

International Problems in the Information Policy of Russian Digital Media

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Abstract: The article is devoted to the study of international issues in leading digital media in Russia. This topic has been and remains a priority on the media agenda of the country. Given the increasing globalization and increasing international factors, the mass audience needs timely and accessible information in this area. When analyzing the materials, attention was paid to the problems, substantive characteristics, structural organization, genre specifics, linguistic and stylistic aspects, which, interacting, form a diverse panorama of international information covered by publications. The information policy of such publications as Lenta.ru, Meduza, Vzgljad and White Square Journal is investigated.

Keywords: Journalism, digital media, international relations.

INTRODUCTION

The issue of regulating international relations has always been and remains one of the main directions in the activities of the government of any country, regardless of its political views. Among the important factors influencing the international situation, it is worthwhile, first of all, to single out modern digital media. Today, Russian media is not only a source of information and a channel for information exchange but also a powerful tool for building awareness among the world's population. Over the past decades, the media have been playing the role of intermediaries between power structures and the population (Glazunova 2020).

Modern media can, to varying degrees, affect both the strengthening of peace between countries and the incitement and elimination of interethnic conflicts.

Recent years have been marked by the appearance of a number of media that meet modern requirements. These are the world-famous Al-Jazeera, CCTV, Press-TV, RT (Russia Today), Telesur, France24 and others. They, to some extent, not only cover the policies of their states. But they change it. Such countries include countries that have achieved certain economic and political successes, which allows them to claim a leadership role in the international sphere. They seek to convey to the world community their version of events, sometimes different from other media. In the context of the general use of the Internet, these media offer their current news agenda. As a result, the studies of practitioners and theorists of

journalism on international issues in digital media are of particular importance (Adelgareeva and Okunev 2018). In addition to television channels, electronic newspapers should be mentioned here, which pay great attention to the balance of forces and interests in the international information sphere, and the possibilities for national media to participate in the formation of the "global" agenda. The success of these projects depends, among other things, on the practical application of the results of a theoretical understanding of the role of digital media in world political processes, as well as on the degree of coverage of international issues (Vartanova and Gladkova 2019; Sadykova and Meskill 2019).

Solving the problems associated with ensuring an adequate level of influence in the information sphere at the global level is also relevant for Russia. In recent years, Russia has stepped up foreign policy efforts aimed at a complete inclusion of the country in international political processes, the fight against world terrorism and the promotion of national interests. In this regard, it becomes important not only to respond promptly to international information about Russia but also to interact with major global media outlets covering dozens of developed and developing countries in real-time. At the same time, events of recent years, such as the conflict in the Donbass after the overthrow of Viktor Yanukovich as president of Ukraine or the coronavirus pandemic this year, as well as the international informational support of several Russian foreign policy initiatives indicate the limited capabilities of Russian media (Martynov and Bundin 2020).

Online media have emerged as part of traditional media have maintained their good tradition. In

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particular, objective coverage of international problems. Over the years, both Russian and foreign researchers raised questions of international issues in the media, among which should be noted E.L. Vartanova (2003), T.A. Alekseeva (2015), L.A. Vasilieva (2003), Durkheim (1995), V.V. Kulba (2007), F. Seib (2002) and others. A.V. wrote about the role of the media in world politics Adalgareeva (2018), D.G. Baluev D.G. (2013), O.V. Zegonov (2009) and others. To the influence of news information on the audience's perception of international events, AV Shatilov (2014), Kumar D. (2006) devoted their research to various degrees. . Altheide and Grimes (2005).

On the other hand, Media freedom in Russia concerns the capability of directors of mass-media outlets to perform independent policies and the ability of journalists to gain access to sources of information and to work without outer pressure. Media of Russia include television and radio channels, and Internet media, which Given the laws of the Russian Federation have to be either state or private property.

Our study is devoted to the topic of international issues in Russian digital media using the example of the RT channel, Gazeti.ru, electronic versions of the Trud and Argumenty i Fakty newspapers. The selection of publications is determined by the purpose of the study - to show coverage of international issues in Russian digital media of various formats. Four leading Russian online publications are being investigated.

