

# Секция 1. АЗИАТСКО-ТИХООКЕАНСКИЙ РЕГИОН КАК ПЛОЩАДКА ДЛЯ РАЗВИТИЯ МЕЖКУЛЬТУРНЫХ И ЭКОНОМИЧЕСКИХ СВЯЗЕЙ В XXI ВЕКЕ

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## ПОПУЛЯРНОСТЬ ПУТИНА: ОБРАЗ РОССИЙСКОГО ПРЕЗИДЕНТА В ЗАПАДНЫХ СМИ

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*Популярность Президента России Владимира Путина в западном мире растет, несмотря на сложные взаимоотношения на международной арене и усиливуюсь в последнее время антироссийскую пропаганду. В данной статье доказываются причины популярности российского президента на основе анализа публикаций в ведущих западных СМИ, а также статистических данных опросов общественного мнения.*

**Ключевые слова и словосочетания:** Президент России, Владимир Путин, рост популярности, опрос общественного мнения, западные СМИ.

## PUTIN THE POPULAR: RUSSIAN PRESIDENT IMAGE IN WESTERN MASS MEDIA

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*Despite the problems of political and economic character that Russia faces today nothing prevents President Putin's popularity ratings set all records. The popularity ratings are high not only in Russia but in the US and Europe too which can be proved by many factors. The article analyses the results of researches and opinion polls conducted by Western mass media; world leading politicians and experts opinions are also taken into account.*

**Keywords and phrases:** President Putin, popularity ratings, opinion polls, world leading politician, Western mass media.

How popular is V. Putin? How to understand Putin's jaw-droppingly high approval ratings? Why V. Putin's popularity is skyrocketing among westerners in recent years? In order to answer these questions we have analyzed several kinds of sources: opinions of politicians and experts from different countries and media polls.

To analyze these kinds of sources is rather significant. The first thing that needs to be mentioned is that politicians and experts from different countries are considered to be leaders as they influence their state's policy, and that is why it is important to define their opinion with reference to the research. Secondly, media polls reflect public opinion objectively and, thus, their statistics should be also taken into account. These kinds of sources have estimated such criteria of Mr. Putin's popularity as his style of leadership and his qualities as a politician.

First of all, we should analyze the present situation at the international arena. International relations between leading world countries are rather complicated today. The US and EU stand against Russian Federation, the countries' governments cannot come to a single political strategy which will allow the countries to find a