

Artículo de investigación

BRICS Message from South Africa**Экономика БРИКС и Баланс Сил**

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Abstract

The paper features the data obtained from the analysis of a video strip with the help of ELAN 5.4, the free software developed by the experts from Max Planck Institute for Psycholinguistics, the Language Archive, Nijmegen, the Netherlands. The software enables to annotate video and audio strips, describing pauses, the duration of utterances, gestures, pronunciation and other linguistic and extralinguistic factors. The speaker in the video – South African President Cyril Ramaphosa – delivers his official address to the leaders of the 10th BRICS leadership summit in Sandton, Johannesburg on July 26, 2018. BRICS is a powerful link of a global financial architecture. Its main targets are to mobilize resources for sustainable development projects of BRICS and to facilitate the global growth of multilateral and regional financial, educational and industrial institutions. The material and the speaker for the analysis belong to the domain of BRICS top level politics. South Africa was the main host of the leadership summit in 2018. South African President Cyril Ramaphosa in his speech stressed the significance of the fourth industrial revolution highlighted by Professor Klaus Schwab at the World Economic Forum in Davos in 2016. The notion of the revolution appeared in the South African leader's address 7 times. Nevertheless, the authors of the paper see more messages hidden between the lines of the South African President's address. In the paper it is argued that BRICS architecture has a right to be interpreted as an attempt of keeping the world away

Аннотация

В статье представлены данные, полученные при анализе видеопленки с помощью ELAN 5.4, свободного программного обеспечения, разработанного экспертами из Института психолингвистики Макса Планка, Language Archive, Неймеген, Нидерланды. Программное обеспечение позволяет аннотировать видео и аудио полосы, описывать паузы, продолжительность произнесения, жесты, произношение и другие лингвистические и экстралингвистические факторы. Спикер на видео - президент Южной Африки Кирилл Рамафоса - выступает с официальным обращением к лидерам 10-го саммита лидеров БРИКС в Сандтоне, Йоханнесбург, 26 июля 2018 года. БРИКС является мощным звеном глобальной финансовой архитектуры. Его основными целями являются мобилизация ресурсов для проектов устойчивого развития БРИКС и содействие глобальному росту многосторонних и региональных финансовых, образовательных и промышленных учреждений. Материал и докладчик для анализа относятся к сфере политики высшего уровня БРИКС. Южная Африка была главным организатором саммита лидеров в 2018 году. Президент Южной Африки Кирилл Рамафоса в своем выступлении подчеркнул значение четвертой промышленной революции, о которой говорил профессор Клаус Шваб на Всемирном экономическом форуме в Давосе в 2016 году. Появилось понятие революции

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from further plunging into environmental degradation, the development of critical thinking and innovation among BRICS citizens. The purpose of the paper is to demonstrate the method of pauses analysis to reveal a more complex mixture of speakers' visions. Long pauses are meaningful and extremely informative for discourse analysis. The data may be relevant for discourse analysis experts, political journalists, educators and copywriters.

Key Words: BRICS, South Africa, linguistic and extralinguistic factors, discourse analysis

в адрес южноафриканского лидера 7 раз. Тем не менее, авторы газеты видят больше сообщений, скрытых между строк в обращении президента Южной Африки. В статье утверждается, что архитектура БРИКС имеет право быть истолкованной как попытка удержать мир от дальнейшего погружения в деградацию окружающей среды, развитие критического мышления и инноваций среди граждан БРИКС. Целью статьи является демонстрация метода анализа пауз для выявления более сложной смеси видений докладчиков. Длинные паузы имеют смысл и чрезвычайно информативны для дискурсивного анализа. Данные могут быть актуальны для экспертов по анализу дискурса, политических журналистов, педагогов и копирайтеров.

Ключевые слова: БРИКС, ЮАР, лингвистические и экстралингвистические факторы, дискурс-анализ

Introduction

BRICS is a powerful link of a global political and economic architecture. Its main targets are to mobilize resources for sustainable development projects of BRICS members and to facilitate the global growth of multilateral and regional financial institutions. Nevertheless, the authors of the paper see more messages hidden between the lines of BRICS mission. In the paper it is argued that BRICS architecture has a right to be interpreted as an attempt of anti-anarchist strategy, preserving the idea of world order. The message brings BRICS in line with the course of Gabriel Syme, the main character of G.K. Chesterton's masterpiece "The Man Who Was Thursday: A Nightmare". Synchronously, the paper tries to interpret the importance of BRICS through the prism of T. Hobbes's belief in the necessity of a powerful political body for the sake of peace.

