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ON ACCOMMODATION IN THE CULTURAL POLICY OF GERMANY AND FRANCE IN THE RUSSIAN FEDERATION

Abstract. A way out of the disputed situation between the Russian Federation (RF) and the European Union (EU), in which Germany and France play a driving role, is inevitable and requires a change in the representations of the world of both sides. Would Willy Brandt's 'Third Column of Foreign Policy' (i.e., culture) be able to reconcile Russia and the EU by providing an accommodation for each other's representations of the world? This article will present the results of my PhD's work on cultural institutions of Germany and France in the Russian Federation. My research is divided into three parts.

1) Theoretical. This part focuses on the search for a theoretical approach to improving relations between the RF and the EU using the deductive method. This approach is called 'accommodation to different representations of the world through intercultural dialogue' or, more simply, *accommodation*. It explains the kind of cultural policy based on a symmetric cultural exchange between the creative classes of different societies. This approach is based on the critique of the concept of soft power, which acts unilaterally, without considering the specificity of different countries. The accommodation approach can be implemented by means of cultural and artistic events held and/or supported by the cultural institutes of Germany and France in the RF.

2) Empirical. This part presents the results of the on-site observations of these cultural and artistic events: they are very diverse in many aspects (themes, artistic disciplines, etc.). They are also a moment in which participants can share their representations of life to each other. Through an innovative method of quantitative analysis of drawings, it can be suggested that regular participation in German and French institutes' cultural and artistic events has a positive influence on the image of Germany and France. Exchanges between European and Russian artists at these events, according to them, enriched their representations about the country, about creative work, and about the world in general. Finally, the aims of the different institutions are analyzed through interviews with representatives of German and French humanitarian policy: Germany focuses more on cultural cooperation (accommodation approach), while France focuses more on the dissemination of its culture (soft power approach). Nevertheless, both countries argue that symmetrical cultural exchanges are the core of their work.

3) Synthetical. Closer cooperation between Germany and France in the field of humanitarian policy in the RF could lead to the development of cooperation between the creative classes of Germany, France, and Russia, which would have a positive impact on each of these countries.

Keywords: *humanitarian policy, public diplomacy, soft power, accommodation, cultural policy of Germany in the Russian Federation, cultural policy of France in the Russian Federation.*