

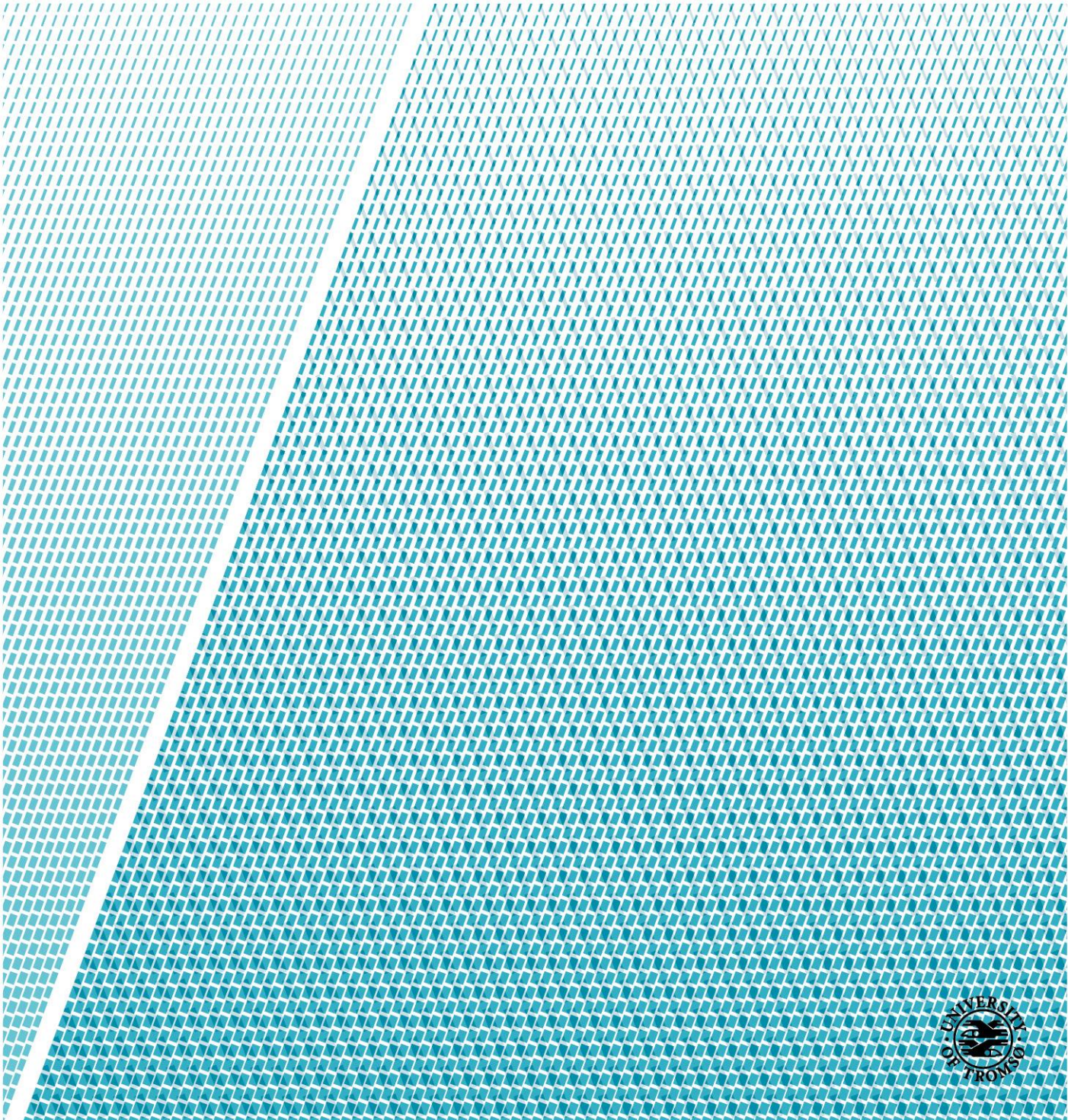


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Image of Russia in Norway and vice versa: cross – pollination

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Master thesis in Peace and Conflict Transformation – SVF-3901
November 2017



"And so it is to the printing press – to the recorder of man's deeds, the keeper of his conscience, the courier of his news – that we look for strength and assistance, confident that with your help man will be what he was born to be: free and independent."

[John F. Kennedy; Waldorf-Astoria Hotel,
New York City; April 27, 1961]

Acknowledgments

I sincerely thank

Nils Vidar Vambheim for confidence and assistance;

S.V.Shachin for help and interest in cooperating;

all my respondents.

I express my sincere gratitude to my family.

Victor Gabain,
November 2017, Tromsø

Abstract

The present thesis project examines the concept of country image, namely the country image of Russia in Norway and vice versa. Modern world society is inclined to globalization and undistorted usage of information. In such conditions, majority have a common vision of the country image concept, but the structure of country image itself is unsystematized and occasionally undisclosed. Such a versatile aspect of modern international politics needs to be analyzed narrowly inasmuch as it plays prominent role in understanding ourselves in the modern multicultural society.

This project is based on the empirical study of country image which has been undertaken in Murmansk, St. Petersburg, Tromsø and Oslo. The main objective of the present paper is to provide multilateral analysis of genuine country image of Russia and Norway. All data have been collected with the help of detailed anonymous questionnaire and unstructured expert interview. Results of questionnaire are analyzed with the help of SPSS Statistics software.

Russian-Norwegian international relations are to be bright example of productive cooperation between states on both local and national levels over the years. The territory of high north, long history of interconnections between Russians and Norwegians, common border and absence of any armed conflict between states – all of this dictate specific perception and understanding of each other's culture, history, and mentality.

Such peculiarities and results of country image analysis allowed to disclose that both Norwegians and Russians pay same attention to the same components of each other's country image – understanding and perceiving of nations have cross-fertilized one another: image of Russia in Norway and vice versa is cross – pollinated.

Key words: country image, country image of Russia, country image of Norway, Norway-Russia relations, cross-pollination, international relations, international politics, high north, SPSS, sociological research.

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CHAPTER 1. INTRODUCTION

In the present age, the modern society undoubtedly has a streak of globalization. In international relations the variety of mutually beneficial ties between states increases. The atmosphere of «open borders» provides the opportunity of creation large amount of international agreements and organizations.

Russia is deemed as an active participant on the international political arena, supporting productive relations with many states. It is particularly to be noted that Russia has unique interconnections with Norway – one of the closest «neighbor country». Russian – Norwegian relations are to be the bright example of multi – valued and active state cooperation. The important thing to note is that the two countries have never entered armed conflicts. As of this date, Russia and Norway maintain friendly cultural, political, and economic relations, both at the national and local levels.

The main concept which is going to be examined in the present paper is «country – image», namely the country image of Russia in Norway and vice versa. The specific country image has an important influence on the diplomatic relations scenario. Doubtlessly, the absence of positive country image causes substantial complications in inter-country partnership, while positive country image implies a tendency for mutual interest and communication between states.

Country image formation occurs in group and individual consciousness. Construction of country image is affected by variety of peculiar resources, such as mass media, interpersonal communication (alive relationship as well as «via internet» dialog), etc.

1.1. Level of scientific development of research topic

American economist and sociologist Kenneth Boulding provided considerable input in country image study. Among Russian scientists there are plenty of researcher who considered county image concept from the side of sociology: Semenenko, Graver, Vylegzhanin. Country image is rather a multidimensional concept. This concept is to be the part of PR and image studies specialists' field of interest (Kondratiev, Abramov). Country image of Russia in Norway and vice versa was elaborated from the historical point of view by Komarov, Karelin and Nilsen. The identity of Russians and Norwegians as a part of country image was the research object of Geir Hønneland's work.

1.2. General idea of the master project

The main aim of this work is to examine and analyze existing country image of Russia in Norway and vice versa. It is particularly to be noted that it is highly important to test suggested theoretical model of country image, especially on the international level. Despite the relevance of country image concept in international relations, the empirical study of country image of Russia and Norway and vice versa was not undertaken. There is no general database and practical results, which can be used further. In reality, understanding of country image concept is proceeding mostly on theoretical level.

The specificity of suggested theoretical model (Chapter 2) provides the opportunity to get data which is based mostly on value judgement.

The main hypothesis, which will be based on value judgement, is that country image of Russia in Norway will be presented in positive/neutral way (an extended presentation of understanding of «negative», «neutral», «positive» country image will be presented in the next part of the paper). In addition, country image of Norway in Russia will be presented in much positive way.

Another assumption is that nature of country image formation will be the same for Norwegians as for Russians. In other words, both Russians and Norwegians will pay attention mostly on the same aspects of country image, the understanding of each other will occur identically. That is why the second part of the master project name is to be “*cross pollination*”. According to the American Heritage dictionary of the English Language, cross pollination is to be influence or inspiration between or among diverse elements. In case of country image concept, cross pollination means that Norwegians will be influenced by Russians somehow and in contrast. For instance, if Norwegians will pay special attention on social aspect of country image of Russia (housing condition, for example), Russians will do the same. It means in that case that social aspect of country image will be “cross pollinated” (or extremely close connected).

Another hypothesis is that country image will be different depending upon the geographical area. The geography of data collecting implies dividing research on two levels: local and global. Tromsø and Murmansk are to be two cities on local level, where the connection between Norwegians and Russians seems to be active, while Oslo and St. Petersburg are placed to global level, where interconnections between Norwegians and Russians are not so developed. To sum up, country image on local level will be presented in better and more detailed way as on global level.

1.3.Methodology

Theoretical part of thesis project is built on presenting own theoretical concept of country image which is based on sociological, economic, and political theoretical backgrounds. Such theoretical concept allows researchers to systematize considering country image and study it in a more precise way. Since country image is to be sufficiently wide concept and is comprised of peculiar constituents, one of the most substantial subjective in studying country image is to specify it, to find out key points and basic partials of image.

The most significant aspect of such concept is that country image consists of compounds which can be different from one research to another. In other words, components of country image can be specified depending on particularity, research objective and research problem. Presented in the next chapter concept of country image represents principle of dividing country image into following levels/blocks: image of culture, image of society, political image and business image (or economic image). Such dividing is mostly based on scientific approaches of Boulding, Semenenko, Graver, Vylegzhanin, Abramov, Kondratiev and presented in the next chapter in considerable details.

Components of country image can be used, supplemented, or varied in accordance with specificity of one or another research. To illustrate, if researcher considers image of country where religion has deep impact on society and political structure, for instance – India (with strong influence of Hinduism) or countries of Near East (where Islam has its fundamental impact on institutions), image of religion in this case can be made into a separate level/block of country image. Japan could be another example of using “additional” components to country image structure. It is the fact that Japan is one of the leading countries of scientific ideas. Technologies there play so important role that one can hardly fancy image of Japan without technological compound. In this case it will be expediently to consider image of technologies along with components of suggested in the first chapter logic circuit of country image.

In the present thesis project, images of Russia and Norway have been examined with the help of methodological techniques such as questioning and interviewing. Structure of interview and questioning, sampling analysis and responding analysis will be presented in the following parts.

1.3.1. *Questioning*

The first question which has been asked before collecting data and making pilot testing was «what is the best way to study image? ». Image of country reflects individual representations of people. If a researcher is interested in studying individual representations about country image, the best way to do it is to interview respondents. In this case, specific peculiarities of country image will be collected one by one while interviewing different people. However, such interview will show different individual representations. Obviously, it is difficult to systematize such representations as different people possibly will pay attention to different aspects of country image. Moreover, different respondents will have their own understanding of image by itself.

If such interview, a lot of different unsystematized data will appear. Such data is difficult to analyze and use them to prove hypotheses. That is why the best way to collect data is to use questioning which is based on presented theory.

As it was mentioned before, it is important to check how the theoretical concept works on practice. The easiest way to avoid interviewing and collect systematized data in this case is to use scales. Scales will give opportunity to represent people's attitudes to the topic of master thesis. In other words, such questionnaire will show how respondents attitude to concrete aspects of external country image. They can react neutral, positive, or negative. In this case, it is relevant to use modified Likert scale. Such scale will help to determine value judgement. The questionnaire consists of 38 questions (yes-no questions as well as opened questions) and divided by 4 blocks, connected to social, political, economic, and business country image respectively.

The body of questionnaire as well as its analysis will be presented in further chapters.

