

Article

PROPAGANDA OF ECOLOGICAL AGENDA AND NEW GLOBAL COVENANT

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DOI 10.24833/2073-8420-2022-1-62-3-16



Introduction. *The article presents a detailed analysis of scientific research of the last decade in the field of ecology, economy and population of the planet. The object of research is modern universal society. The subject of the research is new values, ideology and communication promoted by the new philosophy of sustainable development. The purpose of the*

study is to analyze and forecast the development of mankind in the medium and long term (2050 and 2100).

Materials and methods. *The main analytical material is scientific reports that are in the public domain: People and the Planet of the Royal Society of London (2012), Come On! Capitalism, Short-Termism, Population and the Destruction of the Planet of the Club of Rome (2018), COVID-19. The Great Reset of the Davos WEF 2020. The theses of these works are compared with each other and other studies in this field. The research is carried out by historical, comparative and analytical methods. Analytical data are extrapolated to obtain forecast options within the stated horizon.*

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The results of the study. The obtained research results allow us to make forecasts of the development of the civilization, the processes of globalization and regionalization, and to evaluate options for such development.

Conclusion. The results obtained allow us to speak about the new philosophy promoted by global institutions and the resulting new values, ideology, communication and politics. The risks and prospects of the new paradigm for Russia are investigated.

Introduction

The theme of environmental protection has become a regular feature in Western media since the mid-sixties of the last century. As a result of years of public debate following Rachel Carson's book *Silent Spring* [1] on the effects of pesticides, in 1970 the US Environmental Protection Agency appeared. In 1971 professor at the Massachusetts Institute of Technology Jay Forrester published a resonant study of human development with a negative prognosis, *World Dynamics* [2] This computer model became the main study of Forrester's assistants Donella and Dennis Meadows, who wrote the first report of the Club of Rome *The Limits to Growth* 1972 [8]. «Club of Rome was created to address the multiple crises facing humanity and the planet»¹ and since 1968 has been the main platform for environmental advocacy.

The problem received such wide coverage that the Vatican considered it appropriate to touch upon this topic in the Apostolic Letter of Paul VI 1971: «Man is suddenly becoming aware that by an ill-considered exploitation of nature he risks destroying it and becoming in his turn the victim of this degradation»². Today, environmentalists (conservationists) often referred to as ecologists, and although this is not entirely true, we will also use this Haeckelian³ term for simplicity.

In addition to the media, the topic of ecology is from time to time used by some politicians and celebrities as an opportunity to be in the focus of public attention, for example, Albert Gore Jr. (hereditary politician, at the peak of his career - vice president of the US), became the Nobel Peace Prize

laureate in 2007 for «...efforts to build up and disseminate greater knowledge about man-made climate change, and to lay the foundations for the measures that are needed to counteract such change»⁴. Sometimes it happens that environmental activists, become celebrities, like the 9-year-old German boy Felix Finkbeiner⁵ in 2007 or the Scandinavian schoolgirl Greta Thunberg in 2018.

The theme of ecology is reflected in art - periodically there are art exhibitions on this topic. High-budget disaster films and dystopian films about natural and ecological collapses are regularly released. Documentaries are created as well, highlighting mainly local environmental problems. And, of course, a huge amount of scientific research, various in quality, has been done. This article is an attempt to analyze the topic of ecology from the ideological and propagandistic points of view in the classical coordinate system of E. Bernays, W. Lippmann, G. Lasswell, D.M. Keynes and N. Chomsky.

First it should be noted that the topic of ecology in the article is considered as a special case of the topic of overpopulation, which has been of interest to philosophers since ancient times. It may seem that this approach puts ecology in the category of scientific and political speculation or manipulation. This is not so - environmental problems do require coordinated action by the governments of the planet, at least this is true for the period of last 50 years. Some actions in this direction are very successful, for example, in the field of nuclear energy - and therefore, if it works in one sector, it makes sense to talk about a more general, global model, which is our planet.

The issue of overpopulation was included in the political agenda of modern times in 1946,

¹ About The Club of Rome. Available at: <https://www.clubofrome.org/about-us/> (accessed: December 15, 2021).

² Octogesima Adveniens Apostolic Letter of Pope Paul VI http://www.vatican.va/content/paul-vi/en/apost_letters/documents/hf_p-vi_apl_19710514_octogesima-adveniens.html (accessed: December 15, 2021).

³ The term "ecology" was first used in the work *General morphology of organisms* 1866 by German biologist Ernst Haeckel. The work was written with the idea in mind of *The Economy of Nature* (1735) Carl Linnaeus and of *On the Origin of Species* (1859) by Charles Darwin.

⁴ The Nobel Peace Prize 2007. Available at: <https://www.nobelprize.org/prizes/peace/2007/summary/> (accessed: December 15, 2021).

⁵ Parker L. 2017. *Teenager is on track to plant a trillion trees*. Available at: <https://www.nationalgeographic.co.uk/environment-and-conservation/2017/11/teenager-track-plant-trillion-trees> (accessed: December 15, 2021).

when the Population Commission of the UN Economic and Social Council was created. This topic was further developed in the following events and documents:

1974 - World Population Plan of Action;

1987 - Report of the World Commission on Environment and Development: Our Common Future (Brundtland Report);

1992 - Earth Summit - UN Conference on Environment and Development, establishing the Commission on Sustainable Development;

1994 - International Conference on Population and Development;

2000 - The UN Millennium Summit, which adopted the Millennium Declaration, where the idea of creating a partnership at the "global level" was formulated: «We believe that the central challenge we face today is to ensure that globalization becomes a positive force for all the world's people»⁶.

The year 2015 was especially rich in environmental events: Pope Francis Encyclical⁷, about the destruction of our "common home" of the planet Earth, was published in June; in August the Islamic Declaration⁸ on Climate Change came out. In September, the UN General Assembly adopted 17 sustainable development goals to be achieved until 2030⁹. (It should be noted here that the eleven socioeconomic goals are largely in conflict with the six environmental goals.) In December, United Nations Climate Change Conference (COP 21) took place, which developed the Paris Agreement¹⁰. It is also important that in 2015, in the UN, China announced a new concept: *Community of Common Destiny for Mankind*¹¹ - peaceful development and building of a harmonious world.

