

## **Мультикультурализм в российских СМИ**

### **Multiculturalism in the Russian media**

The role of media in formation of tolerant attitudes in society is revealed in this paper. The author actualizes the problem of multiculturalism in the modern world, and mentions that today there is an insistent need to go back to understanding of the tolerance essence and multiculturalism, as well as the role of media in forming the manner of attitude to “another one”.

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Multiculturalism is a movement that is firmly rooted in the modern world community. The aim of multiculturalism in the government is conservation and development of cultural differences of nations living on the territory of this state, granting of the rights and freedoms accessible for all citizens of this society [1].

The term “multiculturalism” was introduced in 70-ies of the XX century in Canada and the USA. The movement appeared as the consequence of ethnic and cultural assimilation and integration in these countries. The center of separatism in Canada was the French-speaking Quebec, where the population was divided into French-Canadians and Anglo-Canadians. The decision changed the situation in the country was declaring English and French the official languages of Canada in 1969. As a result, Canada acclaimed itself as a multicultural community. The tension between the cultural communities that inhabited the country weakened. However, the infringement of the rights of such national minorities as the Canadian Indians still remained [2].

In the United States, the “melting pot policy” was chosen to assimilate an ethnically and culturally diverse population: indigenous Indians, slaves from Africa, political and economic elites - Anglo-Saxons, immigrants from European, Latin American and Asian countries [3]. Attempts to total Americanization of the population led to outbursts of aggression and intercultural rejection. This is evidenced by events such as the genocide of the Indians, racism against African Americans and discrimination against Mexicans, Cubans, Dominicans. Assimilation of the population in America was changed with multiculturalism.

The policy of the existence of many different cultures on the territory of one country was not actually adopted by such European states as France, Great Britain and Germany. According to their rulers, many immigrants entering the country must accept its culture.

Russia is a multinational country. Cultural diversity of nations settled this country has been noticed since the times of Russian Empire till present days. In the Soviet period, multinationality was maintained from a socio-economic and cultural point of view. However, even then, and now Russian culture had a great influence on non-Russian peoples. This does not exclude the possibility of recognizing Russia as a platform for spreading the ideas of multiculturalism. State support for national minorities living on the territory of the country is manifested, first of all, in the legislation of the Russian Federation. Therefore, the Constitution of the Russian Federation prohibits propaganda of racial, national and religious superiority and provides for special rights for small nations. Another evidence of the existence of multiculturalism in Russia is the Law “On National and Cultural Autonomy”, which meets the main goal of the phenomenon under consideration, namely, the preservation of the identity, language and culture of the people at the level of the federation and regions.

Thus, we can speak about multiculturalism in Russia at the level of recognition

of a multicultural society by the state. However, practically not all Russians adequately react to the manifestations of the characteristics of another culture that is not close to them in their life. These sentiments are exacerbated by the participation of the “Fourth Power” in covering issues related to representatives of various cultures living in the territory of the Russian Federation. The media has an impact on the audience, thus fulfilling one of its main functions.

Frequently, journalists demonstrate a high level of subjectivism and modulate psychological condition of readers. Such influence on the mass consciousness of the audience has a reflection on some not always positive actions of other nations.

In this regard, it is necessary to examine the role of Russian mass media in the formation of attitude to “a different one”.

The analysis of the Russian mass media showed:

- Italians, French, Russians - positive attitude of mass media;
- Chechens, Dagestanis, Uzbeks, Tajiks, the Kirghiz – negative attitude of mass media. Moreover, Chechens and Dagestanis live on the territory of Russia but they are members of another culture. Federal and regional mass media prefer to use an idiom “a person from the Caucasus” to denote these nations. Uzbeks, Tajiks and the Kirghiz are people of the CIS and appear in mass media like “citizens of Central Asia”. Both of these designations have negative connotation and create negative image of representatives of these nations.