1.3.2. Interviews

The questionnaire allows to get systematized and generalized data, helps to check the theory concept in practice and to prove hypotheses. However, in order to know individual meaning of the concept of country-image itself and relevant questions (connected to modern international relations between Russia and Norway) few interviews have been taken. Only experts have been interviewed.

Questionnaire helps to get statistical data, while expert interview helps to get specific attitude to the concept of country image itself. All interviews were unformalized. Some of interviews are anonymous.

The interview guide and analysis will be presented in further chapters.

1.3.3. *Challenges during data collecting*

As long as main respondents of research were students, the main challenge during collecting data was getting accept to educational institutions. Quite big amount of universities in Russia are “closed”, it means that only students and teaching personnel have access to educational process. Such restrictions aimed to protect educational process and improve level of education.

Before interviewing almost all respondents were curious to know what kind of questions are going to be asked during conversation. Before interviewing respondents knew only the topic of interview. Such reaction can be described by the quote of one of the respondents: “I do hope that you are not going to ask some «wrong» or «discrediting» questions...”. Such reaction can be connected with the status of interviewee. In the framework of modern international relations, conversation about country image can be provocative to some extent.

1.3.4. *Secondary data analysis*

During preliminary work on thesis project it has been realized that image of country was not systematized or studied deep while image by itself was analyzed well. Quite big number of articles have been examined in order to understand all peculiarities and specifics of country image. In this way, in the present project we presented own concept of country image which is mainly based on comparison of country with corporation. Such concept, as it turned out, reflects real understanding of country image concept by respondents as it was mentioned above. Moreover, to prove relevance of studying image of Norway and image of Russia, quite big number of historical documents was analyzed. Among other things, the thesis project consists of historical draft presenting relations between Norway and Russia since times of coast-dwellers.

1.3.5. *Content analysis of the media*

To present many-sided analysis which is based not only on questioning and interviewing, articles and news sites have been examined as well. It was interesting to analyze controversial cases modern relations between Norway and Russia such as: division of water area of Barents Sea in 2010 as well as some cases connected with illegal border crossing by immigrants from Russian side in 2015 and 2016. Barents Observer is one of the main source of information which was under

monitoring during thesis project writing. Analysis of media is highly useful in order to study tendency in modern international Russian Norwegian relations.

1.4. Thesis structure

The present master thesis consists of five chapters.

Chapter 1 is to be brief introduction to the topic of master thesis, its general ideas, and methodology.

Chapter 2 is devoted to the diversity of theoretical approaches to understanding country image concept. This chapter presents theoretical foundation of the thesis, shows detailed structural scheme of country image concept.

Chapter 3 is connected to historical sketch of country image of Russia in Norway from century XVII. Also, this chapter focuses on analysis of modern relation between Russia and Norway.

Chapter 4 reflects deep analysis of questionnaire and interviews as well as common analysis of modern country image of Norway and Russia. The principle of «cross-pollination» is considered and analyzed in the context of country image.

Chapter 5 focuses on summarizing results of the thesis, formulates the main conclusion, and outlines prospects for further research of country image concept.

CHAPTER 2. CONCEPT OF COUNTRY IMAGE: THE DIVERSITY OF THEORETICAL APPROACHES.

2.1 What is the meaning of country image?

Nowadays researchers can find the variety of definitions and theoretical approaches which try to explain conception of country image in modern society. It proves that country image concept is quite multidimensional. Whereas the concept of country image is actual topic of discussions and researches, genesis of concept is not sufficiently developed.

What is the meaning of country image? Country image is a symbolic model that mediates perception of the national community and its members through representations and judgments accessible to ordinary consciousness (Semenenko, 2006, p. 110). According to Graver, image of country is the most general category that covers the whole scope of ideas about country - from philosophical analysis to applied research (Graver, 2012, p. 39). It is noteworthy that image of country is an important element in the design and functioning of collective and civic identity. Country image is a representation of internal and external appearance of country and its elements. Country image is a reflection. Country image is an icon.

Image of country can be understood as an appropriately designed category. Vylegzhanin defines the concept as a result of planned work on image; image is a specially created, deliberately formed stable socio-psychological emotionally colored reflection that promotes the formation of certain opinion, formation of a view of someone or something in order to achieve certain goals (Vylegzhanin, 2008, p. 122). Vylegzhanin calls image a «virtual substitute» (ibid., p. 199) which facilitates the perception of that vast array of information that falls upon a person every day. According to Vylegzhanin, image is nothing more than a label that hangs on various objects in order to systematize and standardize them. Image is result of a certain reflection by a mass audience. Not a person or organization have image, but this particular audience has an image of a certain object.

Kondratiev and Abramov believe that image is the most economical way of generating and recognizing complex social reality. Image is a symbolic reflection of some object, based on the results of processing some information. (Kondratiev, Abramov, 2007, p. 126). One can work with mass consciousness only with the help of a communicative unit – image (ibid., p.152).

2.2. «The image» & «the *obraz*».

It is of some interest to observe that some Russian researches divide country image by two types: «the image» and «the *obraz*». Semenenko believes that «*obraz*» includes ideas about country that exist in mind of population groups. Such ideas meet cultural field of population groups and form an integral picture – a kind of «portrait» (Semenenko, 2006). «Image» is a narrower concept and defines *that* component of national image which is formed under the influence of resources and technologies (ibid.). Result of such complex work as country image formation cannot guarantee desired outcome: large human resources, capital investments and time must be used in order to change image of some country. On this occasion, «image» is considered as a *synthesized element* which can not reflect truly and real opinion of society members. «*Obraz*» takes on itself to reflect real representation of reality in public and individual consciousness.

To sum up, according to Russian researchers, there are two forms of image definition itself: «the *obraz*» and «the image». «The *obraz*» seems to be the approximate idea of «natural image»: image that appears in society spontaneously and reflects not-simulated perceptions and public opinion. «The image» in its turn reads like synthesized aspect which is always to be a result of special government organizations' planned work. However, such dividing by «*obraz*» and «image» cannot be applicable to the modern society where relationships between governmental organizations and society is quite strong. Natural country image» formation proceeding under the influence of «synthesized country image». In other words, individual cannot form personal perception of image independently from influence of mass media and governmental organized propaganda.

2.3. Dividing and systematization of country image concept. Knowledge compilation.

As it was already mentioned, country image is diversified concept. One cannot examine country image without its systematization. During process of initial literature analyzing, many approaches to country image understanding have been identified. These approaches provided the opportunity to consider the concept in full detail.

According to Semenenko, concept of country image allows to convert unknown to recognizable through symbols and associations. Such symbols and associations embody already established knowledge or create the value of new quality (which is based on a combination of already known forms) (Semenenko, 2006, p. 110). This approach of country image defining can

be attributed to the paradigm of *social interactionism*. Country image appears in mass consciousness through interaction – social interconnection. The representatives of symbolic interactionism pay attention not just to the interaction of people, but such interaction which is carried out with the help of certain symbols. Studies of country image fit organically to the context of interactionist approaches: image is symbolic by nature and its formation necessarily implies interaction. Production of symbols is necessary aspect of human social behavior; therefore, we can consider country image as symbolic reflection which is created in social communication and in the context of the basic ideas of symbolic interactionism. Such ideas concentrate attention to the phenomenon of symbolic communication or rather social intercourse carried out through symbols (Perelygina, 2002, p. 43). From this it may be inferred that symbol can be regarded as one of the component of country image. Symbols can be described as historical and national characteristics associated with cultural, civilizational, geographical, and ethnic features of a particular country. Such symbols play role of indicators that help to examine country image more specifically.

The concept of country image is to be extremely broad. It presupposes further systematization and structuring.

Image of country in modern studies is considered as a set of certain characteristics that determine during the course of research. Such characteristics are more often unsystematized. In our opinion, the methodology of symbolic interactionism allows to divide country image (at the preparatory stage of research) precisely into those constituent symbols that will most fully and accurately reflect image of particular country.

The concept of country image has been already analyzed by researchers.

First of all, it is necessary to notice the approach of one of the image theory founders and specialist in the general system theory field – Kenneth Ewart Boulding. In 1956 Kenneth Boulding formulated basic concepts of the general systems theory (Boulding, 1956). It is noteworthy that researcher systematized various phenomena that are quite general in nature and constitute subject of research of many scientific disciplines. According to Boulding, «population» is considered as general subject of the variety of disciplines. Population could consist of both social classes and goods, molecules, etc. (ibid.). Boulding singled out eight hierarchical levels of systems, including social organization. Using the general systems theory Boulding divided the concept of country image which researcher viewed as an important component of international relations. This principle of dividing country image can be legitimately counted as fundamental since researchers have not been considering country image so substantively before that. In his work Boulding considered the term of «state identity». National image or country image Boulding divided into

external and internal. External image can be explained as representation of one nation about another. Internal image reflects nation's representation of itself – this can be named exactly as «state identity» (ibid.). In its turn, state identity can be divided into «national identity» and «statehood». National identity is determined by the peculiarities of geographical position, organization of political and economic life, culture and history, religious and ethnic composition of population. Statehood is considered as position of state in international relations, membership in international organizations, character of international relations with other countries, a list of roles that the state implements in the international arena.

However, there are still some approaches that can supplement this dividing. Boulding considered internal image in detail, while external image is not structured so precisely. The main objective of the present project is to study external image of Russia and Norway, so in this paper we will consider few more approaches that will help to supplement Boulding approach and study external image of country more closely.

Previous approaches to the understanding of country image concept (by Boulding and through the prism of social interactionism) and approaches of Kosolapov, Kondratiev, Abramov, Vylegzhanin and Pocheptsov (that are presented below) consider the concept of country image from different sides, but take into account various unique features of country image. We can say that these approaches harmoniously supplement each other giving a quintessence of the concept of county image.

Country image can be viewed by analogy with the model of corporate image of organization or corporation. Kosolapovov draws an analogy between state and organization. Such analogy can be used in the present work. Kosolapov believes that corporation historically is nothing more than an informal interest grouping. Being founded by a group of individuals, corporation almost immediately seeks to design itself as a formal entity. Such formations can be created for any purpose: economic and spiritual, legal and illegal, etc. (Kosolapov, 2011). Within the framework of corporation, rights and duties of its members are different from rights and duties of corporation as a single entity. All these aspects are applicable to state. According to Kosolapov, state is a special case of corporation. State as a phenomenon grew once from corporation (author means one of many aspects of formation of state as institution). It is logical to assume that approaches of determining country image will coincide with approaches determining image of corporation.

PR specialists often propose to divide image into personal and corporative. Country image can hardly be named as personal. As it was already figured out, we can legitimately consider

country image from the standpoint of corporative reflection. Thus, we are interested in consideration only corporative component of image which will be used conformably to country image.

Abramov and Kondratiev examined image of organization in detail. Researchers divide corporative image on the following components: image of *product* (which considers functionality of goods and additional services), image of *consumer* (which includes consumer's lifestyle, social status, and character), *internal* image (it includes culture of organization, socio-psychological climate of collective), image of *leader* (his appearance, features of verbal and non-verbal behavior, socio-demographic affiliation, psychological characteristics and actions), image of *staff* (its competence, culture, socio-demographic characteristics), *visual* image (architecture and design, appearance of stuff, elements of corporate identity), *social* image (which considers social aspect of activity of organization), *business* image (business reputation of organization, indicators of business activity) (Kondratiev, Abramov, 2007, p. 134). Image of country can likewise be divided into following subgroups: image of *population* or image of *society* (considers quality of citizens' life, life expectancy, level of health, housing conditions, level of education, prosperity, level of social security), image of *leader* (includes the image of head of state, dominant party and significant members of government; ability of leaders to recognize and express interests of society, ability to put forward new ideas, combine and improve them; level of people's trust in authorities), business image of country (which shows economic development of state, importance in business relations), *visual* image or image of *culture* (this may include cultural heritage of country, architecture, art, national cultural features).

Vylegzhanin in the manual "The theory and practice of public relations" divides image into:

- positive or negative image in terms of public perception;
- image of a specific object (image of a certain policy, business, country);
- ideal image (one that should be striven for);
- real image (the existing image in mass consciousness in a given communicative space);
- professional image (representatives of different professions must correspond to it depending on stereotypical expectations of mass consciousness); (Vylegzhanin, 2008, p. 119)

Thus, real image of particular object, namely image of Russia and Norway, will be considered in the present paper. This real image will reflect currently existing properties of countries.

