

**РАЗДЕЛ I.**  
**СОСТОЯНИЕ, РАЗВИТИЕ И ПЕРСПЕКТИВЫ**  
**НЕПРЕРЫВНОГО ИНОЯЗЫЧНОГО ОБРАЗОВАНИЯ**

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**MEDIA BIAS IN RUSSIA AND ENGLISH-SPEAKING COUNTRIES**

*In 20<sup>th</sup> century people witnessed the symbiosis of journalism and propaganda: this gave a birth to political journalism and advocacy. Journalism has become almost the main weapon in the political war. The difference in the information presented in different political systems is hard to miss. The aim of this study is to analyze information flow and bias in Russian-language and English-language media. The article gives an outlook of the differences between Russian and English-speaking media text. The material covered is the following: the texts of the most popular newspapers, news that rocked the whole world, the theses that are repeated over and over again.*

**Key words:** *journalism, bias, linguistics, foreign languages, political journalism.*

The main source of gathering information is reading the news, but the readers seldom think of the fact that this news can be prejudiced, or biased. Cambridge dictionary defines the word “bias” as the action of supporting or opposing a particular person or thing in an unfair way, because of allowing personal opinions to influence one’s judgment. According to a social research, over 70 percent of people believe that there is a great deal or a fair amount of media bias in news coverage [12]. There are several studies done to prove that media bias affects people’s thought and belief (S. DellaVigna, E. Kaplan, M. Gentzkow, J. Shapiro). We tried to find bias in Russian and English-speaking media in order to compare the views of different countries on the same political situations.

The first situation under analysis is the situation that took place in September 30, 2015, Russian aircraft made more than 9000 sorties and helped Bashar Assad to fight the Syrian opposition. March 14<sup>th</sup> this year, the withdrawal of Russian forces was announced. In connection with the

withdrawal of Russian forces, a lot of the world's media sources started to ask "How should we understand Mr. Putin". A predictable answer – "We can't understand Mr. Putin" or "Time will tell". Russian President Vladimir Putin is a many-sided person: the tyrant, the savior, the aggressor, «the man, who is reviving Russia's greatness», etc. For example, Atlantic council writes: "Putin remains a cypher. Worse, he cannot be trusted. Having happily destroyed the postwar security framework that kept Europe stable for so many decades, having threatened to use nuclear weapons to protect his realm, Putin has openly defined himself as a revisionist and a warmonger" [1]. In general, in Russia there are many publications translated about Mr. Putin, but they all have approximately the same direction: «American King is naked, while Putin shirtless is riding a horse» (The Observer: Russian and Putin win the PR war, translation RIA News) [2].

Moreover, sometimes media use different concepts not to hide something, but to express the attitude to what is happening in the world. In the English-speaking media (and throughout the world), speaking about the situation with the Crimea, it is common to use the term «annexation» - the forcible joining by the state of all or part of the territory of another state unilaterally. Under international law, annexation is a type of aggression and currently entails international responsibility. One example – the Telegraph's headline about the referendum at 2014: "Ukraine crisis: This is the de-facto annexation of Crimea" [3]. In Russia there are talks on the accession that means 'присоединение' of the Crimea, and even on the "return home" [4]. The State Duma offers to make March 18<sup>th</sup> a national holiday and to call it "day of reunification of the Russian lands".

Boeing 777 was shot down over the Donbas area in the midst of the Ukrainian conflict. The incident received a huge impact in all media, and the world leaders used the situation to mutually accuse each other. Then formal investigation of the tragedy began and the resonance disappeared. But before silence has fallen, we can see the bias, which was occupying media at this moment. The famous headline that appeared on the pages of the British newspaper "Daily Mail" the next day after the plane crashed: "Putin killed my son" [5]. These are the words from a father, who lost in this crash his 20-year-old son. It is clear that grieving father needs to find the guilty. But it was at least provocative by the "Daily Mail" – to put this headline on the cover. And the provocation worked, but in the opposite direction. The headline flew over the Internet with the speed of light, but it acquired no sympathy, it acquired obvious accusations of bias. The Russian

press used more powerful words. In the «Komsomolskaya Pravda» 4 months after the tragedy, the headline appears with the words of Sergey Shoigu, Minister of Defense of Russia: “Ukraine is fully responsible for the Boeing’s catastrophe” [6]. The same article has the following paragraph: “We have formulated ten simple questions to the Ukrainian side, the answers to which could shed light on the circumstances of the incident. Unfortunately, we still have not received an answer”. This is an indirect accusation. A vicious circle was locked: western media accused Russia, Russia accused Ukraine. Fallen Boeing became an occasion and a way for one side to demonize the other.

