



**BULLETIN OF KABARDINO-BALKARSKY
STATE UNIVERSITY:**

❖ **JOURNALISM**

❖ **EDUCATION**

❖ **VERBALITY**

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China Daily

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КЛЮЧЕВЫЕ СЛОВА:

: 05.07.2025
: 01.08.2025

2025. – . 4, 2. – . 5–36. – DOI: 10.24334/ KBSU.2025.4.2.001

ВВЕДЕНИЕ

В последние десятилетия в мире наблюдается тенденция к усилению интеграции различных сфер человеческой деятельности. Это проявляется в стремлении к созданию единого информационного пространства, в развитии транснациональных корпораций, в усилении роли международных организаций. В то же время усиливается конкуренция между государствами за лидерство в мире. Это приводит к возникновению новых конфликтов, к усилению милитаризации. В то же время усиливается сотрудничество между государствами в области экономики, культуры, науки. Это приводит к созданию новых международных организаций, к усилению роли ООН, к развитию международного права. В то же время усиливается конкуренция между государствами за лидерство в мире. Это приводит к возникновению новых конфликтов, к усилению милитаризации. В то же время усиливается сотрудничество между государствами в области экономики, культуры, науки. Это приводит к созданию новых международных организаций, к усилению роли ООН, к развитию международного права.

В 2013 году в Москве прошла конференция «Россия и мир: вызовы XXI века». В ней приняли участие представители различных сфер жизни России и мира. Конференция была посвящена обсуждению актуальных проблем, стоящих перед Россией и миром. В ходе конференции были рассмотрены вопросы безопасности, экономики, культуры, науки. Было отмечено, что Россия является одним из ведущих мировых центров силы. Однако перед ней стоят серьезные вызовы. Это требует от России усиления сотрудничества с другими странами, развития международного права.

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В 2020 году в Москве прошла конференция «Россия и мир: вызовы XXI века». В ней приняли участие представители различных сфер жизни России и мира. Конференция была посвящена обсуждению актуальных проблем, стоящих перед Россией и миром. В ходе конференции были рассмотрены вопросы безопасности, экономики, культуры, науки. Было отмечено, что Россия является одним из ведущих мировых центров силы. Однако перед ней стоят серьезные вызовы. Это требует от России усиления сотрудничества с другими странами, развития международного права.

China Daily. 2013

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МЕТОДЫ И МЕТОДОЛОГИЯ ИССЛЕДОВАНИЯ