Pocheptsov gives one more approach for image structuring. The usefulness of this approach lies in the fact that approach is applicable to an even deeper systematization of country image. As it was already mentioned, symbols can be considered as one of components of country image. Approach of Pocheptsov allows to structure these symbols. Such a profound systematization allows to reflect all important aspects of country image more accurately. So, Pocheptsov proposes the following division of country image characteristics:

- biological (showing aggressiveness or strength);
- communicative (as channel-dependent types of telegenic aspects);
- social (modeling purely human characteristics);
- mythological (being a "bringing" of the object to the available stereotyped representations);
- professional (reflecting demands of mass audience for external and partly internal ideas about particular type of profession);
- context (specifying dependence on your opponent); (Pocheptsov, 2000, p. 175).

It is to be noticed, that such a division of country image characteristics is quite profound and can be applied only if country image is examined in sufficient detail (researcher is interested in specific and exact components of image). In the present paper, country image of Norway and Russia will be considered in a complex manner, so this division will not be applied, but it was necessary to mention it since this approach can be used in further study and analysis of country image.

2.4. Structure of county image concept. Summary of theoretical part.

Having examined approaches of many researchers, we can form own notion of country image concept and model structural scheme of this definition which will reflect the entire multidimensionality of the term.

Approaches of Semenenko, Graver and Vylegzhanin allowed to identity the nature of country image – country image reflects ideas about country that are spontaneously formed in the mass consciousness. Country image in some cases can be formed under the influence of planned work on the image, but always reflects actual perception by society.

Semenenko considered country image through the prism of social interactionism. This approach allowed to conclude that country image can be viewed as a set of certain symbols and associations that directly depend on certain scenario of sociological research.

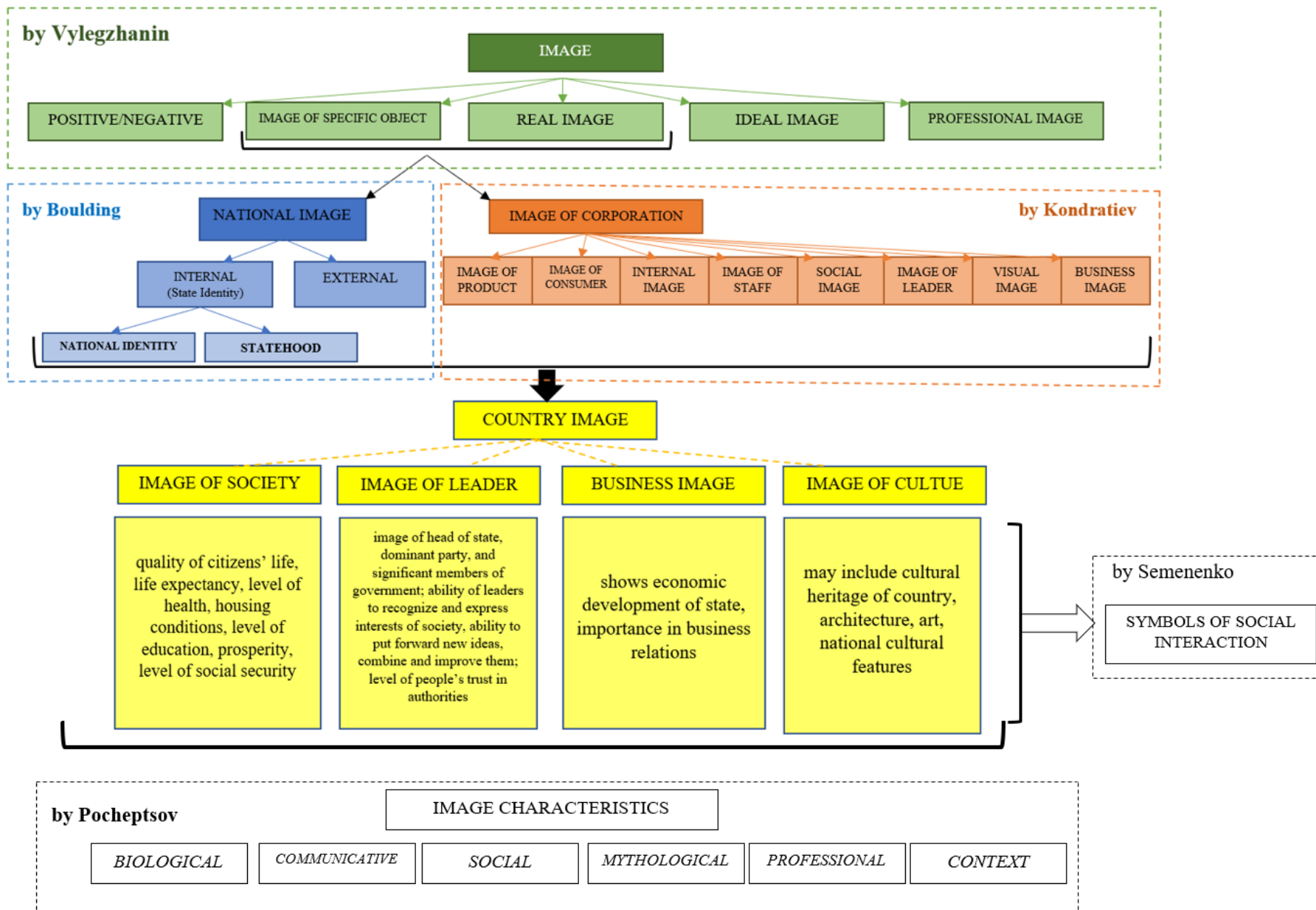
The approach of Kenneth Boulding allowed to divide country image into internal and external, state identity, national identity, and statehood.

Works of Kosolapov allowed to reasonably consider a state as corporation (or organization). Articles of Kondratiev and Abramov became the basis for the subsequent division of country image by analogy with organization.

Point of view of Vylegzhanin helped to divide country image into positive and negative, specific, ideal and internal.

All this diversity of theoretical approaches forms the basis for the structural scheme of country image concept:

Figure 1. Structural scheme of country image concept.



As it was mentioned above, this model is based on Boulding, Kondratiev and Abramov theoretical points of view. First, the approach of Boulding has been taken as a basis – scientist divided the definition into two parts: «internal» image of country («What do I think about my country? ») and «external» one («What do I think about another country? »). Secondly, in addition to K. Boulding concept, (according to Kondratiev and Abramov) external either internal image can be divided by analogy with corporation. Scientists divided image of corporation on several segments: image of product, image of customer, internal image, image of chief, visual image, business-image. As a state is a special case of corporation (by Kosolapov), we can divide image of country in the way as it presented in the structural scheme of image concept. Presented model is cross functional and applicable for variety of collecting data methods.

With the help of in-depth analysis of theoretical material, we can now form definition of country image. So, image of country is a vision of the nation, its «portrait» which reflect actual perception, spontaneously and naturally formed in individual and mass consciousness. Formation of country image is influenced by symbols that also appear spontaneously.

We can conclude that the present project will examine external image countries which consists of image of society, image of leader, business image and image of culture.

Country image has a significant influence on the formation of international relations. Russia for many decades is that actor in the political arena whose opinion is taken into account in many international issues and disputes. Russia is currently cooperating with a wide range of partner countries. One of such countries is to be Norway, one of the closest neighbors with whom we are connected by long history of political and cultural interaction and by implementation of a variety of conjoint projects. Barents Region undertakes the function of one of the most important contact zones of interaction between countries. Barents Region is to be unique base for cultural, economic, and political relations between Russia, Norway, Sweden and Finland. Numerous functions of Barents Euro-Arctic region are shared among so-called working groups that deal with economic and customs cooperation, issues related to the protection of environment and forestry sector, energy tourism, and youth affairs. In this intercultural space of constant international contact, the image of Russia and Norway reflects real and almost non-stereotyped attitude. Of special interest is study image of Russia and Norway in Tromsø and Murmansk, where contacts between Norwegian and Russians are most intense. On the other hand, it is interesting to compare perceptions in distant from Barents Region cities, such St. Petersburg and Oslo, where contacts between Russians and Norwegians are not so intense as in Tromsø and Murmansk.

The concept of country image is now formed and structured. The next step is to conduct historical analysis of image of Russia and Norway. This will make it possible to follow the successive changes in image of Russia and Norway; adjust scenario of present research; carry out sociological study taking into account specific features of the relationship between Russia and Norway; receive actual results reflecting naturally formed and real image of Russia and Norway; try to forecast further scenarios of Russian-Norwegian relations.

CHAPTER 3. IMAGE OF RUSSIA IN NORWAY: FRIEND OR ENEMY?

As it was already mentioned, Norway and Russia are connected with long-standing international relations. The image of Russia and Norway has been changing in the last centuries.

This chapter presents a historical draft and analysis of the image of Russia and Norway and vice versa. The present chapter reflects all significant event and stages in the development of countries. The present draft is based on historical and archival documents.

3.1. Image of Russia in Norway: XVII – the end of World War II.

Since the century XVII, relations between Norway (the closest neighbor of Russia) and Russia have been established. Norway has not been formed into an independent state yet, but was a part of the Danish – Norwegian (then Swedish - Norwegian) Union. So-called «pomor» trade (from Norwegian: pomorhandelen) united the fishing population of Northern Norway and inhabitants of the White Sea coast and Murman. Such relations existed up to the revolutionary 1917. Since that time, the image of Russia in Norway remains positive. Further historical events confirm this.

Figure 2. The Cap of the North with the main cities of the pomor trade.¹



Pomor trade is the starting point for the first permanent contacts between Norway and Russia. It was then that the initial image of Russia is formed as an economic partner,

The trade of fish, grain and other goods was so intense and close that it formed the cultural phenomenon of «russenorsk» (from Norwegian: russenorsk) – mixed Russian-Norwegian language consisting of 40% of Norwegian vocabulary and 50% of Russian. It is noteworthy that «russenorks» was used only on the northern coast of Norway and included only northern dialects of Norwegian language. Most of the words of «russenorsk» were related to commercial and trade

¹ The map is taken from: https://en.wikipedia.org/wiki/Pomor_trade#/media/File:Kart_nordkalotten.png

terminology. The existence of «russenorsk» speaks about mutually beneficial economic and cultural ties between Russia and Norway at that time. The need of this language disappeared by the beginning of the 20th century. It should be noted that by this time relations between Russia and Norway have become deeper; Norwegian partners did not consider a thorough study of Russian language as a difficulty.

Norway-Russia relations are moving to a new level after 1905, when Norway gained independence due to the dissolution of Sweden-Norway. Even then, Russia has been perceived not just as a trade ally, but as a great power. Russia was the first to recognize Norway's independence from Sweden, but despite friendly actions from Russian side, the image of Russia has undergone some changes.

In the period after the collapse of the Union, first conflicts and claims between Norway and Russia appeared. This is primarily associated with fishing in Barents Sea. A lot of Norwegian citizens pursued a trade in Russia (primarily fishery). They (Norwegians) payed attention to the absence of energy and initiative among Russians, moreover Norwegians have been noticing some kind of negative attitude from Russians. «At first, Russians invited them [*Norwegians*], now they are no longer needed» (Broch, 1911).

In Norwegian and Swedish newspapers in increasing frequency appears many fears about war peril from Russian side. «In several articles we have payed attention to how Russia is heavily pushing to the West and North-West. Military installations and railways are moving closer and closer to the territories of Norway and Sweden» («Aftenposten». – 1911. – January 23.). Diplomatic mission of Russia in Christiania in its turn pays close attention to the formation of negative image of Russia in Norway and immediately tries to give an adequate assessment of situation and claims that such news is nothing more than unfounded rumours: « In view of the persistent rumours in the part of Norwegian press about strengthening of our [*Russian*] north and allegedly the expansion of the maritime territorial border... I considered it my duty to attract serious attention of the Ministry of Foreign Affairs to the absurdity and aimlessness of such attacks, which create only a mood that is harmful and extremely undesirable for good neighborly relations». ²

It can be concluded that during the formation of Norway as a sovereign state and at the beginning of the First World War, the image of Russia gradually changed. Diplomatic mission in

² Secret telegram of the secretary of the Russian mission in Christiania Loris-Melikov from 13/26 January 1911 about unfriendly statements by the Norwegian press regarding to the alleged expansion of the Russian maritime territorial boundary (18.01.1911). Hoover Institution Archives. Register of the Russia. Missia (Norway). Box 6. Folder 4. Copy. Typescript.

