

УДК 378.2

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ЭКСПОРТ РОССИЙСКОГО ВЫСШЕГО ОБРАЗОВАНИЯ*

Аннотация. После распада СССР доля России на международном рынке образовательных услуг значительно снизилась. Ведущие западные страны (США, Великобритания, Канада, Австралия, Япония) наоборот уверенно набирают иностранных студентов. Международный рынок образовательных услуг становится все более важной ареной конкуренции между странами.

В начале 2000 г. Россия стала вновь уделять внимание сфере высшего образования. Национальный проект «Образование» (2006) стал одним из важных направлений. Россия присоединилась к Болонскому процессу в 2003. Планируется, что на цели образования к 2020 г. будут выделяться 7% ВВП. Россия стремится улучшить свой имидж за рубежом и активно развивает образовательные услуги для иностранных студентов. Россия продвигает себя в качестве главного образовательного центра в странах бывшего СССР.

Однако на практике сфера международных образовательных услуг для России остается лишь потенциальной возможностью. Это связано с тем, что у России нет четкой программы для выхода на рынок международных образовательных услуг.

Ключевые слова: высшее образование, иностранные студенты, экспорт образование, социокультурное и политическое влияние, рынок образовательных услуг.

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THE EXPORT OF RUSSIAN HIGHER EDUCATION**

Abstract. After the collapse of the USSR, Russia's share in the international market of educational services decreased significantly. Leading Western countries (USA, UK, Canada, Australia, Japan) on the contrary confidently recruit foreign students. The international market of educational services is becoming an increasingly important arena of competition between countries.

At the beginning of 2000 Russia began to pay attention to the sphere of higher education again. The national project «Education» (2006) has become one of the national priorities. Russia joined the Bologna process in 2003. It is planned that 7% of GDP will be allocated for education by 2020. Russia seeks to improve its image abroad and actively develops the offer of educational services for foreign students, promoting itself as the main educational center in the countries of independent States.

* Публикация подготовлена при поддержке Программы РУДН «5-100».

** The publication has been prepared with the support of the "RUDN University Program 5-100".

However, in practice, the sphere of international educational services remains only a potential opportunity for Russia, since there is no clear program or structure to ensure access to the market of international educational services.

Keywords: higher education, foreign students, export education, socio-cultural and political influence, market of educational services.

Issues of international influence on various countries of the world are related to socio-economic and political issues. International influence is an important goal in the foreign policy of any state. The practice of international relations between countries can be carried out in different ways, for example, socio-cultural, scientific and economic ties are often used [1]. The provision of educational services to foreign students is an important and effective tool for influencing the socio-cultural, scientific and economic impact on foreign countries. Such international impact on different countries is often associated with the development of multilateral relations and building long-term relationships [2].

The issue of international cooperation becomes quite relevant for Russia in connection with the attempt of Western and American countries to pursue a policy of sanctions and an attempt to isolate the country in the international arena. Therefore, the study and development of relations in the international market of educational services is a public task. This makes it possible to influence socio-economic and political relations with other countries through the export of educational programs.

Rich experience in the use of educational policy in the international arena can be found in the days of Soviet Russia. Studying the documents and international regulations of the USSR in the field of science and education, it can be noted that it was actively used as an instrument of foreign policy. In the Soviet Union, higher education was one of the important foreign policy directions. This contributed to the prestige of the Soviet Union abroad [14].

An important indicator of the prestige of education is the number of foreign students studying in the country. During the Soviet period, the bulk of the students were from the socialist camp and the Third world. Statistics of those years show that about 80% of foreign students were from Asia, Africa and Latin America, as well as from Eastern Europe [5,9]. At the end of the XX century there were about 127 thousand foreign students in the country. This was about 11% of the global number of foreign students [10,11,15].

After the collapse of the Soviet Union the statistics are changed. According to statistics, in 2005 there were about 100 thousand students from 168 countries in the Russian Federation. This represented only 3.8% of the total number of international students in the world. At that time, in the US, this share was 28%, in the UK — 14%, in China — 5% and in Japan — 4.2% of all foreign students [7,8].

