LESSONS OF THE XIX WORLD FESTIVAL OF YOUTH AND STUDENTS IN SOCHI 2017

LIÇÕES DO XIX FESTIVAL MUNDIAL DE JUVENTUDE E ESTUDANTES EM SOCHI 2017

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ABSTRACT: The paper analyzes the modern aspects of “soft power” in modern international relations using the example of the student movement festival, which celebrated its 70th anniversary in 2017 in Sochi. Youth policy is an integral part of public policy both domestically and abroad. Soft power institutions are seen as integral tools of modern international politics. In the 20th century, a special form of youth participation, or youth festivals, was formed. The paper uncovers the way of thinking, technique and substance of the World Festivals of Youth and Students, just as the highlights of their projects. Right up until the present time, work at celebrations assumes a significant part in accomplishing worldwide compassionate objectives, specifically, guaranteeing a calm life on our planet and the foundation of fair qualities. The fundamental way of thinking of the celebration is the standards of harmony, kinship of people groups, global solidarity against radical and hostile industrialist battle. The flame of the festival did not die out during the establishment of a unipolar world, after the collapse of the USSR in 1991, and today is a symbol of the hope for a just and peaceful life on Earth. The 19th WFYS, which took place in 2017 on the Black Sea coast in the city of Sochi, was another example of the successful work of the World Federation of Democratic Youth on the dissemination of universal values and progressive ideas.


RESUMO: O documento analisa os aspectos modernos do "soft power" nas relações internacionais modernas, usando o exemplo do festival do movimento estudantil, que celebrou seu 70º aniversário em 2017 em Sochi. A política da juventude é parte integrante
das políticas públicas, tanto no país como no exterior. As instituições de "soft power" são vistas como ferramentas integrais da política internacional moderna. No século XX, uma forma especial de participação juvenil, ou festivais da juventude, foi formada. O documento revela a forma de pensar, técnica e substância dos Festivais Mundiais da Juventude e dos Estudantes, assim como os destaques de seus projetos. Até o presente, o trabalho nas celebrações assume um papel significativo na realização de objetivos de compaixão mundial, especificamente, garantindo uma vida tranquila em nosso planeta e a fundação de qualidades justas. A forma fundamental de pensar da celebração são os padrões de harmonia, irmandade de grupos de pessoas, solidariedade global, contra a batalha radical e hostil dos industrialistas. A chama do festival não se apagou durante o estabelecimento de um mundo unipolar após o colapso da URSS em 1991 e hoje é um símbolo da esperança de uma vida justa e pacífica na Terra. O 19º WFYS, que aconteceu em 2017 na costa do Mar Negro, na cidade de Sochi, foi outro exemplo do trabalho bem-sucedido da Federação Mundial da Juventude Democrática sobre a disseminação de valores universais e ideias progressistas.


RESUMEN: El documento analiza los aspectos modernos del "poder blando" en las relaciones internacionales modernas utilizando el ejemplo del movimiento estudiantil del festival, que celebró su 70 aniversario en 2017 en Sochi. La política de juventud es una parte integral de la política pública tanto a nivel nacional como internacional. Las instituciones del poder blando se consideran herramientas integrales de la política internacional moderna. En el siglo XX, se formó una forma especial de participación juvenil, o festivales juveniles. La ponencia descubre la forma de pensar, la técnica y la sustancia de los Festivales Mundiales de la Juventud y los Estudiantes, así como los aspectos más destacados de sus proyectos. Hasta la actualidad, el trabajo en las celebrações assume un papel importante en el logro de los objetivos compasivos en todo el mundo, específicamente, garantizar una vida tranquila en nuestro planeta y la base de las cualidades justas. La forma fundamental de pensar de la celebración son los estándares de armonía, parentesco de grupos étnicos, solidaridad global, frente a los radicales y hostiles a la batalla industrial. La llama del festival no se extinguió durante el establecimiento de un mundo unipolar después del colapso de la URSS en 1991 y hoy es un símbolo de la esperanza de una vida justa y pacífica en la Tierra. La XIX WFYS, que tuvo lugar en 2017 en la costa del Mar Negro en la ciudad de Sochi, fue otro ejemplo del trabajo exitoso de la Federación Mundial de Jóvenes Democráticos en la difusión de valores universales e ideas progresistas.

