

ИНТЕРПРЕТАЦИЯ ОБРАЗА РОССИИ В БРИТАНСКИХ СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ



- цели работы:
- - рассмотреть образ России в историческом контексте взаимоотношений Великобритании и России;
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- - изучить исторически сложившиеся мифы и стереотипы о России;
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- - определить тенденции в интерпретации образа России на страницах газеты TheGuardian;
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- - выделить медийные стереотипы при формировании образа «новой России»;
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- - охарактеризовать способы, используемые британскими журналистами, при создании образа России.

Содержание:

- ▣ 1 Образ России в контексте исторических взаимоотношений двух стран
- ▣ 2 Влияние российской культуры на формирование позитивного образа государства
- ▣ 3 Исторически сложившиеся мифы и стереотипы о России
- ▣ 4. Выводы

Значимость СМИ в формировании образа России.

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- Глобализация информационного пространства, развитие информационных потоков привели к тому, что представления, знания людей о мире, общественное сознание в значительной мере стали формироваться средствами массовой информации.

Pub culture

When your local has praises like this to sing, who needs a juke box?

► Old-fashioned inn is named best in Britain

► Landlord refuses to be swayed by fashion

Simon de Bruxelles

There is no juke box, no pool table, no fruit machine and definitely no "theme". It does not even serve chips. All of which helps to explain why the Old Spot Inn in Dursley, Gloucestershire, has won the 2008 Pub of the Year award from the Campaign for Real Ale.

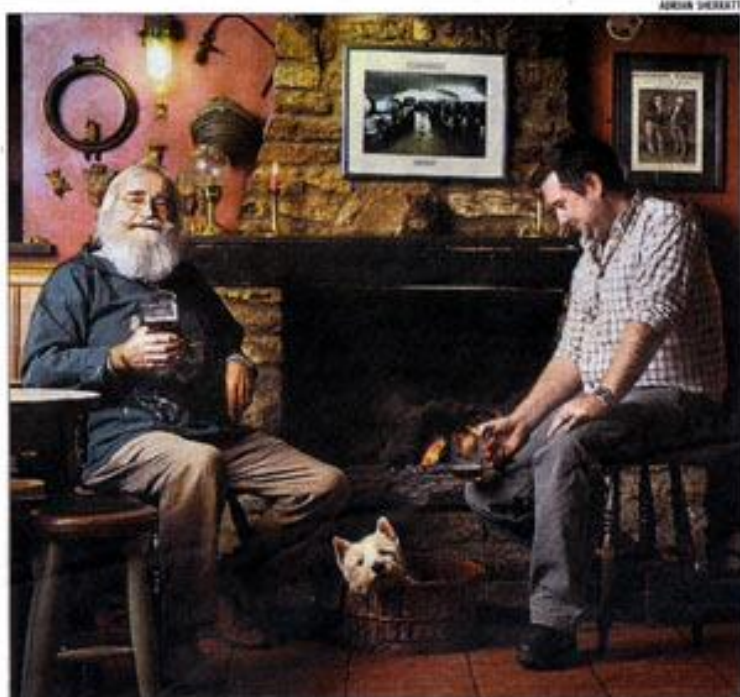
Steve Herbert, the licensee, has spent the week breaking the news to his regulars. "We call it the pub of a thousand locals," he said. "And you have to tell all of them because if they

hear it from someone else they will feel left out."

The Old Spot Inn has been successful by refusing to follow fashion. Mr Herbert said: "Although we do food during the week we would never call ourselves a gastropub. Our drinkers come first, which is why the food stops at 8pm during the week and we don't serve it at all on Friday and Saturday evenings. We don't do chips either because there's nothing I hate more than stepping into a pub and being hit by the smell of grease."

Belinda, Mr Herbert's wife, cooks while he pulls the pints, which come from about ten local breweries.

Unlike many pubs the Old Spot benefited when the smoking ban was introduced last year. Mr Herbert said: "We were already at capacity and when we put up a covered, heated smoking area in the garden all



Ric Saintry and Steve Herbert, past and present landlords, in the Old Spot Inn

the smokers went out there so we had room inside for 100 more drinkers."

