

Lost in Translation: SibFU Linguists to Contribute to Interpreting PRC Newsbreaks

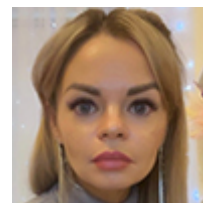
Scholars of the School of Philology and Language Communication (Siberian Federal University) conduct a fundamental research on developing fact-based indicators to reveal peculiarities of internal and external political processes and cultural and social activities of China. These indicators are to contribute to analyzing the media images and facts of the modern Chinese information agenda and interpreting them for the audience living in Russia.



The world of mass communication is full of various sources of information, where media facts and images are the main units of knowledge transfer. They are constructed in all texts created in the media space by professional journalists, bloggers, ordinary Internet users, etc. Media facts and images facilitate the perception of political, social and ideological attitudes and signals.

In modern mass media, a media fact is interpreted as a truth, an event, a basis for further reasoning, theories and actions. The media image often underlies information warfare, attacks, conflicts, behind which various narratives, models and clichés are hidden.

“Media facts and media images are used wherever there is such a phenomenon as modern media, and of course Russia is not an exception. However, the modern Chinese media space has a number of features that make it appealing for a researcher. The point is that the peculiarities of the language and culture of China significantly complicate the analysis and interpretation of the essence of media facts and media images produced in this country for people living in a different socio-cultural reality – for example, for us. For this reason, many information messages and signals, images of reality presented to the external mass audience by the Chinese media industry may be perceived distortedly by the Russian audience. So, understanding the authentic context of China is essential in the correct interpretation of what we see and hear,” said **Irina Nagibina**, head of the research group, assistant professor of the Department of Oriental Languages (SibFU). .



According to the researcher, the project is novel in attempting to develop a set of objective discursive and media communication indicators aimed at identifying the features of Chinese internal and external political processes. In the future, these indicators will facilitate the perception of the Chinese media content by equaling the tuning fork of Chinese cultural, social and political patterns.

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