

Copyright © 2021 by Academic Publishing House Researcher s.r.o.



Published in the Slovak Republic  
International Journal of Media and Information Literacy  
Has been issued since 2016.  
E-ISSN: 2500-106X  
2021, 6(1): 46-56

DOI: 10.13187/ijmil.2021.1.46  
[www.ejournal46.com](http://www.ejournal46.com)



## A Study of the Reflection of Current Russian-Cuban Relationship in the Content on the Online News of the Cuban News Agency Prensa Latina

Yarileisy Barcelay Ramírez <sup>a,\*</sup>, Natalia S. Gegelova <sup>a</sup>, Alexander A. Grabelnikov <sup>a</sup>

<sup>a</sup> Peoples' Friendship University of Russia (RUDN University), Russian Federation

### Abstract

This study is developed on the basis of a current scenario in which Russian-Cuban relationship continues to strengthen. In this context, the official digital media of both countries play an important role in shaping the image of both states in current geopolitical conditions. This research analyzes the reflection of Russian-Cuban relationship in the current stage, taking into account the content of the news on the website of the Cuban news agency Prensa Latina. For this, a sample of intentional type (N = 453) was systematically analyzed (from July to August 2020), corresponding to the news published from January to July 2020 by Prensa Latina on its website in which Russia is mentioned. The methodology used allowed and helped the analysis of thematic content and the analysis of semantic content on the texts of Prensa Latina, combining qualitative and quantitative techniques, which showed that in the media agenda of Prensa Latina, during 2020, a higher priority was given to political issues, related to Russia, than to economy issues and society issues. Also, it was observed that in the content of Prensa Latina presents the political, economic and social news on Russia, in a way to make and create a positive image about Russia as a strong state on the readers. Thus, the political discourse reflects the current diplomatic relationship between the two governments at a high level.

**Keywords:** Russian-Cuban relationship, content analysis, digital media, media text, Prensa Latina news agency, political discourse, image of states.

### 1. Introduction

Technological changes have led to the migration of traditional media into digital media (hereinafter DM). In addition to their functional duality – carriers and disseminators of information – DMs, like traditional media, also contribute to raising the educational and cultural level of the population as part of the growing process of informing society.

At the same time, the DMs have become instruments of manipulation of the social conscience. Today, the manipulation of people's minds, feelings and behavior is becoming more sophisticated thanks to scientific and technological development (Grabelnikov, Gegelova, 2019: 6), visible also in journalistic practice.

And it is, precisely, the growing development of technologies that has generated mass digital journalism, where consumers themselves have become, at the same time, producers of all kinds of content available to the masses (Barcelay Ramírez, Gegelova, 2021: 111). The free practice of digital content production is one of the media risks that occupies and worries researchers in spheres such as Sociology, Journalism and Mass Communication.

\* Corresponding author

E-mail addresses: [1042185080@pfur.ru](mailto:1042185080@pfur.ru) (Y. Barcelay Ramírez)

Thus, the role of the media in media education are considered important. Given the imperative of Internet consumption, the use of digital media and social networks, media literacy is also essential. Nowadays, people need to be aware of the disadvantages that the virtual community has brought us, they need to be competent in the use of DMs, or they will become an easy victim of numerous media manipulations (Fedorov, Mikhaleva, 2020: 155).

In this context, official and / or state media play an important role, taking into account the social commitment that they must play towards audiences. State media available on the Internet and of international recognition are the most common tool for shaping the image of States.

This study analyzes the reflection of Russian-Cuban relationship in the current stage (from 2000 to the present, taking into account that starting this year and with the official visit of Russian President Vladimir Putin to Havana the relationship and negotiations between the two states are reestablished with more growth), taking as a reference the content of the news on the website of the Cuban news agency Prensa Latina: Cuban official media recognized not only in Latin America, but also in Western countries, like Russia.

## 2. Materials and methods

Content analysis is the main method on which the following work is based. This research technique allows to describe with objectivity, precision and generality what is said on a given topic, in a given place, at a given time (Lasswell, 1938). Thus, content analysis helps to formulate inferences by systematically and objectively identifying certain specific characteristics within a text (Hostil, 1969: 5). However, studying the texts of the media is not an easy task, but it is necessary to know the influence and the effect they cause on people (Fedotova, 2017: 95).

An empirical research model is used to analyze and interpret the content approach of the Prensa Latina agency online messages, published during 2020 and to reach conclusions about the reflection of the relationship between Cuba and the Russian Federation under current conditions, framed in the qualitative paradigm (Andréu Abela, 2001; Berelson, 1952; Fedotova, 2017; Hostil, 1969; Lasswell, 1938; Macnamara, 2005; McQuail, 1994; Shoemaker, Reese, 1996) and focused on descriptive aspects, specifically through of thematic content analysis and semantic content analysis. At the same time, the research is supported by the quantitative method, using statistical techniques to count the variables defined by the analysis of the texts.

The thematic content analysis made it possible to identify and classify the list of topics studied and the search for words in context. For its part, semantic content analysis helped to study the internal structure of the text: *the theme* (the central idea of the news), *the argument* (development of the theme and the presentation of secondary ideas) and *the structure* (description of the ideas that are developed in each of the parts).

For the thematic content analysis, an intentional sample was selected. Researchers carry out theoretical sampling to analyze and code the data and use their knowledge of the subject to select the evaluation criteria. The coding was carried out on a body of N = 453 news items, systematically analyzed during July to August 2020.

