

DOI 10.26886/2414-634X.7(34)2019.4

UDC 378: 316.4.063

THE WAYS TO IMPROVE THE EXPORT OF RUSSIAN EDUCATION

Maxim Stepanov, PhD of Philological Sciences, Associate Professor

Moscow State Linguistic University, Russia, Moscow

The article is devoted to the systematic analysis of the ways of improvement of the export of Russian education. The methodological background of the research is the cognitive approach. The accent has been made on the necessity to promote at the state level the existing open education platforms in Russia and to translate the best courses of open education platforms into English, Spanish, Chinese and Arabic using the two largest Internet-platforms – openedu.ru and universarium.org. It has been concluded that there are three main ways of improvement of the export of Russian education: 1) To improve support for the export of Russian education in Russia; 2) To improve the export mechanisms of Russian education outside of Russia; 3) To change the export nomenclature of Russian education.

Key words: Education, Russian Education, Culture, Society, Export of Russian Education.

In the field of export of education, significant changes took place in Russia in 2018–2019, which contributed to the further development of this promising area of export of services. Since the beginning of the 2010s, the Government of the Russian Federation and experts have been actively developing plans for the export of Russian education. These efforts reached their peak in 2017, when a group of experts and employees of the Ministry of Education and Science of Russia prepared proposals for the Project of the Ministry of Economic Development to increase the volume of non-oil exports of the Russian Federation. Then it was assumed that one of the

main target indicators of the project will be the amount of extra-budgetary funds received from the export of Russian education. According to the plan of the authors of the Project, by 2025 this indicator was to amount to 373 billion 147 million rubles. Compared with export earnings as of 2017, more than four-fold growth was implied.

Subsequently, in 2018, the project for the export of education, which was initially developed by the Ministry of Education and Science and the Ministry of Economic Development of the Russian Federation in 2016–2017, turned out to be in demand at the highest level when this project acquired the status of a national project lobbied by the President of the Russian Federation from the private issue of the development of non-oil exports Federation by Vladimir Putin.

Initially, this project was reflected in the Decree of the President of the Russian Federation of 05.05.2018 No. 204 “On national goals and strategic objectives of the development of the Russian Federation for the period until 2024”. In accordance with this decree (paragraph 5.b.), the Government of the Russian Federation, in particular, was instructed to: *“increase by at least two times the number of foreign citizens studying in educational institutions of higher education and scientific organizations, as well as implementing a set of measures to employment of the best of them in the Russian Federation”* (1). Later, issues of effective export of Russian education were addressed in the National Education Project, whose passport was approved by the Presidium of the Presidential Council for Strategic Development and National Projects on December 24, 2018. In accordance with the federal project “Export of Education”, approved in the framework of the passport of the national project “Education”, it is assumed that, as indicated in Presidential Decree No. 204, the number of students in higher education programs in Russia should double by 2017 by the end of 2024, reaching in 2019 – 241 thousand students, in 2020 – 268 thousand

students, in 2021 – 302 thousand students, in 2022 – 341 thousand students, in 2023 – 382 thousand students, in 2024 – 425 thousand students (2).

The high relevance and relevance of the export of education in Russia allows us to talk about possible directions for improving the export of Russian education. It seems that the guidelines for export development indicated by the President of the Russian Federation and the declared quantitative indicators are difficult to achieve in the current conditions. We believe that, in order to achieve them, it is necessary to improve the export of Russian education in three areas:

1. Improve support for the export of Russian education in Russia.

2. Improve the export mechanisms of Russian education outside of Russia.

3. Change the export nomenclature of Russian education.

Consider these directions of improving the export of Russian education in order.

1. Improving the export mechanisms of education in the Russian Federation.

1.1. Intensification of work on signing agreements on the mutual recognition of education documents with foreign countries

This measure is necessary, since in many foreign countries educational documents received in the Russian Federation require a long nostrification procedure. Interest in obtaining education in the Russian Federation is declining, despite the high quality and accessibility of Russian education. It is necessary to strengthen work in this direction by the Ministry of Foreign Affairs of the Russian Federation and the International Department of the Ministry of Education and Science of the Russian Federation.

