

References

Akifeva, R. 2025. "Producing Russian-speaking Community Activities in Australia: The Role of Migrant Organizations and Russian Political Influence." *Journal of Intercultural Studies*. <https://www.tandfonline.com/doi/abs/10.1080/07256868.2024.2399002>.

This article explores how Russian migrant organizations located in Australia operate as channels for Russian influence. Specifically, it analyzes the intersection between soft power and diaspora community collaboration. Akifeva's research examines the procedure Russian cultural and political influence functions in Australian Russian speaking communities. This article inspects how cultural activities assist larger goals: linguistic and cultural ties to Russia with the potential for political connection. Akifeva scrutinizes funding links, community activities favor Russian foreign policy objectives, and organizational structures of migrant organizations. This article is key to understanding the connection between cultural centers and community organizations and soft power. It provides factual evidence of Russian leverage of migrant organization to extend its global sway in the global West.

Bremmer, Ian. 2025. "America's Loss of Soft Power Is Putin's Gain." Bloomberg Opinion, March 3. <https://www.bloomberg.com/opinion/articles/2025-03-03/putin-gains-from-america-s-loss-of-soft-power>.

Bremmer's article asserts that due to the decline of U.S. soft power Russia can expand its influence into the United States. Bremmer discusses how America's withdrawal of funding from cultural diplomacy programs and international broadcasting has created a lapse of U.S. soft power while calling attention to how Russia has continued to invest in its cultural diplomacy programs despite sanctioned economics. This article directly presents America's decline in global soft power and Russia's attempt to monopolize that decline and take advantage of the space for programs. Bremmer consults policies and makes expert commentary to describe the situation rather than factual data. As an opinion piece this article lacks factual data.

Dubinina, Irina, and Maria Polinsky. n.d. "Russian in the U.S." Harvard University. https://scholar.harvard.edu/files/mpolinsky/files/irina_dubinina_polinsky.pdf.

This study examines the progression of Russian language usage in the United States. Specifically, the authors provide essential background information for comprehending the cultural and educational pathways that Russian soft power strategies can utilize. The study provides an analysis of Russian language change in the U.S. exploring features that alter language retention across multiple generations of Russian speaking immigrants. This research is essential for comprehending the linguistic and cultural ground that Russian soft power utilizes in the U.S. The authors use sociolinguistic research to analyze a study they performed on how native speakers categorized Russian phrases with changes from traditional Russian.

Hourani, Linda. 2025. "Hiding in Plain Sight: How Russia's Cultural Centers Continue to Operate in US, Europe Despite Espionage Claims." Kyiv Independent, June 4. <https://kyivindependent.com/cultural-diplomacy-or-cover-for-espionage-why-russian-cultural-centers-remain-open-across-the-globe/>.

Hourani's article explores the prolonged operation of Russian cultural centers in the global West. This article discloses how Russian cultural centers continue to operate in the United States and Europe despite global concerns over safety. Additionally, this article examines the difficulty in distinguishing legitimate cultural organizations from intelligence gathering shadow organizations. Hourani's research actively connects how cultural centers can operate as institutions with multiple purposes and efforts to expand Russian soft power. Furthermore, it provides concrete observances of challenges in countering soft power enterprises that are multipurposed: spreading cultural information, providing a space for connection, and intelligence gathering. Hourani interviews intelligence officials and policy makers and examines public records.

Hsu, Tiffany. 2025. "As U.S. Dismantles Voice of America, Rival Powers Hope to Fill the Void." The New York Times, June 27. <https://www.nytimes.com/2025/06/24/business/media/us-china-russia-global-communications.html>.

