

## **The Russo-Ukrainian War and Mass Media in the Post-Soviet Space (Georgian and Russian Public Broadcasters)**

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**Abstract.** This paper examines the current events within the conflict between Russia and Ukraine in the context of mass communication media of Russia and Georgia, analyzing current military actions, trends and methods of presenting them to the public. Over the past decades, the development of digital media has greatly changed print and audiovisual media, but still remains a popular means of mass communication. For most of the world's population, television is the most accessible medium. The main task of media that can have a meaningful impact on society is to protect objectivity and maintain a neutral position. They should create conditions for a speed end to the conflict; moreover, they should be entrusted with the role of a mediator in the settlement of relations between the warring parties. **Keywords:** Trends and methods of media coverage of the conflict between Russia and Ukraine in Georgia and Russia.

The flow of information in the modern world is so diverse and contradictory that it is almost impossible for an individual to grasp the essence of the situation. Therefore, the choice of information media is directly proportional to the subsequent manipulation of the individuals themselves.

In the information society, the possession of information is of decisive importance in the management of this society, in which the influence of money and any other state coercion recedes into the background. Accordingly, the mass media are the main carrier and disseminator of all information. The strained relations between Russia and Ukraine date back to the collapse of the Soviet Union and the declaration of Ukraine as an independent state. However, for a certain period, Russia still managed to maintain the status of an “older brother” to Ukraine and integrate pro-Russian forces into the Ukrainian government. After the collapse of the Soviet Union, in 1994 Ukraine refused to build a nuclear complex on its territory, which it confirmed by signing the Budapest Memorandum. In turn, Ukraine demanded security guarantees from Russia, Great Britain and the United States, which were parties to this memorandum. Despite the aspirations of an independent Ukraine towards NATO, Russia still tried to get it to join the North Atlantic Alliance. The situation gradually matured, and relations between Russia and the US-NATO member states became extremely tense. One of the main sources of the military conflict was the policy of NATO expansion, to which America clearly expressed its support. It is also worth noting that Russia continues to pursue a “self-justifying” policy not only towards Ukraine, but also towards Georgia and other neighboring states, and, accordingly, great importance is attached to the correct coverage of the

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situation. People often perceive reality as it is provided to them in the form of primary information. Television, which has been around for many decades, has had a positive impact on the development of public opinion, the formation and enhancement of mentality, consciousness, and cultural values. However, modern media often cause a certain distrust in society, since the dissemination of information violates ethical and legal norms. The recent events in Crimea, Donbass, and Donetsk have further strained Ukrainian-Russian relations and, at the same time, have raised questions about the extent to which we are dealing with a purely ethnic conflict and what role it plays in its incitement and politicization. We must also take into account that the conflict in the above-mentioned regions is very complex, characterized by frequent destabilization, escalation, and The negotiations end in a collapse. Accordingly, the media should be more careful in covering the issues related to it and take into account the factors that Russia uses to maintain tension between the parties. The purpose of a news journalist is to accurately describe the event, to be understandable and emotional. The function of an analytical journalist is to reconcile the described news. So that the public can see the events in a new way and draw appropriate conclusions. In modern media, only description and analysis of information are not enough; it is necessary to question the existing information, verify it and discover what is hidden. The attitude of the Georgian media towards the Russian-Ukrainian conflict can be said to be identical to a divided public opinion. Whatever the attitude of the opposition media, the opposition-minded population holds the same opinion, and, conversely, the government television channels share the views of the government supporters. The Georgian Public Broadcaster more or less maintains balance and tries to objectively present current events. It goes without saying that in conflict conditions, the media has one of the most responsible functions, and the public broadcaster even more so. Based on initial observations, we could not say the same about the Russian Public Broadcaster, and it is natural, since Russia is a party to the conflict. Moreover, in a war inspired by Russia, of course, the methodology of public (i.e. government) television will be clearly unambiguous and subjective. British researcher David Lloyd George says: “Today, the information providers are so powerful and skilled at shaping their preferred reality that it is very easy to be deceived. They will wrap a small amount of truth in such a veil that if you take it unverified, you will be left with a denial of the truth.”<sup>1</sup>

Used literature:

1. <https://tltaudit.ru/ka/immunity>