
International News In Shaping The National Daily Agenda

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Abstract: The world picture of the national audience is predominantly formed by the following media sources: world mass media; national mass media; selected personal Internet-based sources. Under the Internet-based sources we understand news sources of different types on the Internet-platforms. They can have or don't have official character, can be or not to be professional ones, may have different degrees of confidence, whether or not to have the characteristics of a professional mass media.

The research is based on publications of national newspapers belonging to three different journalistic cultures: the British national version "Guradian", the Russian "Kommersant" and the Spanish "ABC". In the modern world, the frequency of news feed updates does not allow a newspaper to rely only on its own sources of information, so when preparing news texts, national media journalists also rely on the materials of third-party subjects.

From this point of view, the analysis includes studying the geographical agenda (the range of countries covered on a regular basis and frequency of mentioning), identifying the types of content, the main sources of information, and their relationship to the range of countries under coverage.

Keywords: International news agenda, foreign news sources, international journalism

1. INTRODUCTION

In the era of personal access to international information flow it seems that there is no more limit to freedom and inequalities in worldwide communication. New information and communication technologies let information cross the borders, provide unlimited possibilities for news media to create high quality international news content, give the wide range of foreign news sources, contribute to globalisation of news agenda. We witness today how the journalism becomes more and more international. And the main question we face is how modern new media create the news basis for intercultural communication because the quality and quantity of knowledge about the surrounding world shapes the global opinion of an individual and predetermines the understanding of his/her country's place and role in the world. Personal view of events which take part far from us are formed indirectly. Where can people take information about the other countries' everyday life from? Mass media foreign news coverage shows «clearly a positive correlation between the share of international hard news coverage that is supplied by the main broadcasters in the country and the public's awareness of international events, organizations, or political leaders» (Aalberg, Papathanassopoulos, Soroka et al., 2013) and thus can influence on international relations. Public discourse is a force that defines and shapes the common consciousness, tastes, views, and preferences of the audience, mass media define how to understand remote events of life. In this context an important question about the quality of international news agenda arises among the researchers. What is the specificity of international news coverage in national news media as the main sources of foreign news? Is it geographically balanced and can serve as the reliable basis for the impartial understanding of the world? What kind of a world picture do national news media draw for their audiences? Do they have more in common and provide globally independent view or have national limitations? Globalisation of journalism is forced by to main factors: globalisation of international relationship and information technologies development. They both encourage the development of new forms of international journalism, change its goals, aims and content. Globalisation of mass media is a process shaped by technological, political, economic and social factors. International information exchange became widespread because of technological innovations in the beginning of the 20th century but not all countries took part.

2. MAIN PART

Globalization of journalism is a multifactorial process. It is understood as «a set of integration processes in mass media, aimed at increasing international communication cooperation, tending to achieve the unification of information services worldwide» (Khorolsky, 2009: 83). Global journalism is «a way of understanding the world through global representations of space, power, and identity» (Berglez, 2008: 846). Despite the widespread of global journalism practice theorists face theoretical and empirical challenges. There are theoretical misunderstandings and diversity in approaches while globalized world is still locked in national worldview. Internet based mass media are not restricted by national

boundaries technologically but historically and culturally defined by professional standards which are shifted to the transnational level appears to be politically and socially dependent.

The rise of scientific researches of different aspects of journalism globalization started in 2000s. The discursive approach is the most developed. It is based on the idea that the only cross-border information technologies development can't be an indication of journalism globalization. The only real indication of journalism globalization is a globalization of media discourse on all geographical levels. There are two main points of view in the context of this approach. Some researchers claim that globalization of content is possible through the «domestication of foreign news» while international news coverage always aims at the national audience and is made within the nationally dependent view of the world (Alasuutari, Qadir, Creutz, 2013; Dencik, 2013; Nevmerzhitskaya K. O., 2020). The other group of researchers believes that global reflectivity is possible and more and more topics will be reflected in the national news agenda without passing through the prism of national interests (Gurushkin P. Y., Sandrachuck J. F., 2020).

