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В сборник научных статей, подготовленный по итогам международной научно-практической конференции «Медиатренды России и мира: традиции и новаторство», состоявшейся на базе кафедры теории и истории журналистики филологического факультета Российского университета дружбы народов имени Патриса Лумумбы 18 апреля 2024 года, вошли научные статьи и доклады студентов, аспирантов, соискателей, ученых, преподавателей университетов России и зарубежных стран, а также специалистов-практиков.

Сборник включает в себя исследования актуальных проблем функционирования глобального и национального медиапространства с учетом исторической ретроспективы изучаемой проблематики, прогнозов и тенденций. Издание подготовлено с целью популяризации междисциплинарной научно-исследовательской деятельности в молодежной среде и привлечения наиболее способных к научной работе студентов гуманитарных вузов к продолжению исследований в магистратуре и аспирантуре Российского университета дружбы народов в рамках реализации Программы стратегического академического лидерства РУДН «Приоритет-2030».

Сборник предназначен ученым, аспирантам, студентам и специалистам-практикам для использования в научной, учебной и практической деятельности, а также для массового читателя.

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NAVIGATING CONFLICTING WORLDVIEWS: CROSS-CULTURE CALLENGES IN JOURNALISM

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This study aims to explore a significant challenge faced by the contemporary news industry: navigating a world of conflicting worldviews within a multicultural context. As the global internet becomes ubiquitous and international exchanges intensify, news organizations and journalists increasingly find themselves at the forefront of intersecting cultural perspectives. This not only enhances the diversity and depth of reporting but also presents unprecedented challenges, especially in maintaining accuracy and fairness in reporting while respecting cultural diversity.

This study delves into how to navigate conflicting worldviews within a multicultural backdrop, examining the impact of these conflicts on the journalism sector. By means of case studies, the research illustrates the challenges encountered in navigating conflicting worldviews and the strategies employed to effectively resolve these challenges. These strategies encompass a spectrum of practices, ranging from emphasizing diverse perspectives in reporting to enhancing journalists' cultural acumen and employing modern technologies to bolster information accuracy. This process not only unveils the influence of cultural perspectives on propagating misunderstandings in news reporting but also showcases the potential to diminish conflicts and enhance the quality of reporting through cross-cultural dialogue and communication skills.

Keywords: *Multicultural Journalism, Cross-Cultural Challenges, News Industry, Cultural Diversity, Communication Technology.*

Данное исследование направлено на изучение значительного вызова, стоящего перед современной новостной индустрией: навигация в мире противоречивых мировоззрений в мультикультурном контексте. По мере того как глобальный интернет становится всеобщим и международные обмены усиливаются, новостные организации и журналисты все чаще оказываются на передовой пересекающихся культурных перспектив. Это не только увеличивает разнообразие и глубину информации, но и представляет собой непреодолимые вызовы, особенно в поддержании точности и справедливости в отчетах при уважении культурного разнообразия.

Данное исследование затрагивает вопрос навигации в противоречивых мировоззрениях в мультикультурном контексте, изучая влияние этих конфликтов на журналистский сектор. С помощью анализа конкретных случаев исследование иллюстрирует вызовы, с которыми сталкиваются при навигации в противоречивых мировоззрениях, а также стратегии, используемые для эффективного решения этих проблем. Эти стратегии включают в себя широкий спектр практик, начиная от акцентирования разнообразных точек зрения в отчетах и заканчивая улучшением культурной осведомленности журналистов и использованием современных технологий для усиления точности информации. Этот процесс не только раскрывает влияние культурных перспектив на распространение недоразумений в новостных сообщениях, но и показывает потенциал для уменьшения конфликтов и повышения качества отчетности путем кросс-культурного диалога и коммуникативных навыков.

Ключевые слова: *Мультикультурная журналистика, Кросскультурные вызовы, Новостная индустрия, Культурное разнообразие, Технологии коммуникации.*

Introduction

Under the tide of globalization,the world is becoming increasingly interconnected,with exchanges of different cultures becoming a daily occurrence. This unprecedented interaction, while offering diverse

perspectives, also presents challenges, particularly for the field of journalism. Serving as a conduit of information,news not only conveys facts but also serves as a crucial channel for cultural exchange. As a significant medium for societal dialogue,the role of news in navigating differing cultural perspectives becomes increasingly important and complex. This study focuses on how the journalism industry effectively navigates these conflicting worldviews in a multicultural context and explores strategies to effectively address these challenges.

