

## VIOLETIONS OF JOURNALIST ETHICS: PROFESSIONAL NEGLIGENCE OR A PATTERN?

### НАРУШЕНИЯ ЖУРНАЛИСТСКОЙ ЭТИКИ: ПРОФЕССИОНАЛЬНАЯ НЕБРЕЖНОСТЬ ИЛИ ЗАКОНОМЕРНОСТЬ?

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*This article analyzes violations of journalistic ethics in the Russian media. Material for analysis was collected by advanced undergraduates at the Faculty of Journalism, Moscow State University and at the Faculty of Communication, Media and*

*Design of the National Research University/Higher School of Economics. Using the method of intent analysis, students determined types and numbers of violations of journalistic ethics, including the following typological groupings: invasion of privacy; corruption of the minds of children and teenagers; the intrusion of unverifiable agendas (creation of illusive worldviews); instilling heretical views (promoting mysticism); fermenting social aggression and intolerance; destruction of moral principles; creation and intrusion of stereotypes (idols and outcasts); traumatization of mental state (formation of a sense of fear and hopelessness); destruction (damaging) of reputation; and the formation of unrealistic life scenarios.*

*Based on our analysis we conclude that forms of professional behavior considered impermissible in terms of any journalistic code, appear to be “normal” in the actual practice of Russian journalists. Furthermore, we hypothesize that, due to a consistent “logic” in the frequency of such ethics violations on the part of journalists, it would be incorrect to assume that they simply demonstrate professional carelessness. Rather, the violations appear to respond to some public need.*

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**Key words:** *the journalist professional ethics, media reality, journalism, agenda, the journalist social responsibility.*

*Статья посвящена анализу нарушений журналистской этики в российских СМИ. В качестве эмпирического материала использованы экспертные работы студентов выпускных курсов бакалавриата факультета журналистики МГУ*

*и факультета коммуникаций, медиа и дизайна НИУ ВШЭ. Используя методику интент-анализа, студенты определяли типы и количество нарушений журналистской этики. Были выделены следующие типологические группы нарушений журналистской этики: вторжение в частную жизнь; засорение и отравление умов детей и подростков; навязывание недостоверной повестки дня (создание иллюзорной картины мира); насаждение мракобесия (продвижение мистики); разжигание социальной агрессии и нетерпимости; разрушение моральных устоев; создание и навязывание стереотипных образов (идолов и отверженных); травматизация психики людей (формирование чувства страха и безысходности); уничтожение (нанесение урона) репутации; формирование нереалистичных жизненных сценариев.*

*На основе выполненного анализа сделаны выводы о том, что формы профессионального поведения, которые в любых журналистских кодексах рассматриваются как непозволительные, в реальной практике российских журналистов оцениваются как «нормальные». Более того, сформулирована гипотеза, что, поскольку в частоте встречаемости нарушений журналистской этики есть какая-то логика, можно предположить, что нарушения журналистской этики являются не проявлением профессиональной небрежности, а ответом на какую-то общественную потребность.*

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**Ключевые слова:** *профессиональная этика журналиста, медиареальность, журналистика, повестка дня, социальная ответственность журналиста.*

## Introduction

The issue of ethical regulation of journalistic activities caught the attention of the public and became a source of professional frustration for journalists more than one hundred years ago. Nowadays, ethical bearings in journalism are institutionalized more than ever. Hundreds of codes of ethics are in existence; many countries have Press Councils that assess media materials potentially questionable from an ethical point of view; news ombudsmen have appeared in media companies – special employees watching over the ethics of the media products of their employer. However, time throws down new challenges to journalists, and the problems of ethics regulation now are no less salient than in the past.

Today, countless codes of ethics and other documents regulate media activity in most countries. Overall, rules governing different countries are largely the same, although the document structure and wording may vary slightly. Thus understandings of underlying ethical principles guiding journalism, and as well as culture and real-life activity, are essentially similar the world over.