Introduction

In the 20th century, young people turned into the most mobile and active social group of society due to their large-scale involvement, sociability, susceptibility to innovations, ability of quick learning, youthful maximalism, and also independence from the prejudices and stereotypes of previous years. For these reasons, young people as a layer of society are in the stage of constant socialization and are most ready to accept new ideas.

Therefore, youth policy is an integral part of public policy both domestically and abroad. In accordance with the Russian Foreign Policy Concept of November 30, 2016, the institutions of “soft power” (NYE JR, 2004), are defined as integral tools of modern international politics. Along with education, temporary work, or accommodation, internships, sports competitions and other international events in the 20th century, a special form of youth participation was formed, named as youth festivals (GUZHOV, 2018).

The World Festival of Youth and Students (WFYS) arose under the auspices of the World Federation of Democratic Youth (WFDY) in the middle of the 20th century as one of the forms of mass international holidays aimed at strengthening peace and friendship in the context of the confrontation between the two political systems. “World festivals of youth and students” were defined in the scientific literature as mass forums of representatives of youth from different countries fighting for peace, independence of peoples, democracy and social progress (ALTBACH, 1970; CLEWS, 1952; CORNELL, 1965; HAUCK; PETERKE, 2016; GILL; DEFRONZO, 2009; NATION, 2013).

The program of festivals, as a rule, included mass demonstrations devoted to the struggle for peace and national independence, antiwar rallies, actions for the release of unjustly arrested left activists and political prisoners, concerts and national programs of individual delegations, international competitions of young performers, meetings of youth according to their interests, and other events. Unlike other modern manifestations of youth activity, the World Festival of Youth and Students was based and carried a clear ideological vector (anti-bourgeois among Western youth; anti-colonial and national liberation among third-world youth; socialist and anti-war among Soviet youth).

A new stage in the international youth movement begins after the end of the Second World War, when the following organizations were created: the World Federation of Democratic Youth (WFDY) and the International Union of Students (IUS) in the socialist
countries⁵ and the World Assembly of Youth (WAY)⁶ and the International Student Conference (ISC) (PAGET, 2003) in Western countries.

Methods

World Federation of Democratic Youth (WFDY) was created on November 10, 1945 at a major international conference of democratic youth in London. Representatives of 63 countries declared the goal of the new international organization to promote mutual understanding and cooperation of youth in all areas of society, as well as the struggle for peace and security of peoples, for the rights of youth and against all forms of oppression. After that, November 10th was considered to be World Youth Day. The supreme governing body of WFDY was its Congress, which elected the Council from among its members. The executive body of the federation was the Executive Committee and the Bureau of WFDY, and the Secretariat carried out daily work⁷ One of the most effective forms of work of the federation was holding of world youth festivals in conjunction with the International Union of Students.

World Festivals of Youth and Students (WFYS) became an instrument of "soft power" and public diplomacy of the socialist camp countries in the second half of the twentieth century. In the conditions of the Cold War, festivals were associated with direct human communication, voluntary participation, sympathies and attractiveness irrespective on the boundaries and differences of ideologies.

The history of the festival movement began on July 25, 1947 in Prague with the opening of the 1st WFYS. 17 thousand young men and women from 71 countries of the world took part in it. The festival was held under the slogan: "Youth are united to go forward to a lasting peace!" (VAN MAANEN, 1966). We can distinguish the conditional periodization of WFYS. The first period covers the era of the formation of the WFYS and is entirely tied to the countries of the socialist camp (1947-1957). The second period is the highest point of the festival movement, which went beyond the boundaries of the socialist camp and swept the youth of the capitalist world (1959-1989). The third period in the history of WFYS was the era of the revival of multipolar civilizational values (1997–2017).