The authors determine their own analysis process and rely on the content analysis procedure of Andréu Abela (Andréu Abela, 2001): (1) determine the object or topic of analysis; (2) determine the encoding rules; (3) determine the category system; (4) check the reliability of the coding-categorization system; (5) inferences.

To carry out the study of the reflection of current Russian-Cuban relationship in the content of Prensa Latina news agency, an explanatory model is built based on the theory of H. Cantril (Cantril, 1965) and we rely on the value of orientation for the search for dimensions selected for content analysis (Yadov, 1995). Aspirations are measured on the continuum: "strong", "medium", "weak", where the topics with the highest percentage of publication are "strong" and those with the lowest percentage "weak".

### *Variables and analysis category system*

The variables analysis are *the news topics about Russia*. In the thematic content analysis, the following news classification scheme is taken into account: (1) the number of headlines per month on each given topic; (2) the repetition of the same headline in the month; (3) length of the news and; (4) the enhancement of the letter or the text within the content of the news (see Barcelay Ramírez, Gegelova, 2021: 113).

The analysis category system was defined to perform the content analysis in our research (see [Barcelay Ramírez, Gegelova, 2021: 113-114](#)). Some dimensions were chosen from the categorization system proposed by Andréu Abela ([Andréu Abela, 2001](#)).

*Category 1. Politics:* a. International relations; b. Institutional functioning; c. International political conflict; d. National conflicts; e. Political debate; f. Political corruption; g. Terrorism and espionage; h. International news.

*Category 2. Economy:* a. Economic policy; b. Economic bonanza; c. Economic crisis; d. Economic conflict; e. Collaboration.

*Category 3. Society:* a. Social events; b. Science and technology; c. Culture; d. History and heritage; e. Sport; f. Tourism; g. Social problems.

*Coding system:* a numeral encoder (1, 2, and 3) is assigned to each variable and an alphabetic encoder (a, b, c, d ...) to each semantic unit (see [Barcelay Ramírez, Gegelova, 2021: 114](#)).

- *The presence or absence* of certain topics in Prensa Latina news agency. For example, we code the dimension "political debate" as *strong* (more than 15 headlines), *medium* (from 8 to 14 headlines) or *weak* (from 1 to 7 headlines) according to the presence or absence of headlines per month in Prensa Latina news agency on this thematic.

- *The frequency of appearance* of a registration unit determines the ranking of the most relevant topic to be published. In this case, the sum of the news published about Russia in 2020, each of the three categories gives us the ranking of the most relevant variable, taking into account the following measurement scale: strong ( $\geq 50$  headlines), medium (from 20 to 49 starters) and weak (from 1 to 19 starters).

- *The intensity* of the content where the opinion of a certain topic is shown. The degree of intensity of the reflection of the current Russian-Cuban relationship in Prensa Latina news agency content is cataloged, where 1 is intense (from 5 to 14 repetitions) and 5 ( $\geq 15$  repetitions) is very intense.

- *The extension* of the news is measured according to its structure. The authors determined their own measurement parameters: 1 to 4 texts – normal, 5 to 7 texts – *not very extensive*, 8 to 10 texts – *extensive*, and  $\geq 11$  texts – *very extensive*.

*Results or inferences:* the quantitative data are interpreted by the researchers, and from the analysis of the symbolic material (the subject, the content, and the texts) the scientific data are obtained as a result of the research.

### 3. Discussion

The function of the official digital media [ODM hereinafter and, also understood as ODM in this research to state digital media (SDM hereinafter)] in the last decade goes beyond informing society. ODMs play an important role in shaping the image of States and their international political authority, as well as in strengthening mutual diplomatic relations between governments in the era of globalization.

Consequently, research is increasing ([Capriotti, 2013](#); [Echeverri et al., 2012](#); [Fedotova, 2014](#); [Gegelova et al., 2019](#); [Pocheptsov, 2001](#); [Shvecova, 2012](#)) linking studies of country image, state image and the DM as the main instrument in the construction of this image.

Both the image of a country and the image of a state are formed intentionally. Governments manage their image through the statements of influential national personalities and political and public leaders, for which they use the discourse of the SDMs. Taking into account their presence in political events, the SDMs are builders / spokespersons of public opinion and at the same time they are used by politicians to shape their agendas and make decisions ([Carey, 1997: 241](#)).

Here, the analysis of the political discourse of DMs acquires relevance in social research ([Barabash, Chekunova, 2017](#); [Baranov, Kazakevich, 1991](#); [Kultysheva, Fisenko, 2019](#)). Political discourse can be highlighted as an outstanding way of "doing politics" ([Van Dijk, Mendizábal, 1999: 17](#)) and in turn is a determining factor in the reputation that a State gains in the consciousness of the world community ([Barcelay Ramírez, Gegelova, 2021: 115](#)).

However, the discourse of the DMs is also analyzed for its influence on society, for their ways of manipulating, controlling political consciousness and people's behavior. Research on these issues continues to be the object of study in the international scientific community ([Castells, 2009](#); [Kentikelenis, Seabrooke, 2017](#); [Lee, Tandoc, 2017](#); [Lehmann et al., 2017](#); [Reunanen, Kunelius, 2020](#); [Shen et al., 2019](#); [Stubbs et al., 2020](#)).