National conditionality of the international news agenda is confirmed by many empirical studies «foreign news is always domesticated to the consumption of a local audience... while journalists play a role in making a foreign news item speak to the sensibilities of local audiences... many other actors are also part of domestication in their use of the media to implicate foreign news in local politics» (Alasuutari, Qadir, Creutz, 2013). Global media demonstrates clear domestication of newsagenda despite the editorial declarations of globalised news approach, «there is a random variety in the international events covered and there are some strict lines, which naturally have special attention and are under newspaper scrutiny. Global trend, declared by Grupo Prisa is in the contradiction with the El Pais Editorial Code, where the European values are on the first place. But the real editorial agenda shows, that newspaper has interests in the USA, Latin America politics and economy as well as the European ones» (Kuryshcheva, Potolokova, Smoliarova, Nikonov, Korenyushkina, 2016).

Within this approach methods of adapting international events for understanding by the national audience based on cultural and linguistic concepts are also considered. Some authors find out practical techniques in covering foreign events based on the methods of stereotyping (stereotypes are cultural codes that allows to perceive information quickly and give it a familiar assessment) (Tanikava, 2019): "cultural peg" – is a topical or content choice in a foreign story that provides readers with elements they can easily identify as something arising from that culture; «cultural link» – is a topical or content choice in an overseas story that inserts elements of the culture or person(s) from the home readers; «replacing an event with an opinion about it» – covering not the event itself, which is not well understood and close to the audience, but the opinion of a well-known opinion leader on this issue.

The role and place of the international news agenda in the context of globalization is considered from the point of view of cultural, geopolitical and socio-value aspects. The cultural aspect focuses on the problem of national self-identification of the audience and the transformation of professional and ethical aspects of the journalism in the context of globalization of the information space (Gorbatov D. S., Gurushkin P. Yu., 2021). The

intensification of intercultural communication weakens cultural stereotypes and "transforms the protective functions of the ethnic group, which are based on their common unique picture of the world, a system of values, concepts... and symbols". Mass media have a unique role of collecting and transmitting unifying social values. In other words, the cultural and unifying role of international journalism is becoming more and more visible. On the one hand, we face «substantial and ideological enrichment of ethno-cultural processes», and on the other hand, «the preservation of national identity becomes more complicated» (Blokhin, 2008). Geopolitical aspect focuses on the lack of balance in the international news coverage. The cultural approach is closely linked to professional standards and the social role of journalism at the global level (Helm Mueller, 2017). Despite the globalization of journalism as a professional field of activity, despite the existence of internationally accepted principles of journalism ethics, despite the international exchange of professional experience, theoretical approaches to journalism show that two obvious cultural trends in media systems still exist. There is a Euro-American media system (represented by journalism in the UK and the USA) characterized by the predominance of "fact", clear separation of facts and opinions, and European-continental, characterized by the predominance of journalism of "opinion", the author's point of view. In the context of globalization social responsibility of journalism, the concept of the audience, gatekeeping principles for international news agenda, the question of foreign information sources choice, and interaction with foreign mass media are subjects to rethink.

In the context of global discourse, the specifics of the formation of the international agenda are largely determined by the established views of the national audience. Some authors claim that «it is impossible to clearly separate the facts from the norms because journalists' factual descriptions are inextricably linked with audiences' normative interpretations. In this sense, every word has a normative connotation ... there is no guarantee that a certain social norm is always ethically correct» (Yoonhye, 2017).

According to the researchers, journalists determine the picture of the world for the national audience. «The global journalist uses a diversity of sources and perspectives to promote a nuanced understanding of issues from an international perspective» (Ward, 2011). The problem of shaping the international agenda becomes vitally crucial "when it comes to international crises coverage by journalists from different countries in absolutely different ways". In an irreconcilable contradiction between the national context and the globalization of the information space media editors are faced with the problem of selecting news to create the international news agenda (Helm Mueller, 2017: 3-25). In this regard, there is a natural research interest: «are news media able to elucidate the complex relations among states and peoples — in a departure from the conventional nation-state frame of references» (Tanikawa, 2019: 1421).

