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## A Quantitative Analysis of the Image of Russia in the Asia-Pacific Region Media

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**Abstract:**

*The study analyzes the shaping of the image of Russia through media focused on the countries of the Asia-Pacific region China, Japan and South Korea. Based on the analysis of bilateral relations between Russia and the People's Republic of China, Russia and the Republic of Korea, Russia and Japan, a model of communication between our country and the countries of the Asia-Pacific region has been built.*

*The goal of the study is to carry out a quantitative content analysis of the image of Russia broadcast through the media focused on the countries of the Asia-Pacific region (China, Japan and South Korea). The study used the method of content analysis, the theoretical model of communication and the theory of the image. The mechanisms of forming the image of the state in political psychology are described.*

*The main theoretical approaches are considered and the study of communicative and informative perception of the image of Russia, formed through the media of the APR countries, is carried out. Totally 4244 messages in the years 2015 - 2017 were analyzed.*

*The results of content analysis show that most of the reports about Russia and the events connected with it are of a neutral, informative nature. The articles have no emotional tone, the bulk of the reports contain a dry statement of facts. Information agencies broadcast events through the prism of their ideology, most of them keep neutrality, the articles have an analytical, overview, commentary or narrative orientation.*

**Keywords:** *Russia, Republic of Korea, China, Japan, Asia-Pacific Region, image of state, image of Russia, media, politics, content analysis.*

**JEL Classification:** *L80, L82.*

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## **1. Introduction**

The research was executed within the scope of the draft No 32.9356.2017/BCH of the initiative part of the state task for scientific research. The current international policy of Russia has become complicated in connection with several events that take place on the international arena. The twentieth century was characterized by a bipolar organization of the world, a confrontation between the two superpowers - the Soviet Union and the United States of America. Historically, there were two camps: capitalist and socialist. Collective security systems called military blocs were formed. In April 1949, the North Atlantic Treaty Organization - NATO was created, which included the United States, Canada and the countries of Western Europe. The Warsaw Pact was signed in May 1955. It included (at the time of signing): Albania (later it denounced the treaty), Bulgaria, Hungary, the GDR, Poland, Romania, the USSR, Czechoslovakia. In that respect the polarization of the world was completed (Kolotsey, 2002; Astashin, 2010). This model of international relations collapsed with the collapse of the Soviet Union (Loginov, 2007; Barkov, 2003). After the collapse of the bipolar system of the world order and its transformation into a unipolar one, global leadership passed to the United States of America.

Many states were not ready to exist outside of coalitions, unable to extinguish the hearths of old military conflicts and prevent new international conflicts, for example: the Armenian-Azerbaijani war, (Hovannisian, 1919-1920) the war in South Ossetia, (Brazhnik, 2008) the armed conflict in Transnistria. As a result, the following practice has developed; some countries prefer to solve military and strategic tasks with the help of UN peace keeping forces. Unfortunately, this policy does not help to prevent local conflicts that later become wars as the EuroMaidan in Ukraine (Malinkovich, 2017), the Civil War in Syria (Kisilev *et al.*, 2016) and the nuclear threat of North Korea. In a modern unipolar world, the practice of coalitions continues, treaties on economic partnerships, military and political alliances, etc., are made. Currently, Russia is a member of seventeen international organizations.

Russia's participation in such international organizations as BRICS and APEC should be noted separately. Due to the fact that Russia is experiencing a crisis in relations with the West because of the events in Ukraine, the reunification of the Crimean peninsula with Russia and the Civil War in Syria, it was forced to look for an alternative and shift its interests to the East - the Asia-Pacific region (Dergachev, 2004), the countries in which are members of BRICS and APEC. Historically, Russian foreign policy was mainly aimed at Europe, and the East was a secondary element. The events that took place during the world in 2015-2017 changed the situation. The turn to the East became one of the leading priorities of Russia's foreign policy. By integrating into the world of the APR, Russia opens new ways of development, since the APR states demonstrate rapid technological growth rates, they are increasingly in focus of attention not only in the scientific, technological and economic field, but also in a political sphere. According to the Russian Foreign Ministry, the APR is one of the most dynamically developing regions in the world.

