, Cristina Fernández de Kirchner, and the legendary Eva Perón.

Keywords: women in politics, Latin America, Argentina, Eva Perón, Cristina Fernández.

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The evolution of the regionalist and separatist narratives of the Scottish National Party

Abstract. The article is devoted to the evolution of the separatist and regionalist narratives of the Scottish National Party in 2011–2024. The main research method is content analysis. Six election manifestos of the Scottish National Party were analyzed. It was revealed that the separatist narrative dominates over the regionalist one. It was recorded that the concept of "independence" undergoes a semantic transformation: from a long-term strategic goal to a tool for implementing current political and economic tasks. The dynamics of the frequency of key categories demonstrate a high correlation with the socio-political situation. The key events that influenced the evolution of the Scottish National Party's narrative are identified as the referendum on Scottish independence and Brexit.

Keywords: Scotland, Scottish National Party, elections, separatism, regionalism, political narrative, content analysis.

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Prospects and challenges of forming an Ibero-American economic community: Internal and external factors in the historical-political and socio-economic context

Abstract. In the context of the transformation of the global system of international relations from a bipolar to a multipolar model of world order and the strengthening of regional integration processes, the study of the potential for forming large interregional associations is of particular importance. The Ibero-American Economic Community, which unites Spanish- and Portuguese-speaking countries of Europe and Latin America, is a unique example of a civilizational and cultural community with significant integration potential, but it faces serious economic, political and institutional obstacles. Nevertheless, the Ibero-American project retains its potential. He offers an alternative to both the traditional dependence on the United States and the new

dependence on China, relying on shared cultural and historical values. Realizing this potential will require easing ideological contradictions, strengthening institutional mechanisms and building sustainable public support. Ultimately, the Ibero-American Economic Community could become an example of "new regionalism" — a flexible, multi-level and open form of cooperation capable of adapting to changing conditions and taking into account the diversity of interests among its participants.

Keywords: Ibero-American Economic Community, multipolarity, cultural and historical ties, Latin America.

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SECTION V: LINGUISTICS, INTERSTATE AND INTERCULTURAL COMMUNICATION

Metaphorical and metonymic representation of coloronyms in German and French linguocultures

Abstract. The article is devoted to a comparative study of coloronyms functioning in phraseological units in German and French linguistic cultures. The aim of the work is to identify universal and idioethnic patterns of semantic reinterpretation of color vocabulary, as well as frames in the system of phraseological nominative units in two Western European languages.

The research material consists of phraseological units, idioms and set expressions used in modern German and French. Frame analysis is carried out within the framework of a cognitive-linguocultural approach, which involves correlating linguistic data with the corresponding conceptual structures and cultural codes. The research results demonstrate both a significant layer of interlinguistic isomorphisms conditioned by the pan-European cultural substrate, and linguo-specific asymmetries reflecting the unique features of national linguistic worldviews.

Keywords: coloronyms, frame, phraseological unit, comparative linguistics, linguoculturology, linguistic worldview, cognitive semantics.

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SECTION VI. MILITARY AND POLITICAL ASPECTS OF RUSSIAN AND WORLD HISTORY: RECONSTRUCTION OF EVENTS BASED ON ARCHIVAL DOCUMENTS

Meeting point — "Terminal": The Potsdam Conference in Soviet intelligence documents

Abstract. Among the most important events of 1945, the Potsdam Conference, which took place in the suburbs of Berlin from July 17 to August 2, stands out. Interest in this event is due to the fact that the meeting implemented the agreements reached in February of the same year at the summit of the "Big Three" in Livadia. The situation

was further complicated by the fact that the United States was now represented at the summit by a new president, Harry Truman, while Winston Churchill, the long-standing British leader who had attended the meetings in Tehran and Livadia, left the conference before it was over, due to his forced resignation as Prime Minister of the United Kingdom. Among the reasons that directly influenced his departure from power are the disappointing outcomes for Foggy Albion of all three meetings of the leaders of the countries of the anti-Hitler coalition, which (undoubtedly) is true: standing among such military and economic giants as the USSR and the USA, Great Britain acutely felt its own inadequacy, especially in the context of a collapsing colonial system and numerous problems with its own economy. The United States also made a worthy contribution to these British fatal failures, setting a course to dismantle all colonial empires and impose its own concepts of a specific "free market" and "democracy" everywhere. The conference events took place at the Cecilienhof Palace, which, for security reasons, was referred to in correspondence as "Terminal".

Keywords: post-war world order, Potsdam Conference, the last official meeting of the leaders of the "Big Three".

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SECTION VII. RESEARCH BY YOUNG POLITICAL SCIENTISTS

On the issue of theoretical approaches to the study of Russophobia

Abstract. The article examines the phenomenon of Russophobia from the perspective of a number of theoretical approaches that have developed in political science, international relations theory, sociology and psychology. The explanatory potential of political realism, the "friend — enemy" concept, the theory of securitization, psychological concepts, postcolonial studies and the theory of foreign policy stereotypes are analyzed. An interdisciplinary analysis makes it possible to uncover the mechanisms of the formation, reproduction and transformation of negative perceptions of Russia, as well as to show how their content depends on the historical context and the political goals of Russia's counterparts.

Keywords: Russophobia, image of Russia, international relations, political realism, securitization, sociology, orientalism.

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Activities of the RCYL and non-communist youth associations in 1917–1925

Abstract. This article examines the development of youth organizations in the RSFSR, their history, structure and activities promoting various ideologies among young people. After the October Revolution and their rise to power, the Bolsheviks devoted one of their key areas of work to the ideological and educational work of the younger generation, as future successors to their cause in building communism. In addition to the Bolsheviks, political forces opposed to the Bolsheviks, such as anarchists, social democrats and others, also addressed this issue. The article analyzes the

methods, means and resources used by youth organizations to attract young people to their ranks.

Keywords: RCYL, youth, youth organizations, komsomol, anarchists, RSDUWY.

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Problems of democratic development in Central America

Abstract. The subject of the study is the problems of the democratic development of the Central American states in the context of the growth of organized crime and the increasing social demand for security. The object of the study is the political processes in Guatemala, Honduras, El Salvador, Nicaragua, Panama and Costa Rica in the first quarter of the 21st century. The author of the article examines the changes in democratic institutions under the influence of the security crisis, as well as the correlation between the electoral legitimacy of government and the mechanisms of institutional limitation of its powers. The research is aimed at identifying the factors determining the divergence of the trajectories of the democratic development of the states of the region, and analyzing the impact of anti-criminal policies on the state of democratic institutions. Various models of the Central American states' response to threats from criminal gangs and corruption are considered.

The methodological basis of the study was the comparative political method, institutional analysis, the analysis of statistical data from international democracy ratings. The use of these methods made it possible to compare the features of the political development of the Central American states and identify common patterns of transformation of democratic institutions in these countries.

The main conclusions of the study are the theses that the modern democratic regression in Central America is mainly associated with defects in existing electoral institutions and is less often accompanied by the rejection of competitive elections. It has been established that the security crisis is becoming a factor in the redistribution of powers in favor of the executive branch, while the preservation of elections ensures the political legitimization of relevant decisions. The existence of several models of the political evolution of the region has been revealed, differing in the degree of preservation of the mechanisms of political competition and institutional control over state power.

Keywords: Central America, democracy, political regime, organized crime, security, transit, corruption.

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