3. MATERIALS AND METHODS

The purpose of the study is to determine the specifics of the international news agenda. We are particularly interested in differences between international news agenda formed by

national newspapers of different journalism cultures in the context of globalization of information flow and whether national newspapers having almost unlimited access to the worldwide news sources are able to provide the audience with sufficient information for understanding the world without inequalities and distortions.

We derive the following research questions based on the literature review:

Q1: What are the geographical traits of the international news agenda for a national audience?

Q2: Is there any cultural differences in the choice of news sources tactics for international agenda setting?

Q3: Is there any connection between geographical gatekeeping features of international news coverage and foreign news sources used?

The research is based on the publications in three daily national newspapers of general interest: British national version «The Guardian», Russian «Kommersant» and Spanish «ABC». These newspapers belong to three different journalism cultures. «The Guardian» is a newspaper of Euro-American media system, «ABC» represents European-continental professional ideology while «The Kommersant» is a newspaper of a post-Soviet country. Chronological frames are two months (January 2018, January 2019). Those periods have been chosen without the connection to any special socio-political issues.

For Content Analysis a total of 3200 publications were taken. For «The Guardian» (N=1500), for «Kommersant» (N=900), for «ABC» (N=800).

4. RESULTS

We define three types of content in international news agenda according to its geographical topics: global; international; foreign. Global content is a news report on an issue which is not limited to the interests of just one or two countries. As a rule, the main topic is usually an event that affects the interests of the world community as a whole and it is usually difficult to identify the particular place of the incident. International content is a news report on an event happened in one country but directly affects interests of several other countries not necessarily geographically close. Foreign content is usually a message about what is happening in one of the other countries.

The gatekeeping principles for international news coverage in different journalism cultures are mostly common, but in a global context, many criteria can require a different interpretation. For example, one of the key principles is the social significance of the event which is closely related and limited to the exact target audience. Global events somehow have different social significance for the audience of different countries. Foreign content rarely has sufficient social significance for the audience of other countries. Deciding to include such an event into the news agenda or not the editor should take into account additional gatekeeping principles.

The world picture of the national audience is predominantly formed by the following media sources: world mass media; national mass media; selected personal Internet-based sources. Under the Internet-based sources we understand news sources of different types on the Internet-platforms. They can have or don't have official character, can be or not to be

professional ones, may have different degrees of confidence, whether or not to have the characteristics of a professional mass media.

If we are talking about the mass nature of the «consumption» of international news, then the main source of news for the target audience remains the national media since «perceptions of sources are shaped through cultural filters» (Hellmueller, 2017: 15) operating in the context of a nationally oriented worldview, where «news coverage is not the result of the work of individual journalists: it depends much more on specific organisational settings in the newsroom, the roles of various positions, the pre-settings determined by the goals of the journalistic organisation, and the influences of various technologies» (Altmeyden, 2010: 570).

Constructing the international news agenda journalists rely on a wide range of information sources. A certain share of it is represented by their own sources of information so called first-hand sources: local foreign correspondents, amateur correspondents, professional freelancers (Hahn et al, 2018: 14). This type is usually accepted as the most reliable one. The second block of information sources called third party sources: news agencies (global, regional, national), global and international mass media, national mass media, official/private Internet sources, new media of various origins and legal status.

The choice of news selection tactics – to rely on your own information or information provided by third-party sources – largely determines the reliability of the news message on an international topic, its social significance for the national audience, the degree of accessibility of perception, exclusivity of news and analytical information, the degree of global interpretation.

In the modern world, the frequency of news feed updates does not allow a newspaper to rely only on its own sources of information, so when preparing news texts, national media journalists also rely on the materials of third-party subjects.

From this point of view, the analysis includes studying the geographical agenda (the range of countries covered on a regular basis and frequency of mentioning), identifying the types of content, the main sources of information, and their relationship to the range of countries under coverage.

