

Information letter

The International Group of Experts on Threats for International Psychological Security by Malicious Use of Artificial Intelligence (Research MUAI), in collaboration with the Department of Eastern Philosophies of the Institute of Philosophy of the Russian Academy of Sciences and the UNESCO Chair "Philosophy in the Dialogue of Cultures" of the Institute of Philosophy of the Russian Academy of Sciences, are holding an international conference **"BRICS Strategic Communication in Global Governance"** (October 31, 2025, Institute of Philosophy of the Russian Academy of Sciences, Moscow).

The conference is the first in a series of international academic conferences in BRICS member and partner countries and other countries developing cooperation with the association. The conference will feature reports based on the research by members of the RSF grant project "BRICS Strategic Communication in Global Governance" (implemented using grant funds No. 25-18-00699). The conference committee invites the participation of experts in the field of international relations, political and intercultural communication, intercultural philosophy of information security and artificial intelligence, as well as in other areas related to the topic of the conference.

Conference concept

To attract an increasing number of state and non-state (business structures, civil society institutions, etc.) actors to solving global problems and forming a polycentric world order in the 21st century, new international institutions are being formed. One of them is the BRICS association. To explain their goals and expand cooperation, such new actors need clear, consistent strategic communication (SC) that promises mutual benefit to all participants. The BRICS countries are developing relations with each other on the basis of non-interference, equality and mutual benefit, which, unfortunately, does not exclude individual contradictions and conflicts between them.

The association is not able to formulate a single point of view on all issues from a perspective of mutual interest. However, in the context of growing international tension, BRICS demonstrates at the global level the deeds, words and images of peaceful cooperation of countries with different civilizational roots, playing an important role in the global economy and ensuring international security. This gives grounds to assume the possibility of gradual, not without contradictions, formation and development of the BRICS SC. Such a prospect is not guaranteed, it will require further socially-oriented changes in the countries of the association, taking into account their national characteristics, historical experience, common realities and trends of the 21st century. The SC as a synchronization of state and interstate "deeds", "words" and "images" in the most important and long-term areas of BRICS activity plays a significant role in these processes, which explains the scientific significance of solving the designated problem.

In addition, at present BRICS exerts a relatively weak influence on the dynamics of changes within the global governance system in a number of areas due to the construction of this system in accordance with the interests of Western countries. Thus, the study and solution of the stated problem is theoretically and practically significant from the point of view of expanding the possibilities of BRICS influence on the global governance system.

The purpose of the conference is to clarify the role, most important directions, forms and methods, as well as the significance of the SC in the activities of BRICS for the progressive development of the association and its members, the entire international community by expanding the possibilities of socially oriented global governance.

Conference goals

- to determine the main content and features of the SC, paying special attention to its organization, issues of efficiency and ethical aspects in the context of growing socio-political conflicts and instability, aggravation of international tensions and geopolitical rivalry;
- to identify the means and methods of effective synchronization of “deeds” (programs and measures of long-term policy) of states and interstate integration associations, “words” and “images” (communication provision of this policy), as well as their perception in the international arena;
- to identify the role of the SC in the system of global governance, paying attention, first of all, to international coordination of policy as the optimal form of such governance in contemporary conditions;
- to identify the main contradictions and points of conjugation between groups of actors in the contemporary system of global governance;
- to assess the current role and prospects of BRICS in the system of global governance;
- to define possible scenarios for the development of the global governance system;
- to identify the factors in the formation of the BRICS SC, determined by the very nature of cooperation between the member states;
- to determine the content and features of the development of the BRICS SC in regional areas: in Asia, Africa, Europe and South America;
- to establish the main content and features of the SC of the member states;
- to identify the challenges that exist for the BRICS SC and their impact on the relations of the member states with each other and with the international community;
- to determine the relationship between the nature, direction and dynamics of domestic political processes and changes in the SC of the BRICS states and the SC of the association;
- to determine the relationship between the nature, direction and dynamics of foreign policy activities and changes in the SC of the BRICS states and the SC of the association;
- to develop a methodology for verifying (qualitative and quantitative) the effectiveness of the SC using the example of BRICS (Measure of Effect);
- to assess the impact of the implementation of artificial intelligence technologies on the BRICS SC as a strategic actor in global governance;
- to identify the opportunities and risks of the BRICS SC in connection with the enlargement of the association;
- to determine the possibilities of BRICS partners’ contribution to the SC of the association;
- to determine the features of the BRICS SC in the conditions of the crisis of the global governance system;
- to characterize culture as an element in the formation of the BRICS SC;
- to assess the effectiveness of the communication provision of the BRICS anti-terrorist activities against the backdrop of the continuing threat of international terrorism;
- to identify the goals and methods of psychological operations against BRICS and its individual members and offer recommendations for countering such operations;
- to identify specific shortcomings and gaps in the BRICS SC, develop recommendations for eliminating them, optimizing the SC of the association and improving global governance in general;
- to propose, based on an analysis of probable models of transformation of the BRICS SC, a model of a sustainable socially-oriented SC of the association, taking into account the main opportunities and risks of global governance at the present stage.

Program committee

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Organizing committee

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Information for participants

The conference will be held on October 31, 2025 at the Institute of Philosophy of the Russian Academy of Sciences (Moscow, Goncharnaya St., 12, building 1) in a mixed format. Participants and viewers must [register](#) by October 30, 2025.

Conference languages: Russian, English.

Applications for participation (full name and affiliation of the speaker, title and abstract of the report up to 600 words, a short biography of up to 150 words indicating the place of work and position held, academic titles, main areas of academic activity, publications and grant projects related to the conference topic, as well as a photograph in high resolution (face should occupy not less than 1/3 of the space in the photograph)) should be sent to Oleg Kocherov by September 1, 2025 at netherdead@yandex.ru