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**THE EVOLUTION OF THE IMAGE OF CHINA IN THE RUSSIAN MEDIA (XVIII – EARLY XX CENT.)**

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*The article dwells upon the issue of Russian-Chinese relations in the context of information policy and provides a retrospective review in order to identify the origins of the problems existing in the present in the representation of bilateral relations in the media. The article adequately examines the image of China in the media of pre-revolutionary Russia and the influence it had on public opinion and culture. The formation process of ideas about China during this period is analyzed. The traditions in the display of China in the Russian media that have revived in the present are revealed.*

**Keywords:** China, media, retrospective review, international relations, information policy.

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