Formation of ethnosocial identity in the matrix of media discourse

ФОРМИРОВАНИЕ ЭТНОСОЦИАЛЬНОЙ ИДЕНТИЧНОСТИ В МАТРИЦЕ ДИСКУРСА СМИ

Written by:
Irina S. Karabulatova[84]
https://orcid.org/0000-0002-4228-3235
Margarita D. Lagutkina[85]
https://orcid.org/0000-0003-2830-6274
Natalia V. Borodina[86]
https://orcid.org/0000-0002-7667-9553
Maria A. Streltsova[87]
https://orcid.org/0000-0002-2523-0537
Aleksei O. Bakhus[88]
https://orcid.org/0000-0001-9738-4896

Abstract

The authors analyze the linguo-information model of the country in the modern media discourse of Russia and China. Screening of Russian and Chinese sources uses the method of contextual analysis with an emphasis on the implicit content of the media image of the country, the descriptive method, the method of cultural interpretation, content analysis. Information wars use the image of a country as a starting point in the matrix of media discourse to emphasize the perception of information. The authors propose the concept of a media matrix for understanding the cognitive side of media images of geopolitical topoobjects. The authors substantiate the introduction of the terms linguoinforneme and linguoinformational step into scientific circulation from the point of view of the structure of the matrix of geopolitonyms of the media. The media image of the country in the media discourse is diverse, being realized in evaluative linguistic systems. The authors show what the mythologized / realistic perception of the image of the country is based on, how it is conditioned by the tasks of geopolitics, how it correlates with the strategies of international

Аннотация

Авторы анализируют лингвоинформационную модель страны в современном медиадискурсе России и Китая. При отборе российских и китайских источников используется метод контекстуального анализа с акцентом на неявное содержание медийного образа страны, описательный метод, метод культурной интерпретации, контент-анализ. Информационные войны используют образ страны в качестве отправной точки в матрице медийного дискурса, чтобы подчеркнуть восприятие информации. Авторы предлагают концепцию медиаматрицы для понимания когнитивной стороны медийных образов геополитических топообъектов. Авторы обосновывают введение терминов лингвоинфорнема и лингвоинформационный шаг в научный оборот с точки зрения структуры матрицы геополитонимов СМИ. Медийный образ страны в медийном дискурсе многообразен, реализуется в оценочных лингвистических системах. Авторы показывают, на чем основано мифологизированное / реалистичное восприятие образа страны, как оно

[84] Doctor of Philology, Professor, Research Professor of the Department of Foreign Languages, Faculty of Philology, RUDN (Moscow, Russia)
[85] Assistant of the Department of Foreign Languages of the Faculty of Philology of the RUDN (Moscow)
[86] Candidate of Pedagogical Sciences, Associate Professor of the Department of General Psychology and Social Communications of the Socio-Pedagogical Faculty of Sochi State University of Tourism and Hospitality (SSU). (Moscow, Russia)
[87] Head of the Tyumen Center of Speech Therapy and Speech Development (Moscow, Russia)
[88] Senior lecturer of the course "Modern technologies of mass media and MC", Faculty of Philology, RUDN (Moscow, Russia)

cooperation and how it affects intercultural communication.

Key words: mass media matrix, linguo-informational model, linguoinformneme, China, image of the country, geopolitonym, linguo-informational steps, media discourse.

обусловлено задачами геополитики, как оно соотносится со стратегиями международного сотрудничества и как оно влияет на межкультурную коммуникацию.

Ключевые слова: матрица СМИ, лингвоинформационная модель, лингвоинформнема, Китай, имидж страны, геополитоним, лингвоинформационные шаги, медиадискурс.

Introduction

The authors set the following goal: to analyze the linguistic and information model of the image of the country in different structural languages, using the example of modern media discourses of Russia and China.

The image of the country itself in the media discourse is realized as a geopolitonymic media image of the state, which has a special linguistic multicomponent structure, which is a multi-layered orientation model of the author of the statement in a certain area of his linguistic worldview. The linguistic-information model is implemented using the strategy of linguistic-information steps that construct the media image of the state in a particular accentological assessment, based on the social order. The media image of China in the Russian media discourse is presented in a more diverse way, being implemented in evaluative linguistic information systems. The authors show what the mythologized / realistic perception of the image of China is based on, how it is conditioned by the tasks of the CPC, how it is connected with the strategies of Russian-Chinese cooperation and how it determines communication between countries. At the same time, the Russian geopolitonymic media discourse is presented more variably, which reflects a more flexible policy in choosing language means when describing the image of the country.

Researchers of modern linguistic and information wars (Barabash et al., 2019; Karabulatova et al., 2015) otherwise refer to them as information and psychological wars (Skovorodnikov, 2017: 8). The current geopolitical situation has not just brought new actors to the fore (China, India, Kazakhstan, the Arab East), it actively uses geopolitonyms as a central element of the country's media image, since the country's name goes through a secondary interpretation of the value meanings of the associative-semantic space of the proper name. As a result, we have a transformation of cultural values under the influence of

civilizational fractures due to socio-political technologies of the consentient linguistic and information war. We understand by a geopolitonym the designation of a certain geopolitical entity: a country, a region, a historical region, for example: Russia, the European Union, Altai, Crimea, Corsica, Brittany, Xinjiang, Sicily, Galicia. At the same time, the construction of a geopolitonymic media image is carried out using cognitive means of forming communicative meanings of speech behavior, which are discussed by researchers in different countries (Savchuk et al., 2019; Levine 2001; Nijiati et al., 2020; Shaogang Yang, Zhuo & Liu, 2019), etc.

In the new conditions, China has taken a strong place as a leader, pushing the "old players" on the world geopolitical map, positioning itself as an older brother on the territory of Eurasia in relation to other countries. At the same time, Russia is becoming an older sister in relation to these countries. In this regard, the partnership relations and the nature of cooperation between Russia and China have become stronger, which has caused a new research interest in China from Western countries in the context of the geopolitical Russian-Chinese alliance. it initiated a new interest in China as a strategic partner of Russia, updating studies on the image of China in various aspects (Zhu Hailong, 2019; Kramer, 2019).

The strengthening of the digital representation of information promotes media discourse (Karabulatova, & Vorontsov, 2019) as a set of processes and products of speech activity in the field of mass communication. Contradictory media images of a country do not just create variability in the representation of the image of a particular state in the media discourse but have their effect as a "potentially dangerous discourse" (Karabulatova, 2020).