Christiania understands that relations between Russia and Norwegian Kingdom must be maintained and strengthened, that is why PR campaign that influenced Norway's opinion in favor of Russia has been undertaken. «Among the data that should be promoted..., there is information about Murmansk railway. Emphasizing its importance for reaching the free sea, we could simultaneously point out to Norwegians on the political dishonesty of the Swedes, who try to frighten them [*Norwegians*] of a danger, in which Narvik allegedly is...; profitable impression must...produce...descriptions and assessments of our [*Russian*] successful military operations».³ This PR campaign was successful, as during World War I Norway held a position of benevolent neutrality towards Russia.

In the period of WWI and WWII Soviet-Norwegians relations have not been a priority for the Soviet foreign policy. The authorities of Soviet Foreign Affairs believed that small Norway cannot play an important role in international relations, but at the same time believed that it would be erroneous to write it off international politics (Chubaryan, Riste, 1997, p.148). However, there were exceptions to this tendency. From the beginning of 1920, Russia-Norway relations are guided by the orientation toward the development of the Arctic territories. In the 1920, the Foreign Ministry of the USSR drew attention to the transfer of Spitsbergen and Bear Island to the sovereignty of Norway (Kasiyan, 2010). The terms of the Svalbard Treaty, signed on February 9, 1920, provided for an equal right to usage of natural resources and territorial waters of Spitsbergen by the Participating Member States. In 1925, Norway officially declare Spitsbergen as a part of Norwegian Kingdom. USSR joined the treaty in 1935. But already in October 1931, Russian coal company «Arcticugol» began operating on the archipelago. The initiator of the company's creation was the government of USSR which issued a decree on the organization of state trust for extraction of coal and minerals on islands and coast of Arctic Ocean. «Arcticugol» received all property and rights of USSR on Spitsbergen archipelago.⁴ Researchers did not consider in detail the problem of diplomatic struggle associated with creation and operation of USSR coal mines in the archipelago. However, since this time Norway has been expressing concern related to the usage of mineral resources. In 2001, Norway legislated to limit Russian influence on Svalbard by establishing a licensing order for economic activities in the polar archipelago, which is contrary to the established rules of the Spitsbergen Treaty. So, it can be concluded that Norway began to view Russia as a strategic rival in disputed Arctic territories.

³ The letter of the Russian envoy in Christiania K.N. Gulkevich from 13/26 May 1916 to the deputy minister of foreign affairs V.A. Artsimovich about possible ways in which the diplomatic mission influences Norway's public opinion in favor of Russia / Archive of foreign policy of the Russian Empire (AFPPE). Fund 140. Inventory 477. Case 831. Sheets 31-32. Copy. Typescript.

⁴ Trust «Arcticugol». About company. [Online]. Available from: <http://www.arcticugol.ru/index.php/about/trest-arktikutgol> [Accessed: 10 May 2015]

The spirit of rivalry was preserved even during the rapid industrialization of the Kola region. In Murmansk and Kandalaksha ports appeared new equipment: coastal and floating cranes, powerful winches, cars, etc. The standard of living of the population, especially of people engaged in the fishing industry, has significantly improved. Murmansk has become an extreme and strategically important western base for Arctic development – the territory which interests both Russia and Norway to this day. At the time of industrialization, colonists from Norway already lived on the Kola Peninsula. They were mostly engaged in fishing industry. Norwegians felt comfortable on foreign territory and treated Soviet government with loyalty. However, by 1930, Soviet government drew attention to the fact that the number of ethnic Norwegians to the west of Kola Bay exceeds 11,5% (Jentoft, 2002). Since the territory where Norwegians lived was strategically important for control over the North, state authorities began to pay attention to the settlement. Central government in Murmansk began to be wary of settlers: they did not speak Russian, were illiterate, they were accused of backwardness and called as adherents of «religious carry-overs» (ibid.). Norwegians did not receive the status of a national minority. By 1933 Soviet government started ethnic cleansing of Norwegian settlement. In the period from 1920 to 1950, 48 Norwegians were illegally convicted. More of them were convicted for espionage in favor of foreign state. In 1937, consul of Norway in Archangelsk Arnold Wicklund has been accused of espionage. Another 50 Archangelsk residents were arrested, most of them have been sentenced to be shot (ibid.). In 1938, Ministry of Foreign Affairs of USSR put forward a demand to close the Consulate General of Norway in Leningrad.

All these events took place against the background of a general "cooling" of diplomatic relations and decrease in the volume of trade and economic cooperation between USSR and Norway. The result of such negative relations was the complete loss of the significance of the Soviet-Norwegian Treaty on Trade and Navigation of December 15, 1925. In 1930s, diplomatic relations between Norway and USSR also had a general political background connected with the Winter War of 1939-1940. Norway was wary of USSR as well as feared a threat. Norway supported the expulsion of the USSR from the League of Nations due to the Winter War. Oslo feared that «USSR would have some offers to "exchange" territories with Norway» (Zubov, 2013, p. 134).

Since 1940, many changes appeared in USSR-Norway relations. On April 9, 1940, in connection with beginning of occupation of Norway by Germany, Norwegian government and heads of parliament were evacuated to London. From September 25, 1940 to May 8, 1945 foreign policy activities of the Norwegian Foreign Ministry in Oslo were suspended. The pro-fascist party «National Unity» (headed by Quisling) came to power. In 1940, Soviet embassy in Oslo was

transformed into a consulate due to the diplomatic note of German Foreign Ministry. On December 5, 1940, in a radio address to Norway, Trygve Lie, the foreign minister of Norway, emphasized the strengthening of diplomatic relations not with USSR, but with United Kingdom and United States.⁵ In May 1941, diplomatic relations between Norway and USSR have been terminated «in view the fact that Norway is not currently a sovereign state» (Chubaryan, Riste, 1997, p.308). However, in August 1941, after the German attack on the Soviet Union, the situation underwent changes: Soviet-Norwegian diplomatic relations have been restored. On July 22, 1941, King of Norway Haakon VII and the government of Prime Minister announced support of USSR. «With the attack on Russia, the war entered a new phase, we are at war with Germany. Germans are our enemies». ⁶ In his speech, Trygve Lie noted: «As far as we can, together with Great Britain and other allies, we will support all those who are at war against Hitlerite Germany. Russian people are fighting now for their freedom and national independence». («Nordisk Tidende». – 1941. – July 11.). On July 23, 1941, meeting between Norwegian envoy Colban and ambassador of USSR Maisky has been held. The main theme of the meeting was the restoration of diplomatic relations between Norway and Soviet Union. Already on August 5, 1941, Norway and Russia sent letters to each other that expressed desire to exchange delegates.

Ahead of both countries was the hardest fight against German fascism. Therefore, all forces have been cast to defense sovereignty and security of states. The territory of Northern Norway was liberated from the occupation of Germany in October 1944. This historical moment plays an important role in relations between countries. Norwegian people highly appreciated contribution of Red Army to the liberation of the country. King of Norway Haakon VII, speaking on the radio on October 26, 1944, said: "We watched with admiration and enthusiasm for the heroic and victorious struggle of the Soviet Union against our common enemy. The duty of every Norwegian is to provide maximum support to our Soviet ally".

3.2. Image of Russia and Norway: 1949 – 2015.

After the end of World War II, Soviet Union becomes a superpower. From 1949 to 1952, Norway was the only NATO country that had a common border with USSR. This period of relations between Norway and the USSR was overshadowed by the "cold war". The entry of Norway into NATO increased distrust in Russia-Norway relations. During this period, Norwegian government attempted to establish a dialogue supporting two competing superpowers, USSR and

⁵ Norge I krig. Bind 1-7, Oslo: Aschehoug, 1984-1987. B. 1, 1984. S. 97; B. 7, 1987. S. 71, 65, 53, 67.

⁶ Sommerfeldt W.P. Hans Majestet Kong Haakon VII. Taler 1905-1946. Et utvalg o gen bibliografi. Oslo, 1947, S. 44-45

US, but this did not succeed much. Only in 1955 the head of Norwegian government visited USSR. In his turn, Khrushchev visited Norway in 1963. Gorbachev first visited Norway only in 1990 due to the awarding the Nobel Peace Prize.

In the period before the beginning of perestroika, despite the decline of diplomatic relations between countries, Soviet researchers studied aspects of Russia-Norway relations. Since the late of 1980s, the consequences of «cold war» began to be overcome in Russia-Norway relations, but this did not affect the general background of diplomatic relations. During this period, there were unpleasant conflicts for both countries: Norwegians prohibited activities of the Soviet archaeological expedition to Svalbard; collision of Soviet military boats with Norwegian vessel on June 11, 1985; on June 20, 1987, Soviet military aircraft violated Norway's airspace. In 1986, Norwegian side toughened the requirements for the activities of the Soviet expedition to Spitsbergen, until an attempt to put it under a ban.

Norway was suspicious of USSR. In 1986, on the meeting of the North Atlantic Committee, Norwegian minister of defence made a statement in which he stressed the point that the presence of a sufficient number of allied ships would be the best guarantee of security and stability for the north-west Europe.⁷

Since the beginning of the period of Soviet perestroika, Norway-Russia relations have slowly begun to improve. The image of the USSR in Norway acquired a positive color. In December 1986, an official visit of Norwegian Prime Minister Gro Harlem Brundtland took place in Moscow. During this visit, Gorbachev noted that despite all fears USSR had no aggressive intentions. Gorbachev described as abnormal the fact that there had been no official high-level visits between Norway and Soviet Union for 15 years («Pravda». – 1986. – December 23). During the meetings in Moscow, Norway and USSR confirmed the intention to develop traditional good-neighborly relations, treating them as one of the main factors of stability in the European North.

The evolution of the relationship between Norway and Russia as well as the changes of image of Russia in Norway were influenced, among other things, by the so-called "Murmansk initiatives" presented by Gorbachev. Address of Gorbachev was mainly sent to countries of Northern Europe in the framework of «new political thinking». (Gorbachev, 30 September – 2 October, 1987, Murmansk). The Soviet leader's speech also underscored the negative influence of NATO on Russia-Norway relations: «The presence of the Pentagon's chilling breath in this region in no way contributes to the establishment of relations» (ibid.). It should be noted that

⁷ Archive of foreign policy of the Russian Federation (AFP RF). Fund 135. Inventory 68. Case 21. Folder 154. Sheet 128. Copy. Typescript.

during the period from 1986 to 1987, five major military field exercises were conducted on the territory of Norway with participation of NATO troops from other countries: «Encore Express», «Barfrost-86», «Brave Lion», «Blue Fox-86», «Cold Winter». ⁸

In early June 1991, Gorbachev visited Oslo as a Nobel Peace Prize laureate. During this visit, Gorbachev and Norwegian Prime Minister Minister Gro Harlem Brundtland signed a joint Soviet-Norwegian statement, which focused on the development of multilateral cooperation in the North. The statement expressed the mutual desire to give the most concrete content to cooperation through the restoration of business and other contacts between the local authorities of Northern Norway and the north-west of the Soviet Union (Gorbachev, 1991). As Soviet-Scandinavian relations improved, the number of foreign delegations visiting USSR increased, the degree of rejection of anticommunism and anti-Sovietism in the Nordic countries decreased. ⁹

After the collapse of Soviet Union, international relations underwent a certain transformation. Scandinavian countries have actively manifested themselves in the process of recognizing Russia and its entry into the world community. On December 16, 1991, Norway recognized the independence of Russia. Demonstrating immediate readiness to maintain diplomatic contacts, Norway allocates 20 million Norwegian kroner for the North-West of Russia within the framework of the «Assistance to the neighbor» campaign (Smirnov, 2002, p. 23).

In the early 1990s, issues of profitable and multidimensional cooperation with Russia were in the focus of attention of Norwegian government. Strong emphasis was placed on the cessation of the socio-economic crisis in Russia. Desire to reduce contrast in the level of welfare of citizens in bordering with Russia territories appeared.

In March 1992, a new foundation for Russia-Norway relations has been laid during the visit of Russian Foreign Minister Kozyrev to Norway. During the visit, joint protocol on the working program for the development of contacts and cooperation between Russian Federation and Norway has been signed (Fyodorova, 2001, p. 290). In the same year, Norwegian Foreign Minister Thorvald Stoltenberg in a public speech for the first time used a new political concept – the Barents Region. It was Thorvald Stoltenberg's initiative to establish cross-border cooperation between countries. Since 1993, this cross-border cooperation has acquired a multilateral character within the established organization of the Barents Euro-Arctic region. The signing of the declaration on the establishment of Barents Region gave impetus to the regional cooperation aimed at the positive economic and social development of the northern territories. Since that moment,

⁸ Archive of foreign policy of the Russian Federation (AFP RF). Fund 116. Inventory 70. Case 2. Folder 110. Sheets 1-8, 15-16.

