

## КУРСОВАЯ РАБОТА

Тема: «Образ России в зеркале американской прессы  
(на примере публикаций газеты «The New York Times»)»

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# Актуальность работы

- Благодаря СМИ формируется общественное мнение.
- СМИ формирует определенные, часто стереотипные эмоции и действия.
- Газета «The New York Times», будучи современным общемировым изданием, одной из влиятельнейших газет мира, формирует общественное мнение о России.

# Объект и предмет исследования

Статьи  
американской  
газеты «The New  
York Times» о  
России, на  
русском и  
английском  
языках



Формирование  
образа России в  
статьях газеты  
«The New York  
Times»

# Цель исследования

Выявление технологий, механизмов формирования образа России в статьях газеты «The New York Times».



# Задачи исследования

- Изучить литературу и источники по данной теме.
- Проанализировать тематику и содержание статей о России в газете «The New York Times».
- Провести контент-анализ публикаций «The New York Times» (на сайте «Инопресса» и «ИноСми»).

# Структура работы

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graph TD; A[Структура работы] --> B[Глава 1: Технологии формирования образа России в зарубежных СМИ]; A --> C[Глава 2: Критика действий России во внешней и внутренней политике (санкции)]; A --> D[Глава 3: Отождествление образа Президента В. В. Путина с Россией];
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Глава 1:  
Технологии  
формирование образа  
России в зарубежных  
СМИ

Глава 2:  
Критика  
действий России  
во внешней и  
внутренней  
политике  
(санкции)

Глава 3:  
Отождествление  
образа Президента В.  
В. Путина с Россией

# Результат исследования

- Зарубежная пресса, в частности американская, исходя из национальных интересов своего государства, традиций внешней политики, освещает события, происходящие в России с использованием сложившихся стереотипов.
- Стереотипный образ России в зарубежных СМИ, в частности в газете «The New York Times» («Нью-Йорк Таймс»), довольно устойчив, формируется различными лингвистическими и экстралингвистическими средствами, несет в себе негативную оценку.

# Спасибо за внимание!

"All the News  
That's Fit to Print"

# The New York Times

Late Edition  
New York, Today, limited sun, per-  
haps a shower late. High 62. Tonight,  
cooler. Low 40. Tomorrow, cloudy, a  
light shower. High 41. Yesterday, high  
59, low 45. Details are on page D10.

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50 CENTS

## DECLARING DEATH OF SOVIET UNION, RUSSIA AND 2 REPUBLICS FORM NEW COMMONWEALTH

### Frantic Moves Came to Light In Days Before Maxwell Died

As the Empire  
Was Crumbling  
A special report.



Robert Maxwell

By STEVEN PROKESCH  
Special to The New York Times

LONDON, Dec. 8 — At the time of his mysterious death on Nov. 5, Robert Maxwell almost certainly knew he was about to be caught.

He had drained hundreds of millions of dollars from his two flagship public companies and from employee pension funds in a frantic attempt to keep his heavily indebted publishing empire afloat.

The auditors of the Maxwell empire, Coopers & Lybrand Deloitte, were to conduct their next regular audit of the pension funds in a couple of months. And Coopers would have quickly discovered the transactions, said a person very familiar with the details of a special financial examination of the empire conducted for the banks after Mr. Maxwell's death. He agreed to discuss the report only if his identity was not disclosed.

"Basically Grabbing Cash"

The Coopers team also found evidence that some of the diverted money went to The Daily News in New York to cover its losses. That raises more doubts about the future of the newspaper, which Mr. Maxwell acquired in March.

The maneuvering by Mr. Maxwell to prop up the private companies that controlled his empire "was doomed to failure," the person familiar with the Coopers' report said.

"It wasn't a sophisticated fraud like B.C.C.I.," he said, referring to the scandal surrounding the Bank of Credit and Commerce International. "The guy was basically grabbing cash, and Coopers found it out within days of going in." The Coopers team was led by Richard Stone, the partner in charge of the accounting firm's corporate finance division.

That discovery led the main holding companies of the Maxwell empire to

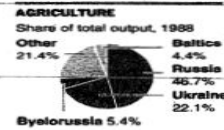
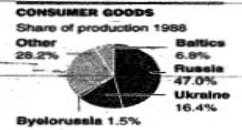
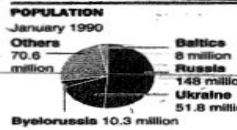
### West Europeans Gather to Seek A Tighter Union

By ALAN RIDING  
Special to The New York Times  
MAASTRICHT, the Netherlands,  
Dec. 8 — In an atmosphere of great

### The New and the Old



Source: The Statesman's Yearbook, 1991-92; U.S.G.S. Maps and Figure Annual, 1991



"We, the republic of Byelorussia, the Russian Federation and Ukraine... state that the U.S.S.R., as a subject of international law and geopolitical reality, is ceasing its existence."  
— Brest declaration, Dec. 8, 1991

### The Union Is Buried: What's Being Born?

By CELESTINE BOHLEN  
Special to The New York Times  
MOSCOW, Dec. 8 — Ever since the August coup d'état, the Soviet Union

Gorbachev's Vain Pleas  
Make His Eclipse Clear

he keeps warning about has already happened. This is a fact they can confirm with their daily lives, as they go to factories that have run out of materi-

### TAKE OVER A-ARMS

Newborn Bureaucracy Is  
Inheriting Functions  
of Old Authority

By SERGE SCHMEMANN  
Special to The New York Times

MOSCOW, Dec. 8 — The leaders of Russia, Ukraine and Byelorussia declared today that the Soviet Union had ceased to exist and proclaimed a new "Commonwealth of Independent States" open to all members of the former union.

In a series of statements issued after a two-day meeting at a Byelorussian government retreat, the leaders of the three Slavic republics declared void all efforts to create a new union on the ruins of the old one. But they called for the creation of new "coordinating bodies" for defense, foreign affairs and the economy that would have their seat in Minsk, the capital of Byelorussia, and decided to maintain the ruble as the common currency.

They declared that the "norms" and activities of the former union ceased as of the moment of signing, and that the new commonwealth assumed all international obligations of the Soviet Union, as well as control over its nuclear arsenal.

Gorbachev's Move

"The U.S.S.R., as a subject of international law and geopolitical reality, is ceasing its existence," the leaders declared [Text, page A8].  
The action essentially stripped President Mikhail S. Gorbachev of his office and authority, and the immediate question was whether the tough and tenacious Soviet leader would resist — and if he did, whether the military or other levers of power would support him.  
The three cofounders of the new commonwealth — President Boris Y.