Conflicting worldviews manifest in news coverage as significant differences in how readers and audiences from diverse cultural backgrounds interpret and perceive the same news events. These disparities stem not only from language barriers but also from variations in values,beliefs,historical backgrounds,and social customs shaped by different cultural contexts. These variations in news reporting may lead to misinformation,bias,and even conflicts,thereby affecting the objectivity of the news and the trustworthiness of the audience. For journalists,the crucial task they face is how to balance and respect these diverse cultural perspectives in their reporting while maintaining the accuracy and impartiality of information dissemination.

This study aims to explore how the contemporary journalism industry effectively addresses and navigates these cross-cultural conflicts in a globalized context. By analyzing specific news event cases, this research will demonstrate how journalists identify and understand these cultural differences and employ strategies to ensure the quality and accuracy of news while respecting the needs and expectations of diverse cultures.

In a multicultural environment, the role of the journalism industry is not only that of a mere conveyor of information but also a facilitator of cultural exchange and understanding. Confronted with increasingly intricate cross-cultural conflicts, seeking effective navigation strategies is not only essential for the sustained growth of journalism but also pivotal in constructing a more inclusive and understanding global society.

Literature review

Understanding and navigating cross-cultural challenges in journalism requires a nuanced exploration of various aspects of journalistic practice and interaction. Starkey and Ye [1,35] delve into the challenges of cross-cultural analysis of multimedia journalism in China and the United Kingdom, shedding light on the complexities that arise in different cultural contexts. Similarly, Sarsakalolu presents a study on algorithmic journalism and cultural differences, highlighting how perceptions of algorithm-generated news can vary between high-context and low-context cultures [2,617]. Moreover, In a related exploration of cross-cultural interviewing, Kenney and Akita [3,285] discuss the ethical considerations involved when "West writes East," emphasizing the need to transcend traditional Western ethics and consider Eastern moral philosophy in journalistic practices. In the realm of digital journalism, Strukov proposes a theory of journalistic practice in the twenty-first century, providing insights into the evolving landscape of journalism in the digital age [4, 157]. These studies collectively contribute to our understanding of the challenges and complexities inherent in navigating conflicting worldviews in journalism across different cultural contexts.

Findings

With the continuous advancement of the globalization process, the emergence of new communication technologies, and the profound transformation of the media ecosystem, the field of journalism is becoming increasingly diversified and complex. Interactions between different countries are growing closer, leading to a rise in foreign correspondents and journalists working for international broadcasting companies (IB). They engage in journalistic endeavors across various locations and cultures, navigating through different news environments.

When journalists navigate various cultures, stationing themselves at institutions with unique news cultures while engaging audiences

rooted in different cultural backgrounds, understanding how they address worldview differences becomes particularly crucial. This is the problem this research aims to tackle. In other words, as journalists traverse different backgrounds, cultures, and traditions, the key issue becomes how they manage worldview differences and guide their journalistic practices based on which values / worldviews.

The worldview represents a subjective understanding and framework of the existence and evolution of the world. Scientists and philosophers have differing perspectives on what the world is. In the works of researchers M. Burley and A. Taves, the world refers to the unity and evolution of nature, society, and mind [5, 142].

In the field of journalism, worldview refers to the fundamental perspectives, beliefs, and values individuals, groups, or cultures hold about the world. These viewpoints are shaped by people's cultural, religious, political, and social backgrounds, exerting profound influences on the behaviors, choices, and attitudes of individuals and groups. Understanding and addressing worldview differences are crucial when engaging in journalism across diverse cultural backgrounds, as these differences directly impact the content, perspectives, and presentations of news reports. Therefore, the worldviews they represent are often reflected in the news media of different countries.

The Russian worldview is deeply influenced by its unique historical, cultural, and political traditions. Orthodox culture, Slavic ethnic traditions, and Soviet history have all played essential roles in shaping the thoughts and values of the Russian people. In Russia, the concept of worldview is closely associated with notions of "nation," "values," and "education." The worldview is seen as a significant factor in shaping individual values and attitudes, reflecting how Russians perceive the world and their position within it. In terms of values within the worldview, patriotism is a core concept, particularly when facing threats to national security and issues of national unity. For instance, with the escalation of the situation in Donbass [6, 62], Russia's emphasis on patriotism in the media has been renewed, echoing the public's concerns for the interests of the nation and its

people. Therefore, in Russian news coverage, there is often a focus on Russian national interests, national security, and ethnic unity.

When discussing the worldview of the American journalism industry, a typical example pertains to reporting on the United States' position and actions in international affairs. American news media often present a perspective that emphasizes democratic values, human rights protection, and the maintenance of international order, portraying the United States as a defender of liberty, democracy, and human rights. In American news coverage, this worldview is frequently reflected through reporting on the actions and positions of the United States government on the international stage.

