

Список источников:

1. Ачкасов, В. А. Что такое регионализация? / В. А. Ачкасов // Вестник Санкт-Петербургского университета. Политология. Международные отношения. – 2006. – № 3. – С. 14–21.
2. Харбих, С. К. Региональная держава как структурный элемент глобального мира / С. К. Харбих // Социально-гуманитарные знания. – 2012. – № 3. – С. 53–61.

<http://edoc.bseu.by/>

*E.A. Butsikova, master's degree student
bucikova@sfnu.ru
SFU (Rostov-on-Don, Russia)*

MEDIA AS AN INSTRUMENT OF "SOFT POWER" FROM THE POSITION OF "PUBLIC DIPLOMACY" AND STATE IMAGE POLICY

In the twenty-first century, there is a significant increase in the interpenetration of cultures of different countries. These integration processes, called "globalization", have significantly influenced the rules of the game in international relations. In these conditions, the policy of pressure and force is inferior in effectiveness to the policy of persuasion. The problems of the country's image and its status in the global political space come to the fore.

Nevertheless, by abandoning the use of force, the states of the modern world do not abandon the task of achieving their national interests. Currently, all "combat" actions are transferred to the meeting rooms of international organizations and to the pages of the world's media.

The concept of "soft power" was formulated by the American politician and international scholar Joseph Nye in 1990 in a book called "Calling for Leadership: the changing nature of American power." The author identifies three elements by which the state is able to exert influence: culture, values and foreign policy.

The media occupy the most important position in the construction of public consciousness and public opinion, it is on their successful work that the outcome of the struggle "for the minds and hearts" of people largely depends. Initially having the function of direct dissemination of information, i.e. transmitting it from one source to many recipients, the media are currently independent actors in world politics [4].

Modern media are not limited to local or national space and audiences, acting as actors of the modern world. CNN, BBC, Al-Jazeera, Russia Today, Euronews are not only instruments of influence of the leading countries of the world, but also have a significant impact on world public opinion, national and world politics.

Currently, the actions of the media as an instrument of "soft power" from the position of "public diplomacy" and state image policy should be taken into account: 1) "profitable" informing the internal and external public; 2) manipulating and persuading citizens; 3) entertaining the audience, distracting the population from problems and turbulent phenomena in domestic and foreign policy; 4) forecasting and predicting political actions of the authorities, including their initiation and correction.

Moreover, the mass media, as an instrument of "soft power", propagandize the state ideology, impose their own cultural values, patterns of behavior, patterns of thinking and demoralize the enemy, form public opinion regarding the state's foreign policy, etc.

Specific examples of the main ways of presenting information, using which the media achieve this goal are: distortion of reality; display of a fragment of reality taken out of context; interpretation of real events from the point of view of certain political forces or interest groups; prediction of the development of events, foreseeing threats; concealment of facts. At the same time, it is important to note that all political events will be selected for a specific task, in particular, the fulfillment of the political order of the world's leading players, the dissemination of their worldview standards, etc.

In the modern world, information wars are an attribute of international relations and world political processes, a "soft power" that determines the winner in conflicts of the XXI century. It should be noted that the effectiveness of the media of developing countries in world politics is extremely low, as evidenced by unsuccessful information campaigns in conflicts with the West, as well as the desire to create their own media with an alternative agenda. At the same time, it should be noted that this is rather the effect of broadcasting on foreign countries, with respect to Russian media audiences, the situation is more favorable. Thus, the coverage of international conflicts in the media of Russia and Western countries creates different pictures of the world and different identifications of "friends" and "strangers". At the same time, Russian society as a whole gives priority to the Russian information picture of the world.

Today, the presence of mass media in world politics is complemented by Internet communities and social networks, which allows you to massively influence the world community, using not only linear channels of information, but also involving the general public of different countries in the process of discussing current world problems. This kind of complex impact can undoubtedly have a significant impact on the process of political decision-making in the framework of world politics.

References:

1. Фокина, В. В. СМИ как акторы мировой политики / В. В. Фокина // Вестник МГИМО-Университета. – 2013. №. 1 (28). – С. 61–65.
2. Нье, J. Soft Power: The Means to Success in World Politics / J. Nye. – New York : Public Affairs Group, 2004. – 191 p.
3. Зегонов, О. В. Роль «глобальных СМИ» в мировой политике : автореф. дис. ... канд. полит. наук : 23.00.04 / О. В. Зегонов ; МГИМО(У). – М., 2009. – 30 с.
4. Зегонов, О. В. Роль СМИ как сетевого актора в мирополитических процессах / О. В. Зегонов // «Приватизация мировой политики»: локальные действия – глобальные результаты : коллективная монография / под рук. М. М. Лебедевой. – М. : Голден Би, 2008. – 279 с.