Study

In this article the report of The Royal Society entitled *People and the Planet*, published in 2012, is used as the first text for analysis. It was prepared by an international team of 22 independent scientists led by Nobel Prize Winner in Biology Sir John Sulston, and eight independent reviewers. The time that has passed since the

publication of the report is an advantage, since it makes possible to assess more accurately the objectivity and reliability of its forecasts. For example, in its projections and conclusions about the world population, this report correlates well with the study *Fertility, Mortality, Migration and Population Scenarios...2017-2100* [19], published in 2020 in *The Lancet*. Also the report correlates well with the study by the McKinsey Global Institute published in 2020 *Risk, resilience, and rebalancing in global value chains* [4].

In addition, the results and conclusions of the report *People and the Planet* are more philosophical and political than biological, which makes it interesting for analysis, from the point of view of the study of political communications. The 133-page report, publicly available on the website of the Royal Society of London, is structured in six parts. The research is based on an extensive bibliography (over 400 sources).

It is important to note that not much is said about ecology in the report: 156 times the word "environmental" is used, 64 times the word "climate" or its derivatives is used, and only 37 times the word "ecology" and its derivatives. The most common words are "population" and derivatives from the words "consume" and "demography" - 631, 321 and 160 times, respectively. One of the main ideas analyzed in this study is the Malthusian «infinite growth VS finite planet». Actually, this is the crucial idea of all reports of the Club of Rome since the first report of MIT *The Limits of Growth* 1972.

The word *Malthusian* today refers to the problem of overpopulation, thanks to the book *The Experience of Population Law in Connection with the Future Improvement of Society* which was reprinted many times in the author's lifetime. With this book, the priest and scholar, member of the Royal Society, Thomas Malthus, caused a noticeable scientific discourse among the thinkers of the 19th century. Malthus himself noted in the last editions of his work that he wrote the book not to prove that the population is multiplying in geometric progression, but the means of livelihood are increasing in arithmetic. This he considered obvious. Its main purpose was to

⁶ UN. Resolution.18.09.2000. Available at: <https://undocs.org/ru/A/RES/55/2> (accessed: 15.12.2021).

⁷ *Encyclicals Laudato Si'*. Available at: https://www.vatican.va/content/francesco/ru/encyclicals/documents/papa-francesco_20150524_enciclica-laudato-si.html (accessed: 15.12.2021).

⁸ *Islamic Climate Declaration*. Available at: <https://www.ifees.org.uk/about/islamic-declaration-on-global-climate-change/> (accessed: 15.12.2021).

⁹ UN Sustainable Development Summit 2015 Available at: <https://sustainabledevelopment.un.org/post2015/summit> (accessed: 15.12.2021).

¹⁰ UN Climate Change Conference Paris 2015. Available at: <https://www.cop21paris.org/> (accessed: 15.12.2021).

¹¹ China Media Project. https://chinamediaproject.org/the_ccp_dictionary/community-of-common-destiny-for-mankind/ (accessed: 15.12.2021).

study the consequences of these patterns for the fight against vices and poverty, and for «Human faculties, and the moral amelioration of mankind» [5. P. 394].

In the past, when talking about the problem of overpopulation, people had in mind only one danger - hunger. Such an understanding of the problem of overpopulation persisted in the 20th century. For example, the idea of a living space for a «superior race» of the Nazis was inspired by *the Spell of Plato*, according to the book by Karl Popper *The Open Society and Its Enemies* [12].

The problem of overpopulation has ancient roots. The ancient Greeks and after them the Romans solved it by expelling the poorest or unsettled strata to establish colonies. The following excerpts from Plato and Plutarch show that this was taken for granted.

«And if after all there be very great difficulty about the equal preservation of the 5040 houses[unchangeable], and here be an excess of citizens, owing to the too great love of those who live together, and we are at our wits' end, there is still the old device often mentioned by us of sending out a *colony*, which will part friends with us, and be composed of suitable persons» [10. P. 367].

«[...]but when Livius proposed to found twelve[colonies], and to send out to each of them three thousand of the needy citizens, they supported him» [11. P. 217].

Also, Popper writes about this: «In Sparta, which did not send out colonies, it led first to the subjugation of neighboring tribes for the sake of winning their territory, and then to a conscious effort to arrest all change by measures that included the control of population increase through the institution of infanticide, birth control, and homosexuality» [12. P. 576].

The colonization of the planet by Europeans (mass resettlement), which began on a large scale in the Age of Enlightenment, proceeded according to the same scheme: the poor looked for a better life in the colonies, and if there were few people who wanted to go to the other end of the Earth, as, for example, to Australia, the authorities sent criminals convicts to settle. The ideological essence of colonization was formulated by A. Toynbee in his 30-years work *A Study of History*: «When we Westerners call people 'natives' we implicitly take the cultural colour out of our perception of them. [...] In fact we see them as part of the local flora and fauna

and not as men of like passions with ourselves; and seeing them thus as something infra human, we feel entitled to treat them as though they did not possess ordinary human rights. [...] They are merely natives of the lands which they occupy; and no term of occupancy can be long enough to confirm any perspective right» [17. P. 152].

«In our Western history, the protestant movement started immediately before the movement of overseas settlement; and in the eighteenth century of our era, the competition between the peoples of Western Europe for the command of overseas world ended in the victory of the English-Speaking Protestants, who secured for themselves the lion's share of the countries, inhabited by primitive peoples, that were suitable for settlements by Europeans, as well as the lion's share of the countries inhabited by adherents of the living non western civilization who were incapable at the time of resisting Western conquest and domination. This has been a misfortune for Mankind for Protestant temper and attitude and conduct in regard to Race, as many other vital issues, is inspired largely by the Old Testament; and in matters of Race the promptings of this old-fashioned Syriac oracle are very clear and very savage» [17. P. 211]¹².

