

Summery

Final qualifying work on the topic:
"The image of Russia in foreign media»
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Key words: Media, image, political communication, the role of the media, the media and the electronic media.

Relevance of research. Political communication today is an integral part of the process of information exchange between individuals and groups at different levels. And here it is the media that make it possible to fully implement the political discourse that fills the needs of political communication for the production and dissemination of socio-political information, the main purpose of which is to develop a guide to the way of thinking and actions of individuals. Political discourse is a communicative practice on the part of the media, the ultimate goal of which is to fight for certain resources, including power: political, ideological, economic, etc. Thus, on the one hand, the informative function of the media is performed – the addressee receives information - and on the other hand, the influencing function is realized: the way of presenting information depends on the perception and assessment of the facts reported about Russia by the addressee.

To date, the role of the media in the political discourse about Russia through the eyes of foreign media is the role of a mouthpiece of propaganda aimed at creating an image of the country, propaganda that ultimately affects the foreign policy of a number of countries in relation to Russia, and the opinion of the world community about Russia. Therefore, we recognize the study of the image of Russia, which is built in the foreign media relevant, as the texts and images in the media are developed with a specific purpose and have a goal to cause a certain response from the audience, to cause a certain impact. These are socially and politically significant messages, the interaction of which with the consciousness of the recipient produce a media-communicative event, the purpose of which is to form a certain picture of the Russian world among media users.

Target of research: is to identify the main representatives of the image of Russia in the media of the former Soviet republics (for example, the media of the Baltic States, Belarus and Kazakhstan) and to identify the metaphorical image of Russia in the media in Germany and the United States.

Goals:

- explore the role of media in political communication;
- to give a General description of the actors of the formation of the image of Russia in the media;
- to identify the main representatives of the image of Russia in the media of the former Soviet republics (on the example of the media of the Baltic States, Belarus and Kazakhstan);
- to reveal the metaphorical image of Russia in the media of Germany and the USA.
- to develop recommendations in the field of forming a positive image of Russia in foreign media.

Theoretical and practical relevance of research it is possible to apply the provisions and conclusions of the thesis in universities when reading courses on conflict resolution, international relations, public relations and journalism. The theoretical significance of the final qualifying work is that the main representatives of the image of Russia in the media of the former Soviet republics (for example, the media of the Baltic States, Belarus and Kazakhstan) and revealed a metaphorical image of Russia in the media of Germany and the United States. The theoretical analysis concluded in this paper allows us to more accurately identify the problems of the modern world from the perspective of the media, interested in creating a certain image of the Russian state, in the construction of a certain image of Russia.

The practical significance of the study is to develop recommendations in the field of forming a positive image of Russia in foreign media.

Results of research: The role of mass media in political communication is investigated; the General characteristic to actors of formation of an image of Russia in mass media is given; the main representatives of an image of Russia in mass media of the former Soviet republics (on an example of mass media of the Baltic States, Belarus and Kazakhstan) are revealed; the metaphorical image of Russia in mass media of Germany and the USA is revealed; recommendations in the sphere of formation of a positive image of Russia in foreign mass media are developed.

Recommendation:

1) develop and put into practice business projects that make up the cultural component (virtual tours of the country, museums/exhibits in hotels, mobile museums, collective exhibitions of the main trends in contemporary art of the country, etc.);

2) to open exhibition halls and even full-fledged museums on the territory of airports, to disseminate information about domestic writers and poets who are included in the world Treasury of creativity;

3) make Russian brands the main items on the media agenda:

- cultural and historical values of the Russian society (including classical literature and Russian language);

- achievements in the field of sports;

- achievements in science and technology;

- the position of the Russian foreign Ministry on foreign policy aspects, etc.

4) to minimize in the news frame of foreign broadcasting unpopular information reasons and reduce their demonstrations on the air. (Such as the scandal around "Pussy Riot", the trial of Alexei Navalny, "Swamp case", etc.);

5) to introduce Russia into the world information space by creating antagonist channels of "mainstream media", such as CNN, Fox News, BBC, etc.;

6) form hubs (representative offices) of Russian agencies around the world;

7) to create the correct framing of the news (focus on the coverage of humanitarian and democratic values and achievements);

8) to expand the Russian information presence in foreign media;

9) of particular importance in the current global development is the creation of a dialogue between the Russian media and influential world media.