

POLITICAL SCIENCE
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Markov E.A. Russian mass media: manipulation or information

One of the main problems existing in the mutual relations between mass media and power in modern Russia is the problem of mass media dependence. This is evident due to the fact that most of mass media belong to large financial and industrial capital while the other part is founded (or is under the financial and latent censor control) of power structures. This sort of mass media dependence on power or large capital is characteristic not only for modern Russia. According to foreign researchers, manipulation with mass consciousness, public opinion, along with national conflicts, ecological accidents and demographic disasters, can turn into a world global problem of the XXI century. According to the author, the state cannot stay away from the information processes regulation. But at the same time, it should not be rigid in regulating mass media activity; it should build the mechanisms allowing mass media to operate in the interests of the society and state, including creation of conditions for the information competition regime in the country.

Key words: mass media, mass media dependence, mass media role in the system “state – society”.

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