The growing dissonance between the moral and ethical guidelines of the ethno-linguistic

conceptual picture of the world (Malevinsky et al., 2019; Grushevskaya et al., 2017) and the media image of the state, which is broadcast through the media discourse, uses the manipulative potential of the media discourse. The very principle of presenting the media image of the geopolitical onym is closely connected with the conceptual space of propaganda of the East and the West. (Barabash et al., 2019). For example: "China has launched a hotline for reports of defamation of the CCP and its history" (Chen, 2021); "Judging by how often Russian officials and experts repeat that Russia is not China's" younger brother", they are very concerned about this topic. Even more this nervousness is given out by creative definitions of the role like "older sister" (a physically weaker, but important woman in the family hierarchy, who needs to be taken care of)"- (Gabuev, 2016); ""Putin's tiger" continues to terrorize Chinese farmers, according to the Ukrainian channel 1+1. " (Druzhinin, 2014).

The Chinese media discourse continues to use the socialist leveled model of the country's image in the media discourse (Vorozhbitova et al, 2019 b). The result of such a linguistic-informational confrontation results in a verbal war of concepts representing ethical anti-value with its nominations.

Materials and the methods

To write this article, we used Russian and Chinese media texts, which somehow involve the geopolitical media image of China. We have collected a representative file of examples. It includes headlines of articles using a geopolitonym, synopses and announcements of publications with the inclusion of a geopolitonym and / or geopolitical euphemism, quotes in the mass media using the media image of China for 2001-2021 in Russian and Chinese, the volume of data amounted to more than 9,000 publications.

In our work, we rely on the philosophical justification of the ethno-linguistic structure of human consciousness (Benveniste, 2002; Gazzaniga, 2000; Fingelkurts and Marchetti, 2010; Levine, 2001; Savchuk et al, 2019), the staples of which are concepts.

Identity was originally considered as a social education; an individual sees himself as others see him. The works of Mead and Cooley formed the basis of the concept of symbolic interactionism, in which the" I " – identity is considered both because of social interaction and

as a factor determining social interaction, which gave impetus to the development of the theory of roles. In other words, an individual has not one, but several identities. The problem arises, how to bring identity to identity with itself? Thanks to the works of E. Hoffmann, who created the so-called dramatic model of social interaction in the scientific revolution included such metaphors as "scenes", "presentation", "self-determination", "team", "role distance". E. Hoffmann owned and a description of the ability of the individual to reflect on their own social role, "introspection", the distancing from the roles that he plays.

The research methodology is traditional for works of this kind, it includes the method of contextual analysis with the allocation of the implicit content of the media image of the country, the descriptive method, the method of linguistic and cultural interpretation and content analysis.

Literature review

Researchers interpret the media image either as "a set of emotional and rational representations based on information obtained from the media" (Marushchak, 2012), or as "a special image of reality presented to a mass audience by the media industry" (Bogdan, 2007).

Both approaches are important in determining the linguistic and informational models of the image of China in the modern international media discourse. T. N. Galinskaya points out that the term "media image" can be used in both narrow and broad senses. In her opinion, in the narrow meaning of "media image" there is only a certain illustration of the "fragments" of fragmented reality, which are presented in the media discourse, reflecting the worldview, ethno-socio-cultural value orientations, socio-political views, as well as the psycho-emotional characteristics of the authors of media texts (Galinskaya, 2013). This presentation of the country's media image is more characteristic of promoting the image of China in the Russian media discourse of Russia since it creates a colorful mosaic of images characteristic of the diverse Chinese reality. For example: " "Panda Diplomacy". What does Xi Jinping's gift to Putin mean" (Ivanov, 2019); "China has turned the life of the Uighurs into hell. And it seems that many Chinese people like it" (Gorin, 2021); "The price of a Chinese miracle. What Chinese citizens paid for the country's economic growth" (Chubarov, 2009).

The Chinese media discourse is characterized by a broad interpretation of the concept of "media image", which means a certain image of reality, constructed taking into account the dominant main line of presentation of the key image of the country in the entire media space by opinion leaders, professional journalists, bloggers, scientists, politicians, etc.

At the same time, linguistic security in connection with the representation of media images in the media discourse (Kolmogorova, 2020; Krupkin, 2013) is based on T. van Dyck's opinion about the media news discourse as an identifier of the conceptual picture of the world of recipients, which manifests itself as articulated assessments of knowledge and opinions about places, phenomena, facts, phenomena, people, events in the world (Dijk, 2013).

Considering individual and group identity, according to M.V. Shakurova (2017), it is necessary to separate the "departmental" boundaries between concepts, otherwise, according to the author, we are threatened with an elementary confusion of concepts. When it comes to social identity as a special dimension, it has been designated as the "social self" since time immemorial. This concept should not be confused with the so – called collective identity, because subjectivity is an attribute of the individual, not of the collective, because the collective does not possess either "consciousness" or "desire". In modern conditions, there is a significant discrepancy between identity and nationalism. In an interview with Academician of the RAS V. Tishkov, it is noted that people now have a complete confusion of old and new concepts in their heads (Shakurova, 2017). One understanding is that the nation is the Russians – a civil identity; another: the nation is an ethnic identity – Russians, Tatars, Yakuts, etc. Moreover, the construction of a civil nation does not mean the formation of a homogeneous cultural nation at all. To build a Russian nation, you do not need to break anything, you just need a compromise – a civil nation consisting of representatives of different nationalities that we have. Russian citizens have common moral values, universally recognized heroes, common holidays and historical victories, a language of communication, cultural baggage.

The structure of civil identity, as well as any kind of identity, is characterized by two aspects (Vodolazhskaya, 2010). The first aspect is characterized by the awareness of belonging to a particular state that has a significant meaning for this individual. The second aspect is characterized by the phenomenon of supra-individual consciousness, a sign of the quality of civic community that characterizes it as a collective subject. These two aspects are not mutually exclusive, and they focus on various aspects of civil identity on the part of the individual and on the part of society.

The most significant factors of the formation of the collective subjectivity of the civil community are:

- the common historical past, which roots and legitimizes the existence of this community, reproduced in myths, legends and symbols (Savchuk et al, 2019);
- self-designation of the civil community (Chuqi Zhao et al., 2021);
- a common language, which is a means of communication and a condition for the development of shared meanings and values (Vorozhbitova et al, 2019a);
- a common culture (political, legal, economic), built on a certain experience of living together, fixing the basic principles of relationships within the joint community and its institutional structure (Barabash et al., 2019);
- the experience of joint emotional states by this community, especially those related to real political actions (Karabulatova, Vorontsov, 2019).

At the beginning of the XXI century, the specifics of the representation of China in the media discourse of different countries become the object of close attention of both Chinese researchers and scientists from other countries. Thus, in his work, Shi Xia examines the image of China through the prism of the national-geographical concept, considering the identification of signs of "demonization" of the image of China in the Russian media discourse (Shi Xia, 2008). At about the same time, O. N. Sorokina (2011) presents the image of China through an information model in the American media discourse, in which the media image of China is realized as " a combination of several fragments: "China's economic growth", "China's ideology", "violation of human rights", "China's armament" (Sorokina, 2011).

