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## **Transformation of images of Russian leading companies in the media**

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In the modern world, characterized by unprecedented dynamics of global changes, the media image of the company becomes one of the key assets that determine its capitalization, reputation and stability in the market. For leading Russian companies operating in a constantly changing geopolitical landscape, technological shifts and transformation of the media environment, media image management becomes of strategic importance. The way the company is represented in the media space depends not only on its perception by the target audience within the country, but also its position in the international arena. The concept of "media image" includes a set of emotional and rational representations formed on the basis of information disseminated through various communication channels. These ideas can significantly influence public opinion, trust and, ultimately, economic indicators and political influence.

Historically, the media images of large Russian companies were formed in conditions different from modern ones. At the dawn of the market economy in Russia, in the 1990s and early 2000s, traditional media dominated. Television, radio and print media played a key role in creating a public image. Media images were largely built on the demonstration of scale, achievements in the extractive industries and participation in large infrastructure projects. Companies such as Gazprom, Rosneft, Lukoil and Sberbank, which are still among the largest in terms of revenue and profit, actively used centralized media to form the image of the unshakable giants of the Russian economy, pillars of stability and national heritage.

Since the mid-2000s, the processes of globalization and rapid development of information technologies have had a significant impact on the Russian media space and, as a result, on the formation of media images of companies. The emergence and spread of the Internet, and then social networks, led to the decentralization of information flows and the emergence of new actors in the formation of public opinion.

Recent years, especially since 2022, have been marked by unprecedented geopolitical changes, which have had the most acute and profound impact on the media images of leading Russian companies. The introduction of numerous sanctions, the withdrawal of foreign companies and a general change in the international agenda have led to a radical restructuring of communication strategies.

The media images of Russian leading companies have become increasingly focused on the internal audience and markets of friendly countries, such as the BRICS states. The emphasis has shifted to strengthening national sovereignty, import substitution, supporting regional development and demonstrating resilience under external pressure.

As of 2026, the media images of leading Russian companies continue to evolve under the influence of new trends and challenges.

The evolution of the media images of leading Russian companies is a complex and multifaceted process that reflects the transformation of the world and Russian media space. From centralized and controlled messages in traditional media to multi-channel, interactive and personalized communication in the digital environment, companies are constantly adapting to new conditions.

Global changes, including digitalization, pandemic and geopolitical shifts, have become powerful catalysts for these transformations.

Currently, successful management of the media image requires not only the use of advanced technologies and analytical tools, but also a deep understanding of the values and needs of the audience, as well as a readiness for an open dialogue and a quick response to changes. The formation of a strong and sustainable media image based on transparency, authenticity and social responsibility is a strategically important task for Russian leading companies seeking to preserve and strengthen their positions both in the domestic and global markets.

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