The well-known terms "disinformation" and "fake news" are increasingly being addressed in the research of scientists from different countries (Bakir, McStay, 2018; Chung, Kim, 2020; Jang, Kim, 2018; Kaur et al., 2018; Malik et al., 2020; Saurwein, Spencer-Smith, 2020; Shu et al., 2017; Wardle, Derakhshan, 2017) and it is not precisely because of its novelty, but because media manipulation in the current digital age has become a trend, without mercy and without limits, in the international arena.

Misinformation and fake news "virus" causes emotional distress and intentionally influences people's opinions, attitudes and actions, and its dangers have never been more severe before (Shen et al., 2019: 460).

And this is where the ODMs play their role, although they are also vulnerable on this trend. Each mean focuses its content depending on its purpose, however, the observation of the social environment (taking into account the use and abuse of power, political corruption or crisis situations) (Lasswell, 1938: 221), responsibility with society and accountability to the public (Garton Ash, 2016: 89; Helberger, 2020: 845) remain some of its main functions.

ODMs, also adapted to change in virtual communication, today more than ever must be professional, ethical, trustworthy for the audience, assuming the responsibility of distributing "true, verifiable" news that counteracts the flow of "false" news that circulates freely on the Internet through different opinion groups (Barcelay Ramírez, Gegelova, 2021: 116). At the same time, governments are challenged to avoid sociopolitical media manipulation, and to make society literate based on the consumption of information in virtual space (McDougall et al., 2018: 6; Levitskaya, Fedorov, 2020: 431) so that media culture is gained. It is precisely in this digital age that MOUs must earn a reputation.

In addition to their political interest, the SDMs of both countries must publish updated content on various topics that interpret and build social reality. In the current geopolitical conditions, both Moscow and Havana, and taking into account the level of importance of current diplomatic relationship between Cuba and Russia, it is convenient to show a diversified media agency, with homogeneous content, different approaches and styles that represent, with transparency, the political, economic, social, cultural reality, etc. of Russia and Cuba.

In relation to the antecedents addressed, the hypothesis that will guide the investigation is formulated:

In the content of Prensa Latina media agenda, political issues related to Russia are given higher priority than economic and social issues.

#### 4. Results

During the analysis of the thematic content, two sections of the official Prensa Latina website were studied (see URL of the official website), which include the following topics: News (Europe, Sports, Culture, Science, Economy) and Specials (Politics, Economy, Sport, Culture, Science, Chronicles). 453 headlines about Russia were identified, published from January to July 2020, organized in this research into three thematic categories: Politics, Economy, and Society (Table 1).

Microsoft Excel is used for data processing. The total of the news about Russia published in 2020 is equal to the sum of the total of the news published per month of each of the established categories ( $TNR = \sum Tn * M$ ). Thus, the result of the analyzed sample was obtained: TNR (453) =  $\sum TnP$  (227) +  $TnE$  (17) +  $TnS$  (208).

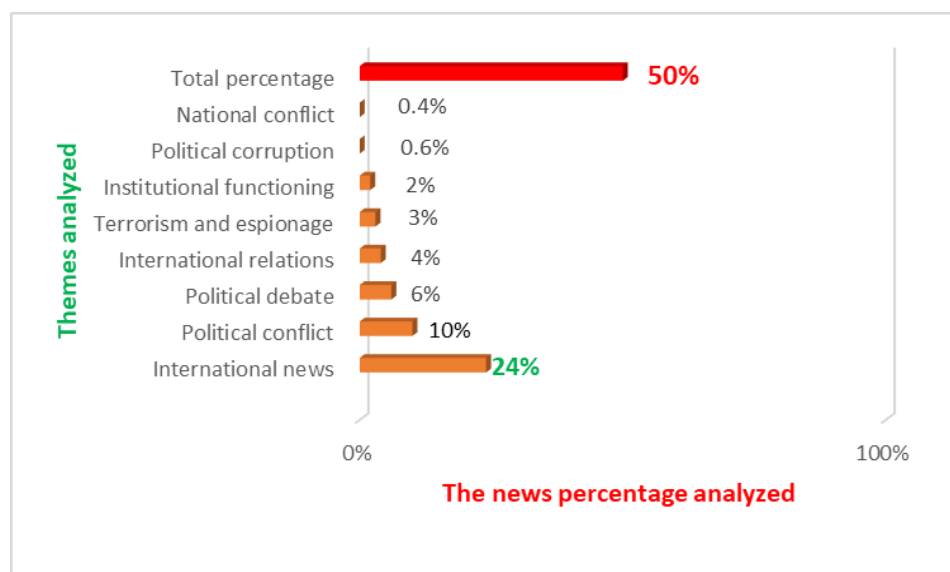
Thus, out of the total news (453) analyzed about Russia, published in 2020, 50 % (227 news) is from Politics, 46 % (208) from Society and 4 % (17) from Economy. Obviously, on Prensa Latina agenda they broadly reflect of the Russian political current affairs. However, the content of Economics is scarce. Thus, in the current year, topics on Society were prioritized given the international situation of the Covid-19 pandemic.

**Table 1.** Total news by category, published on Russia in 2020.

CATEGORIES	TOTAL NEWS ON RUSSIA IN 2020
C1-POLITICS	50 % (227)
C2- ECONOMY	4 % (17)
C3- SOCIETY	46 % (208)
TOTAL	100 % (453)

Classification of the news. Political Category (Figure 1)

Correlation of the classification criteria: a) number of news per year and b) repetition of the same holder per month.



