

Abstract

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**Mediatization of the ruling regime
and opposition: case of Russia**

Politics is reshaping to fit media format in many countries (Ampuja et al., 2014). In Russia the ruling regime and the opposition use different instruments to form the perceptions of the target audiences.

The head of the state embodies the ruling regime. President's image is created through the mainstream media (Chomsky, 1997). Media changes the forms the ruling regime uses to reach its audiences. These forms tend to become the great performance. One of such "media events" (Schulz, 2004) could be the "Direct line with President".

The representatives of opposition employ social media to translate their messages. The most widespread instruments that opposition uses are memes and Twitter-messages. The representatives of the opposition also interact with famous bloggers and take part in their programs. Some of them organize their own channels on YouTube. They join the role of politician and blogger and become some kind of showmen (Pimenov, 2015).

Thus, the ruling regime and the opposition illustrate two stages of mediatization. Media changes the way the representatives of the ruling regime act but their interaction with population is still mediated by professional journalists in most

cases. The representatives of the opposition through “new media” (Kember and Zylinska, 2012) perform the first-hand information to target audiences.

Opposition criticizes the ruling regime and the ruling regime creates its image through PR and marketing instruments. In such situation the struggle between them turns into the symbol- and values-struggle instead of competition of political programs.