The Old Spot Inn used to be a run-down Whitbread pub called the Fox and Hounds. The 100-year-old pub was bought and restored by Ric Saintry in 1993. The Herberts have been running it since Mr Saintry and his wife,

Ellie, retired in 2001. Mr Saintry may no longer be pulling pints but he is far from forgotten. One of the regular beers from the nearby Uley Brewery is called Old Ric in his honour.

Julian Hough, pubs director for the Campaign for Real Ale (Camra) and one of the judges, said: "The Old Spot Inn is a great example of how success-



ful a well-run community pub can be. Steve and Belinda are dedicated to maintaining the local character of the pub."

So could other pubs benefit from the Old Spot's example? Mr Herbert is unequivocal. "It is going to be a hard year for a lot of publicans," he said. "The smoking ban has hit trade and the price of materials, from barley to fuel, is going up. When times are tough the answer is to work smarter, not harder."

Members of Camra from across Britain visited thousands of pubs before selecting 16 regional winners. Four of these were put forward for the national final. The other three were the Blue Peter Hotel in Kirkcolum, Stranraer, the Land of Liberty, Peace and Plenty in Heronsgate, near Rickmansworth, Hertfordshire, and the Turk's Head in St Helens, Merseyside.



Simon Schama:
America will never
be the same again

CG Page 8



Lady Sarah Palin:
She's better equipped
and learning
from Colin Powell.
And there's a lot more
CG, page 22

Chris Patten:
How the Tories
lost the plot

This Section Page 22



Amy Jenkins:
The megageneration
is now in charge

CG Page 3

the guardian

Backlash over Blair's school revolution

City academy plans condemned by ex-education secretary Morris

An association of parents and education advisers, including the Association of the Parents of the Independent Schools, has said the plans to create a new type of school are "a step towards a new kind of school".

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Bad day mate Aussies lose their grip



Blair's mate at the Oval yesterday, April 9. Photograph: Charles Dooling-Hughes

Column five The shape of things to come

Welcome to the new column, which will be written by a group of writers who will be writing for the first time. The column will be written by a group of writers who will be writing for the first time.

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UK link to terror snatches

The British intelligence services have uncovered a network of people who were involved in the 9/11 attacks. The network was discovered by British intelligence services.

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National
Police chief blames Orangemen for riots

The British police chief has blamed the Orangemen for the riots that took place in Belfast last night. The police chief said that the Orangemen were responsible for the violence.

Law
Judges may block deportations

The British judges may block the deportations of several people who have been convicted of terrorism. The judges said that the deportations would be a violation of the law.

International
Israeli troops leave Gaza after 38 years

Israeli troops have left Gaza after 38 years of occupation. The Israeli government said that the withdrawal was a significant step towards peace.

Financial
Sky's Premiership rights under threat

Sky's rights to broadcast the Premiership football league are under threat. The Football League has said that it is considering other options.

Bigger isn't always better...