With some assumptions, one can speak of the history of European civilization as the history of colonization, and the *end of history* of Solowjew - Kojève - Fukuyama is more correctly understood as the end of territories for conquest.

Within the framework of the current legislation, there is nothing more to colonize on Earth, moreover, anti-globalization scholars, such as Noam Chomsky and Naomi Klein, believe that colonization has already taken place twice in modern history: the first time by European states during the Renaissance, the Reformation and Enlightenment and the second - by international corporations and banks, which succeeded in the second half of the twentieth century entangle young democracies with debts, concessions and/or comprador administrations that de facto preserve the colonial status of these formally independent countries.

Colonization and globalization hit the ceiling and the pendulum went back towards regionalization, in other words, the formation of several *l'economie-mondes*, using the term of Fernand Braudel. The solution of the problems

¹² In new abridged editions of Toynbee these quotations are abbreviated or deleted.

of overpopulation and environmental crisis is seen by both globalists and regionalists in maximum state regulation (with or without containment of TNCs), building a society of fair distribution, and rejection of the consumption economy. These ideas are not new - for example, F.D. Roosevelt's *New deal* (largely copied on by his advisers in Italy of the 1920s).

On the contrary, the neoliberal model seeks to maximize market deregulation and total privatization, including the army, school and penitentiary system. The neoliberal experiment launched by Milton Friedman and General Pinochet in Chile, which later became a global trend, led to negative consequences. The generally accepted economical extreme of this trend is the 2008 mortgage crisis.

However, the clearest example of the neoliberal doctrine is Iraq. The privatization of occupation¹³. At the beginning of the XXI century Western civilization, having occupied Iraq, plunged the country into the Middle Ages. To legitimize the invasion, the US Secretary of State misled the UN Security Council by demonstrating "intelligence-obtained evidence" - a glass tube of a «poisonous» substance. Now it is the classic of PR, like another fake *casus belli* - *The Nayirah Testimony*¹⁴. The destruction of all infrastructure, except minimum for the export of natural resources, the setting mines of agricultural fields and the food import for distribution to the forcedly non-working population (for years), the destruction of the country's cultural codes, including the looting of the National Museum and Baghdad Grand Libraire - these are the results of the NATO occupation. [3. C. 334, 339]. The chemical weapon was never found.

Afterwards, a civil war began, which grew into a fierce regional military conflict, which has not been completely extinguished even today. Another illustration of neoliberal policy is the "shock therapy" in Russia in 1991-1998, that resulted in a significant reduction of population.

Turning again to the report of Royal Society, in the introduction, it is noted that the UN demographic projections for the 21st century vary between 6.2 billion and 15.8 billion in 2100, in connection with which the thesis is put forward: «The UN population projections for the rest of the 21st century vary widely between 6.2

billion and 15.8 billion in 2100 (UN 2010). Demographic projections are not predictions and demography is not destiny. History has shown population growth can slow down without coercion. However, timing is of the essence. The sooner high fertility rates decline the sooner populations will peak. The policies and investments that are made in the coming decades will influence whether population moves towards the upper or lower boundary of population projected for the rest of the century» [9. P. 13].

Further, this idea is developed in the next chapter "Consumption", where figures and graphs are analyzed in sufficient detail, the main conclusion from which: «Consumption and demography are closely inter-twined [...] and each additional person on the planet will add to total consumption levels[...] Policies should not treat population and consumption as separate issues» [9. P. 62].

The chapter "Finite Planet" is mainly about ecology and the impact of the population on the ecology: «...human population had moved beyond the planet's carrying capacity [9. P. 63]. One approach has been to try to define an optimum population for the Earth» [9. P. 69]. However, it is noted further, unambiguous, reliable scientific estimates of the sustainable population of the Earth do not exist, and if they did exist, they would not be reliable given the rapid development of technologies and society. Thus, the final decision on the number of population from a scientific point of view is an open question.

From a population perspective, the main findings of this chapter are:

1. Humanity depletes natural capital, accumulating human capital (but also knowledge and technology), irreparably spending the planet's resources.
2. Natural capital is not included in statistics, and, therefore, there is no reflection of the fact that humanity is actually getting poorer every year.
3. All economic models ignore planetary depreciation.

Thus, the doctrine of the free market needs at least a correction. It is no longer possible to use natural resources as a given and infinity so: « It would be imprudent to trust the invisible hand of the market to guide humanity away

¹³ Traynor Ia. The privatisation of war. The Guardian. 10.12.2003. Available at: <https://www.theguardian.com/world/2003/dec/10/politics.iraq> (accessed: 15.12.2021).

¹⁴ Rowse T. Kuwaitgate – killing of Kuwaiti babies by Iraqi soldiers exaggerated. The Washington Monthly. September 1992. Available at: https://www.thefreelibrary.com/_/print/PrintArticle.aspx?id=12529902 (accessed: 15.12.2021).

from environmental thresholds» [9. P. 75]. To put it simply, it is time for humanity to recognize the complete incapacity of the modern neoliberal model. Additionally, neoliberal economic doctrine turned Adam Smith over (more on that below).

At the same time, it is noted that in high-income countries people eat on average 25% more food than it is good for their health, while about 25% of food is simply wasted. In poor countries, comparable losses are caused by losses in storage and transportation.

By producing unnecessary food, humanity harms itself twice, this is especially pronounced in the field of animal husbandry: an excess diet of meat is harmful to a person, and nature is under excessive pressure from today's livestock. Gluttony today is statistically deadlier than hunger. The final output of this chapter looks like this: «A stabilised human population of 9-10 billion, eating a diet with only a modest proportion of meat, should be able to conserve accessible reserves into the 22nd century» [9. P. 82].

