

SUMMARY

Subject of the thesis: The Role of the Mass Media in International Political Processes (the Syrian Conflict under Review).

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Relevance of the research issue is due to the fact that in recent years we have witnessed the development of the global media, which are weighty influence actors in world politics. The role of television as a global tool that provides the strongest impact on the audience is increasing. Development of international news broadcasting was held in geopolitical, economic and social changes of the late 1980s and throughout the 1990s, as well as transformation of the global information market. Geopolitical division of the world after the end of the «cold war» and the destruction of the Soviet bloc, globalization and transnationalization of the world economy, improving accessibility and communication technologies – all these phenomena helped to create the world's information system, in which the crucial role is played by the global television network news. The effects of global television on the international community, on the decisions of politicians and diplomats are particularly important in crisis situations where the interests of the different countries and peoples are affected, and where the fate of hundreds of thousands of people in the conflict zone is decided.

Global media also become an instrument of «soft power» for countries with sufficient technical and material resources to create them. Such media are becoming a tool with which countries can demonstrate their position on international issues, present their perspective on the problems and create an agenda. Recently, there are so-called new media - Internet media, which have special characteristics, wider accessibility and interactivity. As a result, research on the relation of forces and interests in the international media space, analysis of

consistency and efficiency of the state mass media projects, as well as theoretical understanding of the role of global and new media in global political processes has particular relevance, especially in the light of international conflicts, such as processes of «Arab Spring» and the Syrian crisis.

If earlier the main function of the numerous media was to inform the public, the media today are increasingly beginning to hold other functions, serving the political, financial, economic interests of the ruling or opposition circles. Media is increasingly becoming a tool of international politics, institutions and political forces. Often they come closer to their goals and objectives with the diplomatic services and intelligence agencies, whose task is to ensure public interests at any cost. In other situations the media are transformed into tools of the struggle for influence in society, for receiving of power or for regime change.

The concept of «informational war» is voluminous and includes a number of methods and techniques. We should take into account this warning, but at the same time ascertain: it is obvious that we are talking about a wide range of methods and techniques of informational war in many areas; among these are the political, diplomatic, economic, financial, informational, military, intelligence, military-technical, space, social and psychological. There is a need to explore such methods and media components of informational wars.

Thus, these arguments and problems have scientific, theoretical and practical significance, and that's why we have chosen this subject for diploma thesis.

The purpose of the work is to analyze the basic principles of global and new media in the context of international processes and in the Syrian crisis.

Research objectives:

1) to formulate a definition of concepts of «global media», «new media», «soft power» in the context of informational activities; to identify the main approaches to the definition of media functions as actors in world politics and as instruments of state power; to assess the potential impact of global and new media;

2) to identify the features of the international activities of such media; to formulate a definition of «informational war» and its goals; to identify and describe the basic techniques and methods of the influence in the media;

3) to consider the development of the informational aspect of the Syrian crisis; to analyze the mass media materials;

4) to identify methods, mechanisms and scenarios of informational influence in the light of the Syrian crisis in the student project of the analytical program.

Theoretical and practical significance of the research is to understand the media aspect in the concept of «soft power». A new approach in international relations is under review - media as actors in international processes. Some of the findings of the research will promote the further study of activities of global and new media in international processes, especially in informational wars. Systematic conclusions and recommendations will serve as a technology for the Russian media. In addition, some conclusions of the work can be used in the educational process in the framework of teaching courses «Fundamentals of Theory of Communication», «Theory and Practice of Mass Media», «TV Journalism», «History of Foreign Journalism», «History of Russian Journalism».

Results of the research:

According to the research, we have achieved all the objectives.

We found that the global media broadcast in more than 200 countries and are characterized by united information space and information network, wide coverage (spatial and temporal) of worldwide audience (a common system of signs - English), manipulative functions, as well as feedback. New media are primarily electronic media, located on the Internet. Their main feature is interactivity in real time, as well as the availability and the lack of censorship. Both global and new media play a role in the implementation of the so-called concept of «soft power», which means the use of techniques that encourage the formation of a positive image of the state, broadcasting its culture, way of life of the nation, thereby using its attractiveness as an advantage for the formation of other preferences, to change their behavior in their favor.