THE INDEPENDENT

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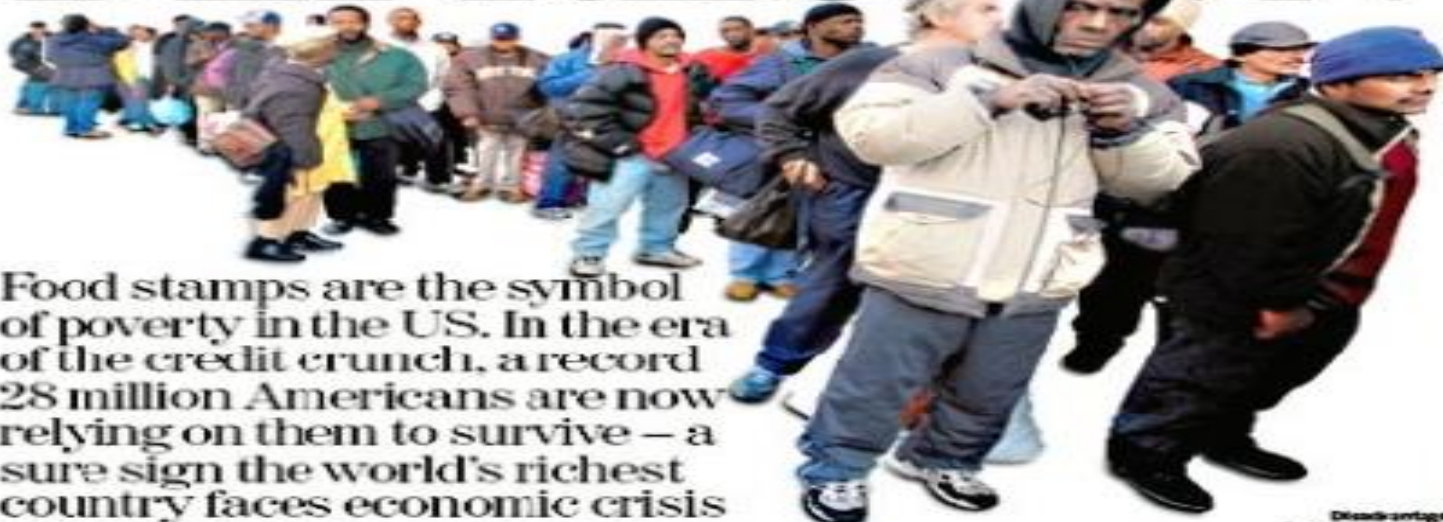


Win MacBook Air laptops & iPod Touch music players

IN OUR GREAT MIX & MATCH PICTURE QUIZ – SEE EXTRA, PAGE 6

UNITED STATES OF AMERICA 2008

THE GREAT DEPRESSION



Food stamps are the symbol of poverty in the US. In the era of the credit crunch, a record 28 million Americans are now relying on them to survive – a sure sign the world's richest country faces economic crisis

FULL REPORTS PAGE 2

Trevor Eve

TV's Mr Nasty



Extra! Trevor at the top

How to sleep

Advice and tips from the experts
Health in Extra



Gordon Ramsay

Why I'm giving up swearing
Page 3



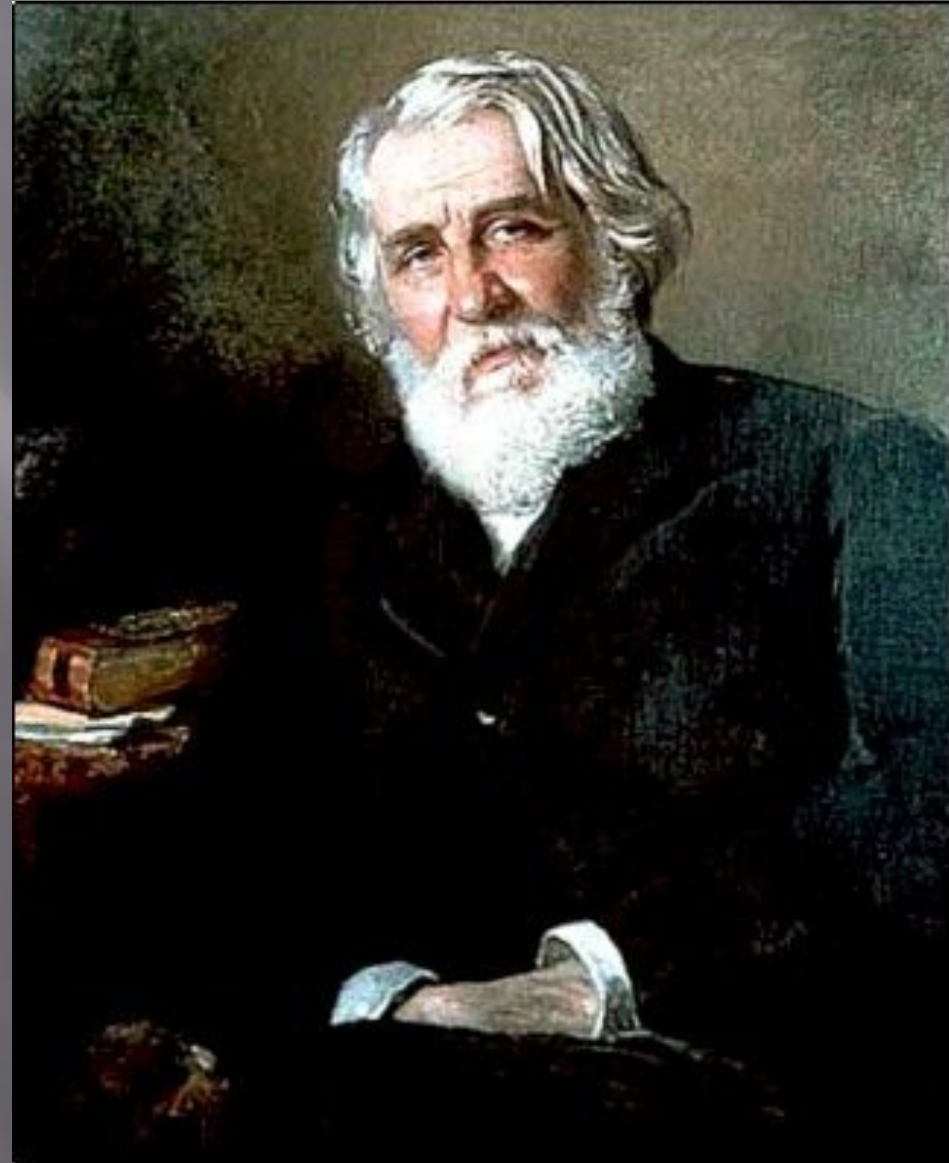
Disadvantaged Americans queue for aid in New York City

