

SUMMARY

Topic: "The international image of Russia: problems of formation and countermeasures of world discredit".

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Relevance of the research studies determined by the fact that the modern political rivalry is experiencing some transformation in terms of conflict resolution. The political struggle before making a power form is in the information and communication space, where the main contenders are the image of the country. In such cases, the mass media tend to undermine the authority of the leader and the state as a whole, becoming one of the tools of the destructive impact of information from the outside.

Object: The image of the Russian Federation on the world stage with the fact of the existence of information discredit.

Goal: Reflection of the current international image of the Russian Federation, as well as the development of a theoretical model of foreign policy image of Russia that can resist the strategies of the international discredit in a political struggle.

Scientific-theoretical and practical significance: Is the need for research of this kind, based on a synthesis of knowledge and approaches that have emerged in the early years of the 21st century in a variety of disciplines, due to the acceleration of processes in all spheres of public life, the increasing complexity of systems and, as a result, a tremendous increase in the pace of accumulation of factual material required.

Results: Work on the reputation of Russia should become a national objective in the sense that the case should combine the efforts of the government, corporations, associations and groups. For effective coordination of these efforts is necessary to create a special center, intellectual nucleus capable to develop an adequate information policy and promote.

Approbation of work: Approbation of work: was held in the framework of the regional Inter-University Scientific Conference of Students and Young Scientists "Young Science 2013". Article has been prepared to topic "Information manipulation of public opinion to the international discredit of Russia".

Texture: due to the purpose, objectives, internal logic of the problem under investigation. It consists of an introduction, two chapters, two in each section, conclusion, bibliography list of references, including 89 sources.