A small remark is appropriate here. The grain of ecological problems is contained in the work of another leader, who also fell under the *Spell of Plato* (according to Popper) - K. Marx. The Royal Society report is quite consonant with his idea of the «circulation of matter between man and the soil» [6. V. 1. P. 554]¹⁵.

Chapter 5, "Wellbeing of people and the planet," begins with an interesting question: "Can you live better by consuming less?" One of the components of happiness is stated in the report "the ability to appear in public without shame" that "completely depends on the norms accepted in society." Also, the recipe for happiness includes having family and friends.

These theses have been proven long ago. According to Thorstein Veblen's theory of the leisure class [18] and Abraham Maslow's theory of human motivation [7], wealth makes people happier only up to a certain threshold, when it is passed, well-being is less dependent on consumption, and spiritual needs appear. That is, in post-industrial time there is a way to organize the satisfaction of basic needs in society in such a way that the material becomes secondary.

Consequently, it is necessary to move along the path of dematerializing the economy, separating economic activity from material con-

sumption. Simply put, growth is no longer a synonym for success, and there is a necessity of a non-growing and at the same time sustainable economy, and, therefore, consumption growth cannot act as a constant factor in development.

A *nudge* to reject overconsumption can be done in different ways: environmental awareness, economic/fiscal incentives, laws providing for sanctions, changing the environment in which choices are made. Behavior can be influenced by altering the context or environment in which choices are made with the effect that behaviour is changed without individuals even noticing that this has happened [16]. «Suggestion via the media is important in changing attitude» [9. P. 89].

The next important problem raised in the report is the search for the possibility of transforming the GDP criterion, since it does not reflect environmental depreciation. «GDP is also a strategic tool, in a world where nations compete against one another for economic and political significance. Not only is a nation's status in the world perceived to rise if it enjoys GDP growth, high GDP enables a nation to tilt the terms of trade with the rest of the world to its advantage. The benefits associated with GDP growth lead to a nations vying with one another for competitive advantage by bolstering GDP. No single nation can step aside from this competitive game without jeopardizing the jobs, financial security and self-esteem of its citizens. International recognition of the wasteful nature of such a form of competition is a needed first step» [9. P. 89]

The conclusion of this chapter is phrased as follows: «With goodwill and prompt action, on a voluntary basis with full recognition of human rights, a plateau of perhaps 10 billion people is achievable by 2100. This achievement will be necessary but not sufficient to provide a sustainable future in which all can flourish. At present there are no well charted ways for 10 billion people to achieve lifestyles like those enjoyed in the Most Developed Countries, because the only known way forward is economic growth, and that will come into collision with the finite earth. Technology can help, but without socio-political change it cannot solve» [9. P. 98].

Thus, the report states the fact that today we can only talk about the survival of the population, subject to stabilization at 10 billion, but

¹⁵ Marx's ideas in this area were based, as he himself writes, on the theses of Thomas Malthus 1798, David Ricardo 1817, James Mill 1821 and Justus Liebig 1840.

not about harmonious prosperity in the current scale/value system, and it is necessary to start discussing changes in this value system itself. According to the authors, averaging and unification for all inhabitants of the planet is utopian in the foreseeable future, which does not negate the benefits of discussing such a utopia.

There are important points to note. Modern Western standards of living are recognized by the report as unattainable for 10 billion earthlings, at least in this century. In the report, humanity is mainly examined as homogeneous, without the Hegelian dichotomy of "master and slave", therefore, when it speaks about the impossibility of achieving modern standards, it implies a less economically successful part of the world's population. Moreover, the developed countries, according to the report, should consider aid to the poorest countries on condition that they take measures to reduce their population and, among other things, transfer the functions of education and upbringing to international organizations.

The final chapter, Conclusions and Recommendations, contains nine very diplomatic recommendations, which can be summarized as follows:

1. The international community must fight absolute poverty through targeted efforts in key policy areas including economic development, education, family planning and health.
2. The reduce the level of consumption of raw materials by increasing the efficiency of resource use, including reducing waste.
3. Voluntary family planning programs strongly require political leadership. Declining birth rates, especially in poor countries.
4. Population and the environment should not be considered as two separate issues.
5. Governments must realize the potential of urbanization to reduce material consumption and environmental impact through measures to improve the efficiency of water supply, waste disposal, electricity and other services.
6. Countries with low school attendance should cooperate with international funding organizations and organizations: UNESCO, UNFPA, UNICEF, IMF, WB.
7. Scientists should intensify their research efforts to study the relationships between consumption, demographic change and environmental impact, keeping governments and the public informed of the full picture.

8. National Governments should accelerate the development of comprehensive wealth measures.

9. «Collaboration between National Governments is needed to develop socio-economic systems and institutions that are not dependent on continued material consumption growth. This will inform the development and implementation of policies that allow both people and the planet to flourish» [9. P. 106].

The implicit conclusion of the report is that governments need a new stage of interaction in developing a new planetary policy that takes into account the limits of growth. Although the report does not discuss childbearing quotas by analogy with the current quotas for carbon dioxide emissions into the atmosphere, this topic lies on the surface and is likely to become a topic of discussion in the near future, especially since the thirty-year-old Chinese experiment *one family - one child* in general (and with reservations), it has proven itself positively. How to implement such a policy in the countries of Central Asia, the Middle East and Africa in today's political realities will require a separate clarifying report. It should be noted that Russia, possessing the largest territory with ~ 20% of all forests in the world¹⁶ and ~ 10% world reserves of fresh water [14], is in an underestimated position and with such quotas it would be the only country where it is mathematically meaningless to introduce restrictions on birth rates.

There is another strong link between overpopulation and the growth pattern that was not captured in the report. A fairly common place in many economic theories is the position that overpopulation cools down the labor market. In Europe, the decline in population has long been compensated by migrants. Often these are migrant workers from the poorest countries who have earned the citizenship of the golden billion after many years of semi-legal life in extremely cramped conditions. The United States is converting its soft power into an influx of active, passionate youth from all over the world, including Europe, creating, through Hollywood films, an (mostly) idealized image of the "American Dream".