М.Тэтчер и М.Горбачев

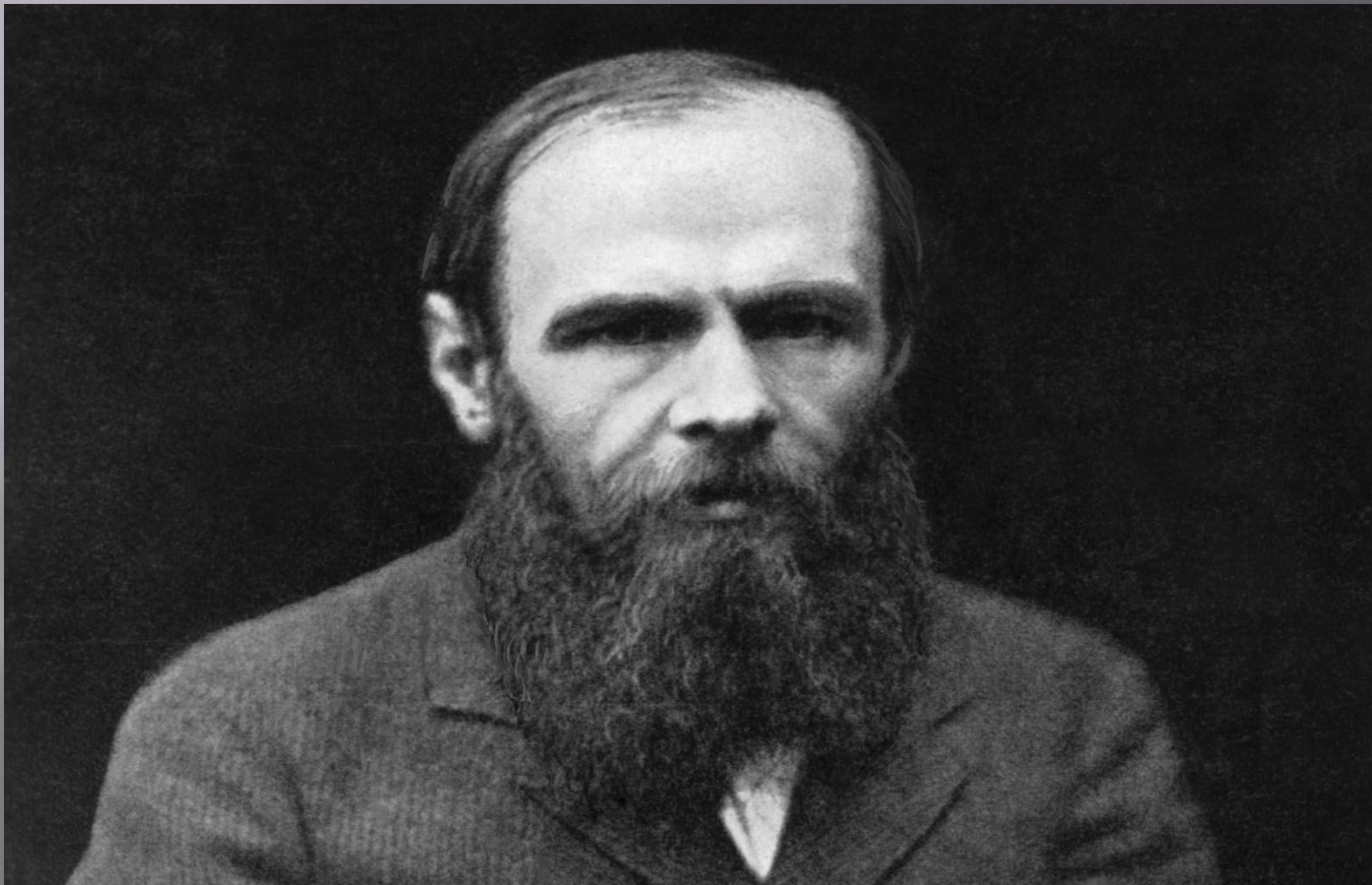
- Самой резкой критике за ввод войск в Афганистан и события в Польше СССР подвергся именно со стороны Великобритании. Однако «волнообразный» характер англо-русских отношений снова проявил себя. М. Тэтчер была первым западным лидером, поддержавшим курс М. С. Горбачёва, рассчитывая на выход Советского Союза из кризиса и развитие.