The 17th century saw the advent of T. Hobbes's masterpiece "Leviathan" (Hobbes, 1994) with the powerful concept of the war of all against all. The 20th century offered new literary interpretations of this ultimate viewpoint, the prime example of which is the novel by G.K. Chesterton "The Man Who Was Thursday: A Nightmare" (Chesterton, 2018). In the paper, we proceed from the idea that any attempt to make the world multipolar, to create several power centers gives this world a chance not to get buried amidst the abyss of violence. Political leaders who struggle for balanced, multipolar world orders perform the peaceful mission of Gabriel Syme who defended the freedom of the will in the context of the evil existence.

Our central hypothesis is that decision makers and businesses in BRICS countries perform the functions of multipolar world builders and defenders. However, these messages are often implied, rather than expressed directly. Very often these messages are interwoven in political agenda.

Methods

There is a growing body of literature which recognizes the importance of BRICS. BRICS and its infrastructure have already become an integral part of our research programs (Zavyalova, 2017a; 2017b; Zavyalova & Akhmetshin, 2018). In this paper we collected the data which describe oral presentations of one of the BRICS top think-tanks. Their decisions are of much importance and have a direct impact on global community (Al-Gasaymeh, 2016; Dudin et al., 2016; Bond, 2016; Aimurzina et al, 2019; Shokan et al., 2019; Omarchanova et al., 2019).

With the help of ELAN 5.4 (Brugman & Russel, 2004; Wittenburg et al., 2006; Crasborn & Sloetjes, 2008; Sloetjes & Wittenburg, 2008; Lausberg & Sloetjes, 2009) we generated a video and audio strip for a careful step-by-step word-record annotation of the address of South African President Cyril Ramaphosa (Table 1).

In this paper we provide an overview of data interpretations which describe BRICS performances. The data helps to describe the issues which are as follows.

Messages accompanied by long pauses which may serve as key meaningful signals in the speakers' discourse. From this analysis it is possible to elicit the information which is as follows.

- Important issues of BRICS development.
- The hopes and aspirations of South African President Cyril Ramaphosa.
- Political journalists may use this method to provide a more complete coverage of events connected with the sustainable future of the world with the help of BRICS business initiatives, the description of BRICS infrastructure investment needs, the account of BRICS ways to mobilize resources and ability to face financial capacity constraints.
- Educators may use this method for teaching discourse analysis.
- Experts may get a clear understanding why it is important to foster the awareness about BRICS and its projects.

Table 1: Data set description.

Subject area	Cognitive Psychology
More specific subject area	Linguistics and communication
Type of data	Time indicators
How data was acquired	The official site of BRICS leadership summit in Sandton, Johannesburg on July 26, 2018
Data format	.jpeg file, .png file, table
Experimental factors	key messages
Experimental features	Annotation with ELAN 5.4
Data source location	1) https://www.youtube.com/watch?time_continue=329&v=xD7k4XEs7Qw
Data accessibility	The data are available as open data license

Results

We applied the program ELAN 5.4 to synchronize the video and the audio strips (Fig. 1).