Chen Yuxiao focuses on the metaphoricity of representative features of the image of China in the Russian media (Cheng, 2018). N. N. Koshkarova analyzes the image of the state in the Russian – language discourse of the Chinese media on the examples of media images

of China and Russia (Koshkarova, 2017), and E. A. Plaksina-the image of China in the Chinese media (Plaksina, 2020).

At the same time, Wang Xu examines the specifics of the PRC's nominations in the Russian print media (Wang Xu, 2012), pointing out that the Russian media positions China as a strong state and a serious player in the global geopolitical arena. Chinese researchers note that since 2011, any promotion of information in the PRC has been carried out according to the standards developed by the State Chancellery for the Development and Dissemination of Internet Communication ((国家互联网信息办公室) (Vyakhirev, 2006). The geopolitical image of the country was also analyzed by Du Quanbo (2017).

The mysterious world of the East is actualized in the image of China, stirring up hidden archetypal ideas about the sacredness and the image of" strangers", which modern China actively exploits in its mass media strategies.

Results

The specificity of unaccountable perception, in our opinion, becomes the basis for the formation of linguoinformneme in media discourse. We propose to understand linguoinformneme as the basic element of the lingo-mental structure of media discourse, which contains a certain statement conveyed by linguistic means, perceived by the recipient as true. The analytical perception of China's media image in multilingual media discourses has been actively promoted in recent years from the standpoint of the pragmatic potential of the linguistic information system, i.e. assumptions about the typical features of the impact on the addressee in the course of perception by the recipient. At the same time, we believe that linguoinformneme becomes a starting point in the formation of a person's social identity, directing his social activity in one direction or another.

It follows from this that the general civil identity integrates the population of the country and is the key to the stability of the state, the concept of "state identity" is synonymous with the concept of "national identity" in cases when the latter is considered in the framework of the approach to the nation as a co-citizenship, a community organized on a state-political basis.

The linguistic and informational model of China's representation in foreign media discourses emphasizes the geopolitical interests of other countries in relation to China. The

interest in the media image of the state, first, China, is natural, because the Chinese media are financed at the state expense, which allows them to be considered the mouthpiece of the CPC and the Chinese government.

The formation of a civic identity in the mass media is a purposeful process of establishing a civic culture among mass media consumers, making them complicit in this process. The analysis of the existing practice of forming civil identity in educational institutions reveals purposeful systematic work in this direction, which is expressed in the promotion and strengthening of the command system, in well-thought-out tactics education of civic identity, wide use of the educational potential of humanitarian educational subjects, a high level of involvement of all members of Chinese society in socially active activities, in the dominance of the competence and activity paradigm over the "pure knowledge" paradigm.

However, the number of media and mass media in China is growing exponentially, so that their content at the expense of the state becomes impossible. In addition, the Chinese media began to widely implement advertising business strategies, so there was a variability in the positioning of the country's image depending on the socially popular mainstream. As the researchers point out, the fundamental geopolitical media strategies of the PRC in promoting the image of China are currently being implemented in the direction of a positive ethno-national Chinese identity, as a developed world power that has a leading reputation capital for modern civilization. The rest of the countries are designed only to set off the greatness of China, emphasizing the importance of the basic mythologeme of China as the center of the world (the Middle State), the Celestial Empire.

These media strategies are designated by the CPC as a strategy of "soft power", "The Way and the Wall", "One Belt – One Road", "World Leadership" at the present stage, they are most clearly expressed by the leading publications of the People's Daily", the Xinhua news Agency and China International Radio, whose news is broadcast in one form or another by other Chinese media. In contrast to the media image of China, there is a restraint in the presentation of materials about Russia in the Chinese media discourse, which is since the CPC has set as one of the priority tasks – following the foreign policy course of maintaining neutrality in covering events in Russia. For example: 俄罗斯

的 "克 里 米 亚 战 略" 是 不 战 而 胜/ "The Kremlin's strategy is to achieve victory without war" (Finance-China, electronic source, 04.03.2014);

In the Chinese media discourse, Russia is depicted as a bored girl who dreams of China as a desirable spouse. This mythologeme is actively being introduced into the public consciousness of the Chinese recipient: *Zjnews*：堅強的俄羅斯姑娘 *Gigi* 的美好生活始於她心愛的杭州/ *"Russian beauties for marriageable Chinese men?"*;俄羅斯沒有求婚者：俄羅斯女孩在中國綁架求婚者/ *« There are no grooms left in Russia: Russian girls kidnap grooms in China »* etc. Identity implies the integration (consolidation) of interests, views, relationships, the result of which is a community of subjects who unite to achieve common goals. As we can see from the examples, the Chinese mass media emphasize the commonality of the basic positions of Russian girls and Chinese men focused on the family. The creation of stable family ties between Russians and Chinese requires the coordination of basic starting positions, since they are united in the main thing, otherwise they differ. Here, the consolidation of media efforts involves the work of each subject to clarify their own and others' positions, search for common ground, adjust their own system of ideas and relationships. An indispensable condition for consolidation is emotional acceptance and non-antagonistic nature of the proposed changes in the system of value relations. to the world, to others, and to yourself.

The key task of self-determination of adolescents is the formation of a civil identity, which represents the individual's awareness of his belonging to the community of citizens of a certain state on a general cultural basis that has a certain personal meaning.

Let's consider the basic models that represent the media image of China vividly and powerfully, promoting the image of China in the mass consciousness of recipients of Russian and Chinese linguistic cultures on the basis of the linguistic-informational model, reflecting its content and semantics.

In the media discourse, China is positioned as a kind of world miracle, so the linguo-phrase "Chinese miracle as a source of success" occupies a key position. The Google search database shows 947,000 articles on the topic of the "Chinese miracle", which illustrates the

stability of this representative model in the minds of recipients of the media discourse. The lexeme "miracle" contains an indication of "something amazing, surprising with its extraordinary nature" (Shvedova, 2011: 1098), which gives reason to interpret the maximum possible successes of China achieved in a short time, therefore, the "Chinese miracle" is described with a high degree of expression and emotional saturation. For example:1) " The Chinese miracle: The Kremlin did not understand the people should get rich, not the oligarchs," (Morozov, 2019); 2) " In Russia, little is known and even less is said that the "Chinese economic miracle" is based on the works of the Soviet Bolshevik Nikolai Bukharin" (Modestov, 2021); 3) " To love the dragon. There is no Chinese miracle, says Artem Kobzev, winner of the State Prize of the Russian Federation in the field of science in 2010, Doctor of Philosophy, Professor of the Institute of Oriental Studies of the Russian Academy of Sciences" (Medvedev, 2011).