An example of intercultural conflict, racial hostility, fomented in the media, is the coverage of the terrorist attack in the St. Petersburg metro on April 3, 2017. The alleged suicide bomber was a 22-year-old Kyrgyz citizen from Osh. Before the suspect was officially announced and demonstrated to the public, one of the media published a photo of another “culprit” in the terrorist act. He suffered from the actions of the media because of his appearance: a young man wears long dark clothes and a tyubeteika (a headpiece of the Turkic peoples), as well as a beard. He is a Tatar and observes the precepts of his religion - Islam. However, in view of the dissemination of incorrect information, an innocent person was perceived by the society as a terrorist.

In this case, it is about creating a negative image of the representative of other religious beliefs in the media: the person’s recognition as a terrorist because of the “appropriate” appearance.

Recognized “guilty”, he from Kyrgyzstan also received a sharp negative assessment in the Russian media, as well as the city where he comes from. Therefore, in the Internet newspaper “47news” of the Leningrad region, 10.04.17 there was a publication “Osh, let’s talk, how your people are killing ours.” Already in the title the dichotomy “your-ours” clearly manifests itself, which contributes to the development of a feeling of hostility in the reader. Further the author “provides statistics”:

“... in November last year in a St. Petersburg apartment FSB detained eight young people who were preparing to blow up shopping centers in St. Petersburg.

They came to this city to visit their familiar entrepreneurs from the city of Osh”;

“... the suicide bomber Jalilov - from the city of Osh”;

“... seven people from eight arrested in St. Petersburg on April 4 recruiters IGIL - from the city of Osh.”

Thus, an author of the article in a direct way, indicating the city of origin of people dangerous to Russian society, causes the reader to dislike the city and its representatives. This publication does not only offend the feelings of the residents of Osh, but also criminalizes their image. This is an example of discrimination in their country of people by their territoriality.

Another example of the journalist’s impact on the audience and the creation of a negative image of a representative of a different nationality is an article published

on 18.01.17 on the website of the Internet portal National Accent. The title of the article is “Dancing Tuples and Mad “Mercedes””. How the golden youth sow interethnic strife.” The author of this article tells how children of wealthy parents, not Russian by nationality, violate the rules of the society in which they live. The journalist says, “the official media react more than correctly and even do not allow any hints at the ethnicity of the persons involved in high-profile cases. However, with all this it is impossible not to notice that there are practically no Slavic surnames

among the “golden” offenders, but entirely children of Russians from the Caucasus.” Speaking about the fact that the matter is not in ethnicity, but in the social situation of offenders, the author of the article himself accentuates the fact that they are from the Caucasus.

The journalist confirms the criminal nature, negative influence on the state structure of the representatives of the peoples of the Caucasus. An example of discrimination is based on nationality. The author evokes in the reader aversion to the representatives of those peoples whom he indirectly denotes in his article:

Mara Baghdasaryan, a 22-year-old Moscow street racing lover ... <...> Journalists also call her niece Arthur Baghdasaryan, a chairman of the Armenian political party “Orinats Yerkir” and a former speaker of the Armenian parliament.

“... cars in the wedding motorcade loudly signaled and blinked the headlights.

At the same time, a black BMW car without state numbers (owned by Karakhan Balakerimov) was driving at the head of the motorcade along the busy avenue in reverse. The father of Karakhan and Magomed is a native of Dagestan, a large businessman, Laser Balakerimov.”

On December 29, 2016, an ex-investigator of the Russian Criminal Code of the Russian Federation for Moscow Abdul Dzhambalkhanov, already in the sight of the police, shot down a 56-year-old woman to death ... According to journalists, the former investigator is the son of the former vice-premier of Chechnya ...”

Thus, we come to the conclusion that the media raise the level of intolerance in society. Every day Russia receives migrants from Central Asia, the countries of FSU Region, China, Vietnam, Ethiopia, Afghanistan. Russia is inclined to establish a multicultural society. Evidence of this is the state legislative system, which expresses state support for the national minorities living on the territory of the Russian Federation. However, there is an increase in xenophobia and racism in the country, primarily aimed at migrants from Central Asia and representatives of the peoples of the Caucasus. It is not correct to blame only journalists and Russian mass media but it is important not to forget that they are responsible for the sentiments of society. In view of this, representing one point of view, a journalist should not keep silent about the opposite opinion. The aim of a journalist is not to impose his point of view, but to inform the reader reliably and give them a ground for their own thoughts.