Trade, investment and financial flows are gradually shifting to the APR. By 2020, 50% of world GDP will be concentrated in this zone and it will account for about 20% of world trade. Integration processes are intensively developing in the region, the inter twining of bilateral and multilateral free trade zones is developing. Cooperation in the framework of regional organizations and dialogue forums was intensified. The rapid economic growth of China and India, the successful development of Russia, Vietnam, other countries, the strengthening of ASEAN is a reflection of the stable trend of the formation of a multipolar world order.

In this study, among the APR countries, we distinguish Japan, China and South Korea, which took priority places in the TOP-30 countries in terms of GDP in 2015. Also these countries are traditional Russian partners in the Asia-Pacific region.

Over the past three years, after the beginning of the Ukrainian crisis and the introduction of Western sanctions, Russia has strengthened friendly relations with China. The post-Crimean period of relations between Moscow and Beijing is remembered, first, by major deals like contract for the "Power of Siberia", agreements on the supply of weapons to China, generous investments in Yamal LNG and Sibur. The achievement of the "turn to the East" policy was that, for the first time in many years, Russia created the conditions for building up infrastructure for economic diplomacy in the Asia-Pacific region. The fixed growth in turnover and the flow of mutual investment is the result not only of major projects and the increase in commodity prices, but also the emerging managerial focus of the state and business on cooperation with Asia.

To strengthen partnership relations in the international arena, it is necessary to form a favorable image within these states. Therefore, it is necessary to consider the theory of figure and image.

The term "image" was used in the works of S. Freud, (Borodulin, 2000) who in the thirties of the twentieth century was publishing a scientific journal under this title. According to S. Freud, the image is not so much a real image of a person or an object (Ego) but an ideal image (Super Ego), which is naturally different from the real one. In modern scientific literature, the concept of "image" is viewed as a figure, concept of a leader, candidate, product, institution, state, party, country, etc., in the minds of people. This image can be created or used deliberately through advertising propaganda. The relevance of the representation in public politics of ideas about the subjects of the political process has caused the appearance of imageology as a special independent direction in the system of political knowledge. Formation of the image is considered as a special political technology, *"the art of purposeful management of impressions in the system of power relations and relations."*

It should be noted that the idea of a city in the world has always been one of the resources of the state long before the notion of "image" appeared in scientific discourse. The formation of a positive image of the state was purposefully used by

its ruling elite to provide ideological support for the ongoing domestic and foreign policies. In the context of the information society, when the exchange of information is the main resource for development, the image of the state has become especially relevant for the promotion of national interests, for intercultural communication.

Images and figures are becoming increasingly important participants in political processes, as they reflect certain ideas about political institutions, participants of political interactions. The image is formed by correlating the notions of the image carrier with his real vision. The images serve as an important tool for managing public moods, since mass public consciousness thinks that the image equals reality. *"The symbolic embodiment of the object,"* I. S. Semenenko notes, *"is identified with the object itself, sense perception merges with the rational, and individual characteristics of image bearers are transferred to the structures (authorities, parties, non-profit organizations, corporations and firms) that they represent"*. (Semenenko, 2010; Kaplan, 1935; Zedgenizova and Ignatyeva, 2017; Liapis *et al.*, 2013).

The most important role in formation of a positive image of the state in the world community is given to positive self-identification of the citizens with their state (Grachev, 2008). The positive internal image passes on perception of the given country by "others", on its external image. Positive internal perception of the country is based on the well-being of the national community, the existence of a life friendly environment, the possibilities of realizing the creative and social potential of citizens. As foreign researchers note, the decisive role in the formation of the modern habitat acquires the ability to create social conditions favorable for creative practices. To create a recognizable national image, technologies for maintaining local cultural traditions are widely used. They are built into long-term programs for the development of the creative economy. Creative industries include architecture, advertising, design, fashion industry, crafts, publishing, television and radio, music, visual and performing arts, the production of computer games and software. In the UK, for example, this sector generates 7.3% of GDP and provides about 2 million jobs. The growth rate in this sector in the last ten years was twice as high as the growth rate of UK GDP. The dynamic development of creative economy creates an image of a social environment that is open to the new and is attractive for realization of creative potential. People want to belong exactly to such a community, affirming the positive image of the state, territory, city, community (nation). It is no accident that, for example, innovative universities in small American cities are the center of attraction (Florida, 2005; Klimenko, 2008; Ablav, 2017; Rahmat, 2017).