According to Z. Brzezinski, this is an essential strategic tool copied from ancient Rome. *Civis Romanus sum*. These words used by Kennedy in the famous (including the proviso that has become a meme) Berlin speech *Ich bin ein Berliner* in 1963 to emphasize the world leader-

¹⁶ *Forests of the world*. FAO UN. Available at: <https://www.fao.org/3/ca8753ru/ca8753ru.pdf> (accessed: 15.12.2021).

ship of the United States are also a reference to the New Testament¹⁷.

Globalization has lowered America's status. Today the US passport with an almost Roman eagle competes with the passports of other countries of the golden billion, but the essence is the same - many "barbarians" strive to become "citizens of Rome."

Thus, the trafficking of migrant workers, in fact slaves, if we consider their rights and standard of living before legalization, significantly reduces the cost of labor for the indigenous population, which in these conditions often prefers to live on government benefits. The growth of the population and the economy is actually driven by *neo-slavery*. Unemployed indigenous people receiving benefits are less likely to have children, which is "compensated" by large families of guest workers, who are today the engine of the economy¹⁸. Gray migration policy and *gig-economy* (part-time employment without social guarantees) for indigenous people have become a new neoliberal norm for the last 30 years thanks to the ideas of Milton Friedman, Friedrich von Hayek and other intellectuals of the Mont Pèlerin Society.

It should be noted the report of the Royal Society examines the theses of the Club of Rome, among others things. Hence our research would not be complete without an analysis of the main theses of this analytical center, which finances scientific research on forecasts of human development. Especially the issues of overpopulation. 52 Reports to the Club of Rome have been published to date. For the analysis, we took the anniversary report of 2018 *Come On!*, which is in the public domain. The 219-pages-report consists of three parts: the first analyzes the current depressing state of affairs in the economy, ecology, and politics of the planet, the second examines the philosophical aspect of the problem, and the third offers fairly specific political solutions. The first and third parts are of the greatest practical interest. No less interesting is the second part, which analyzes the neoliberals distortions of scientific theories that have led to such sad results. Let's briefly stop here.

The Club of Rome records the fact that the main ideas of the three foundations of neoliberals are distorted to opposite values: the invisible hand of the market by Adam Smith, the

comparative and absolute advantages of David Ricardo, and social Darwinism, interpreting competition that destroys the weak. The market, in Smith's understanding, is a territory where law and morality operate. Riccardo's theory makes sense only if capital and labor are immobile. And Darwin's theory should be considered only in conjunction with Mendel's gene pool theory, which means that evolution does not destroy, but accumulates and protects weak genes, the library of which is needed for mutations in emergency situations. All three provisions are systematically violated by neoliberal institutions. Such a violation is the source of TNC's super-profits. With this in mind, the authors of the report propose a paradigm shift: to start Enlightenment 2.0, to adopt a new Philosophy and a new Policy arising from the new philosophy, necessary for humanity in the future.

The most important of this report, we consider the declaration of the complete failure of the neoliberal project, the policy of deregulation, free trade, the WTO and globalization and the recognition of this unacceptable in the future. The quotes below illustrate this clearly.

«By the 1980s, neo-liberal thinking had become a mainstream view in US academic circles and a broadly accepted alternative to the European social market economy» [20. P. 74]. «However, as far as the planet and the vast majority of its people are concerned, this doctrine has failed us all» [20. P. 75]. «The neo-liberal narrative has brought humanity to the verge of ruin» [20. P. 102]. «Significant political will is needed, countering the capture of many governments by vested interests that will resist change. It is unfortunate that financiers were able to navigate through the actual crisis of 2007–2008 with little intrusion on their industry, despite the fact that taxpayers propped them up with vast sums. An opportunity to insist on reversion of control to sovereign governments was squandered by representatives under the influence of the finance industry (especially in the United States)». [20. P. 158].

The next thing we think it is important to dwell on in more detail is the reasons for the need for global governance described in the report: « In a highly interconnected world, negative environmental impacts tend to be global. The Club of Rome therefore supports some

¹⁷ Acts 22:27-28.

¹⁸ In a more detailed way the interfusion of propaganda and economy is considered in article: Koshmarov M., Trubetskoy A. On Synergy of Economics and Propaganda. *Journal of Law and Administration*. 2018.(2):60-69. <https://doi.org/10.24833/2073-8420-2018-2-47-60-69> (accessed: 15.12.2021).

kind of global governance that will limit the right of states to pursue such destruction» [20. P. 37]. «When the world takes the sustainability challenges serious, many other areas of sovereignty have to be put in question [...] All economic analyses have shown that the EU countries greatly benefitted from this reduction of their national sovereignty» [20. P. 91].

At the end of the report there is a variant of the roadmap for transformation of the modern architecture of international relations, the final point of which is the creation of a globally-managed alliance, which would be economically and legally difficult to stay outside of. This "dream" of political innovation aims to supplant someday the United Nations system. A new name is proposed - *United Humanity*.

«It may maintain many of the Specialized UN Agencies, but it would have to empower them with sanction mechanisms wherever global issues are involved. This is the essential meaning of global governance. For all of humanity to have a survival plan does not require a global *government*; just some parameters for how *governance* would work. Of course, certain rules and codes for global cohabitation will be needed. Since conditions have changed in the Anthropocene, these codes would supersede the UN Charter» [20. P. 191].

It should be noted that the report of the Club of Rome, both in name and in form, can be viewed both as a scientific study and as a political manifesto, which makes it even more interesting for researchers of political communications. Thus, for today the following have been designed: the final goal, the roadmap for achieving it, the deadlines, as well as new philosophy and ideology for the new humanity.

Globalists and regionalists disagree on how much sovereignty national governments should have. However, there is a high probability that the idea of uniting more civilized peoples to enforce environmental safety of less civilized ones may become dominant. In addition to justifying the creation of a global control center, the report offers a concept for solving the main problem facing humanity today: how to achieve development without growth? Answer: to convince people to exchange their time and labor for something immaterial.

