

## SUMMARY

**Subject of the thesis:** Influence of media on world politics (by example CNN and RUSSIA TODAY).

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**Relevance of the research issue:** In all areas of the contemporary international system information component plays an increasingly important role. In recent years a huge number of alternative media established (e.g. satellite TV channels – Arab AL-Jazeera, AL-Arabia, China's CCTV, the Iranian Press-TV, the Russian Russia Today, the American CNN, etc.), which in a sense is a tool of "soft power." As a rule, the abovementioned states have achieved some economic success, allowing them to pretend for a significant political role. They seek to be heard by the international community and show the world their vision of all events. As a result, the particular popularity are studies that focus on the balance of forces and interests in the international sphere of information, on opportunities for participation of national media of any country in the formation of a "global" agenda. The success of these studies mostly depends on the application of theoretical understanding in practice of "global media" in the world's political processes.

Coping with problems connected with the field of information globally is also relevant for Russia. In recent years, Russia has intensified its efforts in foreign policy, and tried to play more important role in the context of international political processes and the promotion of national interests. In view of this, it is important not only to respond to information, but also to interact with the world media covering in real time dozens of its activities. However, events such as the August

2008 conflict in Georgia and South Ossetia, and the latest developments taking place in Ukraine show that Russia has a very limited capacity to influence the agenda as created by the leading world's media as well as the substantive content of their news coverage. In order to develop practical approaches to advancing the interests of national information it is necessary to conduct a system analysis of activities directed to a global media audience, transnational connections formed by them and relationships with other actors in world politics, including states.

Analysis of the actions that may lead to imminent, global consequences for countries is of great interest for research, both foreign and domestic scientists.

Based on the foregoing, we conclude that the alleged topic is of both theoretical and practical character.

**The purpose** of the work is to identify the features and technologies of mass media influence on the government and state by examples of CNN and Russia Today.

**Research objectives:**

- Analyze media as actors in international relations;
- To investigate the underlying mechanisms of mass media influence on world politics;
- To identify the impact of particular use as part of "soft power";
- Determine the prospects for Russian media to influence Russian foreign policy and its ability to exert influence in shaping the agenda.

**Scientific novelty** is to conduct a comprehensive study of the peculiarities influencing the course of world events through the media. Moreover, this study takes into account the present state of the world system as well as analysis of two global media (CNN, Russia Today). Thus the work presents analysis of two global media.

**Structure:** an introduction, the two chapters, containing four paragraphs, the conclusion and a 88-reference bibliography (thirty five of which are in foreign languages). The total volume is 90 pages.

**Summary:** In contemporary international policy media is not so much an actor but a tool for promoting national interests in foreign policy. It is through the media that states promote and defend their interests.

2. The modern U.S. foreign policy is increasingly focused on the informational aspects, where CNN plays a significant role in promoting U.S. foreign policy. Being nominally non-state, CNN nevertheless is engaged in the promotion of U.S. national interests. Unlike CNN, Russia Today does not hide their ties with the government and plays as the official mouthpiece for the Russian position voiced by English-speaking audience.