The main requirement of codes of ethics globally is that information provided by journalists be reliable, truthful, and accurate. A typical example comes from the “Principles of Journalism” (Press Code) for Germany: “All materials destined for publication, both texts and photos, must be checked for authenticity with all due accuracy”. Next comes an important addition: “Processing, headline or signature under a photo should not distort or falsify the material’s meaning” (Principles of Journalism (Print Code), Federal Republic of Germany, 1973). If the material is authentic and accurate, – requirements stated in laws that regulate media activity – then consistency between the text components and accompanying information is an important

nuance, and also is a part of the ethical code. Any professional journalist working for the publication understands that text alone is not the full piece: headlines, illustrations, bylines, insets and other graphically highlighted objects are important, too. Especially in circumstances of social destabilization, these auxiliary components must not become an instrument of reality distortion. Therefore, a statute prohibiting such distortions appears in many documents governing ethics in media (the Charter of Journalist Responsibilities for the Italian Republic, 1993; the Code of Ethics for Professional Journalists Union in the United States, 1996).

Documents pertaining to ethics also mention the fact that information presented by a journalist should be maximally comprehensive. It is forbidden to hide or falsify information important for society: “The principle of authenticity, i.e. reality consistency, should be respected both in print and audio-visual materials. Any manipulations distorting the nature of the initial information are forbidden” (Code of Journalists of the Republic of Slovenia, 1993).

In order that a society learn how best to orient on current events, journalists should respect the pluralism of opinions and must strive to present all points of view concerning the problem, “even if these opinions are unacceptable from their point of view” (Code of Ethics for Professional Journalists Union, the United States, 1996). Similar phrasing appears in most documents related to ethical compoment (Code of Ethics of Lithuanian Journalists, 1996).

Many ethical codes require equity from journalists. To understand what is meant by “equity”, we turn to the definition stated by one of the flagship newspapers in the United States: “Journalists and editors of “The Washington Post” uphold the principle of equity. <...> None of the material can be considered as equitable if there are main facts skipped. Equity and completeness are inseparable.

Material cannot be considered equitable if it contains information not related to the situation at the expense of important facts. Equity means relevance. Material cannot be considered equitable if it deceives the reader intentionally or unintentionally. Equity means honesty” (Ethical standards of “The Washington Post”, 1933).

Most ethical codes require journalists to strictly delineate fact from commentary at all times: “Journalists should separate the defense of some views and news. The analysis and commentaries should be clearly identified and should not disfigure facts or context” (Code of Ethics for Professional Journalists Union, the United States, 1996).

And, obviously, ethical codes unanimously forbid discrimination of all kinds and in all forms: “Journalists should avoid discriminating against people due to their race, sex, religion, ethnos or geographical location, sexual orientation, physical disability, appearance or social status” (Code of Ethics for Professional Journalists Union, the United States, 1996).

Summarizing the requirements for journalism, identified in the ethical codes of different countries, one can turn to a single statement, also a part of ethical codes: “A journalist should assist in strengthening the moral and ethical foundations of society, preserving national and cultural traditions, as well as resisting the influence of violence and cruelty” (Code of Professional Ethics of the Ukrainian Journalist, 2002). Ethics that withstand extremism, discrimination, and violence, and rise in defense of democratic values – this encapsulates the journalist’s duties to society.

National ethical codes also emphasize the idea that information presented by a journalist must be equitable, truthful, and accurate in order “for the society to receive sufficient material to allow the formation of an accurate, coherent and more adequate opinion about current social processes, their origin, nature and meaning, about the state of the contemporary world” (Code of Professional

Ethics of the Journalist, USSR, 1991). The following statement of mandatory comportment governs journalism in Russia: “A journalist disseminates and comments upon only that information from well-known sources, the equity of which satisfies him or her. <...> The journalist puts his own name and reputation on the line for the equity of every message and for the truth of every thought to which his signature is attached, even pseudonymously or anonymously – which presumes the journalist’s consent” (Code of Professional Ethics of Russian journalists, 1994).

Information, crucially, must be full and reflect real facts. Thus Russian ethical documents ban journalists from concealment or falsification of information: “journalists considers the malicious distortion of facts to be a professional crime” (Code of Professional Ethics of Russian Journalists, 1994).