The linguoinforneme "Chinese miracle as a source of success" actualizes the demonstration of certain superpowers, non-standard solutions that are perceived as a miracle in various spheres of life (sports, medicine, economics, technology, culture, agriculture, etc.). This linguoinforneme is supported by a bizarre mythologization of the image of China in the minds of foreign recipients because China itself has long maintained a secretive image filled with secrets, contributing to the sacralization of the image of China: *Chinese literacy, Chinese box, Chinese dummy*.

At the same time, the initial negative connotation was gradually vented, as a result, the incomprehensible became synonymous with a directed miracle. Since a person is inclined to believe in the sacredness of incomprehensible knowledge, then Chinese success becomes expected.

Let us consider identity from the perspective of the aspect of education, which is one of the little-studied problems. In the theory of educational systems, an important component is the characteristic of the basic set of identities:

− cognitive (knowledge of belonging to a given social community);
− value-semantic (positive, negative or ambivalent attitude to belonging);
− emotional (acceptance or non-acceptance of one's belonging);
− activity-based (implementation of a civic position in communication and activity,

civic activity, participation in social activities of public importance).

In the context of the geopolitical media discourse, Chinese medicine, tea, and martial arts can act as a miracle (Karabulatova et al., 2021). For example: 1) " Chinese miracle techniques. How to live long and be healthy! In the minds of most people, the very concept of "Chinese medicine" has become a symbol of a miracle" (Kashniyskiy, 2014), 2) "Traditional medicine in China is just one of the components of the " cultural message that Beijing intends to spread around the world." (Osama Abu ar-Rub, 2020) etc.

The XXI century has become an epoch-making one for discovering the unique potential of sports in China. After the Beijing Olympics in 2008 and on the eve of the Beijing Olympics in 2022, the number of articles in the media discourse about the specifics of the Chinese sports miracle is increasing exponentially. In this regard, the phrase "sports miracle of China" has become one of the most frequent and interpreted in the Chinese media discourse. For example: " Chinese miracle about to burst like a bubble?" (Sudakov, 2013); 2) "The sports miracle of China is a consequence of the psychological state of the society of this country" (Soldatov, 2010).

In this regard, we should pay attention to the selection system in Chinese schools (Safronova, 2012). In accordance with this goal, the described model is based on the following principles: the development of various types of intelligence is the direct and main goal of quality education and should be the mission of all schools, the special needs of gifted students should be met in their own school, the key point of the education of gifted children should be the development of not only intelligence, but also creativity and social skills, schools should consistently provide various types of educational activities at various age levels, including the integration of various- and extracurricular resources. The level of Chinese universities is getting higher every year, which raises the prestige of the country. E. V. Markelov (2009), notes that gifted children and young people in China, as a rule, enjoy various benefits when moving up the educational "ladder" — state scholarships, subsidies from enterprises, organizations, etc. are at their service. At the same time, private (non-state) universities are becoming increasingly widespread. In China, a hierarchical system of specialized schools has been created: in all cities and provinces, several best schools are distinguished, among them the best is called a "super school". Such schools receive state support, and, most importantly – the right of competitive selection.

The transfer of the Chinese experience of building their own dream society (Malyavin, 2006) goes with the description of the phenomenon of the Chinese miracle with such stable turns as the Chinese version, the Chinese dream, the Chinese style, the Chinese model, the Chinese sample, the Chinese example, the Chinese miracle, the Chinese technology, the Chinese development, etc. For example: 1) "Secrets of covid. The shakiness of the Chinese versions and the Soviet deception" (Zhigalkin, 2021); 2) "Chinese-style in Soft power" (Payders, 2021); 3) "Chinese technology of building houses – why we don't know how to build as fast as the Chinese" (Make a house, electronic resource), etc.

The main directions of civil identity education among the younger generation in everyday and educational communication are:

– spiritual and moral and value-semantic education – the formation of priority values of humanism, spirituality and morality, self-esteem; social activity, responsibility, the desire to follow moral norms in their behavior, intolerance to their violation;
– historical education – knowledge of the main events of the history of the Fatherland and its heroic past, the idea of China's place in world history; knowledge of the main events of the history of the peoples of China and the peoples of neighboring countries, the formation of historical memory, a sense of pride and belonging to the events of the heroic past, knowledge of the main events of the history of small and large relatives in which a person lives; the idea of the connection of the history of his family, family with the history of the country, the formation of a sense of pride for his family, family, city (village);
– political and legal education-aimed at forming students ' ideas about the state and political structure of China; state symbols, the basic rights and duties of a citizen; the rights and duties of a student; informing about the main socio-political events in the country and in the world; legal competence;
– patriotic education-is aimed at forming a sense of love for the motherland and pride in belonging to one's people, respect for national symbols and shrines, knowledge of public holidays and participation in them, readiness to participate in public events;

– labor (professionally-oriented) education – the formation of a picture of the world of culture as a product of labor subject-transforming human activity; familiarization with the world of professions, their social significance and content; the formation of a conscientious and responsible attitude to creative work, respect for the work of people and a careful attitude to the objects of material and spiritual culture created by human labor;

– environmental education, the tasks of which can be defined as the formation of a high value of life, the needs of students to preserve and improve the natural environment, teaching environmentally appropriate behavior.

The result of such multidirectional work is a positive ethnic and socio-cultural identity of the Chinese as a sense of belonging to the Chinese nation and Chinese society.

Such combinations explain the reason for the Chinese miracle, the Chinese breakthrough , while we proceed from the fact that the variant is "a variety, a modification of something" (Kuznetsov, 2000), and the style is "a way of implementing something, the nature of activity" (Kuznetsov, 2000), "model" is synonymous with the word "sample" in the sense of "someone or something as an example to follow" (Kuznetsov, 2000), technology as "a set of techniques used in which - either in business, skill, art" (Efremova, 2000). At the same time, the reference to the definition of Chinese emphasizes the spatial reference, as a topo-orientation of the origin of the phenomenon. The lexeme "miracle" refers to abstract concepts of the existential, which make it difficult to identify frames that would structure this conceptual space and actualize a specific linguistic-informational model.

Russian-Chinese relations have experienced both periods of growth and a period of decline, developing along a spiral of civilizational development, therefore, in a broader group of geopolitics, China is considered as a partner of Russia and is part of the "We" structure, however, the underlying idea of the presence of the Chinese threat, or as it is also called the eastern threat, the yellow threat, does not disappear. The linguistic-informational model "The Chinese threat as a new challenge" is based on objective factors of the development of the history and psychology of mankind, when some external stimulus is necessary for its own evolution, acting as a provoking factor of development.

