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Media as a means of creating «a new reality» in the Post-World War II era 1946-1953

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The research examined media techniques and methods of coverage in international conflicts and proxy wars of the pre-Cold War period and on the first stages of this confrontation. The author analyzed processes of media language and propaganda development during the Post-War era concerning the frames of the bipolarity advent and the Korean War period. The analysis had been conducted on the basis of media publications in the English and Russian languages and the media legislature. In the research the author did linguistic analysis (contextual and descriptive), used the methods of historical analogies (concerning media language evolution) and synthesis in terms of reconstructing the final picture of different coverage and propaganda techniques usage and its outcome.

The paper examines the timeline within which the value of a properly organized media-system was in transmission and the bipolar media-reality was formed as a result of political processes at the end of the World War II. The phenomenon of interference in these issues is also considered as one of the main points. The second half of the 20th century as the proto-era in media decentralization is examined from the perspective of media outlets resilience and resistance capability against political control [4]. The research focuses on the paradox of the Western media outlets taking a pro-governmental stand in the period when the working conditions of correspondents abroad and in warzones were disorganized [6]. Both Western and Soviet media outlets are analyzed in terms of agenda-setting and framing concepts [12] that depicts similarities in methods of spreading the agenda through ideological dissemination of news and doctrines produced by political elites (Morgenthau Plan [5, 16, 21], «Falsifiers of history» edited by J. Stalin [2]). Different dissemination channels under conditions of relative isolation are also one of the focuses in this paper (Cominform in the East [1, 9, 10, 13, 14, 19], independent press in the West [7, 15, 17, 18] and military command in occupation zones [3, 8]).

It is to be discerned that negative aspects of the state based media regulation during the historical period mentioned above led to a number of mistakes in media-system organization and influenced the outcome of the political and proxy postwar era conflicts. Equally, the study's aim is to determine whether not only positive strategy of international journalism but also destructive «state-to-press» paradigm can remain in coverage techniques and how potentially damaging to free press principles these phenomena together with propaganda are, taking into account their tendency to create an info-collapse as a result of inadvertently disorganized work of correspondents [11, 20], echo-chambers, vertical agenda-setting, restrictions on the press freedom and self-censorship.

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