

**TRENDS IN THE FORMATION OF THE IMAGE OF RUSSIA IN FOREIGN MEDIA
BY THE EXAMPLE OF THE EURASIAN AND AMERICAN PRESS**

***TENDÊNCIAS NA FORMAÇÃO DA IMAGEM DA RÚSSIA NA MÍDIA ESTRANGEIRA
PELO EXEMPLO DA IMPRENSA EURO-ASIÁTICA E AMERICANA***

***TENDENCIAS EN LA FORMACIÓN DE LA IMAGEN DE RUSIA EN LOS MEDIOS
EXTRANJEROS A TRAVÉS DEL EJEMPLO DE LA PRENSA EUROASIÁTICA Y
ESTADOUNIDENSE***

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ABSTRACT: The nation's vision in international media is a close representation of the world community's nature to its global policy and financial plan and the efficiency of its power arrangements. The significance of this study is to analyze the status of modern Russia on the world stage and those international policies and financial circumstances that hold a significant impact on forming the vision of the Russian state in global media. It is desirable to see the inclinations in creating and transforming the modern Russian representation in the foreign press of the USA. The ordered frame of the research incorporates the international policy of the Russian Federation from 2014 to 2018, which is because of several major geopolitical issues with the cooperation of Russia, which essentially transformed the status of the Russian Federation worldwide.

KEYWORDS: Image of russia. Euro-asian media. American press. Media space. Image transformation.

RESUMO: *A visão da nação na mídia internacional é uma representação próxima da natureza da comunidade mundial à sua política global e plano financeiro e à eficiência de seus arranjos de poder. A importância deste estudo é analisar a situação da Rússia moderna no cenário mundial e as políticas internacionais e as circunstâncias financeiras que têm um impacto significativo na formação da visão do Estado russo na mídia global. É desejável ver as inclinações na criação e transformação da representação russa moderna na imprensa estrangeira dos EUA. O quadro ordenado da pesquisa incorpora a política internacional da Federação Russa de 2014 a 2018, que se deve a várias questões geopolíticas importantes com a cooperação da Rússia, que essencialmente transformou o status da Federação Russa em todo o mundo.*

PALAVRAS-CHAVE: *Imagem da Rússia. Mídia euro-asiática. Imprensa americana. Espaço da mídia. Transformação da imagem.*

RESUMEN: *La visión de la nación en los medios internacionales es una representación cercana de la naturaleza de la comunidad mundial a su política global y*

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plan financiero y la eficiencia de sus acuerdos de poder. La importancia de este estudio es analizar el estado de la Rusia moderna en el escenario mundial y las políticas internacionales y las circunstancias financieras que tienen un impacto significativo en la formación de la visión del estado ruso en los medios globales. Es deseable ver las inclinaciones a crear y transformar la representación rusa moderna en la prensa extranjera de los EE. UU. El marco ordenado de la investigación incorpora la política internacional de la Federación de Rusia de 2014 a 2018, que se debe a varios problemas geopolíticos importantes con la cooperación de Rusia, que esencialmente transformó el estado de la Federación de Rusia en todo el mundo.

PALABRAS CLAVE: *Imagen de Rusia. Medios euroasiáticos. Prensa estadounidense. Espacio mediático. Transformación de la imagen.*

Introduction

The Russians believe that they are in a media war with the West. Some of its Western partners, led by the United States, have made Russophobia, blackmail, and baseless claims the focus of their foreign policy using media tools. However, Western media has always been legal in Russia alongside social networks such as Facebook, Instagram, and Twitter, and media outlets such as the BBC, Reuters, RFE / RL, and VOA have been allowed to operate freely in the country. In recent years, Western countries, including Britain, France, and, above all, the United States, have imposed restrictions on Russian influential media outlets in the West, such as Rashatodi and Sputnik, under the pretext of interfering in US elections or other matters. They work; they create problems (GRISHAEV ET AL., 2010).

Between 1991 and 2019, Russia's condition globally has fundamentally shifted because of its steady economic extension (BABENKO, 2004). The development of Russian power happened due to military power buildup and the improvement in gas and oil power (ALVERMANN, 2000). The years from 2014 to 2019 are of particular interest to the paper's authors. It was characterized by many critical geopolitical events with Russia's cooperation and the growing appeal of foreign media in the Russian state. Let us single out a set of incidents that inspired forming Russia's model in the Euro-Asian and American press:

1) The chief international policy occasion of 2014 is returning Crimea to Russia. After the Second World War, for the first time, Russia annexed yet did not abandon territories, which was an absolute surprise to Western nations (Buckingham, 2003a). Reunifying Russia with Crimea generated genuine political perils and the initiation of financial sanctions against Russia.

2) Over the course of 2015, the Euro-Asian Economic Union (EAEU) was formed, including 5 member countries: Kyrgyzstan, Russia, Armenia, Kazakhstan, and Belarus. The Eurasian Union visualizes a unified market with 183 million users and four trillion dollars of GDP at buying power parity (PPP).

3) In 2015, Russia favorably contradicted US geostrategic programs to achieve critical areas of the world, including Syria (VOLODINA, 2008). Western media declared a necessity to defend the Syrian from the "bloody dictator" Bashar al-Assad. Nevertheless, the chief purpose of the United States was capturing gas, oil, and a strategically significant country in the Middle East, and also circling Russia from the south and exercising an influence over the Caucasus region. Russia launched military actions on September 30 at Syrian President Bashar al-Assad's question to assist government troops. Within nearly 3 months, the Russian military defeated above two thousand warehouses, command points, and training spots for terrorists.

4) 2015 was an era of the appearance in Russia of a new type of troops - the Aerospace Defence Forces combined with the Air Force. The ADF guards outer space controls the air forces on service, military spacecraft, air defense, and missile defense. (BOOSTROM, 2005).

