

## **ABSTRACT**

Since 2008 with the Russo-Georgian war we observe the gradual deterioration of relations between Russia and the European Union which achieves its apogee during the Ukrainian crisis and the annexation of Crimea. The cultural approach is to be applied for understanding and exploration of the conflict: its reasons and mechanism. The work is aimed to define conflicting beliefs and values, considering them on a cultural basis. The current escalation of relationships is reviewed as a cultural conflict, the author claims different mentality as one of the influential factors and possible dimensions of conflict analysis. This work also points out internal cultural mechanisms and features provoking aggressive external policy and considers cultural identity as a container of ideas which justify and originate opposition and conflict with other cultures.

This work is an attempt to introduce a concept of an individual's mentality, to link personal and group mentality and find out how cultural meaning content influences on formation of a personal mindset – a system of personal beliefs and values.

Research part consists of preliminary comparative questionnaire-based survey with 30 respondents, secondary analysis of World Value Survey, and 10 depth interviews based on 3 survey questions, analyzed by means of mental approach and coded with applying principles of Grounded theory.