Political psychology describes various mechanisms of forming the image of the state. Regularities were revealed, according to which, in the process of forming the image of the state participate the subject of the transfer, the modes of transmission and the audience of the recipient. There are several forms of the image of the state:

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- ✓ The image of the state, independent of external and internal factors (most often this is ideal model, that is, a model the existence of which is impossible in the modern world);
  - ✓ The image of the state, formed and broadcasted by the authorities through its information transmitters, that is, the image of the country in which the power is interested;
  - ✓ The image of the state, perceived by the population;
  - ✓ The image of the state, formed by the political elite;
  - ✓ The image of the state, broadcast and generated through the media (domestic or foreign), and many other options (Vinogradova, 2010).

The presented options illustrate the pattern - the image of the state varies depending on communication, the way and channels of transfer of information about the state. Each of these aspects inevitably introduces distortions that cannot be ruled out. Obviously, at each of the above levels, the image will have a configuration, highly conditioned by the activities of the subjects of the state image at this level.

The image of the state is formed based on the spatial-geographical image, the image of the leader, the image of power and the image of political institutions. All components of the state image are independent and can also be analyzed independently. In this study, we explore the image of the state and its components. Special attention should be paid to the components of the image of the state; the image of the political institution, the image of the leader and the image of power, the spatial and the geographical image.

While creating the image of the state, it is necessary to consider the specifics of communicative and information mechanisms which contribute to a more detailed analysis of the image phenomenon. Stereotypes, archetypes, mentality, ideologems are something that openly affects the image of the state in the media.

During formation of the image of the state, a special role is given to stereotypes, they greatly simplify understanding and contribute to the message of the main idea, which contains emotionally colored symbols and figures. The term "stereotype" had a negative meaning for a long time. This was due to a one-sided relationship that was built on prejudice. In this regard, you can repeatedly hear that it is necessary to break the prevailing stereotype, which has an adverse effect on relations between peoples and states. Stereotypes should not be characterized as positive or negative. We should strive to create stereotypes that will clarify the reality, and not distort it.

The term "stereotype" was introduced into science in 1922 by the American sociologist Walter Lippman, who believed that *"stereotypes are ordered, schematic, culture-determined" pictures "of the world" in the head "of a person which save his efforts in perceiving complex social objects and protect his values, positions and rights."* Reflecting on stereotypes, Walter Lippmann showed a person who understood the world through contradictions, and he did not pay much attention to

what he saw as a matter of fact, since stereotypes are formed in the minds of people before a person sees or hears something. The main difference between the image and the stereotype is that *"the image is the reality of an illusory space."* It is worth mentioning that a person lives in two dimensions real and illusory. In real space, people take some actions, fulfill their goals and solve problems. In an illusory space, reality appears to people in a slightly different way, it is deformed and has a different view, another, hidden meaning. In this regard, it is often about artificially created images rather than truthful information.