Modern Russian political scientist A. A. Khramchikhin also considers the geopolitical threat of China to be relevant: "The Chinese threat is an objective reality that is a direct consequence of China's internal problems and the peculiarities of its development" (Khramchikhin, 2013), which forces researchers and practitioners to pay attention to the nuances of the Chinese mentality (Nijiati et al., 2020; Ovshinov, 2019). Du Quanbo believes that the media discourse, throwing headlines in pursuit of hype (such as: "China threatens Russia", "Russia lies under China", "The voice of the Yangtze is heard on the Volga"), actualizes the linguistic and informational model of the "Chinese threat" (Du Quanbo, 2017), strengthening the socio-cultural distance between the Chinese and Russians.

The Western media discourse, broadcast primarily by the United States, is created according to the linguistic and informational model of the "aggressive Chinese threat", positioning China as a country with a dominant of all kinds of threats to the United States in various spheres of life (Sorokina, 2011). It is typical for the Russian media discourse to paint the image of China as "something demonic, inexplicable and irresistible, inspiring irrational fear", because "any achievement of China, a "breakthrough" in any field is considered not as a success, but as the conquest of positions, living space from someone else" (Du Quanbo, 2016). For example: 1) "The power of the Chinese economy has reached such proportions that now, when Beijing catches a cold, a runny nose begins all over the planet" (Polotsky, 2013); 3) "It seems that China is now the legislator of all world markets: he sneezed – the whole world has a runny nose" (Mikhailov, 2015). With the phenomenon of the coronavirus pandemic, comparisons with the Chinese infection in different spheres of life began to move more aggressively, becoming overgrown with myths, forming a sense of guilt for the fact that the coronavirus was first recorded in China (Karabulatova et al., 2021).

This linguoinforneme is implemented in the following linguoinformational steps: 1) "The awakened dragon – the awakened evil – the risen giant" (like: " The Snow Dragons are on their way. China really wants to become an Arctic power" (Kuzmenkin, 2020); 2) "Infernal creatures of the dark side of the world and predators" (like: "Chinese Dragon - Russian bear: incompatible unity of opposites" (Khramchikhin, 2021); "Europeans have always been afraid of the day when the Russian bear and

the Chinese dragon will wake up or, even worse, conclude an alliance" (Maslyakov, 2017);" In the United States, we consider China an economic predator" (Panov, 2019); 3)" the old/new/ reborn master of the world "(" The Chinese: Siberia and the Far East belong to China" (Autho Nome, 2014); 4) "military threats and the redistribution of the world": "China is preparing to become a global superpower. He already has a plan for this, and Chinese President Xi Jinping has publicly stated that he wants China to lead the world by 2050. If China succeeds in doing this, we will see that our world will completely change - perhaps it will happen during our lifetime" (Kozlov, 2018); 5) "economic threats and geopolitics", for example: "China's global economic expansion, which leads to squeezing out competitors and weakening their former influence, significantly changes the picture of the world and the strategic balance in it" (Garbuzov, 2019); 6) "social and other diseases as a regulator of human civilization" ("There is a wave of corporate debt defaults in China. Even before the pandemic, the IMF and the World Bank warned that the "Chinese debt scenario" could plunge the world economy into a depression" (Dembinskaya, 2021); 7) "ethnosociolinguocultural expansion and loss of identity", for example: "The award of the Nobel Prize in Literature to the Chinese writer Mo Yan, on the eve of the opening of the XVIII Congress of the CPC, strengthened the position of supporters of a more active "cultural expansion" (Shestakov, 2012).

So, the linguoinforneme "The Chinese threat as a challenge" is just a consequence of China's powerful economic and cultural influence on other countries. It acts as a statement of the fact of the deep dichotomy of the PRC with recognized leading states on the world stage. With the help of the threat linguoinforneme, a threateningly dangerous Language is progressively introduced at the level of linguistic-informational steps using bright, emotionally-colored vocabulary.

Linguistic and informational steps to implement the "Chinese threat" support such an image of China in the minds of recipients, which is likened to a separate subject that determines the emotion of the threat (for example: "awakened giant", "awakened dragon", "economic hard predator", "Asian tiger", "fight like a hawk", "the new owner of the Far East").

The fourth and fifth steps "Military threats and the redistribution of the world", "Economic threats and geopolitics" draw attention to such actions that are perceived as carrying danger. For

example, military threats are positioned using such lexemes as conquer, occupy, capture, enslave, vassals, etc. Metaphorically, this threat can be transmitted through physical actions and states of an anthropomorphic type: beat, absorb, devour, scold, scold, conflict, crowd, displace, disease, epidemic, runny nose, syndrome.

The linguoinforneme "Chinese threat" promotes an aggressive, tough, dangerous, insidious image of China into the internal picture of the recipients ' world. The coincidence of interests lays a positive basis for the formation of a geopolitically attractive media image of the state in other countries.

In China, there is a centralized system of work on the formation of civil identity, the whole process is regulated by the state. This applies both to the country as a whole and to its regions. In Russia, at present, state programs for the work of patriotism, social activities, with gifted children are under development.
Indicators of the formation of civic identity in adolescents are such integrative personality qualities as citizenship, patriotism, and socio-critical thinking, which provides a cognitive basis for a person's free life choice.

Accordingly, it is necessary to ensure the formation of the image of the country among citizens in the unity of value-semantic, historical, patriotic, and legal contexts; the formation of socio-critical thinking as the basis for free choice and self-determination of the individual; development of tolerant consciousness and communicative competence in communication and cooperation.

Education of tolerance as a moral value and social norm of the emerging civil society, understanding and respect for a different way of thinking and lifestyle is a necessary condition for life in a multicultural and multi-confessional society, the formation of citizenship and patriotism of the individual.

Conclusion

Background concepts and symbols act as firmly fixed concepts in the construction of the media image of the state in the picture of the world of the modern recipient. Since China's geopolitical image is promoted according to the CCP's instructions, the media image of China itself looks solid and fundamental, making China more understandable and easier to decode in the minds of recipients. At the same time, a linguoinforneme can act as a result of "a

cognitive process that combines two (or more) referents that are usually not connected, which leads to a semantic conceptual anomaly, the symptom of which is usually a certain emotional tension" (McCormack, 1990), since it actualizes the existence of media information that is realized at two levels of deep structures of linguistic consciousness that are adjacent to each other: semantic and cognitive. So, the linguoinforneme is a complex of cognitive metaphors. At the same time, the media discourse space is aimed at solving pragmatic problems of maximum audience involvement. When we compare the definition of a cognitive metaphor (in the interpretation of E. McCormack, 1990) and a linguoinforneme in the media discourse, we find differences in the scope of concepts. The cognitive metaphor orients us to the process of understanding the implementation of the linguoinforneme, and the linguoinforneme designates specific techniques for manipulating the public consciousness of recipients, and the lexical and semantic repertoire of the linguoinforneme is always engaged in a social order, unlike the cognitive metaphor. The linguoinforneme is a structural element of the mass media matrix of geopolitonyms as a producing media image of countries and regions.

