

Секция «Возможности и горизонты России в условиях новой политической реальности»

Construction of the Public Image of Modern Russia in American Social Media

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In modern conditions, political positioning is an integral part of the strategy of any state that claims to effectively develop domestic and foreign policy. Within the framework of increasing global competition, the formation of a high-quality PR strategy is of particular importance for gaining leadership positions in line with global subjectivity. The modern information society defines the scope of the potential of communication studies as a significant field for the study of the communication strategy of states.

The scientific novelty of the research lies in the analysis of the influence of geopolitical political processes on political positioning in Russia in the conditions of a new political reality. A situational analysis was carried out and the influence of various geopolitical events on the attitude of the international audience to Russia was established on the example of the United States.

The purpose of the study is implementation of a comprehensive analysis of the representation of the image of Russia on American social media for development of a conceptual model of Russia's positioning in the foreign policy aspect.

The main hypothesis of the study is that the public opinion of Americans about Russia is formed through the use of political PR technologies, including emotionally charged publications in the media.

The construction of the international image of the state is no less important task than the formation of internal positioning. Therefore, in modern conditions, the image of Russia in the international arena is an extremely urgent problem. The international image is formed not only by the actions of the state itself, but also by counteractions on the part of other states that occupy leading positions on the world stage. The most profitable and effective method of forming a certain image of one state in the eyes of residents of another state is the publication of the necessary agenda in social media.

The conflict between Russia and Ukraine also affects the international image of Russia in the eyes of Americans. At the moment of 2022, Americans see a clear threat to their security due to the development of events in Ukraine. Probably, due to the active demonstration of Russia's military power within the framework of this conflict, the opinion of the Americans has changed slightly, but has changed. The dates of the polls coincide with the special operation and the annexation of Crimea, respectively.

As a result of the content analysis of the headlines of articles on the CNN website, it was revealed that most of the headlines are negative evaluative [5, p. 94]. For example, from the 28 headlines that contain the marker "image of a political leader", 64% have a negative context. That is, the negative image of Russia in the media is formed through the negative image of the president of Russia.

It is important to note that the Ukrainian conflict has displaced Americans' interest in Russia's domestic policy, all the headlines about Russia are connected exclusively with the foreign policy context.

It is also obvious that Russia is losing in the information war and is not making enough efforts to form a positive image of the state in the eyes of the international community. In order to solve this problem, it is necessary to form a strategy for the formation of an international image, which will include working with the American audience directly.

To draw a final conclusion, we would like to note that Russia's international positioning was formed long before the creation of the Russian Federation. It went through different stages of formation, when the positioning was more positive and more negative. In many ways, it was based on the geopolitical situation in the world and the position that Russia occupied in the international arena.

At the moment, the opinion of Americans about Russia and its role in the international agenda is formed with the help of publications in social media. Due to the emotional coloring of publications, consciousness is manipulated and a false image of the state is created. Americans perceive Russia as one of the main threats to national and world security, relying on the information they receive on social networks and other media.

Despite the positive developments at the beginning of the XXI century in relations between the two states, at the moment it is difficult to predict a qualitative improvement in the image of Russia in America

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