This article highlights the closure of the U.S. federally funded broadcast Voices of America by President Trump and the broadcast space this termination creates. Additionally, other countries such as China and Russia have placed more funding into their own broadcast systems to fill this void. Furthermore, the article describes how many countries have continued to invest in broadcast to further international connections where the United States has turned inward losing one of its sources of soft power in the global community allowing for this cavity to be filled by other nations soft power. Hsu uses interviews with global broadcast producers and professors to illustrate how this lapse of broadcast has been filled by others. This source is directly connected because it discusses how the United States global relations have altered and left a space for others to infiltrate the airspace providing more global influence for these

countries. Russia is one of the countries that has occupied this space providing the country with another avenue of influence into other countries an additional example of the use of soft power in diplomacy.

Jagodzinski, Konrad. 2025. "Global Soft Power Index 2025: The Shifting Balance of Global Soft Power." Brand Finance, February 20. <https://brandfinance.com/insights/global-soft-power-index-2025-the-shifting-balance-of-global-soft-power>.

Jagodzinski's report provides quantitative analysis of global soft power rankings including Russia the United States Canada and parts of Europe. This report provides information on the rise and fall of countries' soft power across cultural influence, educational attractiveness, and diplomatic effectiveness, tracking changes in global soft power rankings over time and providing context to the shifts in rankings. Jagodzinski provides empirical data that supports qualitative analyses of soft power.

Luther, Catherine, and Brandon Prins. 2024. "How Russia Employs 'Hard Soft Power' to Influence Overseas Media and Sow Dissent and Fear Among Foreign Populations." The Conversation, September 17. <https://polisci.utk.edu/how-russia-employs-hard-soft-power-to-influence-overseas-media-and-sow-dissent-and-fear-among-foreign-populations>.

This analysis institutes the concept of "hard soft power" to view Russia's global policy tactics that utilize cultural attraction while instituting coercive measures. The authors argue that Russia has created a hybrid avenue to soft power that includes intimidation and disinformation while simultaneously using cultural activities to disguise the organizations alternative motives. Luther and Prins research analyzes Russian media in Georgia and Ukraine exploring how cultural ties are weaponized for political influence. This source is extremely valuable as it provides a concept of "hard soft power" which in turn allows analyzation of dual-purpose Russian cultural and educational initiatives.

Stent, Angela. 2025. "How the War in Ukraine Changed Russia's Global Standing." Brookings Institution, April 2. <https://www.brookings.edu/articles/how-the-war-in-ukraine-changed-russias-global-standing/>.

Stent's article discusses the shift in global perspective of Russia following its attack on Ukraine since 2022. Additionally, this article contains a glimpse into Putin's motivation for the war against Ukraine and the hopes of what the accomplishment of this initiative would obtain. This article is instrumental in understanding outside perspective on Russia. Stent contextualizes Russia's current global ties and how the connections that Russia has generated through the assistance of soft power has created.

The Soufan Center. 2025. "Surrendering the Narrative: How U.S. Cuts to Soft Power Are Helping China and Russia." July 23. <https://thesoufancenter.org/intelbrief-2025-july-23/>.

This article illustrates soft power has changed throughout the globe with a focus on major world powers and what the withdrawal of US with budget cuts in the foreign diplomacy departments creates space for globally. This article is essential to understanding Russian soft power because it illustrates the background for Russia's foreign policy around soft power and international diplomacy.

Tereshchenko, Denys. 2024. "Cultural Diplomacy as a Weapon of the Kremlin." UkraineWorld, July 18. <https://ukraineworld.org/en/articles/infowatch/cultural-diplomacy-weapon-kremlin>.

Tereschenko's research examines how the Russian government has used different soft power techniques to influence other countries through their approach to global diplomacy. This source is key to understanding Russias use of soft power outside of Russia because it provides necessary details about the approach Russia uses to infiltrate other nations indirectly and from within those countries.

Zavadskaya, a Margarita, Ivetta Sergeeva, Elizaveta Osetinskaya, and Erik R. Scott. 2024. "Wartime Emigration and the Russian Diaspora." Panel discussion moderated by Joshua Tucker and Anton Shirikov. The Harriman Institute, Columbia University, April 17. <https://harriman.columbia.edu/event/wartime-emigration-and-the-russian-diaspora/>.

This discussion details the current state of emigration from Russia during the war. CC N