The research methodology includes analysis and systematisation of scientific approaches, generalisation, typology, content analysis and comparative analysis.

The international agenda is formed by publications in a 24/7 format and updated regularly. The number of publications per day is on average from 30 («Kommersant», «ABC») to 50 («The Guardian») news messages. Thus, the total volume of the international agenda in «The Guardian» is actually twice as large as in the other two newspapers.

The international agenda consists of news of global significance without a specific geographical reference (international politics, climate, economy, new technologies), international events and different foreign issues. «The Guardian»'s agenda is the most balanced according to this criterion, it doesn't have any obvious disproportion (global content – 41.5 %, international issues – 21.6 %, foreign events – 36.8 %). The predominance of world and international events is observed in the news agenda of "ABC" (40.7 % and 58.29 % respectively), the predominance of international and foreign events was registered in the

international news agenda of the newspaper "Kommersant" (47.7 % and 42.7 % respectively).

As a general regularity the following can be noted: the general characteristic of the international agenda is determined by a limited quantity and different frequency of mentioning countries under coverage.

The geographical picture is characterized by a limited list of leading countries:

- «Leading countries» (more than 20 % of messages);
- «Basic countries» (from 10 to 3 % of messages);
- «Countries-participants» (less than 3 % of messages).

This status is not the same for different countries in news agendas of different newspapers. But there is the only country that is the undoubted leader in the international news agenda of all three newspapers – the United States. Almost a quarter of the entire agenda is devoted to the USA (28.5 % in «Kommersant», 25.8 % in «The Guardian», 22.5 % in «ABC»). Other countries receive much less attention. The group of basic countries includes the United Kingdom, France, China, and Russia, but the degree of attention to them varies. The geographical basis of the international agenda consists of an average 4 – 7 countries. In «The Guardian», these are the UK (6.77 %), France (5.48 %), Venezuela (4.83 %), China (4.19 %), and EU news (4.19 %). In «ABC» – Venezuela (9.5 %), Great Britain (9 %), Germany (7.5 %), France (4.5 %), Mexico (4.5 %), Italy (4.5 %), China (4.5 %), Greece (3 %). For «Kommersant» – Russia as a participant of international relations (16.93 %), Ukraine (8.76 %), Turkey (5.79 %), Syria (4.3 %), Great Britain (3 %).

When the event in the news agenda affects two or more countries, they choose the main country for framing. All newspapers cover the international events from the perspective of two countries even if the subject affects interests of much more countries. Geographical range of international news agenda is achieved mostly through covering events in «countries-participants». According to this criteria «Kommersant» and «The Guardian» show more extensive coverage and provide their audience with wider range of foreign news. In addition, international news agenda is limited as a rule by 5 – 8 issues covered at the same time. The largest share of news articles is about world leaders' opinion.

The choice of a news source is defined by the structure of the newsroom, its usual professional connections, and by topic's newsworthiness and familiarity for the audience. Due to the remoteness of the event, ambiguity of interpretation through the national context the great share of International news is not about the particular event but is a number of comments on it. That's why the credibility of the international agenda is based not on the credibility of the facts as on the authority of the source of information. The quality of the international agenda depends on the quality of the information sources used by the mass media.

In the context of globalization processes, more and more actors are taking part in shaping the international agenda. Thanks to new technologies, national media can use a variety of sources of information that were previously unavailable. On the one hand, mass media appear to be in a situation of unlimited choice, on the other hand they are in a situation of severe information competition.

