

SUMMARY

Graduation qualifying work:

“Internet communications as a factor
transformation of the information environment ”

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Key words: Internet communications, information environment, mass media, mediatization.

Relevance of the research topic. The relevance of this work lies in the fact that in the modern world, as from the moment the media appeared, there is a continuous mutual influence of Internet communication (IC) on the political situation in the country or the world, and politics on the IC. In this regard, in the context of globalization, the spread of the Internet and a significant reduction, blurring of borders between countries, there is an urgent need to study emerging Internet communications in the context of intercountry relations and make correct and balanced decisions between countries based on knowledge of the principles of media coverage information about the situation in the country and the world. Internet communications have a huge impact not only on all aspects of life within one country, but also on life in other countries. Now, in our time, we can observe the information wars that are waged between the leading countries of the world. Such countries usually include China, the USA, Russia, Great Britain, Germany and others. All of these countries in their own way cover the activities, including political, of other countries.

The aim of the study is to identify the features of coverage of Russian political events in the United States and Europe.

Research

- identify the impact of Internet communication on the political life of society;
- explore the flow of political life in Russia in the Internet communications of the USA and Europe;
- to identify the features of coverage of Russian political events in (on the example of Internet communication in the USA and Europe).

Objectives:

The theoretical and practical significance of the study lies in the possibility of applying the provisions and conclusions of the thesis in reading courses on public relations and journalism. The theoretical significance of the final qualifying work lies in the fact that the main representatives of the image of Russia in the IR of foreign countries are identified (for example, the IR countries of Europe and the USA) and the metaphorical image of Russia in the media of Europe and the USA is revealed. The theoretical analysis concluded in this work allows us to more accurately determine the problems of the modern world from the perspective of the activities of ICs interested in creating a certain image of Russian statehood, in constructing a certain image of Russia.

The results of the study.

1) The value of Internet communication seems to be a high indicator, which has not changed over the past decades. With the increase in the amount of information provided in the era of globalization and the saturation of the information flow, it is becoming increasingly difficult to navigate all the innovations. However, do not forget that this is one of the methods of manipulating public consciousness.

2) Internet communications act as an advertising agent, promoting the necessary values, forcing people to adopt laws that are disadvantageous to them (such as raising taxes or retirement age) and refers to the political life of the society of a country as it is proposed by IC. During election campaigns, Internet communications provide information about candidates, introducing new ones and removing unnecessary ones at the right time.

3) Coverage of the political life of the Russian Federation, like any other country, is, above all, an act of a political game, in which representatives of the media enter. What methods they use to convey information to the people cannot always be justified or called fair and sufficiently reliable. Having in its arsenal practically inexhaustible opportunities, foreign Internet communications, using their so-called impunity and being protected by numerous legal documents on freedom of speech, can allow themselves actions of a certain nature.