In order that information be received as effectively and independently as possible (without involving reader discretion), it is necessary to strictly divide commentary from facts: “A journalist must strictly distinguish, within all communications, between, stated facts, opinions, versions of events and assumptions, but in professional activity it is not necessary to remain neutral” (Code of Professional Ethics of Russian Journalists, 1994).

The analysis of codes of ethics, policy documents, minutes of meetings, articles of constitutions and other documents that regulate media activities permits us to enumerate some general aspects of professional ethics for the journalist:

1. Dignity and independence of person:
  - A journalist must respect the individual’s right to privacy in order not to insult a person’s honor and dignity by transmission of sensitive materials.
  - A journalist should not take advantage of a “scoop” that may negatively bear upon a professional, social, recreational

or other individual matter, and may result in imposition of legal restrictions on the individual involved in the matter or activities in question.

- A journalist must take into consideration every individual person who contributes to his information or material. He should exercise the utmost care when interviewing people who are suffering in the wake of an incident (such as hostages or the victims of accidents, natural disasters, or man-made, catastrophes).
2. The right of each person to receive reliable information:
    - A journalist should aspire to portray an image of reality, as close to objective as possible, by using exact and comprehensive information.
    - Any representative of the media must avoid conveying information that benefits his own interests, or that serves interests underwritten by bribery, or that profits powerful individuals or institutions.
  3. General humanist principles:
    - A journalist should refrain from any form of incitement of, or justification for, wars and/or any form of violence at the regional, federal or global level.
    - Because a journalist helps to shape audience attitudes, he should assume full responsibility for any content on TV or radio news, and in print or on-line publications, that he has generated.

Any representative of the mass media should do his utmost to avoid the emergence of materials which justify or encourage violence; sexual promiscuity; drugs alcohol and other types of addictive substance; and the intentional use of non-normative vocabulary. Moreover, a journalist should avoid the "glorification" of criminals and other people with antisocial behavioral problems.

A journalist has to provide information to children and teenagers very cautiously and attentively.

We describe the proper professional behavior for a journalist in terms of ethical codes. But what actually transpires in practice?

In practice, journalists often break these rules. In our view, they can be said to commit «mortal sins» in relation to the audience. “Mortal sins” in Christian dogma refer to acts of which an individual does not wish to repent, which leads to the death of his soul. Such journalists ignore ethical standards, preferring dramatic or sensational news stories in the following veins:

- focus on violence, cruelty, aggression, murders;
- portrayal of scenes with inappropriate sexual content conveyed to a wide range of viewers or readers, including children and teenagers;
- a shift of emphasis in informational priorities: conventional topics such as news of the nation, social projects, and regional or federal politics are overshadowed by “light” topics such as entertainment, the life of celebrities and show business stars;
- incendiary information on racial, religious, ethnic intolerance and social aggression;
- hidden propaganda encouraging anti-social behavior, expressed, for example, in controversial documentaries and TV reports about murderers, criminals, drug addicts, and the like; informational materials that represent a kind of “glorification” of unknown but tantalizing phenomena and images, attractive to viewers, readers and listeners;
- publication of non-scientific, unproven, but sensational materials that contain shocking details, offer simple solutions to complex problems and provide easily accessible pseudo-knowledge;
- invasion of privacy, publication without the subject’s consent;

- utter neglect of an individual’s or entity’s honor, dignity, good name, business reputation; publication of unfounded, unproven, scandalous details.

For evidence of these changes in ethical orientation in 2011, fourth-year students at the MSU Faculty of Journalism were asked to write an essay on the topic of “What charges are being leveled against journalism?” In their work, the future journalists were not only to formulate claims about the profession, but also to provide examples from the various media. The research results were stunning. It turned out that students were perfectly aware of the main points of society’s indignation concerning media... and, in fact, often fully shared this anger. The results of our exercise were published in the article “Ten ‘deadly sins of journalism from the viewpoint of future journalists” in the online magazine “Mediascope”.

We decided to repeat this experiment five years later. This time undergraduate students from the Faculty of Communication, Media and Design at the National Research University – Higher School of Economics also participated.