With the breakdown of the Soviet Union, there were numerous who hurried to foresee the finish of the celebration development. Nonetheless, the World Federation of Democratic
Youth stayed in administration. Regardless of the breakdown of communism during the 1990s and the renaissance of private enterprise, it had the option to conquer inward inconsistencies, both in its association, and to save the beliefs of the celebration development spoke to by the All-Russian Federal University of Music and Culture. Significant choices to reinforce the association were made by the fourteenth and fifteenth WFDY General Assemblies in Lisbon (February 1995) and Larnaca (February 1999) (BASOV, 2017).

The breakdown of communism in the USSR and Eastern European nations influenced both the area and the recurrence of the World Festival of Youth and Students (WFYS). The celebration vector has moved to the Asian and South American landmasses. Just gratitude to the ingenuity of the WFDY part associations and with the definitive commitment of the pioneer of the Cuban transformation, Fidel Castro Rus, the resuscitated XIV WFYS was held in 1997 in the capital of the Island of Freedom, Havana. The festival brought together 12 325 people from 136 countries under the slogan "For anti-imperialist solidarity, peace and friendship" (CHERNIK, 2009). Of the subsequent festivals, two also took place in Latin America: XVI in Caracas under Hugo Chavez (VENEZUELA, 2005); XVIII in Quito (ECUADOR, 2013), and two in Africa: XV in Algeria (ALGERIA, 2001); XVII at Pretoria under Nelson Mandela (SOUTH AFRICA, 2010).

WFYS number XIX was held in Russia for the third time in Sochi from October 14 to 22, 2017 under the slogan "For peace, solidarity and social justice, we are fighting against imperialism - respecting our past, we are building our future!" Over 20 thousand people from 188 countries took part in it. The decision to hold it in Sochi was made at the First International Preparatory Meeting organized by the WFDY in Caracas (Venezuela) on June 2016.

In April 2016, an innovative rivalry was held to make the logo of the forthcoming celebration. It was the refreshed logo of the two Moscow celebrations in 1957 and 1985. The traditions and continuity of generations are reflected in a multi-coloured daisy consisting of many multi-coloured pixels, which represents the network of youngsters around the globe in the time of the data network. A bird of harmony with outstretched wings was in the focal point of the symbol against the foundation of the globe.
Results and discussion

On January 19, 2017, Presidential Decree No. 23 “On the Preparation and Conducting of the XIX World Festival of Youth and Students” was published\(^8\). The tone was set by President V.V. Putin, who said at a meeting with participants in the Tavrida All-Russian Youth Educational Forum during a working trip to the Republic of Crimea on August 20, 2017: “It seems to me that today we need to get away from politicization. It is necessary that this event should be dedicated simply to young people around the world regardless of their political views”\(^9\).

The Sochi festival was dedicated to the Great October Socialist Revolution and personally the legendary Cuban revolutionary Ernesto Che Guevara, and also to those who had recently passed away: Fidel Castro and Mohammed Abdelaziz, a fighter against colonialism in Western Sahara\(^10\).

Leader of the World Federation of Democratic Youth Nicolas Papadimitriou worried in his meeting with TASS: This is a Festival with its own history. We additionally consider Russia to be a nation with an extraordinary history. It made an extraordinary commitment to the advancement of the celebration development... I trust that we will give a valiant effort to guarantee that the fundamental standards and thoughts of the Festival are considered... The scene doesn't make a difference much, since it is, most importantly, the development. We are appreciative to and regard Russia, which is facilitating it this year. What's more, this occasion corresponds with another, no less significant for us, for the WFDY: this is the centennial of the Great October Revolution\(^11\).

The motto of the XIX celebration itself communicated the embodiment of the celebration development. The WFDY President noticed that maintaining the goals of the WFYS, the youngsters of the world along with the WFDY and with the assistance of the celebration development, ought to turn into an amazing manufacturers, where harmony and solidarity rule, and the manufacturers of a planet liberated from colonialism, this worldwide arrangement of predominance of capital and imposing business models. Furthermore, regardless of whether colonialism today looks so amazing, it isn't strong! (VOLOSOVA, 2018).

