

# Economic Problems of the Leading Russian National Newspapers: Information Priorities and Language Specificity

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**Abstract:** It contains the results of a study devoted to determining the role and place of economic topics in the largest federal publications in Russia. The range of issues covered in this area is wide, and reflects global and national trends, and the economy has a prominent place in the structure of publications. The study focuses on the definition of economically oriented content of publications: Rossiyskaya Gazeta and Izvestia. The authors pay attention to both structural (heading of printed elements, site navigation), and content elements (problems, language and stylistic features). The most characteristic materials on various aspects of the economy are analyzed. The increasing role of the economy, crisis in this area lead to increased demand for the mass audience in the news in this area.

**Keywords:** Economics, finance, business, Izvestia newspaper, Rossiyskaya Gazeta, economics in the media.

## INTRODUCTION

The economic aspects of the information policy of the publications: Rossiyskaya Gazeta and Izvestia are considered.

The Rossiyskaya Gazeta publication was founded in 1990 and celebrates its 30th anniversary. This publication, on the one hand, is intended to accommodate official documents that enter into force on the day of publication, on the other hand, the newspaper reflects a wide range of different issues in Russian social and political life. Has the headings: "Power", "Economy", "In the regions", "Society", etc.

The Izvestia newspaper was and remains an influential Russian publication, one of the oldest in the country: the first issue was published in March 1917. During its functioning in the Russian and international information field, the publication has undergone many changes, remaining a popular and reliable source of information for the Russian readership. The topics of the newspaper are quite extensive: this is information about events in Russia and abroad, analytical reports and expert comments, business and economic issues, and coverage of cultural and sports events. Today, the newspaper is actively distributed not only in Russia, but also in the CIS countries, as well as in Europe. The Russian circulation of Izvestia is over 150,000 thousand copies, and in the CIS countries - about

28,000 thousand. Izvestia is also present in online platforms: this is the multimedia portal IZ.RU, which combines a convenient news format, modern visualization tools and podcasts. The newspaper Izvestia steadily tops the top cited newspapers. Today, according to the newspaper's management, this is the largest project of the National Media Group media holding.

## METHODS

The authors used the methods of structural and substantial analysis, which allowed to identify the specifics of the presentation of economic information in the studied publications. The method of comparative analysis has allowed to distinguish the distinctive features of each of the publications. Defining the range of research in this area, the following areas should be distinguished: 1) media economics (E. L. Vartanova 2011, 2015); (S. M. Gurevich 2009), who have solid achievements in this field and are leading Russian scientists in this field; 2) economic issues in the media: for example, E. Yu. Kolomyitseva 2012, from Russia investigated the features of the presentation of economic issues in the print media: in mass newspapers, women's magazines, and the yellow press. Among foreign authors, the following works should be distinguished: A. Albarran 2006, L. Küng 2010, 2009; G. Sylvie 2012; B.W. Wirtz, A. Pistoia, L. Mory 2013; K.C. Killebrew 2003.

## RESULTS AND DISCUSSION

The range of topics of economic information in the Rossiyskaya Gazeta publication is quite wide, but

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approaches to its disclosure demonstrate predominantly pro-government information policies. Various economic aspects are covered, not only on a national but also on a global scale: taxation, price increases, the economics of industry and other industries.

To identify linguistic and stylistic features, a number of publications were analyzed. For example, the material "Heavy Sand", where the author is already at the level, using a metaphor, calls it loose gold. It provides fairly comprehensive information on the subject under discussion, various points of view on it. To increase expression, the text used intertextuality techniques (quotes from experts from other publications), a citation letter ("As one old friend said, "if only mercury and cyanide would not be poured, and in the taiga the king is a bulldozer, and the prosecutor is a bear"), metaphors ("boiling point", "empty matter"). An analysis of the text shows that there is an author's assessment of what is happening, consisting in a negative assessment of events. This can be traced by identifying techniques for presenting information in the text. So, there is a method of inversion of the reverse word order, designed to reduce the significance of the process: "But the artel's activity has not been stopped." There is such a selection of factual information, which substantiates the economic damage from gold mining in the reservoirs of the Siberian region: "The total amount of harm caused to water bodies amounted to ...". In addition, there are rhetorical questions ("Who controls their activities in the Russian regions?") and punctuation "amplifiers" (As a result, they paid ... less than 30 thousand rubles"). The use of these techniques serves to strengthen the author's argumentation in the text.