1.2. Change in the procedure for recognition of foreign documents on education in the Russian Federation, acceleration of this procedure, including with the use of information technologies, transfer of the right to recognize diplomas to universities of the Russian Federation

The procedure for recognition of foreign documents on education in the Russian Federation is too long (45 days) and centralized (recognition is carried out by the Glavsekspertsentr). In fact, a foreign citizen who comes to enter a Russian university from a country with which there is no agreement on recognition (the majority of such countries) cannot do this because of the inability to undergo a tedious and obscure recognition procedure. Thus, Russia is losing up to half of potential foreign university entrants.

It is necessary to shorten the period of academic recognition of foreign documents on education from 45 to 5–10 days, as well as transfer the function of recognizing documents from Rosobrnadzor to the selection commissions of universities of the Russian Federation.

Changes in legislation regarding inviting foreign citizens to study, simplifying the registration procedure, granting permission to carry out labor activities to foreign citizens arriving in the Russian Federation on a study visa

The procedures for applying for a visa, extending a visa and obtaining and renewing registration at the place of stay are difficult for a foreign citizen, and time-consuming for the relevant departments of universities. Difficulties with legal employment in the Russian Federation do not allow foreign citizens to earn money to pay for their studies and stay in the Russian Federation. The presence of work experience in the Russian Federation will allow foreign citizens who are studying to more adequately

perceive the social realities of the country and, subsequently, simplify their interaction with the Russian Federation.

It is necessary to simplify the procedure for obtaining a student visa, to issue a multiple-entry visa covering the entire period of study of a foreign citizen, to allow any labor activity to foreign citizens who are in the Russian Federation on a study visa without any restrictions. It is necessary to supplement the relevant provisions of the Federal Law “On the Legal Status of Foreign Citizens in the Russian Federation”, as well as amending the order of the Ministry of Foreign Affairs of the Russian Federation, the Ministry of Internal Affairs of the Russian Federation, FSB No. 19723A / 1048/922 “On Approving the List of 'Goals of Travel’” used by authorized state bodies of the Russian Federation for issuing invitations and visas to foreign citizens and stateless persons”.

1.3. Merging all existing sites representing Russian education on the Internet. Leave one site representing Russian higher education programs, maximizing its functionality.

Currently, there are several sites on the Internet that promote Russian higher education abroad, created with the support of the Ministry of Education and Science of the Russian Federation: ***Studyinrussia.ru*** (Website of the Ministry of Science and Higher Education: programs of universities participating in the 5–100 project), ***russia.study*** (a single site for Rossotrudnichestvo for recruiting foreign applicants for quotas and tuition fees), ***russia-edu.ru*** (website of the former Ministry of Education and Science for working with quotas for foreign citizens), ***russia.edu.ru*** (website created by the former Ministry of Education and Science in the early 10s to advertise Russian universities at different languages, contains a large number of there are errors in the translation of texts, uninformative). Information on these sites contradicts each other, is often incomplete and

inaccurate. This circumstance disorients foreign applicants, undermines their confidence in domestic higher education.

It is necessary to leave on the Internet one state website that represents all the programs of Russian higher education and allows you to enter Russian universities both by quota and by paying tuition fees. Currently, the site russia.study meets these criteria to the greatest extent, since it includes both the functional of submitting applications to Russian universities and the functional of informing.

2. Improving the export mechanisms of education outside the Russian Federation.

2.1. Educational Franchising.

Educational program franchising means the transfer of the right to implement Russian educational programs to foreign educational organizations. The condition for franchising educational programs is the deduction by a foreign organization of a percentage of the implementation of the program to a Russian partner who certifies the implementation of the program and monitors the quality of implementation. In the case of the implementation of Russian educational programs abroad, up to a billion students could be drawn into the orbit of Russian education (primarily due to India, China, Brazil, the Philippines, Nigeria, Tanzania, DR Congo, etc.).

It is necessary: to make appropriate changes to the Federal Law on Education, introducing the concept of “educational program franchising,” to change the relevant regulatory documents of Rosobrnadzor, to obtain the consent of Rosobrnadzor in principle to provide quality control of Russian programs implemented under the franchise to Russian universities.