**Fig. 1.** Total "Politics" news published on Russia in Prensa Latina in 2020

50 % (227) on Politics news published about Russia during 2020, 24 % (111) is international news, 10 % (47) is of international political conflict, 6 % (23) on political debate, 4 % (16) on international relationship, 3 % (14) on terrorism and espionage, 2 % (12) on institutional operations, 0.6 % (3) on political corruption and 0.4 % (2) on national conflict. Taking into account the criterion of the number of headlines per year, the variables with the greatest publication relevance are: international political news and international political conflicts, both *highly* evaluated.

It is considered relevant that in all dimensions there is a headline about Russia, always positive. Obviously, the subject of foreign policy is given higher priority, but they also reflect the internal political situation in Russia.

Given the political repercussion of Russia in the international arena, the repetition of headlines of current international politics and international political conflict is remarkable. Thus, the international news variable was evaluated as strong in the months of May (4.4 % of the total – 50 %), June (10.3 % of the total – 50 %) and July (9.2 % of the total – 50 %) according to the criteria of repeat headlines per month.

During the first semester, 2020, the international situation of the Covid-19 pandemic, took place a media confrontation among different countries, especially between the western media and the Russian state media, where Moscow is constantly accused, and even Beijing, had manipulated data on the epidemic. In this context, the messages of international political conflict in the months of May (3.9 %) and July (4.2 %) stand out, so the degree of intensity reflected on this issue is “very intense”.

It is evident that Prensa Latina work and attention are first targeted to current international political issues on Russia; and secondly, to the constant political conflict between Moscow and Washington/Western countries. Some of the headlines analyzed are the following:

Russia: US seizes pandemic to instigate confrontation, 05.13.2020; Russia, Covid-19 and the options of the West, 05.16.2020; La Jornada: China, Russia and EU support WHO against US attacks, 05.20.2020; Russia denounces US dismantling of global security system, 05.22.2020; Russia denounces Western campaign to damage Putin's image, 05.24.2020; Russian Embassy in Germany rejects accusations of cyber-attack, 05.27.2020.

Obviously, the degree of intensity of the reflection of political conflict between Russia and the United States/Western countries is classified as "very intense" during the months of May, June and July.

At the same time, the content of political debate is also classified as very intense in the month of July (3.1 %) given the internal political context of Russia, marked by the announcement and approval of a new constitutional reform in July 2020.

It should be noted that the international relationship variable was evaluated as *weak* according to the measured criteria. In February, seven headlines were identified on this subject, which address the topic of the Russian Foreign Minister's visit to the island Sergei Lavrov on this month.

Naturally, in the first half of 2020, greater attention is given to social issues and international political conflicts due to the international epidemiological situation. The political agenda and diplomatic interaction between the two countries did not stop, but they were somehow limited.

*Correlation of the classification criteria: c) body of the news (length) and d) enhancement of the text of the news content.*

The content of the news on Prensa Latina official website, its objectives and current, in most cases, opinion notes also prevail, where the event is analyzed in more details, causes are identified and the importance of certain phenomena is evaluated. , mainly the events related to the political conflicts between Russia and the US / Western countries. On the main page of the website, the headline of the news is shown in Arial 20, in blue and highlighted in bold. The content of the text in Arial 13. The textual citations within the text are highlighted in quotation marks.

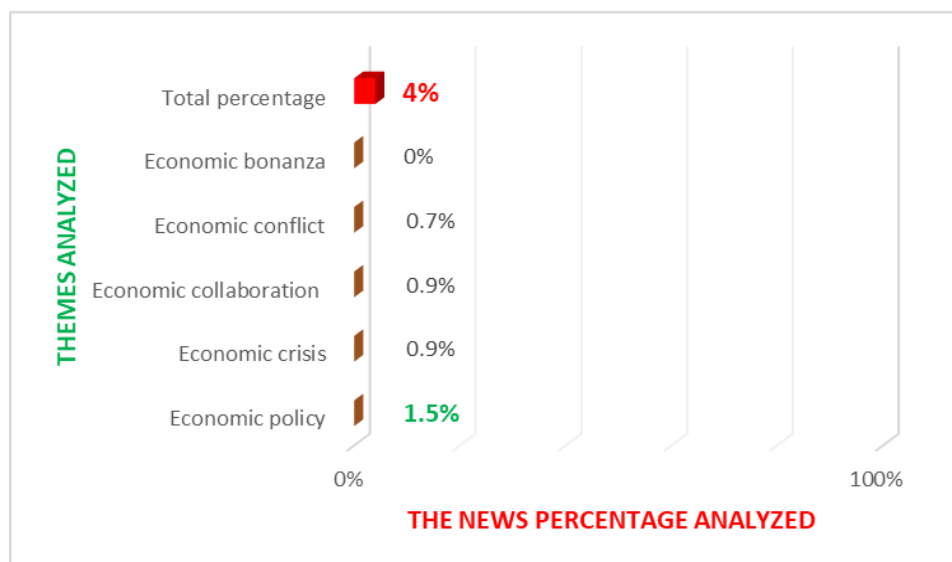
Quantitative analysis shows that in the Political category of 227 headlines published about Russia, 120 were classified as extensive, 57 as *not very extensive*, 40 as *very extensive* and 10 as *normal*. Obviously, "extensive" texts prevail in Prensa Latina content. 120 headlines cataloged as "extensive", 46 are of international news, and 33 are of international political conflict, 15 on political debate and 11 on terrorism and espionage. Structured 10-paragraph headlines predominate.