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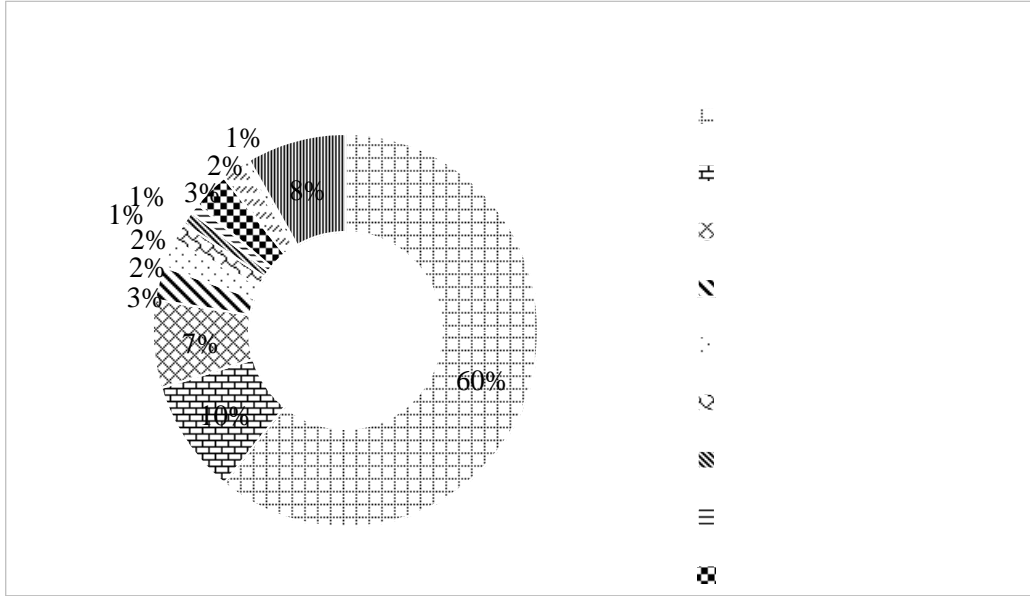
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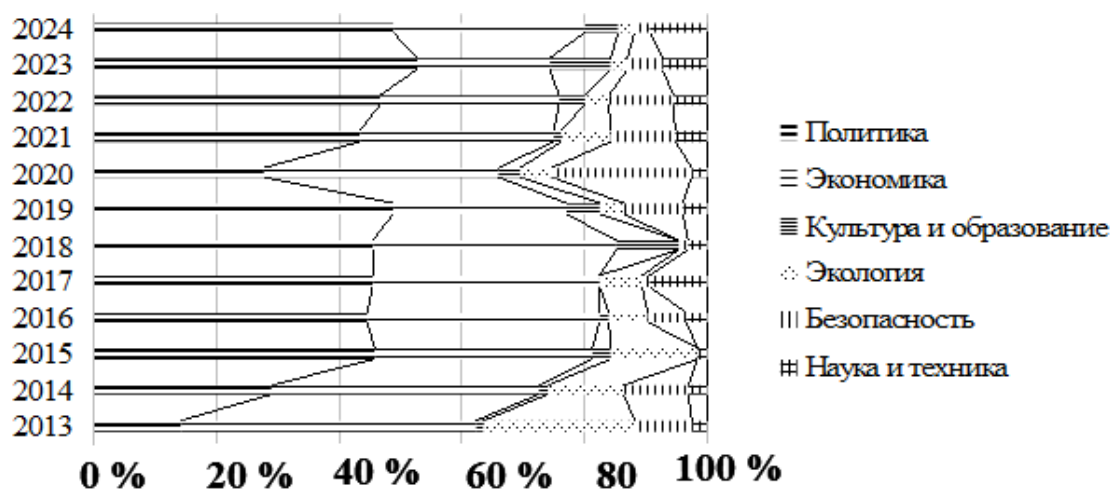
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New World Order	16	9	24	12	13	11	25	10	25	13	25	22
Belt and Road	12	57	169	204	211	140	121	38	30	39	125	72
A Global Community of Shared Future	18	12	22	25	59	42	51	61	52	72	139	66
BRICS	18	33	20	57	48	32	56	26	22	60	136	107
Global South	0	6	5	2	4	3	9	5	7	11	37	159
Trade Disputes	12	0	0	0	2	13	7	1	4	0	2	2
Energy Security	16	19	1	6	0	0	5	2	2	1	2	2
Climate Change	117	79	91	28	42	8	11	36	49	50	32	11
Multipolarity	5	3	2	6	8	8	42	21	19	21	33	47
Win-win cooperation	24	22	35	32	44	35	33	31	30	73	62	50
COVID-19	0	0	0	0	0	0	0	139	118	49	10	3
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: New World Order (), Belt and Road (), A Global Community of Shared Future (), BRICS (),

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ЗАКЛЮЧЕНИЕ

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THE NEW WORLD ORDER IN THE MEDIA DISCOURSE OF CHINA

Lai Lingzhi, Tian Jiahuang

Saint Petersburg State University, Saint Petersburg, Russia

ABSTRACT

The purpose of the study is to identify the specifics and key trends in the representation of the process of forming a new world order in the information space of Chinese media. The article shows that the accelerated transformation of global power structures and the narrative framework of diplomatic discourse with Chinese characteristics have a profound impact on the formation of ideas about the "new world order". The analysis of the media examines the features of covering the topic of the new world order in the Chinese media. From the point of view of the media as a participant

in international relations and world politics, the author analyzes the features of the structure of the China Daily newspaper's agenda for building a new world order and reveals the unique role of the China Daily newspaper in reflecting and forming a new world order.

KEYWORDS: *media discourse, China new world order, influence*

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ИНФОРМАЦИЯ ОБ АВТОРЕ

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SOCIOLINGUISTIC BEHAVIOR OF FEMALE NARRATOR THROUGH THE PRISM OF INTERGENERA- TIONAL TRADITIONS, GENDER ASPECTS, AND PRAGMATIC SITUATIONS

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ABSTRACT

The article examines the socio-verbal behavior of women narrators, the functions of linguistic signs and their implementation based on oral women's stories of the Brest region. The factors that create a communicative-pragmatic space, as well as the roles of narrators (representatives of the pre-war, post-war (before the 1970s) decades) and recipients in it are determined. The commonalities and differences in the interpretation of calendar, family, occasional, and other rituals and customs by narrators are revealed through the prism of gender, ethnographic, age, and other as-

pects. The focus is on collective and individual experience, traditions embodied in family memorabilia, stories, as well as on updating folk holidays, rituals, and customs with modern trends.