Thus, the structure of the media image of the country contains the following main clusters: informational (a complex of various information about the subject/object of the nomination), associative (a set of associations associated with the named subject/object) and emotional-evaluative (the emotional charge caused by the media image of the country in the author of the statement), - and the crisis of the social social system itself poses the tasks of a new understanding of the phenomenon of identity, its structure, types and conditions of formation in the education system to the scientific and pedagogical community.

Acknowledgement

Reference

Autho Nome. (2014) The Chinese: Siberia and the Far East belong to China. Maxpark. https://maxpark.com/community/4109/content/2654121

Barabash, V., Kotelenets, E., Karabulatova, I., Lavrentyeva, M., & Mitina, Y. (2019). The confrontation between the Eastern and Western worldviews in the conceptual space of the information war against Russia: the genesis and evolution of the terminological apparatus. Amazonia Investiga, 8(19), 246-254. Retrieved from https://amazoniainvestiga.info/index.php/amazonia/article/view/226

Benveniste, E. (2002). General linguistics. General ed., introductory article and comment, 2. ed., ster., M.: URSS, 446 p. https://platona.net/load/knigi_po_filosofii/filosofija_jazyka/benvenist_ehmil_obshhaja_lingvistika_pod_red_ju_s_stepanova_izd_1974_g/32-1-0-708

Bogdan, Ye.N. (2007). Media Image of Russia as a Concept of Journalism Theory. Moscow University Bulletin, Ser. 10: Journalism, № 4, 124.

Chen (2021). China has launched a hotline for reports of defamation of the CCP and its history". China inc, https://www.chinainc.ru/kitaj-zapustil-goryachuyu-liniyu-dlya-soobschenij-o-klevete-na-kpk-i-ee-istoriyu

Cheng, Y. (2018) China in the metaphorical mirror of the Russian media. Political Linguistics, No. 1, pp. 114-119. URL: https://cyberleninka.ru/article/n/kitay-v-metaforicheskom-zerkale-rossiyskih-smi (accessed: 10.08.2021).

Chubarov, V. (2009). The price of a Chinese miracle. Den'gi-Kommersant, No. 46, pág.48. https://www.kommersant.ru/doc/1273751

Dembinskaya, N. (2021) A wave of defaults: the Chinese are launching a new crisis. RIA Novosti, https://ria.ru/20210719/krizis-1741605373.html

Dijk, T. A. van. (2013) Discourse and power: The representation of dominance in language and communication. Trans. from English-M.: Book House "LABROKOM", 344 p. https://www.rulit.me/data/programs/resources/pdf/Deyk_Diskurs-i-vlast-reprezentaciya-dominirovaniya-v-yazyke-i-kommunikacii_RuLit_Me_614632.pdf

Druzhinin, A. (2014) 1+1: "Putin's Tiger" terrifies China. Original news InoTV: https://russian.rt.com/inotv/2014-12-16/11-Tigr-Putina-navodit-uzhas

Du Quanbo. (2016). Genre and stylistic originality of the image of China in the Russian Internet media. Philological Sciences. Questions of theory and practice, No. 4-1(58), pp. 12-14. URL: https://cyberleninka.ru/article/n/zhanrovo-stilisticheskoe-svoeobrazie-imidzha-kitaya-v-rossiyskih-internet-smi (accessed: 12.08.2021).

Du Quanbo. (2017). Features of the image of the People's Republic of China in the Russian-language print and online media of China, (dis. ... candidate of Philological Sciences). RUDN University, Moscow, 174 p. http://dissovet.rudn.ru/web-local/prep/rj/dis/download.php?file=8f11099564 b6058f11eeae311349600e29901

Efremova, T. F. (2000). New dictionary of the Russian language. Explanatory-word-formation. M.: Russian language, ISBN 5-200-02800-0. https://efremova.slovaronline.com/

Fingelkurts, A.A, and Giorgio, M. (2010). Brain, Mind and Language Functional Architectures. Open Neuroimag J, 4, 26–29. Published online 2010 Jul 8. doi: 10.2174/1874440001004020026

Gabuev, A. (27.06.2016). Younger brother or older sister?. Regime of access: https://carnegie.ru/2016/06/27/ru-pub-63937

Galinskaya, T. N. (2013). The concept of a media image and the problem of its reconstruction in modern linguistics [Electronic sours]. Vestnik OGU, № 11(160). Regime of access: http://vestnik.osu.ru/2013_11/16.pdf. – 15.10.2015.

Garbuzov, V. N. (24.06.2019) Donald Trump's China syndrome: Will a trade war with Beijing be disastrous for Washington. Independent newspapera, https://www.ng.ru/ideas/2019-06-24/5_7605_ideas.html

Gazzaniga, M. S. (2000). Cerebral Specialization and Interhemispheric Communication: Does the Corpus Callosum Enable the Human Condition? Brain, 123, 1293–1326. https://www.semanticscholar.org/paper/Cerebral-specialization-and-interhemispheric-does-Gazzaniga/a24a2204b675696d660c1a4a1a246e 36ce85af95

Gorin, V. (09.04.2021). China has turned the life of the Uighurs into hell. And it seems that many Chinese people like it. Meduza, https://meduza.io/episodes/2021/04/09/kitay-prevratil-zhizn-uygurov-v-ad-i-pohozhe-mnogim-kitaytsam-eto-nravitsya

Grushevskaya, T. M., Karabulatova, I.S., Grushevskaya, E.S., Zelenskaya, V.V., & Golubtsov, S.A. (2017). The Game as a Modern Discursive Practice in the Culture of Post-Postmodernity. El juego como una práctica discursora moderna en la cultura de post-postmodernidad. Revista de Filosofia, 85(1), p. 192-203.