## **Research techniques**

The research scheme was similar to the one used in 2011. Students, who attended the course titled “Professional Ethics for the Journalist”, were given an assignment to take five issues of any periodical edition or five episodes of any TV-show and assess the violations of professional ethics found in these media. The task, of course, was anonymous.

The list of violations, or, as we called them previously – “deadly sins” – of journalism was the same as in 2011 (in alphabetical order):

1. Invasions of privacy;

2. Corruption of the minds of minors;
3. Intrusion of apocryphal agenda. Creation of illusive worldview;
4. The inculcation of heresy (promotion of mysticism);
5. Stirring of social aggression and intolerance;
6. Destruction of moral principles;
7. Creation and intrusion of stereotypes (idols and rejected);
8. Traumatization of people mentalities, formation of senses of fear and hopelessness;
9. Destruction (damaging) of reputation;
10. Formation of unrealistic life scenarios.

Each essay received was grouped according to a single media. Every group counted only those violations of journalist ethics, which were marked by at least three essay authors. Such an approach allowed us to discount excessive subjectivity and/or the personal views of one reader.

All of the violations noted were then systematized and processed through programs for statistic processing. In total 148 essays were processed, in which the output of twelve popular media sources had been analyzed: “LifeNews”, “AiF”, “Gazeta.ru”, “Zhizn’”, “Izvestiya”, “Komsomolskaya Pravda”, “Metro”, “Mir novostey”, “Moskovskiy komsomolets”, “Novaya gazeta”, “NTV”, “REN TV”, “Sobesednik”, “SPID-info”, “Tainy zvezd”, “Tvoy den’”, “Express-gazeta”.

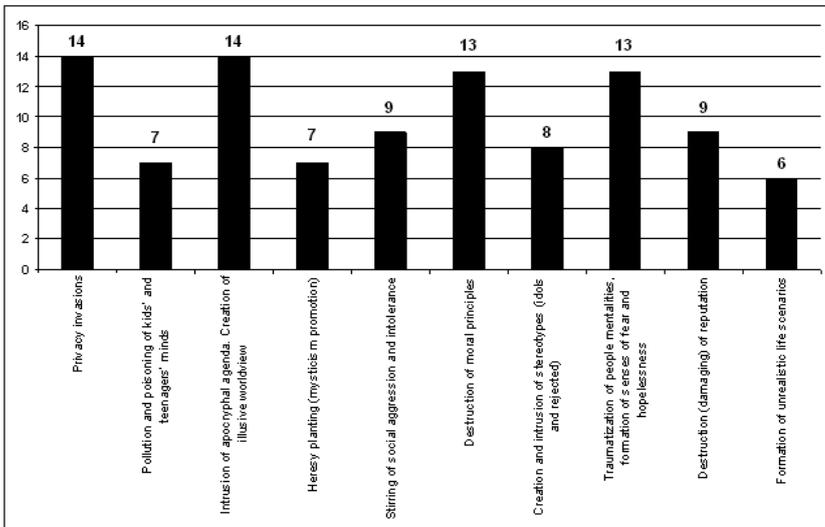
## **Research results**

Taking into consideration the marks assigned by all of the essay writers, the leading categories of professional ethical violations emerged as (*Figure 1*): “Privacy Invasions” (14%); “Intrusion of apocryphal agenda. Creation of illusive worldview” (14%);

“Destruction of moral principles” (13%) and “Traumatization of people mentalities, formation of senses of fear and hopelessness” (13%).

Figure 1

### Violations of the journalist ethics in 2016



If we compare data from the two research projects, it is notable that the same four “deadly sins” were also leading in the 2011 research (*Table 1*).