There is a balance in the writing style of the content. In all cases, they exhibit a similar structure: the headline followed by a short heading introducing the topic of the event, then some paraphrased quotation corroborating the fact, later they present short paragraphs where they add brief information on the topic, with citations or paraphrased information from different sources of information: president, minister, spokesperson, document or official site. Quotes are shown in quotation marks, paraphrased ones are not. The notes are organized by sections and at the end of each note the metadata that classifies the content according to the country (North America, Central America, Europe, Asia, Africa, etc.), the theme (science, politics, culture, sport, etc.) and the type of note (exclusive, main, opinion). In the "Politics" section, it was noted that the majority of *opinion* headlines address issues of political conflict, specifically between Russia and the United States.

Classification of the news. Category Economy ([Figure 2](#))

Correlation of the classification criteria: a) number of news per year and b) repetition of the same holder per month.

The 4 % (17) on Economy news, published on Russia in the first half of 2020, 1.5 % (6 headlines) is on economic policy, 0.9 % (4) on economic crisis, 0.9 % (4) on economic collaboration between Cuba and Russia and 0.7 % (3) on external economic conflict. No economic bonanza headline was found. Obviously, this category was evaluated as weak according to the measured criteria.



**Fig. 2.** Total "Economy" news published on Russia in Prensa Latina in 2020

The content of "Economy" in Prensa Latina media discourse is *not very intense* in the first half of 2020. It should be noted that the few messages analyzed in this category reflect the strong ties of the economic collaboration between Cuba and Russia, as well as the help that Russia provides to Cuba in this sector under current conditions.

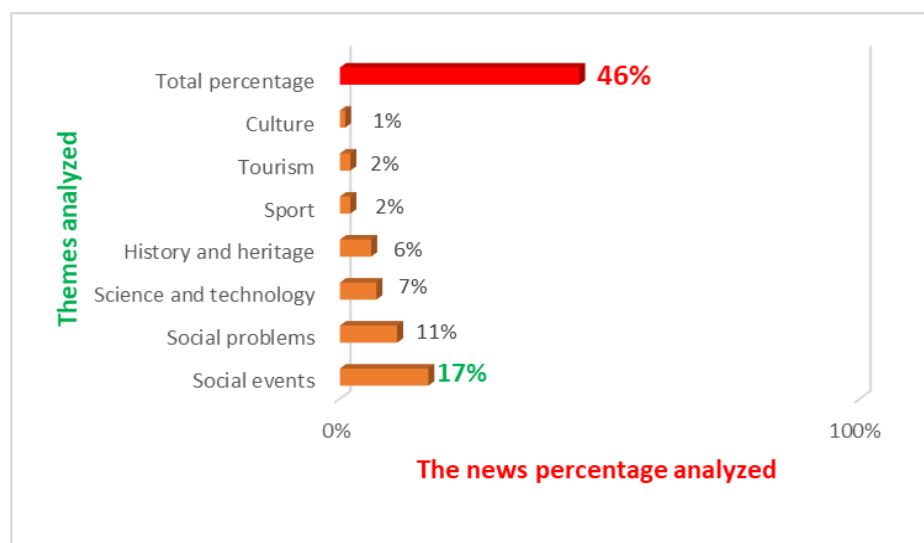
The discourse in Prensa Latina agency reflects the economic repression of the United States towards Russia, implementing unilateral sanctions, even in times of current crisis due to the international epidemiological situation. In contrast, economic policy headlines predominate (1.5 % of the total – 4 %) reflecting, in a positive way, the economic decisions taken by the Russian government to restore the economic situation caused by Covid-19 since the beginning of 2020.

*Correlation of the classification criteria: c) body of the news (length) and d) enhancement of the text of the news content.*

In the "Economy" category, as in the "Politics" category, most of the messages have an *extensive* structure (11). There are two classified as *normal*, two as not very *extensive* and three as *very extensive*. Although the messages are "extensive", they have an objective, clear and well-defined speech, argued with paraphrased quotes taken from official sources and political leaders.

Classification of the news. Category Society (see [Figure 3](#))

*Correlation of the classification criteria: a) number of news per year and b) repetition of the same holder per month.*



**Fig. 3.** Total "Society" news published on Russia in Prensa Latina in 2020

46 % on Society news published about Russia during the first half of 2020, 17 % is about social events, 11 % about social problems, 7 % about science and technology, 6 % about history and heritage, 2 % sports, another 2 % tourism and 1 % culture. In this category, a variety of content is observed, but a large number of messages about social events and problems are evident, which is due to the international epidemiological situation that took place in these months.

The positive news about the situation of the Covid-19 pandemic were included in the variable social events and the negative ones in social problems. Obviously, both variables were *strongly* evaluated taking into account the criterion of number of holders per year.

The epidemiological situation in the first semester of 2020, positive headlines appear repeatedly on the Prensa Latina website about the decision-making of the Russian government to control the pandemic. Thus, the positive headlines: number of tests carried out, high number of recovered, government support for social institutions, effective measurement plan, etc. are contrasted with the negatives: high number of infections, high number of deaths, second world position with positive cases, etc.