⁹ State Archive of the Russian Federation (GARF). Fund P-9576. Inventory 20(4). Case 5566. Sheet 26

economic, cultural, and educational relations between Norway and Russia become close and dynamic.

By early 1993, Russia established strong friendly relations with the Kingdom of Norway. Programs for further development of interaction between countries have been formed. Cooperation in the Barents region and inclusion of Russia into European integration were key aspects in the Declaration on the Basics of Relations between the Russian Federation and the Kingdom of Norway (signed by Boris Yeltsin and Gro Harlem Brundtland, Oslo, 26 March 1996).

In October 1995, Norway decided to abandon the self-imposed restrictions on military activities proclaimed in the late 1950s with the participation of NATO troops in the territories bordering the Russian Federation. Moscow was concerned about this fact. In January 1995, occurred an incident (known as the Norwegian rocket incident or Black Brant scare) that also affected relations between countries: president of Russian Federation alerted the nuclear forces due to the course deviation of the Norwegian meteorological Norwegian rocket «Black Brant-XII». During this period, relations between Norway and Russia were again aggravated over the Spitsbergen archipelago. The Governor of Murmansk Oblast Yury Yevdokimov placed stress on that one can notice the distinct desire of Norwegians to induce Russia to voluntarily leave Svalbard. («Literaturnaya gazeta». – 1997. – October 15).

The period of short-term stagnation of Russian-Norwegian relations ends when Primakov held a position of the Minister of Foreign Affairs of Russian Federation in the beginning of 1996. Since 1996, the period of active mutual visits between Norway and Russia begins. It can speak about a positive trend in the development of international relations between countries.

Table 1. Main official state visits of official representatives of Russia and Norway (1998 - 2009)¹⁰

Date	Official representative	Place
1998, May	The King of Norway Harald V	Murmansk, Russia
1999, May	Prime Minister of Norway Kjell Magne Bondevik	Moscow, Russia
1999, November	Prime Minister of Russia Vladimir Putin	Oslo, Norway
2000, September	Prime Minister of Russia Mikhail Kasyanov	Oslo, Norway
2001, June	Prime Minister of Norway Jens Stoltenberg	Moscow, Russia

¹⁰ The table is based on BarentsObserver source: [Online] Available from: <http://barentsobserver.com/ru> [Accessed: March 10, 2015]

2002, November	President of Russia Vladimir Putin	Oslo, Norway
2003, January	Prime Minister of Russia Mikhail Kasyanov	Kirkenes, Norway
2003	Prime Minister of Norway Kjell Magne Bondevik	Russian-Norwegian border (border crossing station Storskog); St. Petersburg, Russia
2005, May	Prime Minister of Norway Kjell Magne Bondevik	Moscow, Russia
2006, March	Prime Minister of Russia Mikhail Fradkov	Oslo, Norway
2009, May	Prime Minister of Norway Jens Stoltenberg	Moscow, Russia

Such frequent exchanges of official visits should contribute to strengthening mutually beneficial relations between countries, but during this period unpleasant diplomatic conflicts arose. In March 1998, the Norwegian authorities declared five Russian diplomats *persona non grata*, accusing them of intelligence activities. As a response, Russia deports counselor of Norwegian Embassy in Moscow and Norwegian Consul General in Murmansk.

Cooperation of Norway and Russia was overshadowed again in 2005, when Norwegian Coast Guard detained a Russian trawler "Electron" in connection with illegal fishing in the coastal zone of the Spitsbergen archipelago. In spite of the fact that these actions were recognized by Norway and Russia as illegal and were settled at diplomatic level, these events caused mixed reactions among the population. Russian population viewed this action as an undiplomatic move and «pushing of Russian fishermen out the Spitsbergen zone» (Kholmogorov,2007).

Another incident happened in 2010 and also caused mixed public reaction. The incident was connected with the demarcation of Russian-Norwegian border. The territorial dispute over the state border in the Barents Sea has been under way since 1970. Since the states were in friendly relations, disputes about the border were limited only to rare actions and detentions of fishing vessels. Due to the discovery of hydrocarbon reserves in the disputed territory, the dispute escalated. The heads of Norway and Russia decided to sign an agreement between Russian Federation and Norway on the delimitation of the areas in the Barents Sea and the Arctic Ocean. Agreement was signed on September 5, 2013. 57 members of the Russian parliament spoke against the ratification of the agreement. The public believed that Russia made the unreasonable and royal gift to Norway.

The tendency of cooling in relations between Norway and Russia continued. In 2014, Norway joins EU sanctions against Russia regarding annexation of Crimea and armed conflict in Ukraine. In August 2014, Russia retaliated by imposing an annual embargo on the supply of raw

materials, agricultural products, and foodstuffs from a number of countries, including Norway (Butrin, 2014).

In May 2016, Norwegian authorities decided to impose new security measures on the border with Russia: «It is decided to erect a 3,5 metre high security fence with a gate. The fence will be approximately 200 metre long,» said Tonje Torsgard, Communication Advisor in the Ministry of Justice and Public Security.¹¹ Such measure has been imposed due to increasing refugee flows. A bit later, on May 12, 2016, meeting between Ministries of Foreign Affairs of Norway and Canada took place in Ottawa. Børge Brende, Minister of Foreign Affairs of Norway, noted that for the effective cooperation in the Arctic and to maintain stability and peace in the region, countries should maintain a «good relationship» with Russia.¹² In September 2017, Elena Tikhonova, Minister of Economic Development of Murmansk region, noted that foreign trade turnover of the Murmansk region with Norway grew by 15% and amounted to \$ 100 million compared to the previous year.¹³

3.3. Summary

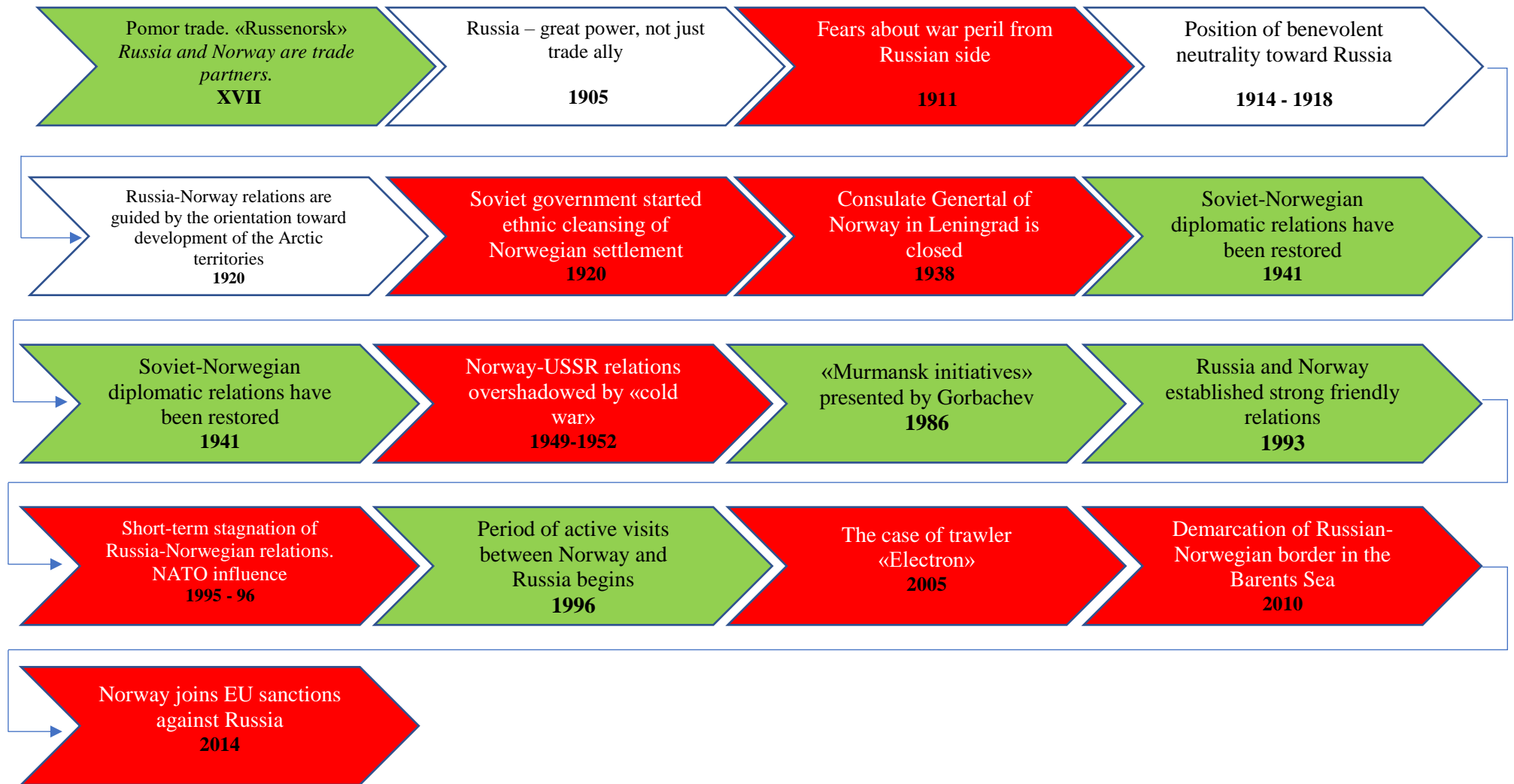
The history of Russian-Norwegian relations is a unique example of international contacts. Norway and Russia have never been drawn into serious military conflicts. However, Norway-Russian relations cannot be simplified or idealized. Relations between countries have experienced difficult and crisis times. Conflicts arose mainly in the North, where the states directly border on each other. The reasons of such conflict could be named the issues of joint delineation of territories, rivalry over the places of fishing activities. However, these issues have always been resolved through diplomatic negotiations, mutual agreements, considering all the rights and interests of Norway and Russia. The image of Russia and Norway has also been changing dynamically, in direct proportion to the changing political situation:

¹¹BarentsObserver: [Online] Available from: <https://thebarentsobserver.com/en/borders/2016/04/norway-erects-security-fence-border-russia> [Accessed: September 10, 2017]

¹² REGNUM: [Online] Available from: https://regnum.ru/news/polit/2131757.html?utm_medium=referral&utm_source=lentainform&utm_campaign=regnum.ru&utm_term=1250176s8922&utm_content=4319536 [Accessed: September 10, 2017]

¹³Nord-News: [Online] Available from: http://nord-news.ru/news/2017/09/07/?newsid=95979&utm_source=smi2 [Accessed: October 3, 2017]

Figure 3. Main events in Russia-Norway relations that influenced the perception of Russia by Norway (XVII – 2014)*



* Positive events are marked in green, negative – in red, neutral – in white.

From XVII to 1917, in eyes of Norwegians Russia appeared as trade partner. At that time, most intensive contacts between countries took place on the Kola Peninsula, neighboring territories of Finnmark and in the waters of Barents Sea. After Norway's dissolution of the union with Sweden, the image of Russia underwent changes: Norway was afraid of growing military power of Russia. Since 1920, both Russia and Norway show interest in exploring Arctic. During this period, Norway has a very strong sense of independence and seeks to formally strengthen its territorial claims. Russia now gets the image of an opponent, and the spirit of competition continues to this day. In connection with the aggravation of the current situation on the international arena, the image of Russia in Norway is changing and at the moment it acquires an "antagonistic" character. The same is happening with the image of Norway.

The present chapter analyzes mostly political and economic aspects of Russia-Norway relations, while cultural and social aspects are not considered. It is to be noted that cultural component of Russia-Norway relations has always been important. However, there have been no significant changes in cultural perception of countries. Cultural image of Norway and Russia can be characterized as positive and sustainable. Mutual cultural, scientific and educational projects can be named as distinguishing features of Russia-Norway relations. «In the sphere of culture, contacts between Northern Norway and the northeastern regions of Russia have been maintained for many years. The government wants to maintain good relations with Russia in this area and supports the organizers of the Norwegian festivals and the administration of museums that want to develop cross-border cooperation»¹⁴, - says Linda Hofstad Helleland, Minister of Culture of Norway. One of the most successful Russian-Norwegian projects is Russian-Norwegian school in Murmansk. Established in 2008, it gives the opportunity to become a part of multicultural educational process and unique cultural exchange.