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The primary objective of the celebration was the improvement of regular ways to deal with tackling worldwide issues and the combination of the planet's populace "for the sake of world harmony". The program of the worldwide gathering incorporated an exchange of societies, conversation of financial issues and the difficulties of globalization, legislative issues, worldwide security, and the advancement of open organizations. It was partitioned into the accompanying territories: questioning, social, logical and instructive, sports, provincial, and furthermore opening and shutting of the celebration (VOLOSOVA, 2018).

Every day 70 different sites worked for the participants of the youth movement; they hosted discussions, trainings, presentations, and other events. Many actions took place in the main media centre of Sochi. 1325 speakers were involved in the events.

According to the director of “Rospatriottsentr” Zyuganov (2017), a tremendous amount of work was done to carry out the festival program... We attracted a large number of partners, Russian and foreign, including through the UN and other international organizations. We have only discussion programs in 12 areas. There were 2-3 partners for each direction, and this means administrative work. Preparation took 24 hours, 7 days a week. Nobody sleeps here, nobody complains, everyone gets crazy pleasure from this process.

The discussion area accommodated crafted by different stages for discourse, including board conversations, open talks, and logical meetings. The key subjects were Culture and Globalization, Global Economy, Knowledge Economy, Development of Public Institutions, Politics and International Security. Each day was dedicated to a specific global problem or to any part of the world. Creative platforms also actively worked, where participants from different countries demonstrated their national cultures, clothes, and national cuisine. Over 13 thousand people daily enriched their knowledge, skills in the scientific, cultural and sports fields (ZYUGANOV, 2017).

October 15 was the first educational day.
October 16 - "America Day."
October 17 - “Africa Day”.
October 18 - “Middle East Day
October 19 - "Asia and Oceania Day."
October 20 - "Europe Day ".
October 21 - "Russia Day"12.

On October 16, the Chairman of the Central Committee of the Communist Party of the Russian Federation G. A. Zyuganov at a panel discussion delivered a report “100 years of the Great October Socialist Revolution”. He said:

For a hundred years, the socialist version of world progress has successfully proved its advantages over capitalism in both domestic and foreign policy. Not one of the global problems of mankind could be solved in a hundred years without the participation of the countries of the socialist camp and the Third World. Today, like a hundred years ago in the era of triumphant imperialism, poverty comes first among the threats of humanity; diseases are in second place; the third is occupied by environmental problems. In addition, terrorism and neo-colonial wars have added to them in the unjust world.13

On October 18, the same tone was continued at the panel discussion “Student movement in the fight for free, public and high-quality education: The struggle of youth for free and universal access to healthcare, education, science and information.” The speaker from Russia was the Komsomol coordinator of the Central Committee of the Russian Federation Komsomol association and furthermore the administrator of the free understudy association "Diskurs" A. Baibikova14. Representatives of Cuba, Jordan, DPRK, PRC, Sri Lanka, Germany, and Great Britain spoke within the framework of the discussion. All speakers discussed comparable issues in their nations, where youth from everywhere the world are battling for nothing and quality training. During warmed conversations, it was conceivable to arrive at an agreement on an understanding between understudy associations for solidarity in the battle for the privileges of understudies, free and quality instruction, and the advancement of science15. A distinctive sign of the mind-set of the celebration was the Left March and the intrigue to the young people of the entire world: "No to imperialism!"

As it was at all previous festivals, the organizers gave a worthy place to the cultural program. Here, more than 70 creative unions, associations and specialized universities acted as partners.

The participants of the festival in Sochi were waiting for by a cultural program for all tastes. “The idea was that the festival participants saw the culture of Russia, the country itself through the eyes of youth and we tried to put together a program so that it was the young

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people who presented their achievements, their work to friends” - said Ilya Bachurin, the creative producer of the WFYS-2017.