Another example is about Ukrainian pilot Nadezda Savchenko, who was recently condemned to imprisonment in Russia for 22 years – she was convicted for involvement in the murder of Russian journalist crew in summer 2014 under Luhansk. The Russians claim that Savchenko illegally crossed the Russian border. Many political leaders are convinced, that Savchenko’s case is fabricated, and her condemnation is illegal, because Russian’s evidences are not convincing enough. Atlantic Council uses the headline “What Nadiya Savchenko’s Example Can Teach the West”: “It was brave individuals like Savchenko who, with western support and critical gestures of solidarity, helped tear down the tyranny the Kremlin and its allies appear so determined to resurrect” [7]. Or: “She has become a symbol of hope and defiance against Russian aggression”. In Russia this case is observed in another way. “Arguments and Facts” released the article with the headline «Savchenko as Angela Davis. How she has become the hero instead of criminal” [8]. As the author says, “there is no need to go deep into detail in the case against of Savchenko. But it is more interesting how an unknown woman, military, famous for her cruelty and mental instability has turned into an idol”. Other attitude to the same figure is evident. On the one hand – the symbol of hope, on the other - unknown military woman, cruel and even mad. Russia is in a state of confrontation with Ukraine - from a political point of view, Russia can’t support a person who is almost a hero there.

Finally, in a lot of media sources one can find a bulk of subjective materials, usually done as a sketch or an essay. They are placed in columns like “Own view” or “Opinion”. They don’t have deep intelligence or great value, but still are able to influence the reader. Especially if a journalist has used opinions close to the majority. “The NY Times”, September 12<sup>th</sup>, 2015: “Why Russians hate America. Again” [9]. The material is a collection of

direct quotations from the ordinary Russian people with whom communicated an American journalist, while he was in Russia. The conclusion is: Russians have greatly increased self-awareness, and any attempt to influence them is perceived extremely hostile: “The Americans want to humiliate us”. Russian media came to the top in this situation. RIA News published a translation Global Research: “Obama hates Russia”, almost double reducing the original text of Canadian publication [10; 11]. Taken out of context «Obama hates Russia» was in done to explain US policy in Syria and Ukraine. In RIA News’s publication it looks like Obama hates Russia without any objective reasons, such as reluctance to give in Russia in the international arena. The fact of existence of such articles in the popular media says that this is a burning topic. Both sides are interested in reading about the mutual hatred, such articles only support the degree of tension in society - perhaps this is even the goal that the editors pursued by publishing such texts.

To conclude, after analyzing Russian and English-speaking newspapers, we have come to the conclusion that bias is used in Russia to show the issue that actions of the Russian government can’t be understood by the world community, but they are correct. Bias is used in USA and Britain to show that Russia is back in the Soviet times and it is closed from the international cooperation. There are two opposing points, but the truth is always in the middle. Specific examples represent a common pattern: politics, ideology, culture - together they have a considerable pressure on journalism. Journalism loses its face: imposed opinions, extremely stable stereotypes – this is what modern, politicized journalism has produced.

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## **ПРОБЛЕМА НЕОБЪЕКТИВНОСТИ В РОССИЙСКОЙ И АНГЛИЙСКОЙ ЖУРНАЛИСТИКЕ**

*В XX веке человечество стало свидетелем слияния пропаганды и журналистики, что дало толчок к развитию политической журналистики и предвзятости. Журналистика стала одним из основных оружий в политических войнах между странами. Разница в подаче информации очевидна. Цель данного исследования – проанализировать статьи в русском и англоязычном журналистском дискурсах и представить различия. Выборку составили статьи из наиболее популярных газет.*

***Ключевые слова:*** журналистика, необъективность в журналистике, лингвистика, иностранные языки, политическая журналистика.