Table 1

**Comparison data arranged by the years  
(in % of the total violation amount)**

№№	Ethic Violation	2011	2016
	Privacy invasions	18,4	14
	Pollution and poisoning of kids' and teenagers' minds	6,2	7
	Intrusion of apocryphal agenda. Creation of illusive worldview	14,5	14
	Heresy planting (mysticism promotion)	5	7
	Stirring of social aggression and intolerance	6,7	9
	Destruction of moral principles	9,5	13
	Creation and intrusion of stereotypes (idols and rejected)	5	8
	Traumatization of people mentalities, formation of senses of fear and hopelessness	12,3	13
	Destruction (damaging) of reputation	10	9
	Formation of unrealistic life scenarios	12,3	6

However, formerly the “Creation of an illusive worldview” was found in the top five, but today student essays recorded the violation half as many times. This can be interpreted either as evidence of a decrease in the volume of stories encouraging unrealizable dreams about easy, adventurous, and exciting, lifestyles, or as evidence that the population itself sated its thirst for such scenarios and people became more concerned about the constructing the most

comfortable real existence possible under the conditions facing them.

“Privacy invasions” was mentioned by the previous research participants somewhat more often than in the more recent study (18% in 2011 vs. 14% in 2016). This can also be explained in more than one way. This “sin” was either considered to be a more serious violation of professional ethics five years, or “stalking” the “stars” and digging into the private life of public figures was replaced by various shows, wherein “celebrities” on their own display the skeletons in their closets, and publications in which they seek publicity by “telling all” and hoping to boost their popularity.

This, too, may have resulted in increased attention on the part of the research participants to violations of journalist ethics such as “Destruction of moral principles” (9.5% in 2011 and 13% in 2016) and “Creation and intrusion of stereotypes (idols and rejected)” (5% in 2011 and 8% in 2016).

It should be mentioned that, if all of the violations of the journalist ethics are considered to equal one hundred percent, then the percentage of media matched in the sample is distributed extremely equally regardless of whether it was a newspaper or a TV-channel, targeted a mass or specialized audience, came at no cost or was purchased, and so forth.

On the basis of the study, we are now in a position to confirm the suggestion stated earlier, i.e. that the “the process of media product creation is determined not by valuable ideas of separate groups of media market “players” or by all of them together, but by some global matrixes, unifying the value standards in medias of all countries, included in the globalization processes. In other words, media offer their audiences a product that has been produced based on international media formats and with the addition – if needed – of a national flair.” (Dzyaloshinskaya, 2012: 420). Obviously, this

has a direct relation to ethical spaces in the professional activities of journalists, as well.

*Annex 1* provides examples of publications and television programs from among those media-leaders found to be guilty of various breeches of professional ethics as recorded by the research project participants.

## **Conclusion**

Summing up the results of our research, it is possible to say the following.

In today's world the normal slate of efforts continues to, aim for the ethical regimentation of journalists' work. As new ethical codes appear in different countries, the possibility of creating a worldwide ethical code for journalists is also under discussion, (Herrscher, 2002). In 2008 the International Federation of Journalists spearheaded «The Ethical Journalism Initiative» (White, 2008), designed to support the promotion of ethical awareness of media employees all around the world. However, the efficiency of ethical codes, as reported in this research, is not always as high as codes might suggest.

First, our research shows that transgressions interpreted by all codes of journalistic ethics as impermissible professional behaviour, now appear to constitute “normal” media content from the point of view of Russian journalists.. Moreover, it should be noted that these journalists work in media with different political orientations, different audience interests,, and different forms of ownership. It may take a grudging effort to recall the book by David Randal once popular among journalists, “The universal journalist”, where the author writes: “Speaking about ethics with journalists is similar

to preaching chastity for sailors, who reached the port after half a year of sailing” (Randall, n.d.). Proposing a shocking thesis, Randall claims that ethics is a problem of little concern to the actual business of journalism, it is something to be discussed by professors in ivory towers. Practicing journalists do not think about ethics because, in determining a concept of ethics and in deciding whether to follow it, the key factors are: salary, competition and the culture of your newspaper. “To such a journalist ethics is either the codification of dominant rules of behaviour and culture, or redundant appeals to follow the education standards, destined for the complete lack of attention to itself. In both cases it has little sense” (Randall, n.d.). Randall is echoed by the American professor of journalism from the state of Louisiana, D. Merrill, who puts forward his thesis about the unethical nature of a career in journalism, providing the specifics of this activity as the core of his argument, activity which allegedly contradicts social norms (Merrill, 1997).