Moreover, American news reports often highlight the leadership position and influence of the United States in international affairs. For instance, when the U.S. government takes a leading role in international organizations or makes significant statements on global issues, American news media may consider these actions as crucial measures to maintain international order and global stability, offering positive evaluations. Such reporting reflects the confidence and sense of responsibility of the United States as a global leader, as well as its influence and standing on the international stage.

Chinese media coverage in the international community typically presents a stance emphasizing national sovereignty, development interests, and peaceful progress, portraying China as a steadfast supporter of safeguarding national interests and global peace. Following significant events in the international arena, Chinese media viewpoints often connect with terms like "peace," "win-win cooperation," and "safeguarding national security" to convey national positions, shaping China's worldview. For instance, concerning the Belt and Road Initiative, Chinese media emphasize the initiative's intentions of peace, development, and cooperation, reporting on positive outcomes such as infrastructure development cooperation and economic and trade exchanges between China and partner countries, highlighting the potential impact of these efforts on regional and global economic growth.

Furthermore, Chinese media often emphasizes China's responsibility and commitment as a developing country, advocating the concept of shared development and win-win cooperation, and calling on the international community to respect each country's sovereignty and development path choice. These reports not only reflect China's worldview but also underscore China's diplomatic policy and international role as a responsible major power.

In today's world, a fierce media international communication game has unfolded between American media and Russian or Chinese media. While media outlets rarely directly employ the term "ideology," this game is saturated with ideological undertones. The ideological tug-of-war is not just a contest of values and ideas but is also evident in the clash of worldviews among media outlets of different nations. American media often emphasizes values like democracy, liberty, and human rights, portraying the United States as the champion of these values and utilizing this stance to criticize the political systems and actions of other countries. Conversely, Russian and Chinese media tend to highlight national sovereignty, development interests, and stability, presenting their own political systems and development models as exemplary for other countries to follow. Consequently, this ideological confrontation not only manifests in media coverage but also profoundly shapes international perceptions and understanding. This game affects not only the inclinations of various media outlets' reporting but also to some extent shapes the direction of international public opinion, emerging as an undeniable and significant factor in today's international communication landscape.

From a cultural perspective, understanding how news reporting is influenced poses a significant and intricate subject. News media from various cultural backgrounds are often constrained by the influences of their cultural environments, giving rise to different forms of news dissemination. This cultural viewpoint can impact the focus, treatment, and stance of news reporting. To delve deeper into this topic, it is essential to comprehensively consider the following aspects:

Initially, the cultural background will influence the selection and focus of news reporting. Audiences from different cultures have varying interests and focal points in news coverage, necessitating journalists to tailor their content to meet audience demands, ensuring both reader engagement and relevance.

Moreover, varying interpretations of historical events are also among the impacts of cultural perspectives on news reporting. Specific historical events can be narrated and judged differently in diverse cultures, potentially leading to biased and discriminatory content in reporting.

Additionally, cultural perspectives influence how value conflicts are presented. Different cultures may have varying views on conflicts and resolutions, highlighting the need to carefully balance objectivity and stance in the reporting process.

Finally, the linguistic expressions used in news reporting are also subject to cultural influence. Different cultures may have varying interpretations of certain words or expressions, which can potentially challenge the accuracy and objectivity of reporting.

The uniqueness of different cultures results in varied patterns of thought in news communication. During the fusion of information and culture, the disparities in cultural backgrounds, values, and the like inevitably lead to significant differences in perception, influencing the narrative style and interpretative angles in news reporting. The cultural backgrounds and values of different nations have profound effects on news communication. Under the influence of diverse cultures, people's modes of thinking undergo significant changes, which in turn exert varied impacts on news communication, presenting different depths and levels of information. In the portrayal and selection of news events, significant discrepancies in the assessment of news values among different national news media are apparent, leading to notable discrepancies in how readers and audiences interpret and perceive the same news event. Furthermore, the diversity of cultural environments determines the varied responses and impacts of different news media and audience groups on news communication.

In the context of information sharing, nations across the world utilize news reporting as a creative means to understand global dynamics. The significance of worldviews in the journalism industry is evident in their shaping and interpretation of news reporting. Different worldviews can lead to varying understandings and explanations of the same event or phenomenon. For instance, in one culture, an event may be seen as a just action, while in another culture, it may be perceived as unethical behavior. Therefore, journalists need to be aware of the existence of worldviews and learn to present different viewpoints and values objectively and impartially, avoiding bias or misinformation.

