

**RUSSIAN BUSINESSMEN IN THE AMERICAN MEDIA**


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The paper analyzes newspaper articles from 2009 to 2014 focusing on Russian business. The research aims at the way how American mass media present famous Russian businessmen. Having analyzed materials from NYT and USA Today, the authors come to the conclusion that the most frequent representatives of business in Russia in the American press are Roman Abramovich, Mikhail Prokhorov, Mikhail Khodorkovsky, and Boris Berezovsky, while other billionaires are often overlooked. The research also examines the topics of the articles, the general tone, and some linguistic means of featuring the businessmen. The paper concludes that despite the scandalous and sensational news about the above-mentioned tycoons, the journalists pay attention to both negative and positive features and are very reserved in their judgments. Discussing the oligarchs’ roles in Russian economy, politics, and social life, they portray the businessmen rather objectively providing the readers mainly with factual information and strong arguments.

**Ключевые слова:** Russian oligarchs, American media, objective reporting, tycoons, business.

The aim of the research was to examine the articles published in American newspapers and magazines for 5 years from 2009 to 2014 and find out how they present Russian businessmen. The initial stage showed that almost the only businessmen American journalists write about are Roman Abramovich, Boris Berezovsky, Mikhail Khodorkovsky, and Mikhail Prokhorov. However, these names don’t appear frequently in the American media, but rather after certain events which involved the oligarchs. American journalists often call them “oligarchs” or tycoons rather than businessmen. It is interesting to note that newer Russian billionaires, such as Alisher Usmanov, Mikhail Fridman, Leonid Mikhelson, Viktor Vekselberg, and others who became the richest Russian businessmen according to Forbes, are rarely if ever are mentioned in the American media. It is more common for British newspapers and magazines to write about them. American journalists seem to be more interested in more famous oligarchs whose names are often associated with scandals or sensations.

**Russian tycoons in USA mass media**

The data we collected show that the above-mentioned people are usually shown very objectively; the journalists try to present them without much bias mentioning both their achievements and their illegal affairs. Let us now have a look at the character sketches that newspapers and magazines give each of them and discuss when their names were mentioned in the media.

We would like to start with Roman Abramovich. He is a 48 year-old Russian businessman who built his business on natural resources such as oil or gas. Now he is the owner of a millhouse company and football club “Chelsea”. American mass media mostly wrote about Abramovich in connection with Berezovsky and their court hearings in London from the beginning in 2008 till the end of 2012. The New York Times (NYT) discusses the event very objectively without supporting anyone:

“The case had been billed as the world’s largest private lawsuit since it began more than four years ago. It culminated on Friday with a stunning victory for Mr. Abramovich. He is a 48 year-old Russian businessman who built his business on natural resources such as oil or gas. Now he is the owner of a millhouse company and football club “Chelsea”. American mass media mostly wrote about Abramovich in connection with Berezovsky and their court hearings in London from the beginning in 2008 till the end of 2012. The New York Times (NYT) discusses the event very objectively without supporting anyone:” [1]

Abramovich is also often mentioned as the owner of “Chelsea” football team. The NYT writes that “While Mr. Berezovsky was in court for the ruling, Mr. Abramovich was in Monaco to watch a game involving Chelsea, which rode his billion-dollar investment in the club to victory this spring in Europe’s Champions League, the most coveted club trophy in soccer” [1].
The second Russian oligarch widely discussed in the American media is Berezovsky. When he was found dead in his bathtub, American media wrote a lot of articles speculating on his life and the role he played in Russia. For example, The NYT in the article “The Oligarch Who Dug His Own Grave” calls him “the original oligarch” who “almost single-handedly created Russia.” He “first pioneered the country’s crony capitalism, masterminded its first managed elections, blundered the line between the media and the government, and even helped install Vladimir Putin into the presidency. The journalist even somewhat feels sorry for him as Berezovsky was later crushed by Putin whom they describe as a grave-digger even though later in the article the author admits that he had become rich “through cunning, ruthlessness and insider connections” [2].

In general, the question How did Russian oligarchs earn their money so quickly? is very common. Some articles state that at the end of the 80s of the 20th century it was easy for Russian oligarchs to start their businesses thanks to the corruption in power. For instance, writes that “they were, in fact, chosen by the KGB. According to Preobrazhenskiy, ‘In the early 1990s Berezovsky became one of the first Russian oligarchs. How? Nobody knows. As far as I know, the oligarchs were mostly reliable KGB agents to whom the KGB gave Communist Party money in order to turn them into KGB milk cows’” [3].

Recent articles about Khodorkovsky focus on his release from prison offering very reserved comments about imprisonment and his reunion with his family in Berlin although earlier articles right before Putin’s second elections supported his opposition to Putin.

Mikhail Prokhorov is another Russian billionaire whose activities are sometimes discussed in the American media. He is mentioned because of his president campaign in Russia, his New Jersey Nets, and his sponsorship of the Russian biathlon Olympic team.

