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Russian Orthodox Identity and the Manufacturing of Consent

Orthodoxy is increasingly presented by the Russian Orthodox Church (ROC) and government as an inherent part of the Russian identity. But does this appraisal correspond to reality? This paper will examine the ways in which the ROC has employed public relations to manufacture an image of Russia as Orthodox. How has this public relations campaign resulted in tangible gains, an entrenchment of Orthodoxy into Russian society, and consent for the Church's prominent role?