И. Тургенев



Ф. Достоевский



Дягилевские сезоны.



МЕЖДУНАРОДНЫЙ
ФЕСТИВАЛЬ

Дягилевские
сезоны:

ПЕРМЬ-ПЕТЕРБУРГ-
ПАРИЖ

Мифы и стереотипы о России.

Для каждого народа характерно наличие устойчивых представлений об окружающем мире, о других нациях, государствах.

В западном мире в образе России усматриваются отдельные доминанты-мифологемы. В качестве мифологем в образе России можно представить две основных: Россия как "варвар у ворот" и Россия как "ученик" - то прилежный, то нерадивый. При этом Европа воспринимает себя как учителя, просветителя»

- В годы перестройки в России устремления М. Горбачева и Б. Ельцина на Запад, вновь возродили мифологему "ученика".
- В XX веке «западная дихотомия образа России разрослась и пополнилась новыми парами: демократический-тоталитарный, свободный-несвободный, рыночный-планируемый и т.д»

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- Необходимо обратить внимание, что в образе России англичане усматривали и положительные мифологические черты. Н. П. Михальская отмечает, что «возникшее еще в XII веке в литературных произведениях представление об огромных пространствах и могучей силе «Роси», а также - и это важно - о народе, ее населяющим, как о большой семье, которая в своем единстве, воспламененная единым порывом, одерживает победы», сохранилось до настоящего столетия

Вывод.

- В представлении англичан IX - XIX вв. образ России был мифологизирован, как страны далекой, незнакомой, таинственной. Хроники, трактаты, записки путешественников, литературные произведения, известные сегодня, свидетельствовали о величии России, суровости климата, несметных богатствах, ее воинственности, рабстве народа (в тоже время силе и бесстрашии). В целом Россия воспринималась как страна варваров. На протяжении всей истории формирования образа России очевидны оппозиции: нищета народа и богатство, роскошь царского двора; дикость народа и просвещенность знати, рабская покорность «низов» и абсолютная власть «верхов».
- Эти представления о России приобрели устойчивый характер в общественном сознании англичан и со временем перешли в разряд стереотипов.
- На международной арене Россия и Великобритания выступали то в роли соперников, то союзников. Политические и коммерческие интересы всегда были определяющим фактором в отношениях между ними, но при этом культурные и литературные контакты способствовали развитию диалога разных культур.