Norway and Russia remain strategic and cultural partners to this day. Sociological analysis of modern image of Russia and Norway will provide the opportunity to disclose real perception of culture, social life, economics, and politics of countries. Moreover, such analysis will form unique statistical database which can be used for further researches of country image, international politics, and international relations.

The most accessible and interesting for analyzing of image of Russia in Norway places are to be Tromsø and Murmansk, which can be characterized as the zones of the most active

¹⁴ REGNUM: [Online] Available from: <https://regnum.ru/news/cultura/2171863.html> [Accessed: September 27, 2017]

contact between Russians and Norwegians. Sociological analysis of the image of Russia in Norway and vice-versa is presented in the next chapter.

CHAPTER 4. IMAGE OF RUSSIA IN NORWAY AND VICE VERSA. SOCIOLOGICAL ANALYSIS.

4.1. Sample validation.

As it was already mentioned above, country image is many-sided concept. The best way to check how theoretical model of country image (which is presented in Chapter 2) works on practice is to conduct a questionnaire. When object, aims, tasks, structure of questionnaire are formulated, it is important to understand what kind of respondents will be able to reflect aims of research. In other words, it is significant to find the best sample for sociological research.

Conducted in the present research questionnaire is mostly aimed on testing the theoretical model of country image concept. In this case, conducted questionnaire can be considered as pilot testing. The best type of sample for pilot testing is to be convenience sampling. Convenience sampling implies that all elements of statistical population have equal chance to become a part of sample. In other word, all respondents have been chosen without any specification. Sex, age, and citizenship were not considered. During the research, collection of empirical data has been conducted in the amount of 204 respondents. Respondents of the research are students of Russian and Norwegian universities. It is to be noted that students were the most accessible respondents and specialization of education in this case were not considered as well.

4.1.1. *Sample representativeness.*

As long as the main subject of present thesis is country image of Norway and Russia, the whole population of Russia and Norway can be considered as statistical population of the research. It is to be noted that research resources are limited as well as sample size. The approximate total population of Norway and Russia is ca. 147 million. If confidence probability is 95%, confidence interval is 5% and general statistical populations is ca. 147 million, the size of sample is to be 384 respondents. In case of present research, the number of respondents is 204 (117 respondents from Russia and 87 respondents from Norway respectively). The problem of convenience sampling is that sample is not representational enough, but the main aim of questionnaire is to test theoretical model of country image concept. The number of respondents in case of present research is sufficient to provide primary data. However, even such primary information can reflect existing perceptions of Russian and Norwegian images respectively.

4.2. Structure of questionnaire. Likert scale. Frequency distribution tables.

Quantitative type of research as questioning is the main research method of thesis project. Questioning is the most convenient research method to study and analyze country image in case of thesis project. Questionnaire consists of 38 questions. Each question is to be a «litmus test» which allows to study image of country from different sides. Theory which is used in thesis project involves analysis of 4 main components of country image: cultural aspect, social peculiar properties of living, economical aspect, and political component. Each of component can be supplemented or modified since country image is so many-sided and constantly changing concept that it cannot be contained in strict frameworks.

The questionnaire consists of 38 questions (yes-no questions as well as opened questions) and divided by 4 blocks, connected to social, political, economic, and business country image respectively:

1. *Are you acquainted with Russian architecture?*

<input type="checkbox"/>	<i>Yes</i>
<input type="checkbox"/>	<i>No</i>

9. *Can you name some Russian musicians, composers, performers?*

In order to show how respondents attitude to concrete aspects of external country image, modified Likert scale has been used for majority of questions. Such scale will help to determine value judgement:

15. *How would you describe Russian standards of living? (Choose one answer on a scale from 0 – Do not know, 1 – quite bad; to 5 – quite good)*

0	1	2	3	4	5

In the end of each block of the questionnaire, it will be possible to get final scale index by using the average value. If index is in the interim from 0 to 2, it can be named as «negative»; if it is equal ca.3 – «neutral»; if in the interim from 4 to 5 – «positive».

Such answers and scale help to use another method which is to be part of analyzing data: method of building frequency distribution tables:

	How would you describe Norwegian national characteristics (Norwegian mentality)?	
	Quantity	%
0	24	20,5%
1	0	0%
2	5	4,3%
3	20	17,1%
4	38	32,5%
5	30	25,6%

Questionnaires for examining image of Russia in Norway and image of Norway in Russia are presented in Appendix 1.

4.3. Analysis of questionnaire data.

As it was already mentioned, questionnaire has been divided into 4 semantic blocks. In the present analysis characteristics of each semantic blocks will be analyzed in pairs: cultural image of Russia and its characteristics will be analyzed together with cultural image of Norway, social image of Russia – with social image of Norway and by analogy.

4.3.1. Analysis of respondent.

Respondent of the research were Norwegian and Russian students. Respondents have been asked about their social and cultural contacts with Norwegians/Russians as well as about their visits to Norway/Russia. These questions allowed to understand what the respondents' opinion about another country is based on.

Table 2. Distribution of respondents according to historical and social relationships with Russians/Norwegians

Did you have some social or historical connections with Norwegians?				Did you have some social or historical connections with Russians?			
Yes		No		Yes		No	
Quantity	%	Quantity	%	Quantity	%	Quantity	%
35	29,9%	82	70,1%	31	35,6%	56	64,4%

Table 3. **Distribution of respondents according to visits to Russia/Norway**

Have you ever visited Norway?				Have you ever visited Russia?			
Yes		No		Yes		No	
Quantity	%	Quantity	%	Quantity	%	Quantity	%
34	29,1%	83	70,9%	5	5,7%	82	94,3%

So, the majority of respondents both from Norway and Russia have never visited Russia or Norway and have no social and historical connections with Russians/Norwegians. It is to be noted that characteristics of respondents both from Norway and Russia are in general the same. Can it be considered as the first attribute of cross - pollination?

4.3.2. Analysis of cultural image of Russia/Norway

Cultural component of image has been divided into attitude to architectural tradition, art, music, national characteristics, and history. Such symbols provide the opportunity to show reflection of cultural component of country image fully.

Table 4. **Distribution of respondents according to attitude to architectural tradition of Norway/Russia**

	How would you describe your attitude to Norwegian architectural tradition?			How would you describe your attitude to Russian architectural tradition?	
	Quantity	%		Quantity	%
0	0	0%	0	0%	
1	0	0%	1	1,1%	
2	0	0%	1	1,1%	
3	1	10,0%	33	37,9%	
4	4	40,0%	50	57,5%	
5	5	50,0%	2	2,3%	

Table 5. **Distribution of respondents according to attitude to Russian/Norwegian art**

	How would you describe Norwegian art?			How would you describe Norwegian art?	
	Quantity	%		Quantity	%
0	1	4,0%	0	0%	
1	1	4,0%	0	0%	
2	2	8,0%	2	2,3%	
3	10	40,0%	20	23,0%	
4	5	20,0%	55	63,2%	
5	6	24,0%	10	11,5%	

Table 6. **Distribution of respondents according to attitude to Russian/Norwegian national characteristics (mentality)**

	How would you describe Norwegian national characteristics (Norwegian mentality)?			How would you describe Russian national characteristics (Russian mentality)?	
	Quantity	%		Quantity	%
0	24	20,5%	0	0%	
1	0	0%	1	1,1%	
2	5	4,3%	2	2,3%	
3	20	17,1%	22	25,3%	
4	38	32,5%	62	71,3%	
5	30	25,6%	0	0%	

Table 7. **Distribution of respondents according to attitude to Russian/Norwegian history**

How would you describe Norwegian history?			How would you describe Russian history?		
	Quantity	%		Quantity	%
0	2	25,0%	0	0	0%
1	0	0%	1	0	0%
2	1	12,5%	2	0	0%
3	3	37,5%	3	33	37,9%
4	1	12,5%	4	44	50,6%
5	1	12,5%	5	10	11,5%

Table 8. **Distribution of respondents according to common attitude to Russian/Norwegian culture**

How would you describe your attitude to Norwegian culture in general?			How would you describe your attitude to Norwegian culture in general?		
	Quantity	%		Quantity	%
0	33	28,7%	0	0	0%
1	1	0,9%	1	0	0%
2	7	6,1%	2	1	1,1%
3	24	20,9%	3	35	40,2 %
4	36	31,3%	4	38	43,7%
5	14	12,2%	5	13	14,9%

According to the provided data, it can be considered that cultural image of Norway in Russia and Russia in Norway can be characterized as positive. However, despite such high rates, extremely small percentage of respondents could indicate specific components of the cultural image, such as familiar architectural structures, artists, or historical events.

Among Norwegian respondents, only 12 (25,2%) respondents could answer the question «Can you name some well-known examples of Russian architecture? ». The most popular answers to this question were the Kremlin, the Trans-Siberian Railway.

Only 4 (3.48%) respondents answered the question "Please name Russian musicians, composers, performers known to you". 3 of them answered "Tchaikovsky", 1 - "Rachmaninov".

10 (8,7%) of respondents gave the answer to the question "Please name Russian poets and writers known to you." The most popular answers among the respondents were "Bulgakov", "Pushkin", "Dostoevsky".

Only 2 (1.74%) respondents answered the question "Can you name Russian artists known to you". The most popular answers among the respondents were "Aivazovsky" and "Malevich".

No respondent could answer the question "Please, name the Russian dancers, choreographers, ballet dancers known to you."

Only 9 (7.83%) respondents answered the question " Can you name some «flagships» of Russia known to you". Analyzing the answers to this question it can be noticed that stereotypes play a role on the perception of Russia by Norwegians. The most popular answers are "Babushka", "Matryoshka", "Balalaika", "Bear".

The respondents showed great awareness in the question "Please, name the historical events connected with Russia known to you". This question was answered by 20 (17.4%) respondents. The most popular answers are: "World War II" (indicated by 13 respondents), "Cold War" (indicated by 5 respondents), "Conflict in Ukraine" (indicated by 5 respondents).

According to the analysis of cultural image of Russia, it can be concluded that the cultural image of Russia in Norway as a whole is positive. A high indicator of awareness, but a low percentage of specific answers indicates, most likely, that the cultural image of Russia in Norway has long been formed in a positive way (this is also indicated by the historical analysis image of Russia in Norway presented in the Chapter 3) and has not undergone significant changes.

Among Russian respondents, only 9 (7,6%) respondents could answer the question «Can you name some well-known examples of Norwegian architecture? » The most popular answers to this question were the Arctic Cathedral in Tromsø and the Oslo Opera House.

Only 11 (9,4%) respondents answered the question "Please name Norwegian musicians, composers, performers known to you". The most popular answer is "Edward Grieg".

14 (11,9%) of respondents gave the answer to the question "Please name Norwegian poets and writers known to you." The most popular answers among the respondents were "Knut Hamsun" and "Henrik Ibsen".

Only 12 (10,2%) respondents answered the question "Can you name Norwegian artists known to you". The most popular answer among the respondents is "Edward Munch".

No respondent could answer the question "Please, name Norwegian dancers, choreographers, ballet dancers known to you." So, for Russian and Norwegian respondents such an element of cultural image as choreography plays no role. In further research this element can be deleted from the scheme of country image concept.

59 (50,4%) respondents answered the question " Can you name some «flagships» of Norway known to you". The most popular answers are "fiords", "trolls", "vikings".

In contrast to the Russian respondents, Norwegian respondents did not show great awareness in the question "Please, name the historical events connected with Norway known to you". This question was answered only by 6 (5,1%) respondents. The most popular answers is "World War II".

It can be concluded that Russians and Norwegians respondents have positive attitude to the cultural image of Norway/Russia. However, such attitude can be characterized as general idea about culture of another country: scale answers are not confirmed by indicating specific components of culture image.

4.3.3. Analysis of social image of Russia/Norway

Social component of county image has been divided into attitude to life expectancy, housing condition, living standards and level of social security.

Table 8. Distribution of respondents according to average life expectancy in Russia/Norway.