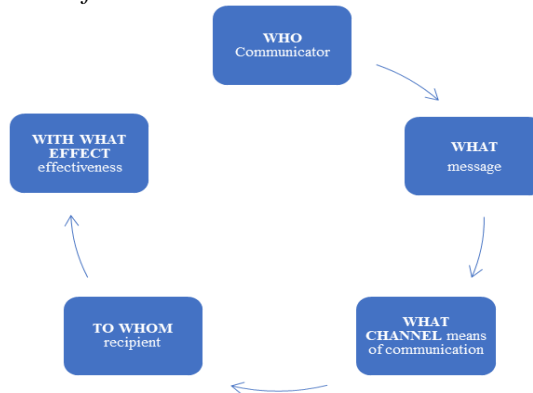
Stereotypes greatly simplify a person's mental work since it is easier to use already prepared templates to fully understand one or another situation. That is why Russian imagologist explorer I.Yu. Glinskaya recognizes the stereotype as a *"ready formula"*. G. Pocheptsov writes: *"Cliché stereotypes exist in the subconscious of the mass audience, Jung called them 'archetypes of the collective unconscious.'"* Knowing how to recognize the secret springs of this capricious but very powerful mechanism, you can launch it with certain tasks.

## **2. Method**

One can track the emerging image through the media. To do it, it is necessary to turn to Lasswell's theory of communication. To fully understand how the media influence formation of the state image, it is worth turning to the model of G. Lasswell (Figure 1) (Krylova, 1998). This model was intended both for the analysis of any communicative action, and for the study of mass communication. The model consists of the following questions:

- ✓ Who? - source of information;
- ✓ What? - transmitted message;
- ✓ How? - message channel;
- ✓ To whom? - recipient of the message;
- ✓ With what effect? - effectiveness of the transmitted message.

Broadcasting of a positive image of the state takes place through the media. The required message, which carries information about the desired image, enters the media channel, the message sent during the transmission is relayed and converted into an image. An image is sent to the channel, and the image comes from the channel to the recipient of the message. In addition to the message, the recipient of this action also receives other information from other channels (from opinion leaders, through rumors). The information receiver receives several different messages containing different information, because of which, the image is formed regardless of the image that was originally sent to the message transmission channel. The Lasswell model shows stages through which the message reaches the recipient.

**Figure 1.** *The model of G. Lasswell*

Establishment of the agenda, its mechanism, plays an important role. Researchers of social problems wonder why some situations cause anxiety in the society, are perceived as problematic and are included in the agenda, while others remain unnoticed. The position of this or that problem on the agenda is determined by counting the number of reports about this problem within a month (Mandel, 2009).

The agenda is a set of five or seven different topics offered to the public by the news media for review. Themes can be short-term in time of their presence in the general news clip, medium- and long-term. Of course, these time frames are conditional, but it is interesting that the more information filters the message passed, the more chances it must merge into the medium- and long-term agenda (Sidorskaya, 2010). The agenda is formed by the press itself, therefore, in a review of events that do not relate to media-relevant topics or due to a media policy, some messages may fall out of the news grid.

The mechanism of the agenda assumes that mass media can influence the cognitive level of consciousness of individuals, which was confirmed by many sociological studies. Problems considered as "least important" or "most important" reflect the picture of their coverage in the media. In addition, the relative number of people who are preoccupied with these or those problems accurately repeat the emphasis on the same problems in the media. The main functions of the agenda are:

- ✓ Awakening or strengthening of the public interest in any problems, personalities, institutions.
- ✓ The change of public priorities at the time of the information campaign and the possibility of changing the priorities of the programs of various socio-political groups - for example, parties, officials and politicians.
- ✓ Increase of political activity and degree of articulation of public opinion on the most important problem considered on the agenda.

Events that take place in the world are broadcast through the media channel around the world, therefore, through this channel, along with the events, the image of the state is broadcast. Thanks to the mechanism of the media, it is possible to create a favorable image that could influence the positive development of international relations, in general, the attitude towards the state among other powers. The construction of the image of the state depends on the results of mass media work because the media are the ones who directly influence the interpretation of the message itself, reflecting a positive image and influencing the formation of the image.

The study analyzed publications of six quality publications of South Korea, China and Japan, such as; Yonhap (South Korea), KBS World (South Korea), Xinhua (China), People's Daily (China), Nihon Keizai (Japan), JB Press (Japan) for the period 2015 - 2017. The choice of channels was determined by the following criteria:

- ✓ main communication channels – the study covers leading print publications and electronic counterparts;
- ✓ credibility - should have been publishing for more than 30 years;
- ✓ audience - is interested in international political and economic news (these are important parameters for this research);
- ✓ coverage - broadcast their messages not only within their own states, but beyond their borders;
- ✓ ability to access archives.