Potential impact of the media in political activities is quite large and is expressed in creating the agenda, the image of the state, as well as promoting public visions and attitudes to other international processes. Functions of socio-political global news television networks are also in the personification of international politics, as a function of the integration of the international community, the internationalization of events also in the educational function.

The media can act as a platform for diplomatic negotiations, as it happened during the Gulf War between U.S. and Iraqi leaders. Nowadays «Television Diplomacy» is gaining popularity. Now we see how the policy of «backroom talks» move to interaction with each other through TV screens and monitors. There is a new concept of «CNN effect», which is studied for several years mostly by American scientists. As a result, we concluded that «CNN effect » expressed in the policy of creating of the agenda, it is also an obstacle to achieving the desired goals in politics and policy-making accelerator.

Among the global media, the most representative CNN, BBC World, Euronews, Al-Jazeera, Russia Today. We consider briefly each of them. There are several aspects among the broadcasting similarities: as a rule, this is round-the-clock broadcasting; priority work in real time on the basis of the information agency; exclusive coverage of important events, wherever and whenever they occurred; conducting videoconferences between data centers around the world; interpretation of events in a global perspective.

New media players are also in the political field. Their role can be defined as a platform for exchange of relevant information, opinions, for media convergence. As reasons for the popularity of new media we can highlight the growth of competition, as well as accessibility (while the use of traditional media usually must be paid) and the acceleration of globalization, lack of censorship. All these things lead to change in the structure of the media, and reorientation of broadcasting on the Internet.

New and global media on the specifics of its direct action in international processes create a new phenomenon: the informational war. According to the

classical definition, informational war is set of measures for information impact on mass consciousness to change the behavior of people and imposing their goals, as well as protection from such influences.

The informational war has its methods of conducting warfare. So the same phenomenon can be illuminated by the opposition parties on opposite sides by the so-called method of «mirror images». Also there are many other methods, such as the formation of the image of the enemy, sketch a conflict (on the principle of «friend or foe»). We should outline some information warfare techniques in the practice of modern media allocated by Georgiy Viren: gross misinformation (thumper), concealment of material information, exaggeration or understatement for the purpose of disinformation offset concepts, application of «positive clichés» in reality mean nothing. There are link on nonexistent base and false linkage, an appeal to the authorities when submitting false or dubious thesis as proven, the use of illogical theses, news taboo, search of occasions to dramatization, exacerbate the situation, labeling, provide private as a general exclusion. The research clearly demonstrates the use of these techniques during the covering of the Syrian crisis. We also identified techniques, mechanisms and scenarios of informational influence of the Syrian crisis in the project of the analytical program. The result of student project is analytical TV program «Informational Weapon of the 21st Century. Syria as Target of Attack».

The main theses of the work have been demonstrated in regional scientific conference of young scientists and students «Molodaya Nauka» (Pyatigorsk: Pyatigorsk State Linguistic University, 2014). According to the results of the speech scientific publication was prepared. Name of the work: «Global and new media as actors in world politics and the instruments of state influence».

Also, the basic ideas of the work were identified during the meeting of the socio-political discussion club «Globus» on the issue of informational support for foreign policy.

In addition, some aspects of the work were identified during the II Youth Forum «Petersburg Dialogue», theme: «Russia and Germany: Partnership of ideas»

April 1-6, 2014. Specifically, it was discussed during the sessions on the problem of perception and stereotypes in Russian-German relations and on the image of Russia and Germany: is it the result of ignorance or «political order»?

Recommendations: We can say that there are many techniques to manipulate public opinion in the mass media. We can speak about the methods of sophistry, propaganda, manipulation of language, and others.

Latent effects becomes possible because of the lack of a critical approach to the assimilation of information, most of the audience refers to substantial lower layer. Signs must be considered for the implementation of language manipulation - reference, composition, historical context.

During coverage of international processes we should be able to find the examples of manipulation and influence on the minds of an international scale, and in this case we can talk about the concept of information warfare. Information warfare involves the use of many different techniques, including an appeal to authority, calling, outright misinformation and others. We should try to bring them to the light.