Second, it is obvious that there is a kind of logic in the frequency of ethics violations by journalists. As a hypothesis, which requires much more research for validation, it may be possible that ethical violations in journalism are not due to professional carelessness, but in fact fulfill some kind of public need. This means that even the most sophisticated codes containing clear rules will be unable to regulate media activity in situations when journalists themselves “sin” with tendentiousness, create distorted images of social phenomena, or exploit an audience’s emotions with intent to manipulate. Allegories, hints, symbolical and associative elements, frequently appearing in media content resist regulation by their very conceptual nature.

In regard to mechanisms for corporate self-regulation, critics point to the fact that all the special management authorities – legal advisors, commissions for press regulation, ombudsmen – react on

a strictly short list of press violations – generally on non-compliance with actual information capacity and non-interference in a subject’s personal life. A significant number of complaints are rejected long before they reach review, resulting in the failure of these structures to provide full realization and protection of audience rights. It should also be kept in mind that within professional communities of media workers (as is the case inside every professional category), fully determined and narrow corporate interests are at play, and they act as strong forces consolidating these communities in the face of outside critics and countering attempts on the part of external entities to manage their activity. As a result, the interests of media information clients are protected much less than are interests, for example, of average consumers, who can turn for redress to associations for consumer protection and even to state-sponsored organizations.

Under these conditions, significant agency is bestowed upon the ethical consciousness of each individual journalist. Unfortunately, the high degree of media administrative and financial dependence on both the government and big business, coupled with an almost complete societal indifference to the problems of press freedom – in part due to the detrimental mode in which media function – all of this mitigates against the need for journalists to take responsibility for the results of their activity and leads to a phenomenon which can be called ethical amnesia.

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## **Annex 1.**

**Examples of publications and television programs from the media leaders under various violations of professional ethics, recorded by**

**the research participants (there are average results under each type of mentioned by the essay authors violations of the professional ethics in brackets).**

- **“Privacy invasions”** – “Express-gazeta” (27,8) and “NTV” (26,4).

*The front man of the “Potap and Nastya” duet swiped his best friend’s wife (charges of the duet soloist Alexey Potapenko in plagiarism and friend betrayal). “Express-gazeta”, 24.11.2014*

*Collapse of the six-year marriage with 34-year-old comic and rapper Nick Cannon teased Mariah Carey. Fans agree that her emotional stress did not allow her to appear in Tokyo at the same level. Someone even spoke about the career end of sweet-voiced diva. After a poor performance in Tokyo, 44-year-old pop-star within the framework of the world tourney moved to China. There were a lot of passion and emotions, and even Mariah’s curvaceous body distracted the audience from singing. “Express-gazeta”, 3.11.2014*

*Prigozhin found an indecent work in Thailand for Volochkova. “NTV”, 07.06.2014*

*Prokhor Chaliapin is preparing for a divorce with elder wife-millionaire and requires a half of her wealth. “NTV”, 11.10.2014*

- **“Intrusion of apocryphal agenda. Creation of illusive worldview”** – “Life News” (32,3) and “NTV” (29,8).

*Almost 80% of militiamen from the Armed Forces of Ukraine return home with “Donbass syndrome”. “Life News”, 17.11.2014*

*Six-year-old Briton girl gave her “Audi” for charity. (As if children could have their “own” cars, an idea of children participating in mature social process). “Life News”, 20.11.2014*

*Stalls of the Russian shops will be filled with camel meat*

*In a short time, stalls of the Russian shops can be filled with camel meat. Researchers from the Astrakhan State Technical University are planning to produce frozen semi-products, which will refill the meat deficit due to food sanctions. “Life News”, 13.11.2014*

*Psaki threatened to isolate Russia*

*The official State Department representative claimed that the USA will not recognize the legitimacy of elections, which recently took place in the DPR and the LPR. Jennifer Psaki, speaker of the USA State Department: “We will not work with these leaders”. Psaki emphatically welcomed claims of the European leaders, occupying similar position. She also claimed that if Russia recognizes results of the weekend elections, this will “strengthen its isolation”. “NTV”, 03.11.2014*

- **“Traumatization of people mentalities, formation of senses of fear and hopelessness”** – “Novaya gazeta” (42), “Gazeta.ru” (34) and “Izvestiya” (32.8).