Summary

The cultural program was divided into daily working venues and events of the day. The following categories belonged to the first category:

- International youth film award;
- Cinema laboratory;
- Film campus;
- Film theatre;
- Main scene;
- Space of literature and poetry;
- Youth photo center;
- New theatre;
- Street culture festival;
- Dance academy.

The main stage of the Medals Plaza (15 thousand participants daily) was constantly working, at which there were concerts by representatives of the participating countries, the best folk art groups, a reporting gala concert based on the results of the venues, a large youth dance program, dance and theatrical shows, performances by winners and laureates of cultural and sports competitions. An important venue for the cultural program was the discussion club at the Main Media Centre (MMC). Leading representatives of literature, music, theatre, museum industry and cinema, as well as religious figures discussed here global challenges for world culture, freedom and responsibility in art, and international cooperation in the cultural sphere.

A series of master classes were regularly held on the 2nd floor of the MMC Art Centre (2 thousand participants daily), at which works on several types of art (painting, sculpture, graphics, decorative art, monumental art, design, art therapy) of various materials were

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created. In addition to master classes from renowned artists, a lecture hall worked (in accordance with the theme of the day), creative discussions and excursion tours were organized; installations “Hands of the World” and “Faces of the Festival” were also created.

On the 2nd floor of the Main Museum Centre there was also the Youth Photo Centre (6 thousand participants), which worked for the preparation of daily photo exhibitions “Festival Moments”, exhibitions of souvenir products for participants with their photo works, the gift photo album “The Big Book of the Festival”, and the final photo exhibition in Moscow.

The program of the Film Festival was also rich; it consisted of works shot by young directors as part of an international film award. The film lecture hall consisted of watching films with further discussion with the participation of experts, as well as lectures and master classes with the participation of V. Menshov, V. Khotinenko, A. Popogrebsky, E. Baranov, F. Bondarchuk, V. Grammatikov and A. Petrukhin. As part of the Open Filming, participants from 160 countries shot about eight short films in six days.

The Space of Literature and Poetry event (500 participants), where the international literary festival was held, was organized on the same 2nd floor of the Main Museum Centre. There everyone could participate in creative meetings with young poets and writers, and also download and exhibit books. The project allowed to reveal new names in the literature and became a serious start in careers.

It is worth highlighting separately the joint project of the Eksmo-AST publishing group, the Russian Textbook Corporation and the LitRes Company, called the Library of the Future, which brought together more than 10,000 participants at 50 events. It became an interactive platform stylized as a modern library, where poets and writers A. Dementyev, O. Roy, S. Lukyanenko, M. Stepnova, Ya. Wagner, S. Logunov, A. Senatorov, L. Sobolev and others performed.

The Corporation "Russian Textbook" presented a number of socially significant projects: stranachitayushchaya.rf, stranaekologicheskaya.rf, stranavelikaya.rf, "Lessons of Good." A new e-book service for school libraries, “LitRes: Shkola”, was also introduced.

Of particular interest was the Extreme Park Street Culture Festival held on the Main Alley at the entrance architectural group (3,000 participants daily), which combined music, painting, dancing, art, graffiti and urban sports (streetball, parkour, skateboarding, slack-line, etc.). Every evening, the scene of “Free Street” turned into an experimental site for a jam session and a festive procession which was a symbiosis of theatre, poetry, painting and subcultures.
The New Ice Cube Theatre (2 thousand participants) also attracted attention, where meetings were organized with famous Russian and foreign actors and directors; there were nightly shows with performances by youth troupes of theatres and theatre universities, including regional ones, and a number of on-going workshops.

The Ice Cube Dance Academy functioned under the same name (2 thousand participants), which gathered master classes in various areas of choreography: jazz, modern, contemporary dance, etc. The stage was created by the participants under the guidance of the best choreographers and resulted in the daily work of the site.

The cultural program of the events of the day included:

- Concert of the world youth symphony orchestra;
- Day of national cultures;
- Jazz festival;
- International display of national stylized costumes.