There are several factors that reduce the share of education in the Russian Federation. The first factor in the decline in the share of foreign students in Russia after the collapse of the USSR was the decrease in the territory of the state. This accordingly reduced the number of Russian universities that moved to the republics of the former USSR [13,14].

The second and probably the most important factor was the decrease in attention to higher education on the part of the state. This was expressed primarily by weak funding (on a residual basis). The consequence of this was a decrease in the equipment of training laboratories. There are almost ceased to purchase educational and scientific literature for libraries. There was a large outflow of highly qualified personnel from universities to business [12,18].

The situation improved in 2000, when the problems of education were again in the focus of the country's top leadership. The country has significantly increased the number of both state and non-state (commercial) universities. The number of students wishing to obtain higher education in the country has also increased.

During this period, the establishment of the Shanghai cooperation organization (SCO) by China, Russia, Kazakhstan, Tajikistan, Kyrgyzstan and Uzbekistan became important stages for Russian higher education. Another significant event was Russia's entry into the common European educational space (Bologna process) in 2003 [16].

An important step on the part of the state was the inclusion of education among the priority national innovation projects. The national project in the field of education provides for a number of measures to promote the modernization of higher education [18].

It should be noted that Russia has come to realize the importance of exporting education to the world market. In this regard, the Russian Federation has set important tasks to strengthen its image abroad and to actively attract foreign students. To this end, since 2000 Russia began to develop cultural centers abroad. The Russian English-

language channel «Russia Today» was created for wide coverage of life and culture of Russia, and the project «Trendline's Russia» became an Appendix to a number of leading Newspapers of the world [17].

Foreign experts highly appreciated the efforts of Russia in this direction. Thus, according to the Washington Post, Russia invested about \$ 10 million to create a favorable image abroad. USA [22]. As the main positive attitudes, Russia promotes the quality of food products (environmentally friendly products), broad employment opportunities and a good career, high-quality and relatively cheap tuition fees, etc.

For high efficiency of export of the Russian higher education abroad the developed uniform state program on expansion of opportunities of receiving the higher education in Russia is necessary.

One option is to open branches of Russian universities abroad. This on-Board drew the attention of Vladimir Putin, speaking at the VIII Congress of Russian rectors Union on 8 June 2006 Speaking at the XI Congress of the Russian Union of rectors, in 2018, Vladimir Putin also stressed: «higher education should be available to all, regardless of the parents 'place of residence or income» [6]. Russia needs scientific and educational personnel. Personnel are the most important factor of our successful integration into the world community. The most optimal way here is the development of the branch network of domestic universities. It is also necessary to expand access to our universities for foreign students and, above all, from the countries of independent States [13].

One of the directions of work abroad is the creation of Slavic universities. Slavic universities are educational projects of Russia with the former Soviet republics. It is through the former republics linked by commonality for 70 years [4,6]. In the CIS such universities are open, in particular in Kyrgyzstan, Tajikistan, Armenia and Belarus. Training in them is conducted on Russian programs and in Russian. Educational capital of Russia is considered as a factor that can «have a decisive influence on the prospects of socio-economic development of the former Soviet Union» [13,14].

Education as one of the factors of socio-cultural influence of the state should be promoted through modern channels of communication. In this regard, the project of creating an advanced distance learning system for compatriots living abroad and for Russian-speaking citizens of other countries is particularly promising. Such work, for example, is actively conducted at the Russian University of friendship of peoples [9,10, 19, 20].

The creation of budget places, as well as the possibility of obtaining scholarships for foreign students is another argument for attracting foreign students.

Conclusions. Thus, summing up, we can say that the Russian higher school attracts certain groups of foreign students, primarily from developing countries and CIS countries. However, there is still some work to be done to develop a unified state program for the implementation of existing initiatives. Otherwise, these initiatives in the field of promotion of Russian higher education abroad will be only a Declaration, and the practice of training foreign specialists will be spontaneous.

Another example of the potential of Russian higher education is the fact that the Bologna process can turn the geography of the country into a competitive advantage for Russia. Universities of Siberia and the Far East, geographically close to the American universities of the West coast. This can form a mixed model of education, which will perform a kind of «intermediary functions» between European and North American universities.

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