July (7.9 %), June (4.8 %) and May (4.2 %) were the months with the highest number of repeated headlines on the same topic: social events, evaluated *strongly*. In the same condition there is the variable social problems with a high number of repeated headlines in these months: July (3.9 %), May (3.9 %) and June (3 %). Obviously, in these months the degree of intensity reflected in both themes is *very intense*.

Thus, a variety of content from different social spheres are reflected in Prensa Latina media discourse, so the content of science and technology and history and heritage is also evaluated as very intense. Both categories were evaluated as "medium" according to the criterion of number of holders per year.

*Correlation of the classification criteria: c) body of the news (length) and d) enhancement of the text of the news content.*

208 published headlines about the Society in Russia only nine were classified as *normal* and 22 as *not very extensive*. The remainder, 92 were classified as extensive and 85 as very extensive. Most of the long headlines are about social events (36) and social problems (16). Likewise, most of the 92 headlines with a "very extensive" structure, are about social events (33) and social problems (29). The content of these messages is purely informative. Obviously, in Prensa Latina discourse, news with an extensive structure prevails, although the size of the texts is short.

It could be seen that in the content of history and heritage, the notes in the form of chronicles, descriptive and opinion prevail; generally very extensive and most are classified within the "exclusive" section. In the content, quotes, descriptions, verbal expressions are highlighted in quotation marks. Photos are shown that complement the verbal content.

#### *Inference*

The international epidemiological situation was of great repercussion specifically in the period that Prensa Latina content was analyzed (first semester of 2020). Precisely due to this situation, more than half of the headlines (31 % of 46 %) identified in the category "society" were about events and social problems related to the Covid-19 epidemic. Only 15 % of headlines are on social issues without mentioning the pandemic.

The thematic content analysis showed that, in relation to Russia, in Prensa Latina thematic agenda they attribute greater relevance of the Russian foreign policy issues. Special attention is paid to issues on international political conflict (10 % of the total in this variable - 50 %), which positively reflects the political influence of Russia in the international arena at the current time and its firm position as a strong and independent state and the permanent conflicts with the US and the Western powers.

Especial attention is paid to the content of political debate (6 % out the total - 50 %). The extra linguistic analysis reveals the use of stylistic resources that exalt the figure of Vladimir Putin, the confidence of the Russian people in their leader and the stability of the nation thanks to his leadership.

At the same time, the follow up on international relations messages (4 % out of the total - 50 %), although the figure is not very high. In this sense, they characterize the development of Russian-Cuban relationship at a high level in the current times, and highlight the historical ties and friendship between the two States.

In Prensa Latina news agency, the political approach, they publish news on national conflicts, political corruption, terrorism and espionage in Russia, but in the message they positively reflect the success in detecting extreme activities, as well as the effort of the Russian government to



guarantee sovereignty in national territory and preserve state assets. It is inferred that the intention is to form a positive image as an alternative to the negative image that Western media creates by portraying Russia as an unsafe country where terrorism is practiced.

The thematic content analysis showed, in Prensa Latina agenda, very little follow-up is given to the “Economy” topics on Russia. It was observed that the content that reflects the economic news of Russia, and even the economic collaboration between both countries, is very scarce (0.9 %). However, the economic messages analyzed reflect the active participation of Russia in the development program of the Cuban economy until 2030. The authors of this research infer that, with all intent, issues of current economic affairs in Cuba are hardly addressed. Russia in this environment, since the economic model adopted by the Russian Federation: current economic power, can be a source of inspiration to change the Cuban economic model for new generations.

In relation to “society” issues, the thematic content analysis revealed that, in Prensa Latina agenda, there is homogeneous follow-up to social issues on Russia. Materials on social events, science and technology, history and heritage of Russia are repeatedly published in Prensa Latina news agency.

The system of values and orientation represented in the Prensa Latina news agency texts is generally expressed implicitly, selecting the fact and reflecting its value in an objective and precise way, supported by the use of a large number of verbatim or paraphrased quotations. Although, in relation to the political conflicts between Moscow and Washington/Western powers, they repeatedly use phrases with evaluative connotations that express Havana's support for Moscow.

Prensa Latina online news texts are objective and accurate, adapted to the new digital environment. Content management is fast and operational, as the most read, most shared and most commented news are displayed minute by minute. The hyperlink is used to refer to the content of the headlines on the web and to the different linked platforms, but within the structure of the news text there are not always hyperlinks that link the reader with other content, only in some news there are hyperlinks with other related topics.

The analysis of thematic content, the frequency of emission of the messages was tracked. In this way, it was possible to see that relevant events are followed up during the day, that is, several headlines are published in the same day on the same topic. However, in the internal structure of the message some disadvantages were found: in the web banner they show the date (day/month/year) of the current day, but they do not show the time of issue or the year of publication of the headlines; they only publish the day and month of departure of the holder. Furthermore, it is only possible to retrieve messages from the current year (2020), the content of messages from previous years is not available on the Prensa Latina website. All this has a negative influence on the recovery of the content by the user, since it is not possible to constantly monitor the event by the interested audiences.

## 5. Conclusion

The thematic content analysis showed that, in relation to Russia, Prensa Latina thematic agenda shows a diversity of content, but they attribute more relevance to politics about Russia than to economy and society. Thus, the hypothesis raised at the beginning of the investigation was corroborated. In a positive way, the figure of V. Putin and the political authority of Russia as a strong state are exalted.