Hailong, Z. (2019). The Change and Construction of Chinese National Image in 1949-2019. English Language Teaching, 12(11), 35 DOI: 10.5539/elt.v12n11p35

Ivanov, A. (05.06.2019). "Panda Diplomacy". What does Xi Jinping's gift to Putin mean. BBC,.

https://www.bbc.com/russian/features-48532709

Karabulatova, I. (2020). Possibilities of artificial intelligence in assessing the impact of potentially dangerous texts in modern news discourse: problem of statement. International Scientific Forum "Issues of Modern Linguistics and the Study of Foreign Languages in the Era of Artificial Intelligence (dedicated to World Science Day for Peace and Development)" (LLT Forum 2020) Volume 88, DOI https://doi.org/10.1051/shsconf/20208801001

Karabulatova, I.S., Barsukov, P.V., Akhmetov, I.V., Vladimirovna, O., & Khizbullin, F.F. (2015) "Network Wars" as a New Type of Devitiaon Processes in the Modern Electronic and Information Society in the Context of Social and Economic Security. In the: Mediterranean Journal of Social Science, 6(6), S.3, pp, 150-159. DOI: 10.5901/mjss.2015.v6n6s3p150 http://www.mcser.org/journal/index.php/mjss/article/view/8213/7877

Karabulatova, I.S., Lagutkina, M. D. and Amiridou, S. (2021). The Mythologeme "Coronavirus" in the Modern Mass Media News in Europe and Asia. Journal of Siberian Federal University. Humanities & Social Sciences, 14(4), 558–567. doi: 10.17516/1997-1370-0742

Karabulatova, I.S., & Vorontsov, K.V. (2019). Digital linguistical migrationology: the possibilities of artificial intelligence in the study of migration processes. II World Congress in real and virtual mode "West-East: crossing cultures", 2-6 October 2019, Japan, Kyoto Sange University, Scientific and practical materials of the 2nd world Congress in Japan 2019, Kyoto: Kyoto Sange, volume 2, pp. 760-766. https://www.shs-conferences.org/articles/shsconf/pdf/2020/16/shsconf_lltforum2020_01001.pdf

Kashniyskiy, S. (2014). Chinese miracle techniques. How to live long and be healthy! Moscow: AST, 256 p. Electronic source: https://www.studmed.ru/kashnickiy-saveliy-kitayskie-chudo-metodiki-kak-zhit-dolgo-i-byt-zdorovym_ee823ea0193.html

Khramchikhin, A. A. (2013). Has the dragon woken up? internal problems of China as a source of the Chinese threat to Russia. Moscow: Klyuch-S, 192 p. http://www.летка.рф/images/upload/file/РФС% 20P-P¦P-P-%20P¬C%20P-C-P-C-P¬C-C+.pdf

Khramchikhin, A. A. (24.03.2021). Chinese Dragon - Russian bear: incompatible unity of opposites. The star, https://zvezdaweekly.ru/news/20213231143-SoZpT.html

Kolmogorova, A.V. (2020). Actual problems of linguistics of information and psychological warfare: a brief analytical review. Linguistics of information and psychological warfare: monograph. Book III. Edited by prof. A. P. Skovorodnikov. Krasnoyarsk: Sib. Federal. university, p. 10-20. ISBN 978-5-7638-4299-9

Koshkarova, N. N. (2017). Chinese mass media in Russian as a tool to make media image of the country and the world. Political linguistics, № 5. URL: https://cyberleninka.ru/article/n/chinese-mass-media-in-russian-as-a-tool-to-make-media-image-of-the-country-and-the-world (data obrashcheniya: 29.03.2021).

Kozlov, V. (23.06.2018). What will the world expect if China becomes a superpower. News Land. Media News, https://newsland.com/community/8211/content/chto-zhdiot-mir-esli-kitai-stanet-superderzhavoi/6385731

Kramer, F. D. (2019). Managed Competition: Meeting the China Challenge in a Multi-Vector World. Atlantic Council, (Rep.). Retrieved August 12, from http://www.jstor.org/stable/resrep20942

Krupkin, P. L.(2013). On the sacred foundations of local identities in today's Russia: experience of structural analysis. Sociological Journal, No. 4, pp. 35-48. https://socionet.ru/publication.xml?h=spz:isras:socjour:y:2013:i:4:p:35-48

Kuzmenkin, V. (27.06.2020). The Snow Dragons are on their way. China really wants to become an Arctic power". Taiga.city, https://tayga.info/156509

Kuznetsov, S. A. A (2000). Large explanatory dictionary of the Russian St. Petersburg: Norint, 1536 p. https://obuchalka.org/20190829113477/bolshoi-tolkovii-slovar-russkogo-yazika-kuznecov-s-a-2000.html

Levine, J. (2001). Purple Haze: The Puzzle of Consciousness. Oxford: Oxford University Press https://dspace.mit.edu/handle/1721.1/61726

Malevinsky, S.O., Aziz, A.S., Karabulatova, I.S., Luchinskiy, Y.V., Fanyan, N.Y., Grushevskaya, E.S., & Zelenskaya, V.V. (2019). Main types of values of full-numeration words. Amazonia investiga, 8(21), pp.513-521 https://amazoniainvestiga.info/index.php/amazonia/article/view/131

Malyavin, V. V. (2006). Spiritual experience of China. M.: Astrel: AST. 627 p. https://rusneb.ru/catalog/000199_000009_002926700/

Markelov, E. V. (2009). On the system of education of the gifted in the countries of Southeast Asia. Psychological science and education, No. 4, p. 87-101.

https://psyjournals.ru/files/24497/psyedu_2009_n4_Markelov.pdf

Marushchak, A.V. (2012). Politics and social image of Russia in the American media space. Journalist Yearbook, №1, pp. 91-96. URL: https://cyberleninka.ru/article/n/politiko-sotsialnyy-obraz-rossii-v-amerikanskom-mediaprostranstve

Maslyakov, S. (2017). Dancing in the Middle Kingdom. Independent newspaper, 05.10.2017 https://www.ng.ru/ng_exlibris/2017-10-05/13_906_dance.html

McCormack, E. (1990). Cognitive theory of metaphor. Translated from the English by A. D. Shmelev // The theory of metaphor: sat. / trans. from English, French, German, Spanish, Polish. yaz.; intro. art. and comp. N. D. Arutyunova; general ed. by N. D. Arutyunova and M. A. Zhurinskaya. Moscow: Progress,. pp. 358-386.

