

Summary

Topic: “ Information-analytical television programs as a tool for shaping the image of the country”

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Relevance: In the conditions of the development of the information society and the increasing influence of globalization, the system of international relations took a dichotomous character. This tendency is manifested in the dynamic development of the adoption by the main subjects of world politics of similar values, principles and norms, on the one hand, and the ever-growing struggle between these entities for cultural identity, as well as the protection of specific values, on the other.

In this regard, it is appropriate to talk about the growing importance of the image of the state in connection with the fact that it is the basis that determines the further reputation of the state in the minds of the world community.

At the same time, it should be noted that an important role in the formation of the state as a significant player in the world arena is played not only by the external image (representations about the state that formed outside the national cultural field and determining its reputation), but also internal (citizens' representations of their state and its Role in the world arena).

In order to form the image of the state, two techniques are used: "hard power" and "soft power". In conditions of democratization of the world community, the main technique used in shaping public opinion and further image of the state is the theory of "soft power".

This trend has led to the strengthening of the importance of the media as a "fourth power", since it is the media, being a part of "soft power", which has a significant influence on the internal and external image of the state through influence on the public opinion of the population.

The image is formed and promoted by the mass media in the society as a ready-made information product of a certain social orientation. The modern image of the state can be the result not only of the activities of public authorities seeking to form a positive image and their work with the media, but also as a result of the actions of the opposition, which, with the help of the same media, creates a negative internal image of the state and forms a negative attitude of citizens towards the state authorities. According to this trend, the events most often covered in Russian and foreign media do not always correspond to reality. This also actualizes the scientific necessity of analyzing the tools used by information and analytical programs on television that contribute to the formation of the image of the state.

Thus, the stated problem has both scientific-theoretical and practical significance, which led to the choice of the research topic.

Objectives: Systematization and analysis of the effectiveness of various technologies and tools used by information and analytical programs of federal television channels while influencing the formation of Russia's external and internal image.

Tasks:

1. to describe modern approaches to determining the image of the state;
2. to identify the potential of the media in shaping the image of the state;
3. to identify the actual techniques of information and analytical programs that contribute to the creation of the image of the state;
4. to analyze the instruments of federal and independent channels used to form the image of Russia (on the example of the TV channels "First", "Russia-1" and "Rain").

Conclusion: Having studied the situation, the developed field of research of the aspects of the state image formation, as well as the media's possibilities in its formation and promotion, we consider it possible to draw the following conclusions.

In the conditions of dynamic development of technologies and the information society, the mass media can not but influence the formation of the world outlook and reputation not only of an individual or a social group, but of the entire state as a whole. This trend led to the fact that the media de facto define as "the fourth power" after the legislative, judicial and executive.

In the course of the study, it was suggested to consider the image as an image of the object (more often stereotyped) that has a strong emotional (positive or negative) coloring in the mass consciousness. A distinctive feature of the image of the state is its concreteness combined with variability - it is constantly adjusted and adapted to the requirements of the current order and audience expectations.

Television, being a mirror image of reality, forms the views of its viewer about the world, the state of society, the internal and external situation of any state. One of the significant categories of television in this aspect is the information-analytical program, which represents a generalized and systematized analysis of events that occurred over a relatively short period of time and are of socially significant interest to the audience.

In the process of analysis, the information-analytical programs of the federal channels "First", "Russia 1" and independent channel "Rain" were analyzed: "Sunday time", "News of the weeks" and "Burden of news" respectively.

For example, the internal image of Russia, represented by information and analytical programs from federal channels ("Sunday Times" and "News of the Week") is diametrical to the image that is positioned in the program of the TV channel "Rain" "The burden of news".

If in the first case Russia is a country with a rich history, a great resource potential, a single population and at the same time a large number of external enemies because of its independence, in the second case Russia is a totalitarian state with a ban on freedom of thought and freedom of speech, underdeveloped Economic system, a strong corrupt power in the regions and a higher apparatus.

For federal channels, the opposition in Russia is pro-Western and is developing more and more actively, and directly the authorities are aimed at meeting the needs of the population. At the same time, according to the stories from the television channel Dozhd, Russia has independently isolated itself from the rest of the world and intends to build another "Iron Curtain", thus withdrawing from cooperation with developing Western states.

Thus, it can be argued that information and analytical programs occupy a significant place in the formation of Russia's internal and external image through the formation of public opinion. At the same time, it is worth noting that the target audience has a wide choice of which programs to watch and which TV channels follow what is generally expressed in the freedom of the individual to form his point of view based on several sources of information independent of each other and, consequently, Participate in the creation and promotion of an objective image of the state: both internal and external.