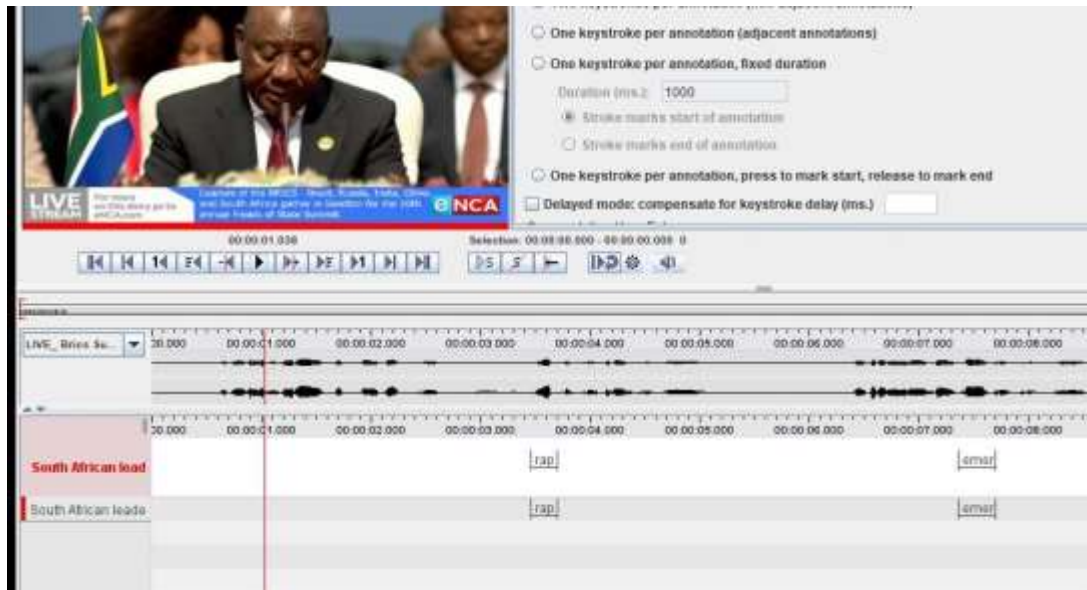


Fig. 1. The address of South African President Cyril Ramaphosa in Sandton, Johannesburg on July 26, 2018 in ELAN 5.4 format.

Then we identified the messages after which the speaker made the longest pauses (more than 2 seconds). There is a growing body of literature which indicates that pauses are extremely important not only for taking a breath while speaking, but they submit additional value to the mental units presented in discourse

(Chattopadhyay et al., 2003; Grashchenkov et al., 2018).

After building a sphere of word annotation we got the data with the utterances silence duration (SD).

Table 2: The annotation of the address of South African President Cyril Ramaphosa and silence duration after each annotation.

Cyril Ramaphosa	real alignment	of all alliances
SD	(1.11)	(1.55)
Cyril Ramaphosa	shifts in the	global power
SD	(2.0)	(2.39)
Cyril Ramaphosa	Appropriate	the evolution of BRICS
SD	(2.63)	(0.99)
Cyril Ramaphosa	focus on collaboration	
SD	(0.92)	
Cyril Ramaphosa	for inclusive growth and shared prosperity	
SD	(1.02)	

Cyril Ramaphosa	in the fourth industrial revolution	
SD	(2.17)	
Cyril Ramaphosa	quantum leaps in technology	present enormous
SD	(1.99)	(1.86)
Cyril Ramaphosa	for development	progress
SD	(1.35)	(1.38)
Cyril Ramaphosa	the surge in innovation	dramatically
SD	(3.36)	(3.36)
Cyril Ramaphosa	and to place	entire countries
SD	(0.52)	(2.62)
Cyril Ramaphosa	growth and prosperity	
SD	(1.6)	
Cyril Ramaphosa	it has the potential to solve	
SD	(0.87)	
Cyril Ramaphosa	many of the social problems	by better equipping us to
SD	(1.15)	(1.84)
Cyril Ramaphosa	disease hunger	environmental degradation
SD	(0.47)	(6.01)
Cyril Ramaphosa	collaborative manner	
SD	(1.69)	
Cyril Ramaphosa	underpinned by developmental agenda	
SD	(0.96)	
Cyril Ramaphosa	rapid technological change	merely serve
SD	(0.14)	(1.54)
Cyril Ramaphosa	existing	disparities
SD	(0.28)	(0.52)
Cyril Ramaphosa	within and between countries	it can also create new
SD	(1.3)	(0.08)
Cyril Ramaphosa	fold lines	in our society
SD	(0.12)	(1.15)
Cyril Ramaphosa	displaces therefore	
SD	(1.71)	
Cyril Ramaphosa	a huge and great responsibility on all of us	
SD	(1.17)	
Cyril Ramaphosa	through our collective effort	

SD	(0.43)	
Cyril Ramaphosa	by working together	
SD	(0.94)	
Cyril Ramaphosa	I am certain that we will be able to confront	
SD	(0.33)	
Cyril Ramaphosa	the challenges	
SD	(1.14)	
Cyril Ramaphosa	and seize the opportunities that this new age of development	
SD	(0.84)	
Cyril Ramaphosa	also presents us	
SD	(1.39)	
Cyril Ramaphosa	we proceed from the understanding that this is not simply	
SD	(0.96)	
Cyril Ramaphosa	a digital revolution	but a fundamental shift
SD	(1.2)	(0.56)
Cyril Ramaphosa	in the way that people live	in the way they work
SD	(0.47)	(0.19)
Cyril Ramaphosa	and in the way, they relate to each other	
SD	(1.29)	
Cyril Ramaphosa	it is the phenomenon that cuts across all industries	
SD	(1.01)	
Cyril Ramaphosa	and all technologies	
SD	(0.79)	
Cyril Ramaphosa	there is no area of economic activity	
SD	(0.59)	
Cyril Ramaphosa	that is immune	and untouched by
SD	(0.82)	(0.24)
Cyril Ramaphosa	by technological disruption	
SD	(1.76)	
Cyril Ramaphosa	according to Professor Klaus Schwab	
SD	(0.45)	
Cyril Ramaphosa	at the world economic forum	
SD	(0.57)	