The paper presents the intermediate results of the scientific topic “Narrative female discourse in the context of the folklore tradition of the Brest region” (state registration number 20211451, 2021–2025) carried out by the temporary research team of the Brest State University named after A.S. Pushkin within the framework of the State Program for Scientific Research. The empirical base was made up of archival materials from the student research laboratory “Folklore and Local History” of the A.S. Pushkin BrSU, as well as texts of oral women’s stories collected in recent years by university students during educational folklore and dialectological practices.

Keywords: *socio-speech behavior, narrator, recipient, representative, expressive, appellative functions, communicative-pragmatic space*

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PHILOSOPHICAL CONFLICT AND CIVILIZED DIALOGUE IN MEDIA COMMUNICATION (ON THE EXAMPLE OF THE CHINESE-AMERICAN TRADE WAR)

Li Yining, Melnik G.S.

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ABSTRACT

News reports are never a simple transmission of facts, but often contain a deep philosophical basis and value systems. As one of the most important international economic conflicts in the current era, the trade war between China and the United States provides journalists with a unique opportunity to observe the confrontation and integration of Eastern and Western philosophies in media reports. The object of this study is the reports on the Sino-US trade war published by two representative newspapers, the New York Times and People's Daily, from November 2024 to July 2025. By analyzing the critical statements in the report, one can go beyond the appearance of trade disputes and gain insight into the deep civilized dialogue and philosophical reflection.

KEYWORDS: *Sino-US trade war, media, People's Daily, New York Times, journalism, philosophy*

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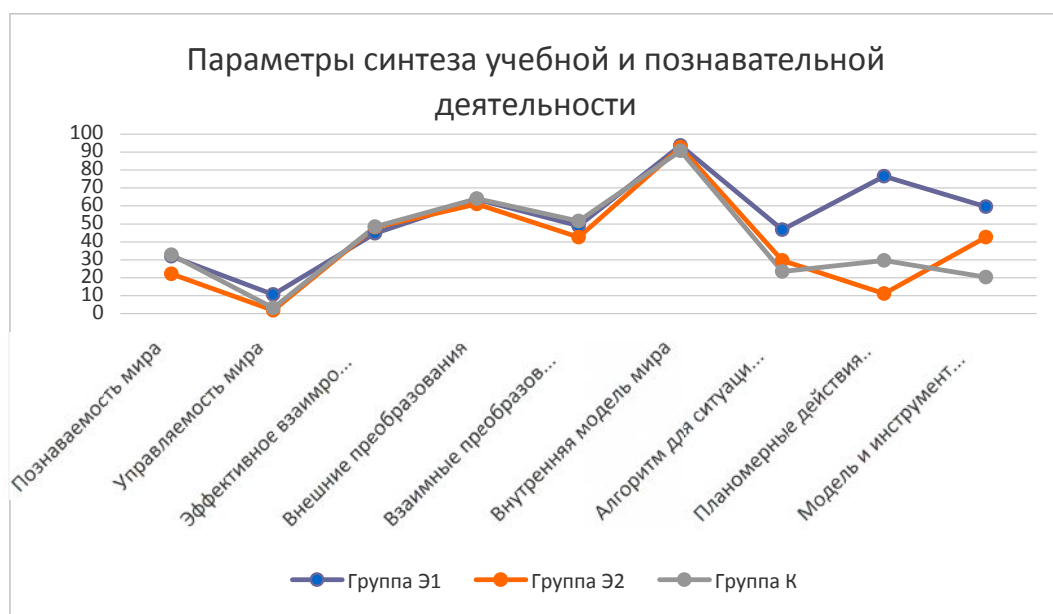
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SYNTHESIS OF EDUCATIONAL AND COGNITIVE ACTIVITIES WHILE TEACHING STUDENTS IN THEIR INTERACTION WITH THE WORLD CONTEXT

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Kabardino-Balkarian State University named after Kh.M. Berbekov

ABSTRACT

The article considers the most important problem for modern education: increasing the readiness of higher education graduates for successful professional activity in the changing conditions of the world.