1. Lenta.ru is one of the leading Russian media on the Internet and is one of the most cited in the country. It covers both Russian and foreign events. Included in the Rambler-Afisha holding. The publication features a wide audience reach, flexibility, monitoring and analytics. The topic of international relations is most often found in the headings: "World", "Economy", "Main", "Russia". The publication has its own special projects: "Changing the World", "Self-encashment", "Generator of a new life", "In the spotlight", "Survival Issues" and others. Projects are fully functional: they have a structure separate from the main Lenta.ru site, all materials and a photo gallery and are created directly for the project. Moreover, the sites have a very clear heading, the site map is built so that all sections are interconnected, and most of the elements are clickable.
2. Meduza is an online publication published in Russian and registered in Latvia. The publication

has been operating on the Russian information market since 2014. The basis for the creation of the newspaper was free mobile applications for iOS, Windows Phone and Android.

3. "Vzglyad" is a Russian online publication established and published by Delovaya Gazeta Vzglyad LLC. It consists of news feeds and headings: economics, politics, society, in the world, incidents, opinions. About 15 original detailed materials, several author columns and a press review are published every day.
4. White Square Journal is an online business magazine about politics and business in Russia and the world. The focus is on economic events and their relationship with the political situation, famous people, successful global companies. The target audience of the site is people with an active lifestyle, representing a variety of areas of activity.

METHODS

Today, for a number of reasons, the tendency to strengthen the political and economic positions of a state is becoming more apparent in world politics. To a certain extent, digital world media also contribute to this. This implies his participation in the global or regional information space. Conversely, the failure of media policy negatively affects its international position. One of the features of the information space is its virtuality, which allows you to compensate for certain shortcomings. This classification was proposed by OV Zegonov (2014), and we hold the same opinion.

It is commonly believed that the Internet in Russia has been reporting since 1995. Internet journalism was formed spontaneously. In the early 90s, some federal print media appeared on the web. A little later, Russian online media announced themselves. Now it's hard to imagine Russian journalism without digital media. It is comfortable and modern.

We should pay tribute to the Russian newspaper, the first to open their electronic representative offices. They very soon realized that the Internet is a way of finding and attracting new readers. So your favorite newspapers and magazines became available anywhere in the world. Electronic versions strengthened the promoted brands, made the publications original, the audience younger.

Today in Russia, there is a huge amount of digital media. Their big plus is that they are interactive to one

degree or another: There are forums on them where site visitors can express their opinions, including on international issues.

The Russian international news channel RT (formerly Russia Today) positions itself as a television channel offering an alternative view of current events. It covers stories that did not appear on the pages and screens of world media. The channel consists of four round-the-clock information television channels broadcasting from Moscow in more than 100 countries of the world. Western politicians and the media often accuse RT of biased reporting and bias in reporting on events related to Russian and Western policies.

Since 2007, one of the first RT began to post its materials on YouTube, which at times increased its audience. In 2020, all RT channels on YouTube gained over 10 billion views. The most popular TV channel programs are News, CrossTalk and Going Underground.

RESULTS AND DISCUSSION

A study of thematic preferences in publications revealed the prevalence of topics of the economy, politics, international and national security, as well as the social sphere.

Characterizing the genre specificity of coverage of international events, the most prevalence of information genres reflecting reality is noted. The most frequent type of material is news, although from the point of view of most genre classifications it most likely refers to a note or an extended note (extended information). The average length of a note is 10-30 lines. In some cases, you can find an extended note, the length of which goes from 40 lines, it reflects the basic facts, details of the event, the opinions of competent persons, in some cases there is a mini-conclusion.

News materials in the publications Lenta.ru and Meduza are arranged in a chronicle sequence indicating the appearance of information on the network. This allows you to find the necessary information quickly. The topics of the notes are quite extensive: politics, economics, technology, society, crime, mass media, culture and so on.

The analysis shows the highest prevalence of policy topics. Of the political figures, Vladimir Putin, Donald Trump, Angela Merkel, Kim Jong-un are most often found in the materials. Internationally-sensitive content has striking headlines to attract readers: "Sea pirates

have jeopardized the global oil market", "Asian billionaire profited from the coronavirus pandemic."