	What is the average life expectancy in Norway to your opinion			What is the average life expectancy in Russia to your opinion	
	Quantity	%		Quantity	%
0	2	1,7%	0	2	2,3%
>60 years	13	11,3%	>60 years	1	1,1%
>70 years	45	39,1%	>70 years	16	18,4%
>80 years	50	43,5%	>80 years	41	47,1%
>90 years	5	4,3%	>90 years	3	3,4%

Table 9. **Distribution of respondents according to Norwegian/Russian standards of living**

	How would you describe Norwegian standards of living?			How would you describe Russian standards of living?	
	Quantity	%		Quantity	%
0	10	8,5%	0	1	1,1%
1	0	0,0%	1	5	5,7%
2	1	0,9%	2	20	23,0%
3	7	6,0%	3	34	39,1%
4	44	37,6%	4	25	28,7%
5	55	47,0%	5	2	2,3%

Table 10. **Distribution of respondents according to level of housing in Norway/Russia**

	How would you describe the level of housing in Norway?			How would you describe the level of housing in Russia?	
	Quantity	%		Quantity	%
0	10	8,5%	0	1	1,1%
1	0	0,0%	1	5	5,7%
2	1	0,9%	2	20	23,0%
3	7	6,0%	3	34	39,1%
4	50	42,7%	4	25	28,7%
5	49	41,9%	5	2	2,3%

Table 11. **Distribution of respondents according to level of salary in Norway/Russia**

	How would you describe the level of salary in Norway?			How would you describe the level of salary in Russia?	
	Quantity	%		Quantity	%
0	15	12,8%	0	0	0,0%
1	0	0,0%	1	5	5,7%
2	1	0,9%	2	22	25,3%
3	15	12,8%	3	34	39,1%
4	46	39,3%	4	24	27,6%
5	40	34,2%	5	2	2,3%

Table 12. **Distribution of respondents according to level of social security in Norway/Russia**

	How would you describe the level of social security in Norway?			How would you describe the level of social security in Russia?	
	Quantity	%		Quantity	%
0	17	14,5%	0	1	1,1%
1	1	0,9%	1	7	8,0%
2	2	1,7%	2	18	20,7%
3	16	13,7%	3	34	39,1%
4	39	33,3%	4	24	27,6%
5	42	35,9%	5	3	3,4%

Among Norwegian respondents, the majority of respondents (41 (47.1%) assume that the average life expectancy in Russia is more than 80 years, but at the same time they evaluate the remaining indicators for "3": 34 (39.1%) consider level of housing conditions in Russia as average; standards of living in Russia are rated by "3" by the majority of respondents (35 (40.2%); the level of salary in Russia is also rated by "3" by 34 respondents (39,1%); the level of social security in Russia is also considered as average (34 respondents (39.1%).

It is to be noted that such perception of social image of Russia can be influenced by mass media. As it was mentioned above, 94,3% of Norwegian respondents have never visited Russia.

Often, foreign media present incomplete or distorted information about Russia (most often paying attention to the political, and not the social aspect), thereby not creating conditions for changing the perception of the social image of Russia in Norway.

Completely different data showed respondents from Russia. Among Russian respondents, the majority (50 (43,5%) assume that the average life expectancy in Norway is more than 80 years. 55 respondents (47%) considered standards of living in Norway as excellent. Level of salary in Norway is rated by "4" by 46 respondents (39,3%). Level of social security considered as excellent by 42 respondents (35,0%).

It can be concluded that perceptions about social image of Russia in Norway can be characterized as neutral, while Russian respondent rate social image of Norway positively.

4.3.4. Analysis of political image of Russia/Norway

The image of leader or political image has been divided into the following components: ability of members of government and political leaders to recognize correctly and express interests of people; ability of members of government and political leaders to come up with new ideas, improve and combine them; level of confidence population to the members of government and political leaders; international relations; political influence.

Table 13. **Distribution of respondents according to level of ability of government members and political leaders to recognize correctly and express interests of people**

How would you describe the ability of members of the Norwegian government and political leaders to recognize correctly and express interests of people?			How would you describe the ability of members of the Russian government and political leaders to recognize correctly and express interests of people?		
	Quantity	%		Quantity	%
0	50	42,7%	0	0	0%
1	2	1,7%	1	9	10,3%
2	4	3,4%	2	26	29,9%
3	23	19,7%	3	36	41,4%
4	24	20,5%	4	15	17,2%
5	14	12,0%	5	1	1,1%

Table 14. **Distribution of respondents according to level of ability of government members and political leaders to come up with new ideas, improve and combine them**

How would you describe the ability of members of the Norwegian government, political leaders to come up with new ideas, improve and combine them?			How would you describe the ability of members of the Russian government, political leaders to come up with new ideas, improve and combine them?		
	Quantity	%		Quantity	%
0	59	50,4%	0	0	0,0%
1	2	1,7%	1	12	13,8%
2	5	4,3%	2	25	28,7%
3	23	19,7%	3	38	43,7%
4	19	16,2%	4	11	12,6%
5	9	7,7%	5	1	1,1%

Table 15. Distribution of respondents according to level of confidence of population to the members of government and political leaders?

	How would you describe the level of confidence of Norwegian people to the members of Norwegian government and political leaders?			How would you describe the level of confidence of Russian people to the members of Russian government and political leaders?	
	Quantity	%		Quantity	%
0	51	43,6%	0	0,0%	
1	2	1,7%	9	10,3%	
2	1	0,9%	23	26,4%	
3	19	16,2%	41	47,1%	
4	28	23,9%	12	13,8%	
5	16	13,7%	2	2,3%	

Table 16. Distribution of respondents according to the level of international relations of Norway/Russia with other countries

	How would you describe the level of international relations of Norway with other countries?			How would you describe the level of international relations of Russia with other countries?	
	Quantity	%		Quantity	%
0	16	13,8%	0	0,0%	
1	1	0,9%	1	1,1%	
2	6	5,2%	8	9,2%	
3	26	22,4%	40	46,0%	
4	46	39,7%	37	42,5%	
5	21	18,1%	1	1,1%	

Table 17. **Distribution of respondents according to the level of political influence of Norway/Russia to other countries**

	How would you describe the level of political influence of Norway to the other countries?			How would you describe the level of political influence of Russia to the other countries?	
	Quantity	%		Quantity	%
0	32	27,4%	0	0,0%	
1	24	20,5%	1	0,0%	
2	25	21,4%	2	4,6%	
3	29	24,8%	3	28,7%	
4	6	5,1%	4	56,3%	
5	1	0,9%	5	10,3%	

It can be concluded that the overall score of scales (Norwegian respondents) is "3". Among Russian respondents, for the majority of respondents it was difficult to answer the questions connected with political image of Norway. If answers marked with "0" are not considered, the overall score of scales (Russian respondents) is "4". In this case we can not say that Norwegian and Russian respondents have the same perception about political image of Norway and Russia, but we can conclude that political image of country is quite difficult aspect of country image. In further researchers the aspect of political image can be examined and structured in more simple way.

4.3.5. Analysis of economical image of Russia/Norway

The economical or business image has been divided into the following components: the country's importance in economic relations, economic influence on other countries and level of economy.

Table 18. **Distribution of respondents according to the level of economic influence of Norway/Russia**

How would you describe the level of economic influence of Norway to the other countries?			How would you describe the level of economic influence of Russia to the other countries?		
	Quantity	%		Quantity	%
0	33	28,2%	0	0	0,0%
1	14	12,0%	1	0	0,0%
2	24	20,5%	2	5	5,7%
3	31	26,5%	3	42	48,3%
4	14	12,0%	4	39	44,8%
5	1	0,9%	5	1	1,1%

Table 19. **Distribution of respondents according to the perception of Norway/Russia as business partner.**

How do you think what kind of business partner Norway is?			How do you think what kind of business partner Russia is?		
	Quantity	%		Quantity	%
0	20	17,1%	0	0	0,0%
1	4	3,4%	1	1	1,1%
2	6	5,1%	2	5	5,7%
3	25	21,4%	3	43	49,4%
4	42	35,9%	4	36	41,4%
5	20	17,1%	5	2	2,3%

Table 20. **Distribution of respondents according to level of Russian/Norwegian economy**

How would you describe the level of Norwegian economy?			How would you describe the level of Russian economy?		
	Quantity	%		Quantity	%
0	23	19,7%	0	0	0,0%
1	0	0,0%	1	0	0,0%
2	4	3,4%	2	5	5,7%
3	22	18,8%	3	42	48,3%
4	41	35,0%	4	39	44,8%
5	27	23,1%	5	1	1,1%

The average score on the response scale (Norwegian respondents) characterizing this aspect of the image is "3", while among Russian respondents the score is "4". For the majority of Russian respondents (33 (26,5%), it was difficult to assess the level of Norwegian economy in general. In further researchers the aspect of economical image can be examined and structured in more simple way as well.

4.3.6. General analysis of image of Russia and Norway

Four components of country image have been analyzed: cultural image, social image, political image, economical image. The data, collected during research, made it possible to verify the hypotheses. Moreover, conducted questionnaire provided the possibility to create unique database which can be analyzed deeper or used in further researches. Based on the analysis of the four components, a general survey of image of Norway in Russia and vice versa can be conducted.

One of the last opened questions in the questionnaire is «Using a few keywords, how would you describe Russia/Norway? ». This question allows to identify the general attitude to the country. The index specified in the scale of this question can be considered as one of the main ones in the analysis of the country image.

Table 20. **Distribution of respondents according to general attitude to Norway/Russia**

How would you describe your general attitude to Norway?			How would you describe your general attitude to Russia?		
	Quantity	%		Quantity	%
0	7	6,0%	0	0	0,0%
1	1	0,9%	1	1	1,1%
2	0	0,0%	2	2	2,3%
3	22	18,8%	3	50	57,5%
4	37	31,6%	4	32	36,8%
5	50	42,7%	5	2	2,3%

As we can notice, the general attitude of Russian respondent to Norway is highly positive, while attitude of Norwegian respondent to Russia can be characterized mostly as

negative or neutral. The average score for almost all the scales of answers given by Norwegian respondents is "3". This can be influenced by mass media and lack of reliable information, stereotypes, and lack of cultural exchange between countries

Stereotypes as well play role on the forming of cultural image of country. Attitude of respondents is anyway influenced by stereotypes in some way or another. Stereotypes and their influence on country image can be considered as another component of country image. However, in the present paper, stereotypes have not been separated into specific category of country image, but the influence of stereotypes has been considered.

Table 21. **Distribution of respondents according to role of stereotypes in forming country image**

How big is the role of stereotypes in forming country image? (Russian respondents)			How big is the role of stereotypes in forming country image? (Norwegian respondents)		
	Quantity	%		Quantity	%
0	17	14,7%	0	0	0,0%
1	8	6,9%	1	0	0,0%
2	9	7,8%	2	10	8,5%
3	28	24,1%	3	42	35,9%
4	40	34,5%	4	51	43,6%
5	14	12,1%	5	14	11,9%

In Chapter 2, definitions of «the obraz» and «the image» have been considered. As it was already mentioned, individual cannot form personal perception of image independently from influence of mass media and governmental organized propaganda. The possible influence of mass media has been considered during the research: more than 80% of respondents (both from Russia and Norway) said that the main source which influences country image is Internet and mass media. Only 10% of respondents indicated that they build their perceptions with the help of personal experience. It proves that perceptions about one or another country cannot be divided into «the obraz» and «the image » as long as natural country image (the obraz) formation proceeding under the influence of synthesized country image (the image).

The last 5 questions of the questionnaire were opened questions. One of their aims was to find such indicators of country image which could be disclosed and unclear.

According to the analysis, the keywords describing social image of Russia in Norway are following: «poor country», «undemocratic», «country with a dictator in the lead», «country with social problems». Social image of Norway in Russia is described as: «high living standards», «immigrants», «safety», «democratic».

Russia-Norway historical relations (Russian respondents) is described with following keywords: «positive», «politically cold, socially warm», «beneficial partnership», «stability». Russia-Norway historical relations (Norwegian respondents) is described with following keywords: «comprehensive», «hard».

The most significant conflict that occurred during the Norwegian-Russian relations according to Norwegian respondents is division of the sea territories in the Barents Sea (border demarcation). The same answer gave respondents from Russia.

Russia-Norway modern relations are described by both Russian and Norwegian respondents as «good», «warm», «friendly», «positive».

It is to be noted, that the last 5 opened questions were ignored by more then 80% of Norwegian respondents and by more then 75% of Russian respondent. In this case, current answers cannot be considered as efficient indicators. Moreover, current answers show that perceptions of Russian and Norwegian respondents about country image are rather general; they are forming rather intuitively.