The analysis of linguistic and stylistic features was carried out on the example of an interview "Come Anytime" with Airi Motokura, which deals with tourist exchanges between Russia and Japan. This interview is actively using language expression tools. These are, for example, epithets ("unique snow", "extraordinary service"), Japanese national vocabulary and terminology ("puff" - "snow", maple-komiji, ryokans, omotenashi). Next to the expressive information in this interview is factual information. The structure of the interview itself is standard: headline, lead and main body.

The headings of the Izvestia newspaper represent a full range of topics of interest to a mass audience. The newspaper contains such headings as "politics",

"society", "world", "country", "incidents", "culture", "auto", "science", "sport" and, of course, "economy". Among other things, the publication implements its own special projects.

The format of the economic column is diverse: here you can find materials about the latest developments in the field of economics and business, as well as full-fledged analytical notes from the interview, as well as expert opinions on a variety of issues. According to our estimates, from 15 to 25 materials are published daily on the publication portal in this section. Of these, about 7-10 materials are notes, for example, "BCS Broker gave a forecast on the exchange rate for 2020" or "Housing and utilities tariffs will increase in 2020". From 3 to 5 materials - reports on the economic agenda / week / month. For example, "Hard landing: Boeing has gone from prosperity to crisis in just a year." 2-3 articles on important topics of economics and business: for example, "To seize and forgive: the seized property is sold 1.5 times more often", and about one or two materials of experts.

A fairly complete picture of the areas of micro and macroeconomics is presented. There are materials on the domestic economy: for example, news about mortgage rates, loans, bank cards, housing and communal services tariffs - all that may be relevant for the audience. There is news about the foreign economy: forecasts on exchange rates, economic treaties and agreements between countries, duties and so on. The sphere of business economics is also presented: these are news and articles about Russian and foreign companies. In general, there is everything here: banking topics, political and economic news, enterprises and their plans, commercial and industrial sphere, and so on.

At the same time, in the printed version of the newspaper, for obvious reasons, the extent of the presence of economic information is not comparable with its volume presented on the website. The print version contains the following headings: "News", "Society", "Economics and Business", "Culture" and "Sport". The heading "Economics and Business" takes 2 U-turns against 4 U-turns under the headings "Society" or "News".

To analyze the linguistic and stylistic features of economic information, a number of characteristic publications of the publication were used. The first article - "Raise a glass: the president signed the law on wine" - on Russia's ability to create its own wine

culture. From the very beginning - in the title - there is a phraseological expression: "raise a glass", which immerses the reader in the problems of the alcohol industry in Russia, its current state and prospects. A large number of quotes are given by industry entrepreneurs and government representatives, accompanied by cautious explanatory wordings: "as noted," "explains," "according to opinion". In fact, the author of the text reflects the news, citing experts in this matter. The structure of the article has all the necessary elements (title, lead, main text, supplemented with photo and video materials), and here, for the convenience of the reader, there are links with early articles and news on this topic, for example, "Dry - the law: how to revive the domestic winemaking" or "Glass data: why Russia needs a law on the development of winemaking".

The following article is "My Kingdom for the Hero: Will the Witcher Save the Netflix Hegemony." The material is devoted to competition and development trends in the TV series market. Here, the title also contains a play on words: "half the kingdom for ...". The analysis shows that in the *Izvestia* newspaper, quite often, authors use various methods of enhancing the expressiveness of the text: phraseological units, puns, quotation letters; it is especially pronounced in the title - this is a popular technique for attracting the reader's attention to the material. This text contains a variety of expressive expressions: "ruthlessly step on your heels", "Hollywood killer", as well as metaphors, for example, "deep pockets", designed to give the narrative more artistic and paint a picture of the problem that is understandable to the reader.

## SUMMARY

The *Rossiyskaya Gazeta* publication covers various economic aspects, not only nationwide, but also globally: taxation, price increases, industrial economics and other industries. The headings of the *Izvestia* newspaper represent a full range of topics of interest to a mass audience. Materials are characterized by: specificity, clarity, utter saturation with facts. To increase expression in the text, intertextuality and metaphor techniques were used.

## CONCLUSIONS

The economic crisis that has swept the world will arouse the interest of readers in this topic. The challenge facing the owners, editors, and journalists will be the search for new forms and methods of presenting economic information. This will cause the appearance of new headings, special media projects, as well as publications specializing in the economic profile.

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