The author presents the concept of teaching students in their interaction with the world context, according to which all educational activities and tasks are associated with real problems that require their professional intervention.

One aspect of this teaching concept is the synthesis of educational and cognitive activity in the process of teaching students. Cognitive activity is presented as a broader concept, and educational activity as a process of systematization and optimization of cognitive activity synthesis. The indicators of the educational and cognitive activity synthesis are: building a model of the world and its constant cognition; systematization of the students' internal world model; formation of actions algorithm in students for situations with unforeseen conditions and an information lack; the ability and skill of students to identify problems in reality that require their professional intervention, to model, design and solve problematic tasks based on the identified facts.

The sociological survey of students described in the article revealed that students who studied in the context of their interaction with the world had: an algorithm of actions in situations with unforeseen conditions and an information lack; readiness for planned actions adequate to the situation; awareness of the education, self-education and self-development importance for effective interaction with the world. In total, the formed competencies represent students' instrumental resources for further interaction with the world through professional activity. Consequently, the synthesis of educational and cognitive activity was achieved by these students.

KEYWORDS: *educational activity, cognitive activity, human interaction with the world*

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REPRESENTATION OF CULTURAL VALUES OF CRIMEA IN THE CONTEXT OF THE IDEA OF THE RUSSIAN WORLD IN LOCAL MEDIA


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Kherson State Pedagogical University, the city of Kherson, Russia

ABSTRACT

The article studies the semantic and conceptual-theoretical characteristics of intercultural communication in mass media, factors and practices of cultural diversity and unity of the Russian society taking into account the historical-cultural and communication evolution of Crimea. It is revealed that the representation of cultural values in mass communication within the framework of the model of representation of the Russian World as one of the most important components of the semantic basis of the Russian civilization contributes to the increased recognition of Crimean cultural events and phenomena. Thanks to the journalistic coverage of the content and features of the representation of Crimean culture in the local media, the idea of the Russian World finds a real expression in the space of mass communication. The socio-cultural needs of the mass audience in the need for a systematic understanding and holistic representation in the media of the cultural achievements formed by different generations of Crimea's are realized, which contributes to the strengthening of intercultural communication with other peoples, including abroad. By analogy with the Crimean Bridge, an information bridge to the outside world is a metaphorical way to express the mission of journalism and the media in Crimea in covering and spreading the values of the Russian world inside Russia and abroad.

KEYWORDS: *culture, history, education, values, intercultural communication, Russia, Crimea, cultural heritage, Russian world, journalism, mass media, information space*

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и, в то же время, не исключает возможности использования искусственного интеллекта в различных сферах деятельности человека. В частности, искусственный интеллект может быть использован для автоматизации рутинных задач, что позволит высвободить человеческие ресурсы для более сложных и творческих задач. Кроме того, искусственный интеллект может быть использован для анализа больших объемов данных, что позволит выявлять скрытые закономерности и тенденции. В то же время, использование искусственного интеллекта может привести к потере рабочих мест и снижению уровня жизни населения. Поэтому необходимо разработать меры по защите интересов населения и обеспечению занятости. В частности, необходимо создать программы переобучения и повышения квалификации работников, а также внедрить меры по поддержке малого и среднего бизнеса. Кроме того, необходимо обеспечить прозрачность и подотчетность использования искусственного интеллекта. В частности, необходимо разработать законодательные акты, которые будут регулировать использование искусственного интеллекта в различных сферах деятельности человека. В то же время, необходимо обеспечить доступность искусственного интеллекта для всех слоев населения. В частности, необходимо создать программы по обучению населения основам работы с искусственным интеллектом. В заключение, использование искусственного интеллекта имеет как преимущества, так и недостатки. Поэтому необходимо разработать меры по защите интересов населения и обеспечению занятости, а также обеспечить прозрачность и подотчетность использования искусственного интеллекта. В то же время, необходимо обеспечить доступность искусственного интеллекта для всех слоев населения.