Cyril Ramaphosa	the fourth industrial revolution	
SD	(0.04)	
Cyril Ramaphosa	is characterized by	a fusion of technologies
SD	(0.77)	(0.68)
Cyril Ramaphosa	that is blurring the lines between	
SD	(0.78)	
Cyril Ramaphosa	the physical, digital and biological spheres	
SD	(2.02)	
Cyril Ramaphosa	this means	
SD	(1.41)	
Cyril Ramaphosa	that therefore our response needs to be comprehensive	
SD	(0.65)	
Cyril Ramaphosa	and integrated	
SD	(0.74)	
Cyril Ramaphosa	as BRICS countries we should not become	
SD	(0.13)	
Cyril Ramaphosa	mere adopters or	
SD	(0.52)	
Cyril Ramaphosa	or observers of new technologies	
SD	(1.14)	
Cyril Ramaphosa	rather	
SD	(0.67)	
Cyril Ramaphosa	we need to combine our resources and expertise and become innovators and creators	
SD	(3.18)	
Cyril Ramaphosa	we should not allow technologies to shape our societies	
SD	(1.1)	
Cyril Ramaphosa	we must instead insure that the needs of our societies	
SD	(0.29)	
Cyril Ramaphosa	shape the technologies	

SD	(0.04)
Cyril Ramaphosa	that we develop in our various countries
SD	(1.86)
Cyril Ramaphosa	we must ensure that
SD	(0.31)
Cyril Ramaphosa	mastery of the fourth industrial revolution
SD	(0.63)
Cyril Ramaphosa	does not become the exclusive preserve
SD	(0.55)
Cyril Ramaphosa	of just a handful of countries
SD	(1.31)
Cyril Ramaphosa	we must promote the inclusivity diversity and cooperation
SD	(0.99)
Cyril Ramaphosa	excellencies
SD	(0.6)
Cyril Ramaphosa	the technologies of the fourth industrial revolution provide
SD	(0.33)
Cyril Ramaphosa	developing and emerging economies
SD	(0.71)
Cyril Ramaphosa	with the opportunity to leapfrog
SD	(0.6)
Cyril Ramaphosa	the technologies of the preceding revolutions
SD	(1.56)
Cyril Ramaphosa	the rapid adoption of mobile telecommunications
SD	(0.08)
Cyril Ramaphosa	in Africa
SD	(0.74)
Cyril Ramaphosa	and other parts of the developing world for example

SD	(1.07)	
Cyril Ramaphosa	demonstrates how innovation can ignite	
SD	(0.55)	
Cyril Ramaphosa	sudden bursts of development	it demonstrates that
SD	(0.73)	(1.09)
Cyril Ramaphosa	properly harnessed	
SD	(0.96)	
Cyril Ramaphosa	new technologies can ensure more efficient processes	
SD	(0.9)	
Cyril Ramaphosa	and more reliable systems of service delivery	
SD	(0.92)	
Cyril Ramaphosa	they can expand economic participation	
SD	(1.16)	
Cyril Ramaphosa	by ensuring that knowledge and information is more broadly asseverated across the population	
SD	(1.57)	
Cyril Ramaphosa	to succeed however	
SD	(1.02)	
Cyril Ramaphosa	we need to equip our people with the necessary skills	
SD	(0.71)	
Cyril Ramaphosa	to thrive in such a society and in such an economy	
SD	(1.95)	
Cyril Ramaphosa	the world economic forum predicts that the three most important skills	
SD	(1.65)	
Cyril Ramaphosa	for	
SD	(0.25)	
Cyril Ramaphosa	will be complex solving problems critical thinking and creativity	
SD	(5.33)	
Cyril Ramaphosa	without adequate training	