Medvedev, Yu. (29.06.2011). Love the Dragon. Russian newspaper, Federal Issue No. 138 (5514), https://rg.ru/2011/06/28/drakon-poln.html

Mikhailov, A. (2015). Economic trends of the week of August 24-28. Profile, https://profile.ru/economy/ekonomicheskie-trendy-nedeli-24-28-marta-11482/

Modestov, O. (07.07.2021). "The Chinese Economic Miracle" - based on Bukharin's ideas. Community "National Democratic Club" https://maxpark.com/community/6464/content/7432314

Morozov, M. (05.01.2019). The Chinese miracle: The Kremlin did not understand that the people should get rich, not the oligarchs, Svobodnaya pressa, https://news.rambler.ru/asia/41523312/?utm_content=news_media&utm_medium=read_more&utm_source=copylink

Nijiati, A., Karabulatova I., Yuan L., and Sautieva, F. (2020) Problems of cognitive distortions in cross-cultural communication when using automatic translation in the Russian Chinese dialogue. International Scientific Forum "Issues of Modern Linguistics and the Study of Foreign Languages in the Era of Artificial Intelligence (dedicated to World Science Day for Peace and Development)" (LLT Forum 2020) Volume 88, DOI https://doi.org/10.1051/shsconf/20208803004

Osama Abu ar-Rub. (2020) Al Jazeera (Qatar): traditional Chinese medicine against coronavirus, https://inosmi.ru/science/20200609/247574137.html

Ovshinov, A. N. (2019). Stratagematics-the philosophy of indirect actions (new approaches to its understanding). Humanities of the South of

Russia, 8(1), pp. 103-117. DOI: https://doi.org/10.23683/2227-8656.2019.1.8

Panov, A. (15.05.2019) The sides dug into deep holes. New Newspaper, https://novayagazeta.ru/articles/2019/05/15/80529-storony-zarylis-v-glubokie-yamy

Payders, Yu. (15.03.2021) Chinese-style in Soft power. Russian monitor, https://rusmonitor.com/myagkaya-sila-v-kitajskom-stile.html

Plaksina, E. A. (2020). The influence of Russian and Chinese mass media on the relations between Russia and China. (Bachelor's thesis). Tomsk: NU Tomsk state university, 83p. http://vital.lib.tsu.ru/vital/access/manager/Repository/vital:11936

Polotsky, A. (20.08.2013). China is more important than the United States. RBK, https://www.rbc.ru/society/20/08/2013/56c12b9e9a7947299f72df1e

Safronova, M. A. (2012). Features of intellectual giftedness of Russian and Chinese schoolchildren and its dynamics during school education (abstract of the dissertation of the candidate of Psychological Sciences) East-Siberian State Academy of Education, Irkutsk, 26 p. http://ippo.selfip.com:85/izvestia/safronova-m-a-sistema-obucheniya-odaren/

Savchuk, I., Karabulatova, I., Golubtsov, S., Zelenskaya, V., & Akhmetova, B. (2019). Language features of the legends genre as the basis of storytelling technology in advertising discourse. Amazonia Investiga, 8(21), 522-530. Retrieved from https://amazoniainvestiga.info/index.php/amazonia/article/view/132

Shakurova, M. V. (2017). Identity of a person as an indicator of the presence of an educational space. Siberian Pedagogical Journal, No. 5, URL: https://cyberleninka.ru/article/n/identichnost-lichnosti-kak-pokazatel-nalichiya-vospitatelnogo-prostranstva (accessed: 12.08.2021).

Shaogang, Y., & Zhuo, L. (2019). On the construction of the system for forensic psycholinguistics. Public Philosophy and Democratic Education, Numer 1. Art. #7, pp 109-127. DOI: 10.14746/fped.2018.7.2.2019.8.1.7

Shestakov, E. (23.11.2012). Beijing is changing the world. Russian newspaper, https://rg.ru/2012/11/23/kitay-site.html

Shi, X. (2008). The concept of CHINA in the Russian everyday language consciousness. (Abstract of the dissertation of the candidate of Philological Sciences) Lomonosov Moscow State University, Moscow, 24 p.

https://www.studmed.ru/shi-sya-koncept-kitay-v-russkom-obydennom-yazykovom-soznanii_dfb7a0f728c.html

Shvedova, N. Yu. (2011). Explanatory dictionary of the Russian language with the inclusion of information about the origin of words (82000 words and phraseological expressions). Moscow: Alphabet, 1175 p. ISBN 978-5-91172-015-5

Skovorodnikov, A. P. (2017). Linguistics of information and psychological warfare. Krasnoyarsk: SFU, , Book 1, pp.8-22. ISBN 978-5-7638-3688-2

Soldatov, I. (17.03.2010) Champion psychology is impossible in a society of neurasthenics, orphans and suicides. Newsland, https://newsland.com/user/1334401346/content/chempionskaia-psikhologiia-nevozmozhna-v-obshchestve-nevrastenikov-sirot-i-samoubiits/479763

Sorokina, O. N. (2011). Thematic structure of the mass media discourse of the USA about. Bulletin of the Northern (Arctic) Federal University. Series: Humanities and Social Sciences, No. 5, pp. 96-101. URL: https://cyberleninka.ru/article/n/tematicheskaya-struktura-mas-mediynogo-diskursa-ssha-o-kitae (accessed: 10.08.2021).

Sudakov, D. (18.04.2013) Chinese miracle about to burst like a bubble?. Pravda.ru, https://english.pravda.ru/business/124331-chinese_miracle_bubble/

Vodolazhskaya, T. (2010). Identity civil. Educational policy, No. 5-6 (43). URL: https://cyberleninka.ru/article/n/identichnost-grazhdanskaya (accessed: 14.07.2021).

Vorozhbitova, A., Potapenko, S., Berezovskaya, L., Lebedeva, E., & Kushko, N. (2019b). Discourse of Communism and Socialist linguistic personality: Rhetorical perspective. Amazonia Investiga, 8(23), 739-748 https://amazoniainvestiga.info/index.php/amazonia/article/view/929

Vorozhbitova, A., Streltsova, M., Urakova, F., & Nessipbayeva, Z. (2019a). The role and place of language in social conflict. Advances in Social Science, Education and Humanities Research, volume 374. International Conference on Man-Power-Law-Governance: Interdisciplinary Approaches (MPLG-IA 2019), Atlantic Press, pp. 204-207, https://www.atlantis-press.com/proceedings/mplg-ia-19/125925308 https://dx.doi.org/10.2991/mplg-ia-19.2019.41

Vyakhirev, A. A. (2006). The use of Chinese stratagems in the field of information interaction. Scientific and Technical Bulletin of Information Technologies, Mechanics and Optics, No. 25, pp. 138-140. URL: https://cyberleninka.ru/article/n/ispolzovanie-

kitayskih-stratagem-v-sfere-informatsionnogo-vzaimodeystviya (accessed: 12.08.2021).

Wang, X. (2012). China in the printed Russian media: the nominative aspect (dissertation ... candidate of Philological Sciences) St. Petersburg State University, St. Petersburg, 187 p. https://jf.spbu.ru/upload/files/file_1357738382_759.pdf

Zhao, K., Kormos, J., Rebushat, P., and Suzuki, S. (2021). The role of modality and awareness in language learning. Applied Psycholinguistics, 42(3), 703-737. doi: 10.1017/S0142716421000023

Zhigalkin, Y. (26.06.2021). Secrets of covid. The shakiness of the Chinese versions and the Soviet deception. Svoboda, https://www.svoboda.org/a/tayny-covida-shatkostj-kitayskih-versiy-i-sovetskiy-obman/31327171.html