To sum up, in perceptions of Norwegian respondents, Russia is considered as country with important problems in social and political sectors; Russian does not seem democratic country; citizens of Russia are not enough provided with social protection and guarantees, there is no dialogue between the broad masses and the government. The economy of the country does not seem to be independent and strong. However, the cultural ties existing between the countries for a long time are recognized, and the hope is expressed for strengthening international dialogue and cooperation. In perception of Russian respondents, Norway is considered as democratic country with high standards of living and problems with immigrants; country with stable economy; Norwegian history, as well as Norwegian art and poetry, is not well known by Russians respondent but considered in a positive way.

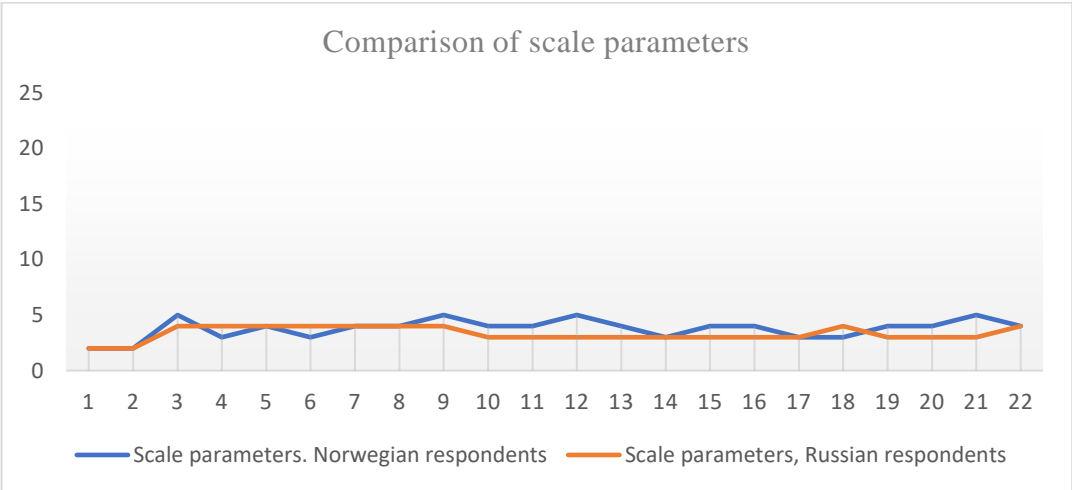
It is to be noted that the present analysis is based on the results of pilot testing. Sample of sociological research is not representational enough, but can be used to show reflection of existing perceptions of country image and tendencies in country image formation. As long as

the concept of country image is many sided, present data can be analyzed in different way and used in further researches. As it was already mentioned, one of the main aims of questioning is to test how presented theoretical model of country image works.

4.4. Cross-pollination.

As it was already mentioned, cross pollination is to be influence or inspiration between or among diverse elements (according to the American Heritage dictionary of the English Language). In case of country image, cross-pollination means some kind of interconnections between elements of country image or indicators of country image characteristics.

Scale parameters have been used as main indicators of country image. It can be noticed that scale parameters of almost each characteristic (given by Norwegian respondents) math or slightly indistinguishable with characteristics given by Russian respondent. Such interconnection can be shown in a graphical way:



We can see that scale parameters given by Norwegian and Russian respondents are quite similar in shape. Such interconnection allows to consider image of Russia and image of Norway as cross-pollinated with each other. Undoubtedly, such graph cannot be considered as completely correct statistical way of analyzing, but it shows one of the main principles of cross-pollination.

In order to verify cross-pollination of country images, method of correlation can be applied. As it was already mentioned, sample of sociological research is not representational enough. However, method of correlation can be used in further researchers. In order to use

correlation method as verification of cross-pollination, much more respondents have to take part in research.

If we will have a look on the analysis provided in previous parts, it can be noticed that connection between answers of respondents is intense. Characteristics of respondents both from Norway and Russia are in general the same: the majority of respondents have never visited Norway or Russia and have no social and historical connections with Russians and Norwegians. Cultural, political, social, and economic images are similar in the way of their understanding and reflection of respondents. Undoubtedly, cross-pollination concept needs deeper analysis. In its turn, such analysis needs much more respondents. However, the present research can be characterized as a pilot testing. On such initial stage, image of Russia in Norway and vice versa is to be cross-pollinated.

4.5. Analysis of expert interviews.

Questionnaire has been chosen as the main method of research. Questionnaire, as it was mentioned, provided the opportunity to test presented theoretical model of country image. Expert interview, as it turned out, helped to show that presented theoretical model of country image is to be representative.

Conducted expert interview was unformalized. The most important questions for interviews were «What is the country image in your opinion? » and «What is the image of Norway in your opinion? ». These two questions have been mostly aimed to understanding the perception of structure of country image. Theoretical model provides structured concept of country image. However, respondents could have another perception exactly of structure of country image.

Respondents of interview were the following persons: Shatilo G. S., principal of Murmansk Industrial College; Yurgalova A.S., principal of Murmansk Technological College of Service, Rudnik E.E, head of the full-time education department of Murmansk Technological College of Service; Petrov B.F., Vice Rector for Academic Affairs of Murmansk State Technical University; Kovshira I.A., First Deputy Minister of Education and Science of the Murmansk Region.

Short conversation with every respondent allowed to notice interesting peculiarity: all respondents during the interview described the structure of country image almost in the same way as in presented theoretical model. Moreover, respondents of interview reflected the same

positive attitude to Norway as respondents of questionnaire. Such reflection allows to conclude that presented concept of country image is to be representative theoretical model. In other words, theoretical concept of country image (presented in Chapter 2) reflects real perception of culture image country. The following words can describe this: *“Country image, as I understand it, is culture...economy... this is well-being, this is standard of living... this is politics ... and, of course, attitude to country in general. Despite the sanctions, we are still saving the soviet legacy of productive international relations with Norway...many Russians live and work in Norway”*; *“Country image is, firstly, people... socio-economic development...traditions, culture. For sure, social sphere... as an index of social protection”*, *“Norway for me is safe country with beautiful nature, with very nice and positive people, with strong economy... with big social protection of population and... with peculiar culture”*, *“we are same... the same character, the same nature...”*.¹⁵

¹⁵ Here presented different citations of interviewees. At the request of respondents, citations are not connected with exact names.

CHAPTER 5. CONCLUSIONS

The image of the country is one of the most significant components that influence the scenario of modern international relations are developing. Russia is to be a big actor in the international arena: diplomatic relations with 189 countries are currently being maintained.

Norway is to be the nearest neighbor and member of the Barents Euro-Arctic region – the contact zone of the interaction of Scandinavia and Russia, a promising and active platform for cultural, economic, and political dialogue. The study of the image of Russia in Norway is topical and is of interest not only for sociologists, but also for specialists in the field of politics and PR.

I would like to emphasize that country image is not a sufficiently developed topic. In this paper presented structural scheme of country image concept. This scheme is based on different approaches of sociologists, specialists in the field of political psychology, public relations, and PR. The scheme of country image formed the basis for the empirical study of image of Russia in Norway and vice versa.

An important part of this work is not only a theoretical analysis, but also a historical analysis of the formation and change of the image of Russia and Norway. In our opinion, without studying the historical aspect of the image of Russia in Norway and Norway in Russia, it is impossible to formulate correct hypotheses and explore the image, since in its turn it is a very multidimensional and dynamic concept.

After analyzing was complete, two hypotheses have been verified. Country image of Russia in Norway is presented as neutral. In its turn, country image of Norway in Russia is presented in much positive way. Analysis of questionnaire and interviews helped to show that images of Russia and Norway are cross-pollinated. Questioning have been conducted at University of Oslo, University of Tromsø, Murmansk Arctic State University, Murmansk State Technical University, Saint Petersburg Mining University. After the analysis of questionnaire has been completed, we found out that country image on local level is presented in the same way as on global level. It could happen due to low level of sample representativeness. As long as research is characterized as pilot, in further research with high level of sample representativeness it may be possible to verify this hypothesis.

The present paper showed that country image concept is many – sided. Theoretical model of country image concept can be used for further scientific researches.

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Appendix 1

Dear respondent! We ask you to take part in scientific research related to study of image of Russia in Norway. All information that is collected in research will be used in anonymous form. Thank you!

1. Please, indicate your citizenship

2. Do you have social or historical connections with Russians?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

3. Have you ever visited Russia?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

4. Are you acquainted with Russian architecture?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

5. Please, name some known architectural building located on the territory of Russia

6. How would you describe your attitude to russian architectural tradition? (Choose one answer on a scale from **0** – Do not know, **1** - *Have a rather negative attitude to russian architecture, there is nothing special in it*; to **5** - *Have a positive attitude to russian architectural tradition, it is fascinating*)

0	1	2	3	4	5

7. Are you acquainted with russian art?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No

8. Please, name some known russian musicians, composers

9. Please, name some known russian poets, men of letters

10. Please, name some known russian artists

11. Please, name some known russian dancers, choreographers

12. How would you describe russian art? (Choose one answer on a scale from **0** – Do not know, **1** – *russian art are not remarkable at all, I don't know famous russian artists*; to **5** – *russian art reflects rich history of Russia, russian musicians, poets, composers are well known all over the world*)

0	1	2	3	4	5

13. How would you describe russian national characteristics (russian mentality)? (Choose one answer on a scale from **0** - Do not know, **1** – *I have negative attitude to russian mentality, main features of russian people to my opinion are laziness, carelessness and drunkenness*; to **5** – *The main distinguishing features of Russian mentality – «breadth» of soul, compassion, mercy. I like Russian mentality.*)

0	1	2	3	4	5

14. Can you name some «flagships» of Russian Federation?

15. Are you acquainted with russian history?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No (follow question 18)

16. Please, name some historical events connected with Russia

17. How would you describe russian history? (Choose one answer on a scale from **0** – Do not know, **1** – there were no outstanding events in russian history, it is poor; to **5** – *Russian history is rich, full of different historical event and well known all over the world*)

0	1	2	3	4	5

18. How would you describe Russian culture? (Choose one answer on a scale from **0** – Do not know, **1** - *russian culture scarcely could be named unique and rich, there is nothing fascinating in it*; to **5** - *russian culture is known all over the world, it is unique and reflects long and rich history of Russia*)

0	1	2	3	4	5

19. What is the average life expectancy in Russia to your opinion?

<input type="checkbox"/>	a) >60
<input type="checkbox"/>	b) >70
<input type="checkbox"/>	c) >80
<input type="checkbox"/>	d) >90

20. How would you describe russian standards of living? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

21. How would you describe the level of housing in Russia? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

22. How would you describe the level of salary in Russia? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

23. How would you describe the level of social security in Russia (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

24. How would you describe the ability of members of the russian government and political leaders to recognize correctly and express interests of people? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

25. How would you describe the ability of members of the russian government, political leaders to come up with new ideas, improve and combine them? (Choose one answer on a scale from 0 – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

26. How would you describe the level of confidence of russian people to the members of russian government and political leaders? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

27. How would you describe international relations of Russian Federation with other countries? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

28. How would you describe the level of political influence of Russia to other countries? (Choose one answer on a scale from **0** – Do not know, **1** – *not important at all*; to **5** – *quite important*)

0	1	2	3	4	5

29. How would you describe the level of economic influence of Russian Federation to the other countries? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

30. How do you think what kind of business partner Russian Federation is? (Choose one answer on a scale from **0** – Do not know, **1** – *unstable business partner*; to **5** – *profitable and stable business partner*)

0	1	2	3	4	5

31. How would you describe the level of russian economy? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

32. How would you describe your attitude to Russian Federation? (Choose one answer on a scale from **0** – Do not know, **1** – *quite bad*; to **5** – *quite good*)

0	1	2	3	4	5

33. How would you describe Russian Federation? Use few keywords

34. How would you describe modern russian-norwegian international relations?

35. How would you describe the history of russian-norwegian international relations?

36. Can you name some conflicts between Russia and Norway that happened before?

37. How do you think how big is the role of stereotypes in forming country image? (Choose one answer on a scale from 0 – do not know, **1** – *do not play any role*; to **5** – *play important role*)

0	1	2	3	4	5

38. Please, indicate which sources of information play role on your understanding of particular country (the Internet, media, personal experience, etc.)