SD	(0.52)	
Cyril Ramaphosa	only a few emerging countries will possess	
SD	(0.86)	
Cyril Ramaphosa	these skills in enough numbers	
SD	(0.7)	
Cyril Ramaphosa	while others will see their prospects	
SD	(0.7)	
Cyril Ramaphosa	stifled by automation	
SD	(1.33)	
Cyril Ramaphosa	there is a new need to develop a more agile and applied educational models	
SD	(2.96)	
Cyril Ramaphosa	while this must start even before a child enters school	
SD	(1.41)	
Cyril Ramaphosa	and continue to run through to our universities and colleges	
SD	(0.65)	
Cyril Ramaphosa	there is an urgent need in developing	
SD	(1.18)	
Cyril Ramaphosa	emerging economies	
SD	(1.02)	
Cyril Ramaphosa	to reskill a significant portion of a current workforce	
SD	(1.51)	
Cyril Ramaphosa	governments should formulate and institute policies that are supportive	
SD	(0.84)	
Cyril Ramaphosa	of these processes	such policies should provide
SD	(1.06)	(0.1)
Cyril Ramaphosa	a favorable environment for foreign investment	
SD	(1.49)	
Cyril Ramaphosa	such investment improves	
SD	(0.8)	

Cyril Ramaphosa	the supply of relevant skills and expands capacity for research
SD	(1.35)
Cyril Ramaphosa	equally important are policies that support
SD	(0.21)
Cyril Ramaphosa	and stimulate local industries
SD	(2.05)
Cyril Ramaphosa	it is against this backdrop
SD	(0.53)
Cyril Ramaphosa	that BRICS ministers of industry
SD	(0.99)
Cyril Ramaphosa	resolve to establish BRICS partnership
SD	(0.86)
Cyril Ramaphosa	on the new industrial revolution
SD	(1.17)
Cyril Ramaphosa	it aims to translate the vision of the second decade of BRICS cooperation
SD	(0.85)
Cyril Ramaphosa	into a reality
SD	(0.61)

The analysis of the data enabled us to make a graph featuring the annotations marked with the longest silence durations (Fig.2).

In the fourth industrial revolution: SD = 2.17

The surge in innovation: SD = 3.36

Dramatically: SD = 3.36

Entire countries: SD = 2.62

Environmental degradation: SD = 6.01

The physical, digital and biological spheres: SD = 2,02

Innovators and creators: SD = 3.18

Critical thinking and creativity: SD = 5.33

Stimulate local industries: SD = 2.05

We generated the graph which shows the annotations with the longest silence duration after them (Fig. 2).