Returning to Plato, who has such a diversity of followers, the citizens of the ideal Platonic state, daily engage in sports, military training, science, singing and dancing, despise money/

trade and exist at the expense of slave labor, on land divided among free citizens. «And in order that these things may remain in this state forever, these further rules must be observed: the number of hearths, as now appointed by us, must remain unchanged, and must never become either more or less» [10. P. 365].

Plato also gave clear instructions on how to maintain such *sustainable development*. In modern times, many features of Plato's "ideal" state can be seen in the Marxist experiment carried out by the *Bolsheviks* in Russia and the *Khmer Rouge* in Cambodia. The contradiction of all these models is obvious - slave labor as the basis of the economy. Today, instead of slaves, robots are supposed to be put into this equation, which will eventually replace guest workers. It is quite realistic to introduce such a scheme into society with the help of modern propaganda in one or two generations, as indicated in the report: «The agenda of rebalancing the public with the private good may take a whole generation, some 30 years» [20. P. 70]. It is important to note that the horizons of forecasting the report are also 2100, and almost complete automation of the production of food, household goods, cleaning and other slave-like activities in the ancient sense is already technically feasible today.

Speaking about the new global ideology, it is impossible to ignore the three most important bifurcation points of the last 20 years - 9.11, GFC-2008 and COVID-19.

In the report *Come On!*, the Western model of society is compared to a huge hamster wheel (in Russia they say "squirrel in the wheel"), referring to an artificially created growth model due to artificially created overconsumption. People without pleasure are running faster and faster in the wheel to get more and more unnecessary products of this wheel, so that the economy grows and jobs are created for new hamsters. The tragedy of 9.11 was used as an excuse to create a legal basis for the IT-dictatorship, and this would probably have gone unnoticed if not for the civic position of Julian Assange, Edward Snowden and Noam Chomsky.

When the neoliberals Thatcher and Reagan¹⁹ began liberalization and deregulation in the financial, banking, tax and social sectors, the media and part of the scientific community proclaimed the beginning of the golden age of the golden billion. But it turned out to be just a *global pyramid scheme*. Its result became GFC-2008, or the mortgage crisis, the object of hundreds of

¹⁹ In the eighties, F. Hayek and M. Friedman serving as influential advisers of President Reagan and PM Thatcher.

studies and dozens of films. The peak of globalization, according to Jeremy Rifkin. This crisis has greatly reduced the WASP middle class in the US (the electorate of Donald Trump), but it has not stopped the hamster wheel. COVID-19 did it and "hamster/consumers" were able to rethink their life values at their leisure.

In his speech on June 3, 2020, WEF President Klaus Schwab introduced an idiom crystallizing public opinion: *COVID-19. Great Reset*. This was the name of the 50th anniversary economic forum in Davos, the speech of President Schwab at this forum and the book published immediately after the forum. This scientific work, co-authored with T. Malleret is very important for our research of the vector of globalization. This is a necessary economic part.

To this purpose, we will explore several ideas of this text. The work is 212 pages long, consists of a short introduction, three substantive parts and a short conclusion, the bibliography contains links to 172 sources. The three parts of the work are called Macro Reset, Micro Reset and Individual Reset.

The first thing that we consider extremely important is that Schwab's book fully agrees with the first two reports that the neoliberal model has totally failed, GDP is harmful as a criterion, globalization based on the growth model is at an impasse, global governance and leadership are absent today. «For a number of years, the neoliberal doctrine has been on the wane, with many commentators, business leaders and policy-makers increasingly denouncing its "market fetishism", but COVID-19 brought the *coup de grâce*. It is no coincidence that the two countries that over the past few years embraced the policies of neoliberalism with most fervour – the US and the UK – are among those that suffered the most casualties during the pandemic» [15. P. 61].

In the first part there are two subsections, the names of which reflect the second main idea of the book: 1.3.3. The return of the «big» government and 1.3.4. Social contract. It is worth examining it in more detail.

«Historically, pandemics have tested societies to their core» [15. P. 59]. Taking into account that a society's reaction to a catastrophe is an indicator of the quality of its social contract, the study asks how stable a society is, where a young financial fund manager speculating in derivatives earns tens of times more than an experienced doctor, whose "result" is saved lives. What is a public benefit in general, the report asks. In the context of a pandemic, this becomes not an economic, but a political issue on which the stability of the state may depend.

In addition, the report points to a very important aspect of modern Western society, which was previously obscured: inflation has been minimal for decades. Excluding prices for education, healthcare and housing, which «...have risen sharply, absorbing an ever-larger proportion of disposable incomes and, in some countries, even forcing families to go into debt to receive medical treatment» [15. P. 74]. People realize that over the past 20 years, the social contract has been worsened or even violated. All this leads to a demand for a fairer social contract, and the numerous victories of the populists are part of this shift in public consciousness.

And here comes the *Trilemma of globalization* of Dani Rodrik's: more justice today means more protectionism and democracy (without toxic neoliberalism), which means less globalization. Deglobalization follows from this, and then regionalization. In the economy, this launched the process of deglobalization of supply chains, with the ultimate goal of withdrawing production from China. «In the coming years, it seems inevitable that some deglobalization will happen, spurred by the rise of nationalism and greater international fragmentation. There is no point in trying to restore the *status quo ex ante* ("hyper-globalization" has lost all its political and social capital, and defending it is no longer politically tenable), but it is important to limit the downside of a possible free fall that would precipitate major economic damage and social suffering» [15. P. 86]. Prospects for the population of the planet in report as follows: «...the severity of the economic shock inflicted by the coronavirus will conflate with a long-term trend: declining populations in many countries and ageing...» [15. P. 45]. According to his forecasts, chaos in the poorest countries of the world could become very likely consequences of the pandemic, "famines of biblical proportions" in Africa, the collapse of petro-states, possible regime changes in commodity countries, an unprecedented decline in employment in developed countries [15. P. 98-99]. And all this in total should significantly reduce population growth. From our point of view, the more correct question, hypothetical of course, is whether the pandemic can last as long as it is necessary for the large-scale onset of all these possible consequences.