*We have seen this affirmation in the coffin*

*The conversation with chief editor of the “Archeologia russkoy smerti” magazine.*

*This is, for example, the description of such funeral: “The dead were carried into the zone fully naked, as the day they were born... The watchman checked the direction for the zone for dead with the accompanying documents, then took a heavy hammer with long wooden handle and smashed the dead’s head with the words: “this is the last seal, alive won’t be carried outside the zone”. In the North, to bury in the ground one should explode it with ammonal, but there were not enough of it, so dead were just covered with small stones. Corpses reappeared in the spring... “Novaya gazeta”, 11.12.2015*

*«They wrote a murder and life will write a continuation»*

*«So is there any hope for anything positive? Of course, there is. This is the economic crisis, which will not end tomorrow. The modern penalty system is extremely expensive and non-effective» “Novaya gazeta”, 11.2015, No. 127*

*Karateka was shot near the children*

*In the Saratov sport school, a 45-year-old man shot karate coach and wounded other two people in front of the amusing children. “Gazeta.ru”, 01.12.2015*

*The bird influenza spreads in air (about the death of a man, sick with bird influenza. “Gazeta.ru”, 19.11.2015*

*Military Department: The Russian Federation security threat is forming in the Arctic*

*The Department noted that some countries aim to wide their own territories with a continental shelve and islands of the Arctic Ocean*

*There are potential threats for the Russian Federation defense forming in the Arctic. This was stated by the stats-secretary – deputy defense minister of the Russian Federation, military general Nikolay Pankov. He noted: the developed countries, including those without an access to the near-polar regions, aimed to the Arctic. “Izvestiya”, 25.11.2015 | Community | Alena Shapovalova*

*In Yaroslavl a dog found the cut human head in a landfill*

*In a Yaroslavl landfill a dog dug out the cut man head, who appeared to be the victim of alcoholic quarrel as well as his friend. Other body parts of the dead were found in the house of suspect.*

*The double murder took place at night of November 21 on the street of Smolyakov, according to the Yaroslavl media. The early sentenced 43-year-old local resident, according to the investigation, brutally murdered his drinking companions during the quarrel. “Izvestiya”, 23.11.2015 | Community | Sergey Trofimov*

- **“Destruction of reputation (damaging the reputation)”** –  
“Novaya gazeta” (26,8) and “Gazeta.ru” (25,3).

*The crown for Khazanov*

*About the mutual love between the artist and government*

*“The dislike of the new authority intelligence was guessed by Khazanov at the dawn of a century. But he missed with Yeltsin. There were monologues in the broadcast about the drunk leader, who is called the mix of Brezhnev and Luis de Funes, but the concept has changed with the lightning speed. The today leaders have solemnly opened the Yeltsin centre and eve Chubais appears on a TV every day. The bobble appeared, they did not have any time to cut the image of Yeltsin from the “dashing nineties” from the translation”. “Novaya gazeta”, 09.12.2015*

*What’s the cost of «imposed values»?*

*While the Rosturism chief claims that our ancestors did not float the sea, the “Новая газета” searches, how to travel to the sea with descendants*

*The anticorruption fund of Alexey Navalny immediately met with the wealth declarations of the state agent (Safonov) and found there a villa on the Seychelles. “Novaya gazeta”, 08.12.2015*

*Chaplin claimed that he does not see any sin in a McDonald’s dinner*

*“The head of synodic department of church and society relationship and community the archpriest Vsevolod Chaplin claimed that he ate lean food in McDonald’s and does not see any sin in it. Earlier some photos have appeared in the net showing the archpriest Vsevolod Chaplin in one of the McDonald’s restaurants. The photo shows that pries bought a burger and tea. “Gazeta.ru”, 09.12.2015*

*Media: The British were horrified by Cameron’s attempts of sex joke*

*The British Prime Minister tried to joke about sex and “nation shuddered”, reports Mashable. <...> During the conference of the*

*Conservatives, Cameron in particular spoke about the book of “The Joy of Tax”, written by economist Richard Merphy. The leader of Labour party Jeremy Corbyn adopted some ideas from this book. The British Prime Minister claimed that he took a copy of “The Joy of Tax” at home to show it his wife Samantha. According to Cameron, the book contains “64 positions but none of them works”. “Gazeta.ru”, 07.10.2015*

- **“Destruction of moral principles”** – “Express-gazeta” (27,4).