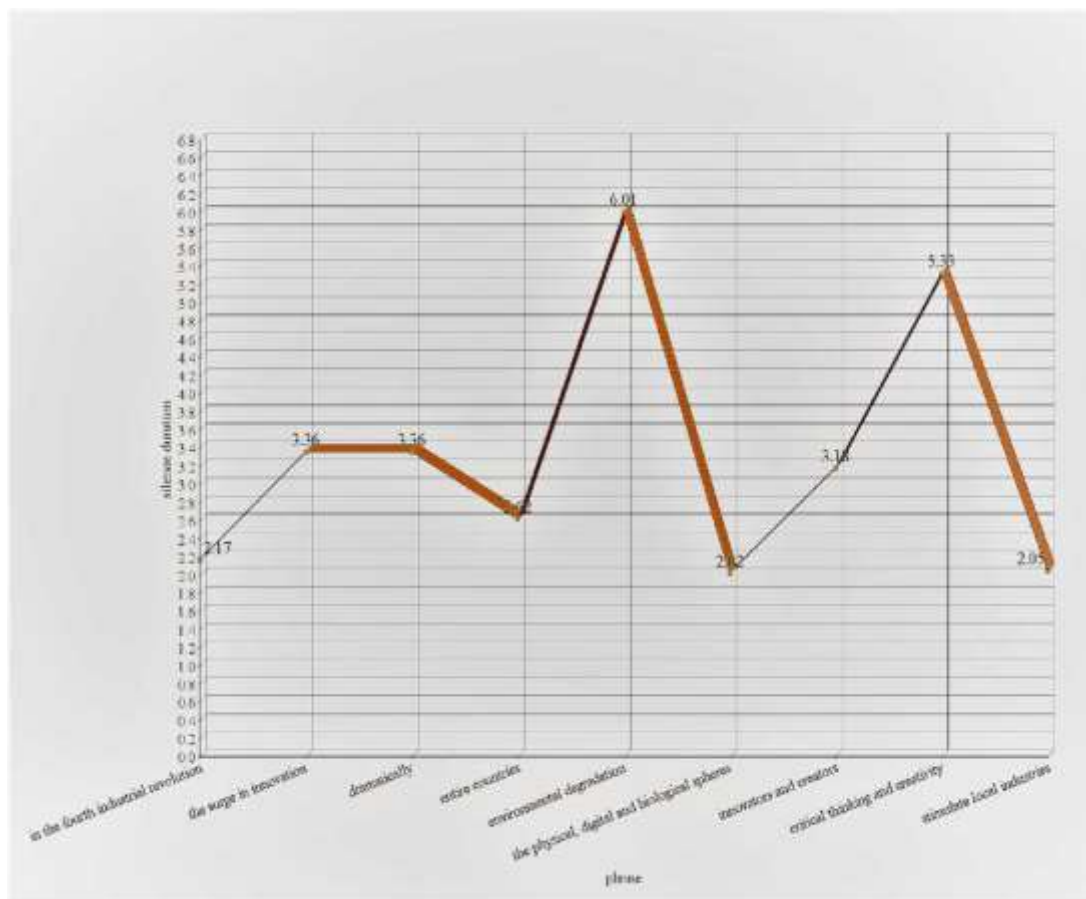


Fig. 2. The graph of the longest silence duration after them.

BRICS pay a pivotal role in global politics and is sure to shape the future of global economy (Fioramonti, 2016; Muratshina, 2017). The analysis of the South African leader's address demonstrated that BRICS architecture has a right to be interpreted as an attempt of keeping the world away from further plunging into environmental degradation, the development of critical thinking and innovation among BRICS citizens. The research demonstrates that of paramount importance are the factors which relate to the fourth industrial revolution but focus on human and natural resources, rather than directly on industries and productions. The major finding of the research is the fact that while doing discourse analysis it is critical to see not only the features which are directly repeated but which are signaled with long pauses. Silent duration is significant for discourse analysis and unveils additional meanings.

The concept followed by the longest silent duration, i.e. "environmental degradation" must be viewed in a broader sense. We suggest that it implies the idea of "world degradation". The South African leader signals us about this issue and focuses people's attention on this issue of vital importance.

Discussion

The messages hidden in the address of the South African leader refer mainly to the sphere of ecology and environmental protection. However, they resonate with key practices of BRICS New Development Bank (NDB). The following data demonstrate that there is a direct link between NDB's policies and key features marked with the longest pauses in the address under analysis.

The first data set is composed of infographic images of NDB politics generated in the form of networks by Cytoscape version 3.5.1 (Fig. 3-6).

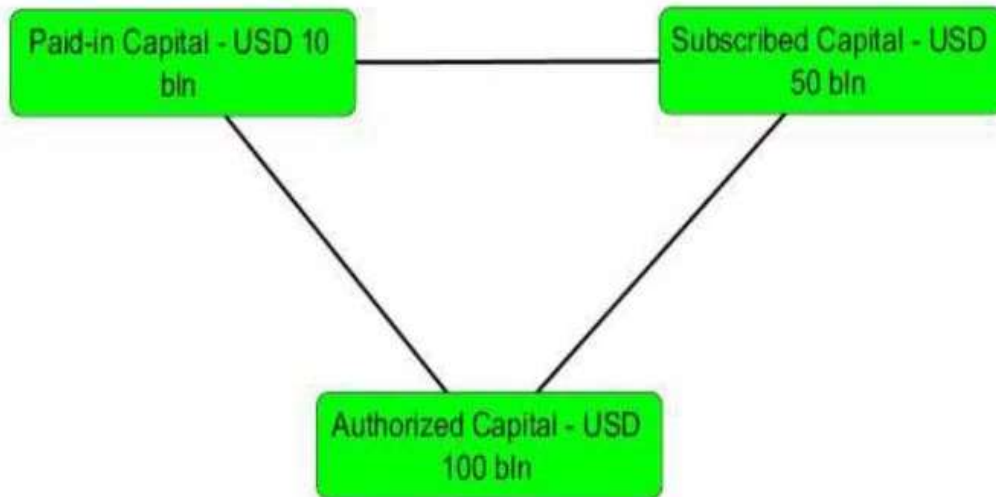


Figure 3. Infographics “THE NDB CAPITAL MAKE-UP IN 2018”.