2.2. Simplification of the procedure for launching new branches of Russian universities abroad.

Currently, the launching procedures and the process of functioning of Russian branches abroad are complicated. The greatest difficulty is the

accreditation of educational programs implemented by Rosobrnadzor, the inability to transfer to the foreign branch the budget places allocated to the head university, the mutual settlements of the branch and the head university.

It is necessary: to make appropriate amendments to the Federal Law on Education, as well as to the regulatory documents of Rosobrnadzor, to obtain the consent in principle of Rosobrnadzor to simplify the procedure for accrediting foreign branches of Russian universities, as well as to the specific nature of assessing the quality of educational programs implemented in foreign branches.

2.3. Creation, publication and implementation of a textbook of Russian as a foreign language in accordance with CEFR standards.

It is generally accepted internationally to study foreign languages and evaluate their level of knowledge in accordance with the CEFR (Common European Framework of Reference for Foreign Languages). It is understood that the student learns the language at six levels, from A1 to C2 in such sections as “oral speech”, “written speech”, “listening”, and “speaking”. On these principles and in accordance with the indicated sections, textbooks of all European and most Asian languages are built. The practice of publishing on each of the levels of “Books of a student”, “Books of a teacher”, “Grammar”, “Listening”, etc. is accepted for the Russian language. There is no such line of textbooks for the Russian language. Foreigners starting to learn the Russian language find themselves in a difficult situation, as they are used to a different system of teaching foreign languages and to a different methodological support than what exists today in the Russian language.

It is necessary: to prepare, publish and approve a modern textbook of Russian as a foreign language in accordance with generally accepted

international standards. Train foreigners and prepare them for the exam on the level of Russian language proficiency in this textbook.

3. Change in the nomenclature of export of Russian education.

3.1. Export of educational standards and professional standards (not only education programs).

Leading exporters of education (primarily the UK) export not only education itself, but also educational standards and professional standards, that is, it introduces for the money abroad, primarily in developing countries, the professions they need. This type of education export is beneficial for Russia, as it ensures the compatibility of the educational and labor spheres of foreign countries with the Russian Federation and does not require investments from the Russian Federation. It is about exporting the standards of preschool, general and higher education, as well as the most sought-after professions.

The following steps must be taken:

A. Description of educational standards and professional standards in foreign languages in an accessible form (diagrams, tables, charts)

B. Marketing of educational standards and professional standards through representative offices of Rossotrudnichestvo and diplomatic missions of the Russian Federation

C. Implementation of standards in a foreign country under the supervision of Russian experts

There are currently no legal restrictions on the export of educational and professional standards. There is no actual practice of such exports.

3.2. Export of educational programs and courses using distance learning technologies.

The Russian Federation lags behind in the export of educational products on the Internet, both in terms of higher education programs and in terms of open courses (MOOC). Through open online courses, the first

mass contact of foreign citizens with a Russian education is possible, since the coverage of the Internet is more than 4.5 billion people.

It is necessary to promote at the state level the existing open education platforms in Russia, to translate the best courses of open education platforms into English, Spanish, Chinese and Arabic. First of all, it should be about promoting the largest platforms: openedu.ru and universarium.org.

References:

1. *Паспорт Национального проекта «Образование»*, С.59, Цитата по:
<http://static.government.ru/media/files/UuG1ErcOWtjfOFCsqdLsLxC8oPFDkmBB.pdf>.
2. *Паспорт Национального проекта «Образование»*, С.59, Цитата по:
<http://static.government.ru/media/files/UuG1ErcOWtjfOFCsqdLsLxC8oPFDkmBB.pdf>.
3. *Education and training service guide*. (2019). A reference for U.S. Educational Institutions, 2019 Edition. U.S. Department of Commerce.

Citation: M. Stepanov. (2019). THE WAYS TO IMPROVE THE EXPORT OF RUSSIAN EDUCATION. Innovative Solutions in Modern Science. 7(34). doi: 10.26886/2414-634X.7(34)2019.4

Copyright: © M. Stepanov. 2019. This is an openaccess article distributed under the terms of the Creative Commons Attribution License (CC BY). The use, distribution or reproduction in other forums is permitted, provided the original author(s) or licensor are credited and that the original publication in this journal is cited, in accordance with accepted academic practice. No use, distribution or reproduction is permitted which does not comply with these terms.