Little level of content is represented that reflects the economic aid of Russia to Cuba during the period analyzed. However, the economic headlines analyzed reflect the active participation of Russia in the development program of the Cuban economy.

The variety of social issues featured on Prensa Latina media agenda, specifically historical and cultural issues, demonstrates the positive image they want to form and create about Russia on the potential readers.

Finally, it was concluded that, despite of the low level of published content on international relations in the period studied, when analyzing the political discourse of the Prensa Latina texts, a high level of quotes and statements made by officials and political leaders were observed, both Cubans and Russians, who characterize the current diplomatic relationship between both governments at a high level and, in turn, connote the historical value and the ties of friendship that sustain current relations between both States.

## References

[Andréu Abela, 2001](#) – *Andréu Abela, J.* (2001). Las técnicas de análisis de contenido: una revisión actualizada. Documento de trabajo: 377-400.

- Bakir, McStay, 2018** – Bakir, V., McStay, A. (2018). Fake news and the Economy of Emotions: Problems, Causes, Solutions. *Digital Journalism*. 6 (2): 154-174.
- Barabash, Chekunova, 2017** – Barabash, V.V., Chekunova, M.A. (2017). Diskursnye praktiki politiko-administrativnoj mediakommunikacii v Internete [Discourse practices of political and administrative media communication on the Internet]. *Vestnik Rossijskogo universiteta družby narodov. Serija: Literaturovedenie. Zhurnalistika*. 22(1): 130-140. [in Russian]
- Baranov, Kazakevich, 1991** – Baranov, A.N., Kazakevich, E.G. (1991). Parlamentskie debaty: tradicii i novacii (sovetskij političeskij jazyk: ot rituala k metafore) [Parliamentary Debates: Traditions and Innovations (Soviet Political Language: From Ritual to Metaphor)]. Moscow. [in Russian]
- Barcelay Ramírez, Gegelova, 2021** – Barcelay Ramírez, Y., Gegelova N.S. (2021). An Approach of the current cuban-russian relations in the content on the online news of the Russian Information Agency "RIA Novosti". *Media Education (Mediaobrazovanie)*. 17(1): 111-124.
- Berelson, 1952** – Berelson, B. (1952). Content analysis in communication research. New York: Hafner.
- Cantril, 1965** – Cantril, H. (1965). The pattern of Human Concerns. University Press. New Brunswick. New Jersey.
- Capriotti, 2013** – Capriotti, P. (2013). Planificación Estratégica de la Imagen Corporativa. España: Ed. IIRP-Instituto de Investigación en Relaciones Públicas.
- Carey, 1997** – Carey, J. (1997). The press, public opinion and public discourse in Munson, E., Warren, C. (eds.). *James Carey: a critical reader*. Minneapolis: University of Minnesota Press.
- Castells, 2009** – Castells, M. (2009). Communication Power. Oxford: Oxford University Press.
- Chung, Kim, 2020** – Chung, M., Kim, N. (2020). When I learn the news is false: how fact-checking information stems the spread of fake news via third-person perception. *Human Communication Research*. 00: 1-24.
- Echeverri et al., 2012** – Echeverri, L.M., Estay-Niculcar, C. A., Rosker, E. (2012). Estrategias y experiencias en la construcción de marca país en América del sur. *Estudios y perspectivas en turismo*. 21(2): 288-305.
- Fedorov, Mikhaleva, 2020** – Fedorov, A., Mikhaleva G. (2020). Current trends in media and information literacy in research and scientific publications of the early 21st century. *International Journal of Media and Information Literacy*. 5(2): 153-163.
- Fedotova, 2014** – Fedotova, L.N. (2014). Faktory brendinga territorii [The factors territories branding]. *Vestnik Rossijskogo universiteta družby narodov. Seriya: Literaturovedenie. Zhurnalistika – RUDN Journal of Studies in Literature and Journalism*. 2: 104-115. [in Russian]
- Fedotova, 2017** – Fedotova, L.N. (2017). Sotsiologičeskaya problematika mediaissledovanii: slovar' i daidzhest osnovnykh ponyatii [Sociological problems of media research: dictionary and digest of basic concepts]. Moscow. [in Russian]
- Garton Ash, 2016** – Garton Ash, T. (2016). Free speech: ten principles for a connected world. London: Atlantic Books.
- Gegelova et al., 2019** – Gegelova, N.S., Barcelay Ramírez, Y., Rebrova, A.D. (2019). Vliyanie SMI na vospriyatie imidzha raznykh stran: sravnitel'nyi analiz na primere Kuby i Rossii [The influence of media on the perception of the image of different countries: a comparative analysis on the example of Cuba and Russia]. *Vestnik Rossijskogo universiteta družby narodov. Seriya: Literaturovedenie. Zhurnalistika*. 24(3): 533-543. DOI: <http://dx.doi.org/10.22363/2312-9220-2019-24-3-533-543> [in Russian]
- Grabel'nikov, Gegelova, 2019** – Grabel'nikov, A.A., Gegelova, N.S. (2019). Jekrannaja komunikacija i vizualizacija zhurnalistiki [Screen communication and journalism visualization]. Tver'. [in Russian]
- Helberger, 2020** – Helberger, N. (2020). The Political power of platforms: how current attempts to regulate misinformation amplify opinion power. *Digital Journalism*. 8(6): 842-854.
- Hostil, 1969** – Hostil, O.R. (1969). Content analysis for the social sciences and humanities. Reading. MA: Addison Wesley.
- Jang, Kim, 2018** – Jang S.M., Kim J.K. (2018). Third person effects of fake news: Fake news regulation and media literacy interventions. *Computers in Human Behavior*. 80: 295-302.
- Kaur et al., 2018** – Kaur, P., Dhir, A., Rajala, R., Dwivedi, Y. (2018). Why people use online social media brand communities: A consumption value theory perspective. *Online Information Review*. 42(2): 205-221.