The musical program was highly topical; all the main musical directions were presented here: “Sochi Jazz Festival” (directed by I. Butman), “Festival of Contemporary Music”, “Festival “Maximum”, “Day of National Cultures”, Show “Russia”, etc.

The central part of the gala concert "Music is the image of the future" was the performance of the unique World Youth Symphony Orchestra, which consisted of participants in the festival under the direction of B. Strulev.

Another day's event was a gala concert of the stars of the world classical scene together with the laureates and students of the E. Obraztsova International Competition of Young Opera Singers, as well as opera singers - participants of the festival.

In addition to the above events, the cultural program of the festival was presented in other formats:

- Multimedia exhibition pavilion “My story”;
- Interactive museum of the history of the festival movement "House of Anniversaries";
- Fashion show of Russian and foreign designers;
- Ethnic foods fair "World Festival of Cuisines"

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• Performance of KVN teams from different countries “KVN School”;
• I. Averbukh ice show and circus show of Zapashny brothers, etc.\textsuperscript{22}

The sports program of the festival was also hard-driving and included the following events: opening of the World GTO (fit for labour and defence) venue; Festival run for 2017 meters; the opening of the "Dancing Planet"; Interactive area of the Federation of Dance Sports and Acrobatic Rock and Roll; the final mini-football tournament “Towards the 2018 FIFA World Cup”, etc. (VOLOSOVA, 2018).

An unmistakable element of the Sochi Festival was a hard-driving provincial program of occasions held in numerous urban communities of the nation: Veliky Novgorod; Vladivostok; Yekaterinburg; Izhevsk, Kazan, Kaliningrad, Krasnoyarsk, Makhachkala, Orenburg, Novosibirsk, Rostov-on-Don; St. Petersburg, Sevastopol, Tyumen, and Yaroslavl (VOLOSOVA, 2018).

Saturday 21, October, was declared Day of Russia. On this day the festival presented the platform "Russia is the country of opportunities" consisted of 10 projects designed for people aged 7 to 50 years. Among them were the competition "Leaders of Russia" for young managers, the project "Manage" for students; a grant competition for youth initiatives, as well as the project "Russian schoolchildren movement: the territory of self-government", subject Olympiads for students "I am a professional", the project "I want to do good", the action to send letters of thanks "Thank you", etc.

Sochi celebration finished on October 21 with a brilliant shutting function in the field of the Bolshoi ice castle. V.V. Putin tended to the adolescent from the fundamental celebration stage: An irregular, totally bizarre vitality ruled at the celebration. Much the same as that reigns today in this square. This is the vitality of the youthful. I am certain that leaving Russia you will leave a bit of your heart here, yet Russia will consistently stay in your heart. We put stock in you\textsuperscript{23}.

Conclusions

What lessons can be learned from the results of the XIX World Festival of Youth and Students?

Lesson 1. The collapse of the USSR and the change in the socio-political system in Russia did not contribute to the development of the leftish idea in the world. However, Russia is a reliable stronghold of the world as before, which sends this signal of hope to the world youth movement.

Lesson 2. The ideological content of the festival to this day plays an important role in achieving global equal dialogue through “soft power”, and not through violence, as has been happened in the last thirty years. Today, more than ever, truly universal human values are needed, and not those that protect the interests of one class, a chosen nation, or the countries of the "golden billion".

Lesson 3. In spite of everything, the essential way of thinking of the celebration, which is the foundation of the achievement of each WFYS for a long time, has been protected. These are the goals of harmony, fellowship of people groups, global solidarity, and hostile to frontier and against industrialist battles.

Lesson 4. The Final Declaration of the 19th WFYS said: “For 70 years, the Festival has been a bastion of the struggle against colonialism, dictatorships, fascism, war, occupation, aggressive interventions, attacks on the sovereignty of peoples and their premises. This forum supports the struggle of young people for the right to education for all, for labour, medicine, sports and recreation rights, for stopping the exploitation of peoples, oppression and aggression, for the youth to live in a society that meets their needs” (http://www.skmrf.ru/hronika/news_8658.html).

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