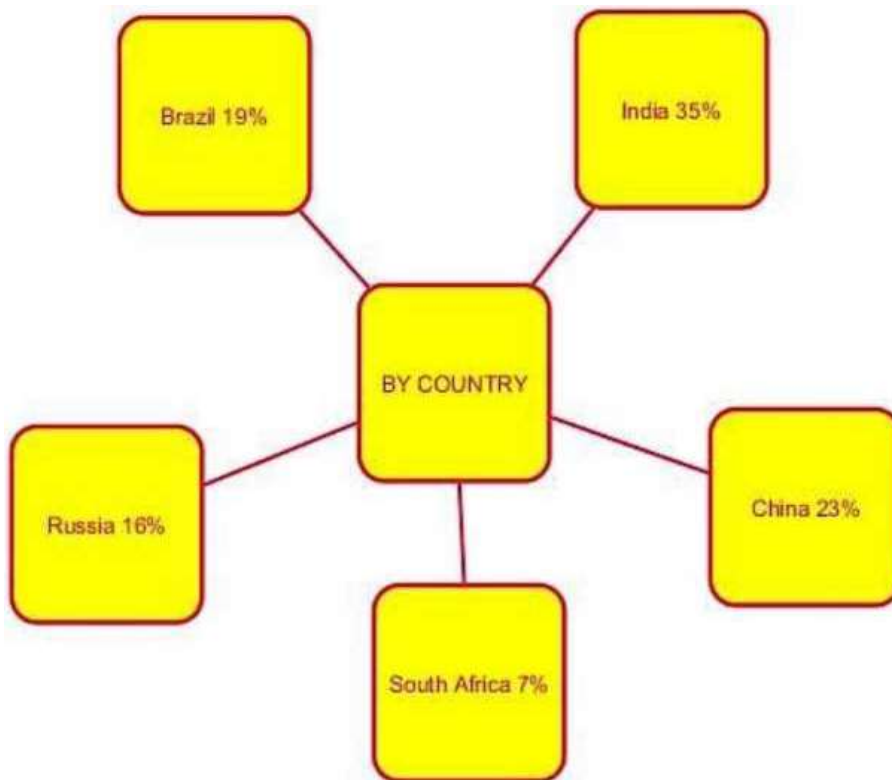


Figure 4. Infographics “THE NDB LOANS BY COUNTRY IN 2017”.

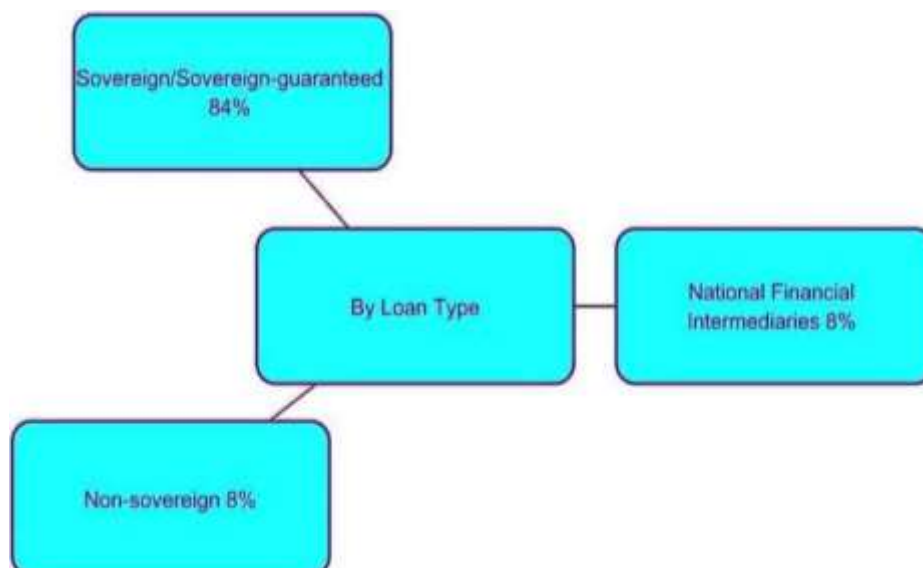


Figure 5. Infographics “THE NDB LOANS BY LOAN TYPE IN 2017”.