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ETHICAL CHALLENGES OF USING GENERATIVE ARTIFICIAL INTELLIGENCE IN JOURNALISM: NORMATIVE AND PROFESSIONAL IMPLICATIONS

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ABSTRACT

This article examines the ethical challenges arising from the implementation of generative artificial intelligence (AI) models in journalism, focusing on the normative and professional implications of this process.

The relevance of the study is determined by the rapid development of generative AI (such as large language models) and its growing use in the media industry to automate the gathering, production, and distribution of news content. The paper traces the historiography of AI use in mass media – from early forms of automated journalism to modern generative systems – in order to identify the evolution of technologies and the accompanying ethical issues. Based on a theoretical and methodological analysis of the concepts of "ethics," "normativity," and "responsibility" in the context of AI, a framework is proposed for understanding the moral obligations and professional norms applicable to journalistic activities involving AI. An analysis is conducted of key ethical dilemmas associated with generative models: authorship and intellectual property rights for AI-generated content, truthfulness and fact-checking, the potential for information manipulation (e.g., via deepfakes), and the shifting of responsibility. Special attention is paid to existing regulatory approaches: professional ethical codes and newsroom policies, the requirement of algorithmic transparency, as well as international initiatives, including the European Union's policies and UNESCO's recommendations on AI ethics. In conclusion, we formulate findings on the need to adapt journalism ethics to the new technological reality and offer practical measures to ensure the responsible use of generative AI in the media.

KEYWORDS: *generative AI; automated journalism; media ethics; normative regulation; professional responsibility; authenticity; deepfakes; algorithmic transparency*

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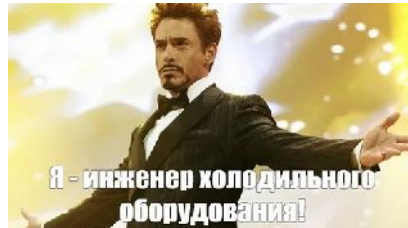
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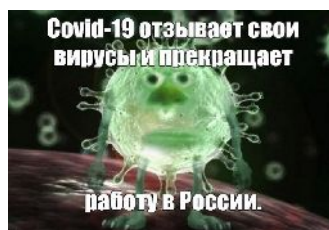
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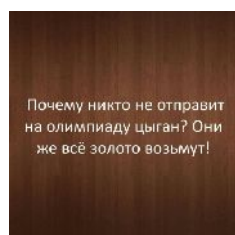
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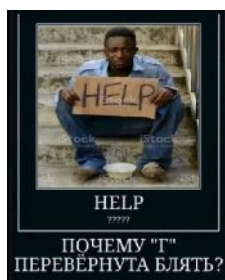


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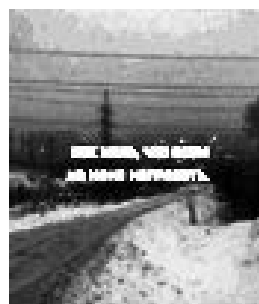
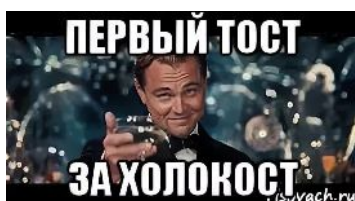




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ИНФОРМАЦИЯ ОБ АВТОРЕ

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MEME AS AN ELEMENT OF A SOCIAL EPIDEMIC

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ABSTRACT

The article analyzes the destructive components of memes that are popular among young people. The meme is seen as a form of communication that has gained popularity in social networks, personal chats, blogs and even in real life, as well as an element of social epidemics.

KEYWORD: *social epidemics, meme, mass communication, new language of communication, influence*

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ИНФОРМАЦИЯ ОБ АВТОРЕ

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SUBJECTIVE-SOCIAL ASPECT OF SECONDARY VOCATIONAL EDUCATION TRANSFORMATION

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ABSTRACT

The article considers the urgent problem of secondary vocational education system students' social and communicative competence and subjectivity formation in the context of education transformation, implemented within the framework of the federal project "Professionalism". Based on the theoretical analysis of the "social and communicative competence" and "subjectivity" categories, the author substantiates the objective necessity of these systemic personal qualities formation in the process of the federal project implementation in the secondary vocational education system. The work presents a model of the subject-social aspect implementation in the process of secondary vocational education transformation.

KEYWORDS: *social and communicative competence of students, subjective-social aspect, transformation of education, national project "Professionalism"*

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