

ANNOTATION

Subject of the thesis: “Specificity of the process of mediatization of foreign policy events (by the example of covering the situation in Crimea and Ukraine)”

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Relevance of the research issue is due to the fact that there is a struggle within the confines of mass-media, which is carried out by means of words and symbols, launched by political actors and circulated in the information space. Obviously, mass- media at the moment have become actively involved factor is an important political process.

Media in politics are considered to be the main channel of distributing the information. The modern era is characterized by the fact that the media, representing politics, are, sometimes, the only way of representation of political reality, regardless of time and place of the events. Global media space is an accomplished fact, and the media is an integral part of this space. Moreover, the mass media are those filters that select the information for the audience, which is related to inaccessible problems that society is unable to deal with in everyday life (for example, the foreign policy of the country).

Media delineate the space of representation positions, meanings, images and ideas, building virtual reality of politics. The exploration of the features of modern political reality is an indicated problem, but it is not solved finally and for once. This point justifies the necessity of studying the problem which has been already mentioned.

Mediatization of politics works in two ways: as a struggle for symbolic power that unfolds between the elites and results of which are available to society in its final form, and as communication between the subjects of public process.

Thus, presented arguments and declared problems have both scientific and theoretical and practical significance, and that has led to the choice of theme.

The purpose is to analyze the process of mediatization of politics in general and to describe the main states and peculiar properties of Russian image of politics in mass-media, based on the analysis of television content in Russia and Ukraine.

Research objectives are as follows:

1. Consider interdependent transformation of the media in the field of politics;
2. Identify and describe forms of mediatization in modern Russia;
3. Analyze main features of covering events in Crimea and Ukraine on Russian television;
4. Retrace specifics of presenting information in Ukrainian state media.

Theoretical and practical significance of the research is related to the possibility of using presented material and the results of theoretical analysis of the processes and trends of mediatization in research work.

In addition, some conclusions from the work can be used in the educational process in the framework of such teaching subjects, as "Political Journalism", "Theoretical Foundations of the media".

Results of the research. During the research we conducted a content analysis of Russian and Ukrainian media with a view to demonstrate the phenomenon of mediatization of politics by the example of news programs at the central federal channels, which cover the events in Crimea and Ukraine. The data were analyzed according to the following criteria:

- Monitoring frequency airing stories about Euromaidan;
- Use of special manipulative techniques and lexical subjects in the transmission;
- To determine the degree of objectivity of broadcasting information based on documentary complaints.

Summarizing research of news coverage about Crimea and Ukraine on Russian television, it should be noted that Russian society has information of national media and news agencies, cannot be absolutely sure of the authenticity of

the information provided, as currently journalism faces the problem of identity, ceases to express the attitude of society in the political process, government institutions, etc., and, for the most part, is simply a mediator between the communicator and comfortable for government disclosure of the problem and the society priorities for formulating questions in the professional activities of journalists has changed as it is convenient for government institutions.

Objectivity in coverage of Euromaidan on Ukrainian TV is also liable to dispute, as some channels were criticized because of broadcasting the information which did not correspond to the actual situation.

So we can make a conclusion that methods of information war in Ukraine and Russia are similar in some cases, but both sides tend to use their personal special methods. As a comparison, one can cite the example of the trend: in Russia, which is one of the subjects of the information war, the media provides more arguments and evidence, and the level of hatred and free expression of negative opinions is lower than in Ukraine. Another difference is that there is a strong liberal media sector in Russia, which is sometimes not only inferior to Ukrainian media in anti-Russian propaganda, but exceeds it.

As for Ukrainian information war, quite clearly visible is a tradition of American propaganda at the forefront of a frank and grandiose lies, fabrications of facts, a complete denial of the other point of view with considerable insulation, destination, connotative-denotative treatment and double standards.