An active topic in 2020 was the pandemic of new coronavirus infection. Distinctive features of materials: statistics, opinions of experts and ordinary participants in events. The issue of fluctuations in oil prices on international markets, as well as information on the Syrian crisis, is also often addressed. There are also materials on healthcare in Russia and other countries, on unemployment and on measures to overcome it, taken by the international community.

Additionally, the global economic impacts of the COVID-19 pandemic are already taking shape, as markets flounder and nations take urgent actions to respond. As for digital media, postponed or cancelled events, due to the spread of COVID-19, could result in fall in revenues for the event organizers and for media that broadcast them. Cable television companies are in part dependent on advertising, implying that any fall in revenue can affect profitability.

Meduza does not have a special section with world news; in principle, the materials are not divided into thematic sections, but rather according to their presentation: news; games; parsing; podcasts.

Galina Timchenko, CEO of Meduza, emphasizes that she does not see the need to determine the target audience, thereby limiting the publication, so the news is created on the principle of "everything about everything." The authors of this publication practically do not use artistic and expressive means; at the same time, they report events rather concisely. There are no author's ratings, journalists inform the audience in a neutral style, allowing the audience to choose their position and attitude to these events independently.

Most often, a chronicle heading is used, which gives brief information on all the material ("20 people with burning fires and smoke bombs blocked the traffic in the center of Petersburg. The police opened a criminal case and then cancelled it" - "Meduza"; "Musician who performed in Crimea came to Kiev and took a picture with Zelensky", "Lenta.ru"). However, such audience headlines often seem exhaustive, and not all follow the link to read the details. Therefore, in some materials of the publication, intriguing questions are used in the headings, the answers to which can be found in the text ("How to spend the New Year holidays with science kid? There are several ideas" - "Meduza"; "Who wants to live here?" - "Lenta.ru"). Even less

often, but they still resort to introducing quote headers into chronicles (““ Can a robot write a symphony, create a masterpiece? ”How does artificial intelligence learn to create -“ Meduza ”;“ Merin turned out to be gangster, and the brothers rolled out the bill ” - "Lenta.ru").

Almost all analyzed texts are supplemented by visual information. Most often, these are photographs; sometimes, they use video or audio materials.

Publications for covering international issues resort to both information and analytical genres. These are mainly information notes and reports, less often analytical articles, forecasts and reports.

The range of topics covered by publications is always closely connected with politics, statements of politicians, their actions since this is a topic that concerns everyone. Texts reflecting international issues that were less close to politics were related to culture (“Cats”: the biggest Hollywood failure of the last time, in which everything is bad ”-“ Meduza ”;“ Who is your daddy? ”Lucifer, gay, two priests and other heroes in the main TV shows of January ”-“ Lenta.ru ”) and simply acute social topics (“ Four years ago, policemen tortured a resident of Vladikavkaz to death. Nobody was punished. Videocomics Ani Sarukhanova and Alina Alikhanova ”-“ Meduza ”;“ "White Magic" WADA will stop fighting cocaine. How will this affect the behavior of athletes and their results? ”-“Lenta.ru”).

The presentation of materials and their structural organization in the editions of the White Square Journal and Vzglyad differ in certain innovations in this direction. This concerns the structure of the text itself. This is not just a format of reasoning, but in a sense a symbiosis of genres - at the beginning of the material there is also an information note (it is told that the government

The Czech Republic announced the ban on entry into the republic from March 16, 2020 to all foreigners, except those who have a residence permit. At the same time, Czechs themselves are forbidden to leave the country) and a selection of expert opinions, and an interactive one in the form of a survey “How do you evaluate the measures taken by Russia against the spread of coronavirus” and, finally, an interview with the head of the Platform's social design center, Alexei Firsov.

The materials on the coronavirus published in the White Square Journal are significantly inferior to the analysis presented by the journalists of the Vzglyad

publication. The issue of the world economic situation in Vzglyad is presented in no less detail than other thematic lines. The White Square Journal has a separate section under the heading “Analytics” - “World Economy”.

SUMMARY

The analyzed publications demonstrate a great interest in the international panorama of events. This is reflected at both the structural and substantive levels. Language features testify to the variety of techniques and means used.

CONCLUSIONS

In connection with the emergence and active development of digital media, they gain new properties. One of the forms of presenting news and analytical material, attracting the attention of an audience is multimedia.

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