

## **FOREIGN-POLICY IMAGE OF RUSSIA IN FOREIGN MEDIA SPACE**

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The article is devoted to the problem of the negative image of modern Russia in Western mass media.

Over the last three years the problems of creation of the foreign-policy image of Russia in the world mass media draw a steadfast attention of politicians, diplomats and the representatives of the scientific community. This problem is central at the modern social development in the terms of the informational society.

In the “Strategy of the national safety of the Russian Federation up to 2020” approved by the President's decree dated May 12.2009, the task to create the “international image of Russia as the country with the richest traditional and dynamically developing modern culture” is set.

In modern conditions information is the main resource and the authority instrument. The state ceases to be the main active subject in the informational space; it enters into the competitive information process. In the given context the abundance of negative components in the international image of our country causes concern.

The global information space today is differentiated. Foreign media are actively anti-Russian propaganda for large masses of the population that creates negative background for forming international attitudes. On the level of states and governments active measures on replacement of “Russian presence in the international media area” are undertaken.

Russia is accused of: annexation of the Crimea, infringement of human rights inside the country, support of separatists in the Ukraine East and others. These facts are fueled by Russian opposition figures and emerging information on tens of thousands of cases against Russia that are pending before the European Court of Human Rights.

In connection with that, according to data of international interrogation carried out from March 17 to June 5 2014 by American research Pew Research Center organization, the most of inhabitants of European states evaluate Russia sharply negatively. The reason of it lies in the negative propaganda activity conducted by foreign-policy departments of these countries. The situation which developed in the informational area is illustrated well by the header of article in Swedish tabloid “Aftonbladet” - “Russia critics reached to the point of irrationality”, in which it is

noted in particular: “it is possible to say now anything you like about Russians ... Apparently, here it is not required neither facts, nor objectivity, nor impartiality”.

Ranking of the uncooperative altitude of other European countries appears as follows: in Great Britain - 63 %, Spain - 74 %, Germany - 79 % and Italy - 74 %. The only Europe with a positive attitude to Russia is Greece, 61% of whose inhabitants give a favorable assessment of the country (minus 2 % as compared with the last year).

In the Asia-Pacific region, Russia's overall rating is also declining, although in general the opinion of the country is ambiguous. So, more than two thirds of Japan population (69 %) have a negative opinion of Russia, whereas among the inhabitants of China (66 %), Vietnam (75 %) and Bangladesh (60 %) a predominantly positive opinion is noted.

This tendency was caused due to the false display of Russia in a negative image by Western European media. This can be seen in the following examples:

1) “British Sky News” telechannel employed actors for forged plots. In August 2016 “British Sky News” telechannel prepared a 8-minute plot of the correspondent John Sparks sent to the spectators as a sensational exposure of the Russian military, which as if conduct in Syria in Aleppo's city area an on shore operation. However, the “Russian mercenary Dmitry”, as he is called, from the secret group “Wagner” turned out to be Russian theater actor Alexander Agapov. He was paid 100 000 rubles for the interview, and the text of the statement was written beforehand. However the actor recorded the interview by the dictaphone and exposed it to British correspondents.

2) April 28.2014 in British newspaper “The Times” (one of the oldest newspapers of the world which is read, in particular, by English Queen) left an article , which was called “Mayor fights for its life after proRussians shot to it to back”. The article tells about the attempt on the mayor of Kharkov, Gennady Kernes. However, at the time of writing, the investigation of the crime was not completed, the shooters did not leave any obvious traces, and Kernes himself shortly before the attempt stated that he and his family were threatened by one of the leaders of the Kiev junta, Arsen Avakov.

3) “Inaction of the NATO after the conflict initiated by Russia in the Sea of Azov, probably, will induce Vladimir Putin to continue to challenge the West in the Ukraine”, - American experts assert. The statement of the discharge "there are two views on the problem: ours and the wrong." The article contained the only position- to consider Russia guilty of provocation, said that Russia without visible reasons opened fire to three Ukrainian warships and took in the Sea of Azov 24 seamen prisoners.”

Thus, the country's image is an important instrument for the protection of Russia's interests in the world. A positive or negative image of Russia determines the success of the state policy. In

foreign publications of the last decade there is a distinctly critical attitude not only to actions of Russian authorities and the representatives of business and political elites, but also to politics of Western leaders who are not enough opposed to the waste of Russia from the rate of democratic transformations.

According to the opinion of Galumov E., in Western countries a predominantly negative image of the modern Russia placed “inside the western notion that such an image of the country”. Creating a positive image inside Russia and outside the country is a potentially solvable task. The decision is connected both with overcoming objective difficulties in political and socio economic domains inside the country, and readiness to system decisions in European and American contexts, as well as long-term, system organizational and communication activity on improving Russia image.

In spite of all circumstances it is necessary to search for people in the world information area , who objectively assess the situation, and to advance adequate information in view of one's national interests. It is not worth forgetting of popularization of Russian culture, compilations of historian-cultural heritage, support and popularization of Russian through Russian centers of science and cultures abroad.

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