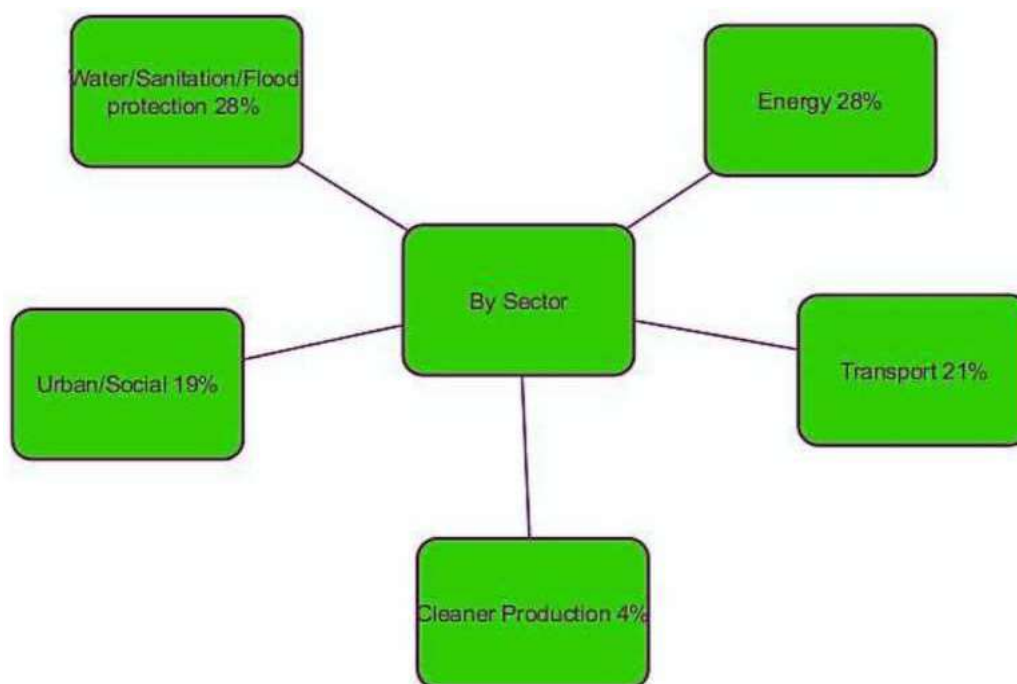


Figure 6. Infographics “THE NDB LOANS BY SECTOR IN 2017”.

The data clearly indicate that NDB is well positioned to join forces with others to reach an ambitious target of sustainable development of BRICS members. NDB's major investments in water, sanitation and food production, as well as in energy and transport sectors are suggestive of the fact that NDB's management is concentrated on low-risk projects. These projects are sure to

improve the livelihoods and living conditions of the world's most vulnerable people and offer immense business opportunities for entrepreneurs in BRICS countries.

Alternatively, we find it possible to assume that the ecological agenda is not the main issue here. Behind the propagations to ecological protection

generated by NDB and the South African leader there is the main message to protect BRICS ecosystem and integrate it in the world system to make the existing world a safer place. The most traumatizing idea of “ecological degradation” expressed by Cyril Ramaphosa must be interpreted as the danger of “world degradation” which may result in a global catastrophe.

Conclusions

With a flashback to high-spirited prose by T. Hobbes and G.K.

Chesterton, it is necessary to say that modern world functions in the context of boisterous rush. However, leaders of BRICS, NDB managers and political thinktanks resort to implied ideas, rather than direct voicing of their opinions.

The major finding of this paper is the idea that behind ecological agenda expressed by Cyril Ramaphosa in BRICS summit in 2018 there is a deeper concept of the world safety, rather than ecological well-being alone. The same strategy is typical of NDB and its investment policies.

Another important finding is that it is critical to focus not only on words but also on pauses of world leaders. Pauses are suggestive enough of key messages which are given between the lines. Silent duration is significant for discourse analysis and unveils additional meanings.

In the novel by G.K. Chesterton “The Man Who Was Thursday: A Nightmare” the main character of this novel — Gabriel Syme — a defender of order who fights anarchy, emphatically exclaims, “Why does each thing on the earth war against each other thing? Why does each small thing in the world have to fight against the world itself? Why does a fly have to fight the whole universe? Why does a dandelion have to fight the whole universe?” (Chesterton, 2018) The answers to these questions are within the domain of world politics and political orders. BRICS members answer these challenges with the concept of ecological safety.

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