### **3. Brief description of the sources**

*"KBS World"* is the only international radio station in the Republic of Korea that broadcasts to the whole world in 11 languages. For the first time, the call sign of the radio station, which was then called "The Voice of Free Korea," was aired on August 15, 1953. The main goal of the radio station is to strengthen friendship and mutual understanding between the peoples of Korea and other countries by providing accurate and timely information about the life of the country's morning freshness, its culture and traditions through news and various programs. The KBS World Radio is an important channel of communication with the historic homeland for 7 million Koreans living outside the Korean peninsula.

*"Yonhap"* is the largest news agency in the Republic of Korea, it publishes news articles, photographs and other information of newspapers, television networks and other media in Korea. "Yonhap" (the word "Yonhap" means "united") was created on December 19, 1980 by the merger of the agencies Hapdong News Agency and Orient Press. It maintains agreements with 78 news agencies around the world. Also, in 2002, it signed an agreement on exchange with the Central Telegraph Agency of the DPRK. "Yonhap" is the only Korean news agency that works with foreign partners, and provides a limited but freely available selection of news on the site in



Korean, English, Chinese, Japanese, Spanish, Arabic and French. "Yonhap" was the main agency of the Summer Olympic Games in 1988 and was elected twice by the Council of the Asia-Pacific News Agency.

"Xinhua" is the official information agency of the Government of the People's Republic of China (PRC) and the largest center of information and press conferences in China. Another name is the Chinese News Service. It is officially included in the structure of the Ministry of Public Security of the PRC. The Xinhua News Agency was established in November 1931 as the "Red News Agency of China." Since 1937 it has the present name. In 1944, international broadcasting was started in English. Xinhua headquarters was in Beijing. To date, Xinhua news is distributed in several countries in Asia, the Middle East, Latin America and Africa, where its offices are located. There are more than one hundred branches of Xinhua. The agency covers the news around the world in seven languages, including Chinese, English, French, Russian, Spanish, Arabic and Japanese, and also maintains news feeds.

"*People's Daily*" is one of the leading newspapers in the world and the most influential newspaper in China. There are thousands of journalists working in 70 correspondent offices in different countries and regions of the world. The circulation of the newspaper reaches 2,800,000, and it annually increases by more than one hundred thousand copies.

"*Nihon Keizai Shimbun*" is a daily publication in Japan under the auspices of the joint stock company "Japanese Economic News." It mainly covers economic themes. It is published both in printed form and online. The newspaper started to publish in Osaka in 1876 under the name "Tyugai Bukka" and received its modern name in 1946.

"*JB Press*" is a daily publication under the auspices of the Joint Stock Company "Japanese Economic News." It was founded in 1876. Most of the materials are devoted to political and economic topics, published both in hard copy and online. In 2015-2017, the following events were covered in detail in the "KBS World", "Yonhap", "People's Daily", "Xinhua", "JB Press", "Nihon Keizai":

- ✓ Negotiations on the deployment of the American missile defense system in South Korea. January-March 2016;
- ✓ Nuclear threats emanating from North Korea. January 2015, September 2017;
- ✓ Russian troops entering Syria in 2015. The withdrawal of Russian troops from Syria in 2016;
- ✓ The problem of ownership to Kuril Islands;
- ✓ The reaction of the APR countries to active military exercises in Russia;
- ✓ The collapse of the ruble in 2015;
- ✓ Sanctions against Russia.

The content analysis method was chosen for the analytical activity. Content analysis is a research method of quantitative analysis of the contents of documents to identify or measure the various facts and trends reflected in these documents. A feature of content analysis is that it studies documents in their social context. It can be used as the main method of research (for example, content analysis of the text in the study of the political orientation of the newspaper), parallel, i.e., in combination with other methods (for example, in the study of the effectiveness of the functioning of the mass media), auxiliary or control (for example, when classifying answers to open questionnaire questions).