Research results

All three studies - *People and the Planet*, *Come on! and Great Reset* may well be regarded as three volumes of one global work, looking

for an answer to Hamlet's question of what humanity should be/become so as not to finally break the *Spaceship Earth*, which was previously controlled by the natural autopilot. The metaphor we are all in the same boat accurately reflects the modern interdependent world, in which there are no longer territories for colonization. This metaphor has a logical continuation - the ship in distress obeys the command of the captain and cuts the daily ration, based on the worst forecasts. That is the essence of the planetary social contract being promoted.

The contradiction in these arguments lies in the fact that 30–40 years ago, numerous scientific works, as well as the media, argued the need to provide more powers to neoliberal politicians. As a result, the neoliberals gained power, and today serious scientific research speaks of the urgent need to "repair the world broken" by the neoliberals. The shock caused by the two world wars, which thinned out two generations, mostly non-English-native Europeans, made it possible to rethink the geopolitical architecture, the understanding of the planet as a single political organism with the UN headquarters in New York. Today we have come close to realizing that the Earth is a single biological organism that can live indefinitely or die within the next hundred years. The problem is that power, falling into the wrong hands, will only worsen the situation, as can be seen from the example of the neoliberal doctrine that deceived humanity. In today's "broken world", a single global coordination center for resource management is needed, but here all scientific justifications and arguments are instantly depreciated, since political issues come first. It is easy to show this with the example of carbon taxes. In the context of the transition to a green economy, the European Union incurs colossal costs and, to compensate for them, imposes additional carbon taxes on imported products from countries that spend less on a green economy.

However, in the situation with Russia, there is clear discrimination in calculating the carbon footprint. The fact is ignored that harmful emissions in Russia are almost completely offset by the absorbing capacity of Russian for-

ests. If you look at this situation from a helicopter, it becomes clear that the system created by the EU should "automatically" regulate the carbon tax in such a way that countries lagging behind European eco-standards pay a significant part of the costs of Europe's transition to a green economy.

Formation of a false sense of guilt, manipulation, double standards, neo-colonial attitudes - this is how global environmental regulation actually takes place today. More developed countries are trying to dictate their will to less developed ones: it is quite possible to speak about the prerequisites for the third wave of colonialism - ecological.

Cop26²⁰ highlighted these fundamental contradictions. UN Secretary General, Antonio Gutierrez said about "serious problem of trust" between developed and developing countries²¹. Also we should add that due to the pandemic, the Conference was held a year later and the leaders of China and Russia were absent.

It is equally important that with the help of educational programs and social networks, a new generation of earthlings is already being brought up by globalists in a new paradigm, which will eventually reduce the gravity of national governments: «The conventional ownership and control of fossil fuel energy in the hands of a few giant corporations and governments, which characterized the First and Second Industrial Revolutions, will appear odd to young people in 2050, who grew up in the TIR economy and assumed that the Earth's energy is a public good – like the air we breathe – to be shared by all of humanity» [13. P. 691].

Much more acute is the question - article in the *LeFigaro*²² of the political scientist Jean-Loup Bonnamy about the beginning of the confiscation of nature by the elites-beneficiaries of globalization. In fact, this is an article about the elites violating the social contract.

Bonnamy delicately draws the attention of French intellectuals to an interesting thesis about the beginning of the privatization of the planet by global elites, but not in favor of the golden billion (which by default is understood by Western environmental discourse), but in fa-

²⁰ 2021 United Nations Climate Change Conference. 31.10 – 13.11. 2021. Glasgow, Scotland.

²¹ 'Very difficult' to hit climate goals - UN chief .BBC.02.11.21. Available at: <https://www.bbc.com/news/uk-scotland-scotland-politics-59137404> (accessed: 15.12.2021).

²² Bonnamy J.-L. Political ecology leads to environmental disaster 2021. *L'écologie politique conduit à une catastrophe environnementale*. Available at: <https://www.lefigaro.fr/vox/societe/l-ecologie-politique-conduit-a-une-catastrophe-environnementale-20210205> (In French) Political ecology leads to environmental catastrophe. (accessed: 15.12.2021).

vor of the world's upper class. And then today's entire middle class will be reduced to the category of survivors for benefits package. GFC-2008 has shown that this is quite possible.

In 2018, China adopted the concept of *Community of Common Destiny for Mankind* as a national ideology. This is the political and economic antithesis of the West's claims to the right to lead the ship in distress Earth, put forward in view of doubts that the West will play transparently, having received the mandate of humanity for global governance. But perhaps more important is China's conviction that the West does not dare to instruct the oldest civilization on Earth. The article with the title "Don't dare lecture us on human rights, China tells Joe Biden", was published by the global tuningfork of the elites – The Times. «Chinese diplomats responded with the ferocious criticism after President Biden described the rivalry between the two countries as one between autocracy and democracy, vowing that he would not allow China to achieve its ambition of becoming the world's most powerful country»²³. And here we can already talk about ideological opposition. On the one hand, the "five sisters" (US, UK, Canada, Australia, New Zealand) brought up by Protestant ethics, the spirit of capitalism and the Old Testament, according to M. Weber and A. Toynbee as "the chosen ones". On the other hand, the one and a half billion Chinese people, who, like the ancient Greeks, consider all other nations barbaric. This opposition is not entirely hypothetical. Less than 6 months after this media battle, the US, the UK and Australia created a new military-political alliance AUKUS, within which it is planned that Australia will receive military nuclear submarines without atomic weapons (as declared). The BBC bluntly called it what it really is: «Aukus: UK, US and Australia launch pact to counter China»²⁴.