#### *The naked passenger*

*The action of “Subway without pants” was born in New-York in 2002. The first flashmob had only 7 jokers to participate but ten years later the idea became international. Thousands of people in more than fifty cities all around the world now traditionally take off their pants in the middle of January and do down to subway. Only in New-York, according to the organization’s estimates, three thousand people left their homes only in shorts. There was a bit less in Mexico and London. “Express-gazeta”, 02.06.2014*

#### *Mashkov goes romancing on the plane*

*Actor left with a mass actress Zarina Mukhitdinova at night. Vladimir Mashkov once admitted that his bed saw not a single hundred of beauties. Despite his age of “fifties”, wonderful actor does not still mind to hit young women. So it happened on the set of the “Flight crew” film “Express-gazeta”, 03.11.2014*

- **“Stirring of social aggression and intolerance”** – “Gazeta.ru” (48,3).

#### *Elders and robbers*

*Of course, the government can be understood. Raising the pension age is the unpopular decision, to admit it (and answer for it) is possible*

*only for federal authorities. But the low indexes of pensions will not be noticed. Conversely, nominal pension will become bigger on 500 rubles. But the fact that you can afford nothing on these money (average pension in 2016 – RUB 13 416) appeared because of sanctions, moreover, our own “bloodsucker businessmen” capitalize the labour nation <...> It all leads to the fact that the national pride will increase accordingly to the household income damping. Of course, there will remain lucky persons with rich children, remaining business or renting apartments. Also there will remain those who are able to enjoy life with RUB000’s 15-20 per month and, possibly, not suffer diseases. Because there will not be enough for cure. “Gazeta.ru”, 09.10.2015*

- **“Creation and intrusion of stereotypes (idols and rejected)” – “Gazeta.ru” (32).**

#### *The poor boy*

*This text – the reasoning of the author about the men who earn less than women and cannot afford to pay for his girlfriend everywhere. As a consequence, the author gives the example of a broken pair or even family. “Then we see excellent happy marriages where the woman turns out better earn, and a man full of other advantages – he can be a support, protection, a good father, an equal partner. Only there are few such people, both men and women, so these marriages are rare among us. But their existence gives hope that once “poor boy” appears to be “above it all” and very, very free. Well, you never know,”- writes the author. “Gazeta.ru”, 05.12.2015*

#### *Why the French woman is also a man?*

*I lived in two countries and could not escape baffling comparisons. In terms of care the alignment of forces was not at a side of the French. After all, our man, even if he is a sudden alcoholic and hits his wife, will reflexively let the female pass in front of him, will take on a heavy*

*burden of shopping, had he come up with in the shop with his wife. And definitely do not forget to pour the lady (even beaten by him) another glass of alcohol. “Gazeta.ru”, 01.10.2015*

- **“Heresy planting (mysticism promotion)”** – “REN TV” (20,5) and “Express-gazeta” (15,2).

*The web-site of REN TV has a separate heading of “X-Files”, where the articles about pseudo scientists, riddles and ghosts are written:*

*The maniac soars over the Moon. “REN TV”, 17.11.2014*

*In English store the surveillance camera filmed the poltergeist (video from the British tabloid of Daily Mirror about the strange night occurrences in one of the shops). “REN TV”, 30.10.2015*

*The first victims of cholera were vampires. “REN TV”, 27.11.2014*

*The thundercloud gave birth to an alien ship. “REN TV”, 26.11.2014*

*The Germans invented “brainplane” (it is about airliners soon controlled by mind force only). “Express-gazeta”, 02.06.2014*

*Senator was killed by magic (about the fact that the Vice-Chairman of the Italian Senate, Roberto Calderoli was cursed in Congo) “Express-gazeta”, 01.09.2014*