#### **4. Results**

##### ***4.1 Structure and Results of the Research of Image of Russia by Media in Asia and Pacific Countries***

In Table 1 we present the quantitative results for the image of Russia among several Asian media means.

***Table 1. Quantitative calculation of references to the image of Russia in the messages of the Asian media - in approving, condemning, neutral context.***

Media title	Nature of reference to Russia		
	Positive	Negative	Neutral
South Korea (1471)			
«KBS World» (859)	202	310	347
«Yonhap» (612)	50	251	311
China (1710)			
Global Times newspaper (934)	349	185	400
People's Daily (776)	401	80	285
Japan (1486)			
Nihon Keizai (670)	202	154	314
JB Press (816)	321	220	275
Total (4725)	1727	1268	1932

For the content analysis of the South Korean media ("Yonhap" and "KBS World"), the following units were used:

*Characteristics of the state:* Russia, Crimea, Moscow, the Soviet Union, the USSR, Putin's Russia, a nuclear power, the Russian Federation, pro-Russian, the Russian side. These units are used in a neutral context.

*Characteristics of the leader:* president, clear leader, head of Russia, Vladimir Putin. The image of the leader is broadcast with a neutral-negative assessment.

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*Image of power:* monopoly of power, Putin - Medvedev, administration of Putin and Medvedev, Russian authorities, the Government of the Russian Federation, the Putin administration, the Russian government. The image of power is broadcast with a neutral-negative mark.

*Characteristics of conflict situations (external environment):* nuclear weapons, military forces, military rationality, Russian army, the Black Sea Fleet. Characteristics of conflict situations are presented to the Korean audience with a neutral message.

For the content analysis of Chinese media (Global Times, People's Daily) the following units were used:

*Characteristics of the state:* Russia, Crimea, Moscow, the Soviet Union, the Russian Federation. These units are used in a neutral context.

*Characteristics of the leader:* president, head of Russia, Vladimir Putin. The image of the leader is broadcast with a positive assessment.

*Image of power:* Russian authorities, the Government of the Russian Federation, Putin's administration, the Russian government. The positive image of power prevails.

*Characteristics of conflict situations (external environment):* military, troops, Russian army. These units were evaluated positively and neutrally.

For the content analysis of the Japanese media (Nihon Keizai and JB Press), the following units were used:

*Characteristics of the state:* Russia, Crimea, Moscow, the Soviet Union, the USSR, Putin's Russia, nuclear power, the Russian Federation, pro-Russian, Russian side. These units are used in a neutral negative context.

*Characteristics of the leader:* president, clear leader, head of Russia, Vladimir Putin. The image of the leader is broadcast with a neutral-positive assessment.

*Image of power:* administration of Putin and Medvedev, Russian authorities, the Government of the Russian Federation, Putin's administration, the Russian government. The image of power is broadcast with a positive mark.

*Characteristics of conflict situations (external environment):* nuclear weapons, military, troops, military rationality, Russian army, the Black Sea Fleet. These units were rated as neutral-positive; negative assessments are also present, but there are few (Table 1).

Thus, most of the reports have a neutral information character, they are about Russia or events that are related to it. Articles do not have emotional dispersion, most of them carry a dry statement of facts, journalists tell readers about events through the prism of their outlook without resorting to emotional statements. Most of publications adhere to neutral positions - these are articles having an analytical, overview, commentary or narrative bias. This statement is more relevant to Chinese and Japanese media. They convey information about Russia's actions in Syria, about Russia's responses to the sanctions of Western Europe. They comment on the president's policy not unambiguously, publishers' opinions on this subject are divided into three types; positive, negative and neutral.

In general, the transmission of information occurs either in a neutral or in a positive way. In this situation, the exception is the Korean side - most of the negative articles were published in Korea. The Korean media is negative about the issue of the Ukrainian crisis - in the article of Yonhap newspaper they see Russia as an aggressor in this situation and compare Putin's ambitions with Hitler's. The Korean media mentions Russia in the context of the nuclear threat emanating from North Korea - also negatively. A negative assessment of the events in Ukraine is also provided by the Japanese media - articles with such themes broadcast the image of Russia from the negative side.