And if we continue the historical parallels, today's economic contradictions of the West and China can be compared with the contradictions of Britain and the Napoleonic European Union and, with reservations, Britain and the Axis Alliance. In both cases, these contradictions led to wars that were won due to a significant reduction in the population of Europe and especially Russia. In addition, as Dr. Schwab noted, China is unlikely to forget *Century of humiliation*: opi-

um wars, Hong Kong, the looting of Beijing, the collapse of the empire, civil wars.

Let's add that China's political system is very stable today. Managerial elites are recruited from all walks of life, attracting the best based on their abilities. In 2000, the leader of Singapore, ethnic Chinese Lee Kuan Yew, wrote in his famous book *Singapore History. From the third world to the first*: «Theirs [Chinese] is so huge a country that they feel absolutely confident there will be a seat for them at the top table once they have put themselves right, and it was only a matter of time. No Chinese doubts their ultimate destiny after they have restored their civilization, the oldest in the world with 4,000 years of unbroken history» [21. P. 594].

China has prescribed in its constitution a course for the creation of a green economy and ecological civilization and it seems that it is not going to concede even a small fraction of sovereignty. The autonomous Internet reduces the chances for launching the mechanisms of color revolutions. Ethnically, China is more than 90% mono-national. If we evaluate the ideological and propaganda aspects, the Chinese level of consent in society is much higher than in the West. Excluding Japan, which only seems to be part of the West, preserving the memory of the burned alive inhabitants of Tokyo, Hiroshima and Nagasaki. Indochina should also be added here, especially Vietnam, whose contradictions with China are insignificant in comparison with more than a million disabled children born as a result of systematic long-term spraying of toxic substances by the US army. Also should be add the history of British colonization of India including such events as the *Great Bengal famine* and the division of the country with the *Radcliffe Line*.

It is in this connection that we should consider Dr. Schwab's thesis that today the world is carefully weighing which side to choose - Western or Chinese. It is necessary to add a very important point. According to the well-known Brzezinski doctrine, Russia plus Kiev in total give significant synergy, which is extremely disadvantageous to the West. When looking at the world map, it is quite obvious that the synergy formula also works for the Russia plus China pair, and according to the authors, it will be very difficult for China alone to realize the concept of the Common Destiny for Mankind.

²³ Tang. D. 2021. Don't dare lecture us on human rights, China tells Joe Biden. The Times. 26.03.21. Available at: <https://www.thetimes.co.uk/article/beacon-of-democracy-us-in-no-position-to-lecture-us-on-xinjiang-says-china-knpmvh2tp>. (accessed: 15.12.2021).

²⁴ Aukus: UK, US and Australia launch pact to counter China. BBC. 16.09.21. Available at: <https://www.bbc.com/news/world-58564837>. (accessed: 15.12.2021).

Conclusion

Environmental issues require joint efforts and cooperation. Russia has enshrined these requirements of time in its 2020 Constitution (following China). It is also necessary to adjust the information policy, as the Western media methodically creates an ecological anti-image of Russia (as well as all non-Western countries), and social networks regularly generate a negative environmental background within the country. Russia is the only country in the world with such a large territory and such a modest population for such a territory that any future quotas for childbearing are not mathematically applicable. Based on this logic, Western initiatives in the field of education are not always beneficial for Russia, as they are often aimed (as shown above) at eroding the notions of sovereignty, traditional values and self-identification and, as a result, population decline.

In conclusion, putting aside the issues of global political leadership, since the subject of

this article is ideology and communication, we summarize the following. To survive today, humanity needs to address a global overriding challenge: *persuading* people to give up material overconsumption, change their diet, stabilize birth rates, be resource-conscious, adopt new values and behaviors, and possibly broaden their religious worldview. This is quite technically feasible. Given IT technologies, 2050 looks like a very real date by which the media and social networks (or what will replace them) could change humanity so radically. It took Moses 40 years to raise two generations born outside of slavery, and Singaporean leader Lee Kuan Yew 32 years to burn the *golden calf* in the minds to defeat corruption. The global goals of sustainable development in general seem logical. The main question is how to achieve them peacefully for humanity. It makes sense to be guided by the calculations of optimistic scientists who believe that the point of no return is close, but not passed. Mankind urgently needs a new Yalta.

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ПРОПАГАНДА ЭКОЛОГИЧЕСКОЙ ПОВЕСТКИ И НОВЫЙ ГЛОБАЛЬНЫЙ КОВЕНАНТ

Введение. В статье подвергнуты подробному анализу научные исследования последнего десятилетия в области экологии, экономики и популяции планеты. Объект исследования – современный общечеловеческий социум. Предмет исследования – новые ценности, идеология и коммуникация, продвигающиеся новой философией устойчивого развития. Цель исследования – анализ и прогноз развития человечества в среднесрочной и долгосрочной перспективе (2050 и 2100).

Материалы и методы. Основной аналитический материал – научные доклады, находящиеся в открытом доступе: Лондонского королевского общества «People and the Planet» 2012 г., Римского клуба «Come On! Capitalism, Short-Termism, Population and the Destruction of the Planet» 2018 г., Давосского Всемирного экономического Форума «COVID-19. The Great Reset» 2020 г. Тезисы этих работ сопоставлены между собой и другими исследованиями в этой области. Исследование производится историческим, компаративным и аналитическим методами. Аналитические данные экстраполируются для получения вариантов прогнозов в пределах заявленного горизонта.

Результаты исследования. Полученные результаты исследования позволяют делать

прогнозы развития цивилизации, процессов глобализации и регионализации, оценивать варианты такого развития.

Обсуждение и заключение. Полученные результаты позволяют говорить о продвигаемых глобальными институтами новой философии и вытекающей из этого новых ценностей, идеологии, коммуникации и политики. Исследованы риски и перспективы новой парадигмы для России.

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Ключевые слова:

перенаселение, охрана окружающей среды, экологическая безопасность, экологическая пропаганда, потребление, устойчивое развитие, провал неолиберализма, Китай, Сообщество единой судьбы.

Keywords:

overpopulation, environmental protection, environmental safety, environmental propaganda, consumption, sustainable development, failure of neoliberalism, China, Community of Common Destiny.