

SUMMARY

The theme of the given work is "The image of Russia in the Chinese journalism" (based on the national newspaper "People's Daily").

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Relevance of the research issue: The globalization of information space which leads to the creation of an information society more conducive to the transformation of information into a weapon of political struggle and a tool for achieving the goals of different countries in the world. The media are becoming increasingly powerful weapons of influence not only on the information environment but also on the image of the state.

In modern society the competitiveness of the country and its territory significantly affect the information resources that they have, and then what kind of a reputation these areas mainly depends on media. In recent decades media have become the leading broadcast information channel and transformation channel of the public opinion.

Relevance of the research issue is defined as the need to analyze the impact of the media on the formation of the image of Russia abroad, which increased due to the development of the global information space.

The purpose of the work is to analyze and describe the image of Russia in the Chinese media space.

Theoretical and methodological basis of the research. Comparative analysis of publications about Russia in the Chinese press was used in the research to study and to evaluate generated image of Russia. Collection and systematization of the material were produced by the methods of empirical analysis: discourse analysis and content analysis of news reports.

Theoretical and practical significance of the research for the drawing of the chosen theme political analysis. Diagnostic monitoring of information policies of the Chinese media can be adapted to practice existing communication and

political conceptions of media participation in the image of Russia formation.

The Structure of the work: introduction; two chapters, consisting of four paragraphs; conclusion; bibliography of literature, numbering 60 names; applications. The total amount of work - 77 pages.

Summary: Political image of Russia as it develops in the Chinese media as a whole is positive due to the need of serious strategic alliance between the two countries as well as the memory of the Soviet-Chinese Friendship times of Stalin. Russia is seen as a strong state with sufficient military strength and political will which provide protection against the aggressive policy of the USA and NATO. Putin and positively perceived as a strong leader the personification of the Confucian Emperor expressing the will of the people and embodies the harmony of the people and the state.

However in the image of Russia there are negative aspects associated primarily with the lack of economic development and the loss of the power and the influence that were inherent in the Soviet Union. In addition there is not much greater awareness of the Chinese about the lives of Russians and Russian culture, but interest in it is promoted through various activities aimed at strengthening the Sino-Russian cultural ties.

An important task of the modern national journalism is building a coherent theoretical framework to interpret the experience and problems of historical and cultural cooperation between Russia and China to study the current practice of cross-cultural communication; effectively develop the strategy and tactics of positive interaction and dialogue of cultures, make evidence-based long-term forecasts and create a methodological and methodological basis for teaching the Russians entering the Chinese in business, academic, cultural and personal contacts, the basics of effective intercultural communication.