Regarding the election campaign, the journalists obviously looked for some information about the battle between Putin and Prokhorov: “In his speech on Saturday, Mr. Prokhorov clarified that he is opposed to the political party (Vladimir) Putin founded, called United Russia, and that Right Cause will take on his party in the elections. But at a subsequent news conference, he suggested that he may not openly criticize Mr. Putin personally” [4].

As for New Jersey Nets, the articles are mainly positive describing his efforts to make this team better. From time to time he gives an interview about his team in some newspaper: “What I’m doing here, I don’t go halfway in anything. I’ll go all the way” [5, 6].

Concerning Prokhorov’s biathlon activities, the journalists dwell upon his lavish sponsorship of the team (“Mr. Prokhorov is paying for the biathlon team to travel to Sochi on three private jets”) and seem envious of the amount of money he spends on it. In the article in NYT “Russians with Deep Pockets Adopt Teams Going for Gold,” Sam Dolnick also wonders if Russian billionaires volunteer for Olympic service, or they were enlisted. The author goes on to say that “as always, the relationships between the Kremlin and the business world are murky at best, and political analysts can only speculate on precisely how the billionaires ended up working with the sports federations” [7].

Conclusion
Summing up, it is necessary to note that Russian billionaires are presented rather objectively without much bias. The articles about them show both positive and negative features and are more factual than opinionated. They contain a lot of quotes proving the journalists’ points of view without distorting information.

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Российские бизнесмены и медиа США
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Проанализированы американские газетные статьи (2009–2014) на тему российского бизнеса и известных бизнесменов. Проанализирован материалы с «Нью-Йорк таймс» и «USA Today», авторы пришли к выводу, что в американской прессе наиболее часто упоминаются имена представителей российского бизнеса: Романа Абрамовича, Михаила Прокорова, Михаила Ходорковского, Бориса
The first thing one should know doing the international business is to learn and respect cultural differences, because different cultures teach different values and what might be polite in one country could be highly insulting in another one. Ignorance of such things can easily lead to challenges which may threaten future success of the business deals and even ruin the business in the long run. The authors of this article examined some differences in business etiquette in Russian, American and Chinese cultures and focused their attention on issues connected with TIME perception, business communication, dress code, entertainment and gifts, and gender roles. The results of the analysis made it possible to come to a conclusion about great importance of above-mentioned factors in the process of doing business and to formulate some useful business etiquette tips for those who are willing to have successful business connections with American and Chinese partners.

Ключевые слова: international business, business etiquette, business communication, challenges, success, business tips.

There are numerous benefits to working with other cultures, including the unique professional perspective that they can provide to you and your company. However, it is important to follow a few rules of etiquette to ensure a productive and comfortable business relationship [1]. This article considers different issues connected with business etiquette in Russia, the USA and China. The aim of the research was to analyze some differences between Russian, American and Chinese cultures in business etiquette and to formulate some business-etiquette tips which may help in fighting challenges on the way to successful business with American and Chinese business people. The first section of the article presents some key issues on the main business etiquette differences between Russia, the USA and China, namely the differences in TIME perception; business communication; dress code; entertaining and gifts; gender roles. The second section presents some business-etiquette tips which are sure to help when doing business with American and Chinese people.

Differences in TIME perception
Each country perceives time differently. The USA for example represents strict time cultures where you can often hear such things as “Time is money, Save time, Use time wisely, Don’t waste time”, etc. Russia is the example of flexible time cultures and respectively we have a famous saying ныне свое время. As for China it demonstrates cyclical cultures and the well-known proverb is “With time and patience the mulberry leaf will become a silk gown”. Such differences in cultures of course influence business deals.

Concerning Russian business people the situation is thought to be changing today to the better because more and more businessmen start to respect punctuality. On the other hand Russian business people can still be late for 10–15 minutes and it is not considered a rude violation of the etiquette [2]. In this respect it is interesting to note what the New York Business Etiquette Guide advises American business people who want to do business with Russians: «Schedule meetings well in advance and confirm them both upon arrival in Russia and a few days before the meeting. Don't be surprised if your meeting is canceled or rescheduled. Arrive on time or slightly early — but don't expect Russian partners to do likewise; arriving late without apology is a test of a foreign business partner's patience» [3].

Americans on the contrary set a term for negotiations a few weeks or even months beforehand, and it is not characteristic for them to notify everyone about them on the eve. One more difference between these two business cultures is a process of planning the actions. Many Americans build their life by the plan using it every day. Russian entrepreneurs are likely to be more spontaneous during the process of organizing their future actions.

China is similar to America because it also values punctuality in business negotiations. Chinese business people suppose that being late isn’t an appropriate behavior. If you have business relationships with Chinese partners, you should know that they prefer to arrange an exact place and time for the meeting.

Business communication
Business communicating is the main process in doing business, and its result will show if you established a new partnership or not. Types and styles of negotiations in Russia are connected with the status of the company. If it is a small or a medium company, negotiations may