The number of sources of information in an article rarely exceeds one (84.1 % of publications), two or more sources of information are found in less than 18 % of publications («The Guardian») and less than 10 % of cases («Kommersant» and «ABC»). The predominance of first-hand sources in news articles is observed in «The Guardian» (74.9 %) and almost in half of the cases in Spanish «ABC» (47.2 %). «The Guardian» and «ABC» have a wide network of their own correspondents abroad and freelance correspondents in foreign countries, while in «Kommersant» we face a high percentage of using third party material (only 8.3 % of first-hand news sources). The credibility of the international agenda can be considered high, despite the difference in gatekeeping tactics. The third-party information sources are represented mostly by the mass media (more than 90 % of the news articles) – most of them are authoritative representatives of their kind. Historically formed tactic of relying on news agencies' reports while covering foreign events still exists in the era of new media. In fact, all news that does not rely on first-hand sources refers to the materials of news agencies («The Guardian» – 12.7 %, «ABC» – 47.7 %, «Kommersant» – 66.4 %). Materials of international, national, and foreign mass media are used insignificantly.

The analysis revealed different opinion leaders participated in shaping the international agenda for each individual edition, but there are no information leaders of the global news agenda as a whole. There is no significant predominance of any third-party information source that could allow us to claim that the unique world opinion leader influencing the formation of the agenda of national media in different countries exists. All the publications under study rely on the materials of 3 or 4 news agencies on average. «The Guardian» refers to the world news agencies such as «Associated Press», «France Press», «Reuters» when preparing news reports. «ABC» uses mainly Spanish news agencies «Atlas Espana» and «EFE» and to a lesser extent – «Europa Press». «Kommersant» bases predominantly on the Russian information agencies. To a greater extent – «RIA-Novosti», to a lesser extent – «TASS», «Interfax» and the world news agency «Reuters». European and American news agencies are used more often than the information resources of the Arab and Latin American world (less than 1 % of third-party sources: news agencies of the Republic of Iran FARS News Agency, IRNA (the Islamic Republic News Agency), the Syrian news Agency SANA).

Print media are not common sources of foreign information, the quantity of citations is less than 3 % for «Kommersant», less than 6 % for «The Guardian» and not more than 12 % for «ABC». There is no any common information leader among this type of news sources as well. Newspapers quote a wide range of world and foreign print media.

New information technologies stimulated development of new globally accessible type of news sources. Different Internet resources have different level of reliability. Among reliable enough for news creation are official organizations' web sites, political leaders' social accounts. They can be accepted as an alternative to press conferences, briefings or other official media relations activity. On the one hand this provides access to an unlimited range of news sources. From the other hand, predominance of this kind of news sources influence significantly on the quality, credibility and originality of news agenda. Besides publications based on such a news resources have all features of a PR-message.

The quantity of references to Internet news sources varies: 5.2 % for «The Guardian», 4.5 % for «ABC» while «Kommersant» accepts them as reliable enough in 17.4 % of cases.

News sites of public organisations, scientific and public opinion research organisations are also among frequently quoted. Internet news sources used by all three newspapers are mostly official representatives, government news sites – 46 %, official public accounts of politicians in different social nets (46 % Twitter accounts, 15.8 % Facebook accounts, 5 % – others). «Kommersant» refers also to such an American news sources as «Huffington Post», «The Hill», «El Politico», «Defence News», «Axios», «BuzzFeed».

5. CONCLUSION

Comparing geographical spectrum of news agenda and news sources shows strong dependences for countries-leaders and faint dependence for countries-participants. The most globally oriented «The Guardian» devotes a great share of news agenda to the USA, France and Great Britain and the main news sources it uses are American «Associated Press» and French «France Press». International news agenda of Spanish «ABC» covering countries-leaders is mostly based on news messages from Spanish news agencies «EFE» and «Atlas Espana». Russian «Kommersant» bases on the widest range of third-party news sources

Geographical picture of the world in all cases has significant shift to only one country-leader (the US), characterised by limited spectrum of basic countries under coverage and includes a variety of countries-participants. National newspapers related to different journalistic cultures create international news agenda on the same pattern having only insignificant differences related to the national features.

International news agenda is usually limited by 5 – 8 topics at a time and characterised by a great share of world political leaders' opinion. It consists of long-term topics under coverage predominantly of global significance. Wide range of countries under coverage shows quantitative diversity of international news agenda but the quality of coverage is only typical for countries leader and basic countries.

There is no common tactic for using of different types of news sources among empirical objects.

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