In this context, when discussing cultural conflict theory, a highly esteemed scholar is Edward Said, an American sociologist. His work "Orientalism" presents significant viewpoints on culture, power, and cognition, profoundly influencing the impact of culture in news reporting. In "Orientalism," Said examines the Western stereotypes and prejudices toward the East and Eastern cultures. He points out that Western "Orientalist" perspectives are founded on the fabrication and distortion of Eastern cultures, reinforcing and perpetuating the superiority of Western culture [7,665]. This concept not only affects academic research and cultural realms but also deeply influences news reporting and media expression.

According to Edward Said's theory, cultural conflict is not merely evident in direct confrontations but more prominently in biases and distortions in cultural perspectives and modes of expression [7, 667]. This type of cultural conflict leads to cultural narratives and perceptions in news reporting being influenced by Western power perspectives, distorting the understanding and presentation of other cultures.

The cultural conflict in the news industry is how media portrays different cultures, influencing people's perceptions, and the challenges foreign journalists face in accurately reporting events in varying cultural backgrounds [8,24]. This phenomenon is particularly pronounced in the era of globalization, where media serves not just as a tool for

information dissemination but also as a significant channel for shaping and influencing public opinions and values. Within media coverage, different cultures are depicted with varying images and assessments, reflecting the cultural preferences and power dynamics behind the news media. Edward Said's insights remind us that media coverage is often influenced by specific cultural and power perspectives, leading to biases and distortions towards different cultures. For instance, in international news coverage, Western media may assess other cultures based on their own cultural standards, resulting in misunderstandings and biases. Conversely, media from different cultural backgrounds may interpret and report events through the lens of their own cultures, leading to misunderstandings or distortions of Western culture.

In the realm of journalism, the inherent disparities in values, practices, and beliefs among different entities give rise to the concept of "cultural conflict." As per Andrew Potter's perspective, cultural conflict in journalism encompasses deep-rooted opposition between media and the military arising from differences in values. For instance, while the media pursues transparency, the military must maintain confidentiality, leading to interconflicts. This cultural conflict extends beyond the mere dichotomy between media's quest for openness and the military's need for secrecy; it is also influenced by the core values of military ethos, which are unfamiliar to both media and public institutions. Both the media and the military perceive themselves as playing a distinctive and vital role in supporting and defending freedom and democracy [9, 212].

According to Emily Bell's research, a more in-depth analysis of the "cultural conflict" in the journalism industry has been conducted, addressing not only the differences in goals and cultures between media and tech companies but also emphasizing the significant impact of online publishers like Google, Facebook, and Twitter on traditional journalism, further intensifying the conflict between traditional journalism and the tech sector. The cultural differences between journalists and technology experts have fueled this conflict. Journalists prioritize accuracy, objectivity, and vivid storytelling, while

technical professionals focus more on innovation, efficiency, and data-driven methods. These divergent focuses lead to disagreements and conflicts between the two sides [10,27].

In international news exchanges, it is crucial to accurately acknowledge the impact of cultural differences. Only through a thorough understanding and effective management of differences between various countries and ethnic cultures can journalism and communication be conducted more effectively. Prioritizing audience cognition is one of the core components of journalism and communication studies.

To effectively address cross-cultural challenges, a key strategy is to implement cross-cultural training and education, equipping journalism professionals with the skills for cross-cultural communication and understanding. Furthermore, establishing diverse news teams is crucial, as it allows for the aggregation of experiences and viewpoints from various cultural backgrounds, ensuring news coverage is more inclusive and objective. Additionally, leveraging advanced technologies and platforms such as machine translation and social media can effectively facilitate cross-cultural communication and understanding, further expanding the international perspective of journalism. Finally, it is essential to guide journalists to prioritize cross-cultural sensitivity, respect, and understanding of cultural differences. In international news exchanges, cultural sensitivity can assist reporters in better comprehending and interpreting events and phenomena from other cultures, mitigating misunderstandings and biases arising from cultural differences.

In the era of globalization, the journalism sector needs ongoing innovation and reconciliation of traditional and modern, local and international aspects to adapt to the diverse multicultural environment, enhancing the quality and effectiveness of news reporting. This is essential to better achieve the mission of international news communication, promoting cross-cultural understanding and communication, and constructing a more harmonious, inclusive international news communication landscape.

Conclusion

As the contemporary news industry navigates the intricacies of conflicting worldviews within a multicultural realm, the significance of cultural sensitivity and cross-cultural communication emerges as indispensable. Embracing the challenges posed by globalization and diverse perspectives, journalists strive to maintain the integrity and objectivity of news reporting. Through strategies focused on acknowledging and bridging cultural differences, the journalism sector aims to foster understanding and bridge divides among varied worldviews. By prioritizing diverse opinions, enhancing technological capabilities, and promoting cross-cultural dialogue, the industry sets a course for a future marked by inclusive and informed journalism that transcends cultural barriers and cultivates a more interconnected global discourse.

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