Methods

The methodological base of the research is a traditional approaches' synthesis that has been the test of time (comparative-historical, systemic-typological, historical-literary) along with the engagement of almost all new research methods. The methodological origins of those areas are applied to rely on the particular material and tasks.

Results and Discussion

The mentioned international policy results with Russia's participation from 2014 to 2018 have affected forming and transforming the vision of Russia in the Euro-Asian and American media space (BRUSHLINSKY, 1979). Specific issues have grown most engaging to foreign press (BIGNELL, 2002; BRYANT, 2002; FREEDMAN, 2006).

To perform the set analytical assignments, the Chinese title of Huanqiu Shibao, the Japanese titles Mainichi Shimbun and Asahi Shimbun was collected amongst the Asian press. Huanqiu Shibao is an everyday title in which the majority of the materials are dedicated to global politics.

Analyzing the topics in Huanqiu Shibao for the chosen chronological time from 2014 to 2019 revealed that this publication greatly stresses the close partner connections between

China and Russia, building a confident vision of Russia on its pages. The articles' headings present through proof of creating an assertive image of Russia: "A joint announcement by Putin and Xi: to protect the benefits of humankind", "America started to imitate the weaponry of China and Russia", "Agriculture - a new oil for the Russian economy", "Russian models of courage", and several others (<http://osvita.mediasapiens.ua>).

Asahi Shimbun is a daily Japanese title. A chronicle presentation of the material characterizes it. Asahi Shimbun positions Russia and makes its image on its pages is entirely compatible with the liberal orientation of the paper. During the whole period from 2014 to 2018-19, one can see an adversely cynical approach towards Russia and its international policy actions. The hostile policy of creating the image of Russia is displayed in the headlines of the published reports: "No compromise on the Kuril Islands", "Asymmetry of Putin's power", "Real Putin: a standing ovation for the tsar", "Is it true that Russians are drunkards?", and other.

Mainichi Shimbun is a Japanese national daily, is one of the most extensive in the nation. From 2014 to 2018, the newspapers of the Mainichi Shimbun newspaper displayed a distinct interest in Russia's international and national policies and an inclination to create the picture of Russia from negative to neutral-positive as Russia's position in the world arena strengthened (FATYKHOVA & SPIRCHAGOVA, 2015).

Investigating the information in such American media as Project Syndicate revealed that the repetition of mentioning Russia is hugely lower than in the Asian press. The result of relationships and disputes between the USA and China stands out amongst the problems that affect American titles. One can recognize that the issue of US-Chinese connections predominates amongst others following the bright headlines, for example, "The Sino-American Cold War threatens to destroy the world", "The trade war with China will cost a lot for the United States", and many others (<http://osvita.mediasapiens.ua>).

Conversing about the Western European press and their plans for creating the picture of Russia, particular attention is sweetened to the reporter of such nations as Great Britain, Germany, and France, given their most significant political weight amongst the Western Europe nations. The Guardian presents the British press in the study, which is characterized as prestigious and high-quality and one of the world's most respected.

After examining the topics granted in the paper from 2014 to 2019, one can see specific inclinations in forming the perception of Russia. (Babenko, 2004) Initially, reports about Russia frequently emerge on The Guardian pages, contrary to the same American press. This occurs because the UK does not regard Russia as an inadequate and underdeveloped

nation yet knows it as a mighty power (the article “It seems Russians are already winning” on March 26, 2019 speaks of Putin’s “hypnotic influence” distributed to the whole world: “... Vladimir Putin can rejoice.

The formation of the image of Russia in the French press is well traced in such title as *Le Figaro* (*Figaro*): the last adheres to a positive tone speaking about Russia with respect. This is stated in articles such as “If Europe does not unite, it will end as Ancient Greece”, “Will Europe unite with Russia one day?”, “France and Russia need each other”, and others. The article “France and Russia Need Each Other” discusses possible options for developing relations between Russia and France if the US withdraws from the agreement on a nuclear program. Here are the conclusions the authors of the article came to: “Russia has reacted with restraint to the US withdrawing from the agreement on the Iranian nuclear program, as well as to the killings in Gaza. It carefully monitors how far the transatlantic contradictions go to take advantage of them. It seeks to present itself as a rational power, unlike the United States. It practises moderation with Israel Anyway, ... France and Russia need each other.”

The newspaper does not bypass the personality of Russian President Vladimir Putin. He is presented as a smart and wise politician, whose opinion should be taken into account when solving foreign policy issues.

The German press is represented in our work by *Der Spiegel*: this is one of the most famous weekly magazines in Germany. It shows a tendency “from negative to neutral-positive” in relation of the German press towards Russia and, accordingly, towards the formation of its image. If in 2014 Russia was positioned as an authoritarian state returning to Soviet times: “Russia is returning to dictatorship, and this has been happening at least since Putin’s second presidential term...”, now in the eyes of German media, Russia is more likely to be a partner: “The most important energy carrier for Germany is oil.

Der Spiegel magazine often acknowledges Russia's success in the field of high technologies: only 18 minutes are needed on average for the most capable Russian hackers in order to break into computer networks after the first penetration into a computer. No one is faster. At least that's what about the *CrowdStrike* report says, and the company deals with computer security.

Conclusions

In general, the media inclination can be defined as a transfer from creating a negative perception of Russia to forming a positive impression while going from the West to Asia (<http://osvita.mediasapiens.ua>). The press space of each nation possesses its image of Russia

and is defined by its locus while creating the appearance of Russia on the pages of its publications. The creation of a negative impression of a country in international media holds the task of introducing several stereotypes of a “world enemy” into the memories of international readers.

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