

## SPONSORS



Primus



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### **Linguistic Representation of Russian Reality in Foreign Mass Media**

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At present the globalization process forms new conditions for communication between different nations and cultures. Mass media plays a key role in this process as a public conscience forming instrument. Mass media texts written by native English and German speakers about Russia are of the highest concern to our research, as the texts' target audience considers Russian culture as a foreign one. As mass media functions as orienting and conceptualizing force, it is important to examine how and by which means the image of Russia is developed. The linguistic representation of Russian reality is influenced by multiple linguistic and extra linguistic factors: cultural peculiarities, author's mentality, stereotypes about Russia and political situation. In our research we have made an attempt to analyze and systematize the linguistic means of Russian reality representation and to detect the premises which caused the developing of the existing image of Russia.