## **5. Discussion**

Having carried out a quantitative analysis of information articles, it can be said that the nature of the information transmitted, the interpretation of events depends on the relations between states. If there are unfriendly relations between the states or the interests of the states do not converge in some way, then the negative assessments of the host state prevail in the media. If the states have common interests and friendly relations, then the media gives a positive assessment to any actions of the friend state, refuting disapproving messages, trying to overcome negative stereotypes or, on the contrary, supporting positive stereotypes.

The image of Russia is most often presented in the present tense, there are not so many references to the USSR, but there are some. Because of the analysis, it becomes clear that Russia inactively gets rid of the image of the USSR, many articles reflect dissatisfaction with the accession of the Crimea to the Russian Federation. But Chinese media provide a positive coverage of this event. Support is because the Chinese leadership adheres to similar sentiments and, on the example of Russia, forms positive attitude towards such actions among its citizens.

## **6. Conclusions**

The study considers the main theoretical approaches and explores the communicative and informational perception of the image of Russia created through the media in APR countries; 4244 messages from the period of 2015-2017 were

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analyzed. The results of the content analysis show that most of the reports about Russia or events that have to do with it are of a neutral, informative nature. The articles are devoid of emotional color, the bulk of reports are limited to a dry statement of facts, news agencies broadcast events through the prism of their worldview, without resorting to emotional statements. In the analytical review, commentary or narrative messages the neutral orientation prevails. This observation is more typical for Chinese and Japanese media regarding Russia's actions in Syria, Russia's response to European sanctions. In assessing the policies of President Putin, there is a pluralism of opinions - positive, negative and neutral.

Information agencies also resort to stereotypes, since it is the stereotypes that effectively control the process of perceiving information. The media form, transform and support these or other stereotypes from its readers, choose a policy of new stories depending on their audience. If the audience is easier to perceive information based on simple and affordable stereotypes, the agency will provide them with information exactly in this way.

For the analysis of messages, the theoretical model of Lasswell was chosen; communicator - message-channel – receiver - effect. Several parameters were also used to evaluate the messages. Based on the empirical basis of the study, it can be concluded that the stable positive image of Russia is broadcast only by Chinese media. The Korean media adhere to the neutral-negative style, the image of power in the international arena in their media is more often represented as strong, although the image of the president was criticized because of being late for an important meeting. In Japanese media, the image of Russia is sustained in a stable neutral way, there are almost no emotional evaluations in the reports, the readers are provided with facts in chronological order and are given the right to draw a conclusion. China, within its state, forms a positive image of Russia.

The image of Russia, formed in the media of the Republic of Korea, is rather neutral-negative, even though many articles emphasize the importance of Russia in building positive relations with North Korea. Since there are no strong, favorable relations between Russia and Korea, the articles contain different evaluations. The media of this state do not affect the political institutions of Russia - apparently, it does not enter their tasks. Most of the reports are on the translation of the image of the president and the importance of Russia in the nuclear issue of the Korean peninsula. The spatial-geographical component of the image of Russia is mainly transmitted through the solution of the nuclear problem and the unification of the North Korea and South Korea.

In China, reports about Russia are quite diverse, with the number of Chinese messages exceeding the number of both Korean and Japanese messages. The Chinese media create a positive image of Russia. The image of President V. Putin is identical with the image of Russia. As a rule, he has the image of a powerful, strong, determined politician. Russia and China are neighbors, in China there are many

messages of a spatial type, while the spatial image of Russia appears cognitively clear because Russia used to be a communist state, and China remains so. And the peoples of the neighboring states actively interact with each other.

Japan tends more towards neutral assessments, the country is trying to build a partnership dialogue with Russia, trying to get a benefit from this, find a lever that will help to solve the problem of ownership to the Kuril Islands. Therefore, the messages are not strict, they have a neutral tone.

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