[Kentikelenis, Seabrooke, 2017](#) – *Kentikelenis, A.E., Seabrooke, L.* (2017). The Politics of world polity: script-writing in international organizations. *American Sociological Review*. 82(5): 1065-1092.

[Kultysheva, Fisenko, 2019](#) – *Kultysheva, O., Fisenko, A.B.* (2019). Ways of manipulating public consciousness with modern media: an analysis of the russian regional publications. *Media Education (Mediaobrazovanie)*. 59(4): 518-537.

[Lasswell, 1938](#) – *Lasswell, H.D.* (1938). Propaganda technique in the World War. New York: P. Smith.

[Lee, Tandoc, 2017](#) – *Lee, E., Tandoc, E.* (2017). When news meets the audience: how audience feedback online affects news production and consumption. *Human Communication Research*. 43(4): 436-449.

[Lehmann et al., 2017](#) – *Lehmann, J., Castillo, C., Lalmas, M. et al.* (2017). Story-focused reading in online news and its potential for user engagement. *Journal of the Association for Information Science and Technology*. 68(4): 869-883.

[Levitskaya, Fedorov, 2020](#) – *Levitskaya, A., Fedorov A.* (2020). Analysis of manipulative media texts: world media literacy education experience. *Media Education (Mediaobrazovanie)*. 60(3): 430-442.

[Macnamara, 2005](#) – *Macnamara, J.* (2005). Media content analysis: Its uses; benefits and best practice methodology. *Asia Pacific Public Relations Journal*. 6(1): 1-34.

[Malik et al., 2020](#) – *Malik, A., Dhir, A., Kaur P., Johri A.* (2020). Correlates of social media fatigue and academic performance decrement: A large cross-sectional study. *Information Technology & People*.

[McDougall et al., 2018](#) – *McDougall, J., Zezulkova, M., van Driel, B., Sternadel, D.* (2018). Teaching media literacy in Europe: evidence of effective school practices in primary and secondary education. *NESET II report*. Luxembourg: Publications Office of the European Union. DOI: 10.2766/613204

[McQuail, 1994](#) – *McQuail, D.* (1994). The rise of media of mass communication. *Mass communication theory: An introduction*: 1-29.

[Pocheptsov, 2001](#) – *Pocheptsov, G.G.* (2001). Imidzhelogiya [Imageology]. Moscow. [Electronic resource]. URL: <https://topuch.ru/pocheptsov-g-g-imidzhelogiya/index.html> [in Russian]

[Prensa Latina](#) – Prensa Latina. [Electronic resource]. URL: <https://www.prensa-latina.cu/>

[Reunanen, Kunelius, 2020](#) – *Reunanen, E., Kunelius, R.* (2020). The Transformation of Communicative Power into Political Power. *Communication Theory*. 30(1): 1-20.

[Saurwein, Spencer-Smith, 2020](#) – *Saurwein, F., Spencer-Smith, Ch.* (2020). Combating disinformation on social media: multilevel governance and distributed accountability in Europe. *Digital Journalism*. 8(6): 820-841.

[Shen et al., 2019](#) – *Shen, C., Kasra, M., Pan, W., Bassett, G.A., Malloch, Y., Brien, J.F.* (2019). Fake images: The effects of source, intermediary, and digital media literacy on contextual assessment of image credibility online. *New Media & Society*. 21(2): 438-463. DOI: 10.1177/1461444818799526

[Shoemaker, Reese, 1996](#) – *Shoemaker, P.J., Reese, S.* (1996). Mediating the message: theories of influences on mass media content. White Plains, NY: Longman.

[Shu et al., 2017](#) – *Shu, K., Sliva, A., Wang, S., Tang, J., Liu, H.* (2017). Fake news detection on social media. *ACM SIGKDD Explorations Newsletter*.

[Shvecova, 2012](#) – *Shvecova, M.G.* (2012). Rol' SMI v konstruirovanii obraza strany [The role of the media in constructing the country's image]. *Zhurnal Problemy istorii, filologii, kul'tury. Jazykoznanie i literaturovedenie*: 288-298. [in Russian]

[Stubbs et al., 2020](#) – *Stubbs T., Reinsberg, B., Kentikelenis, A., King, L.* (2020). How to evaluate the effects of IMF conditionality: An extension of quantitative approaches and an empirical application to public education spending. *Review of International Organizations*. 15(1): 29-73.

[Van Dijk, Mendizábal, 1999](#) – *Van Dijk, T.A., Mendizábal, I.R.* (1999). Análisis del discurso social y político. Ecuador: Editorial ABYA-YALA.

[Wardle, Derakhshan, 2017](#) – *Wardle, C., Derakhshan, H.* (2017). Information disorder: toward an interdisciplinary framework for research and policymaking. Strasbourg: Council of Europe. 109 p.

[Yadov, 1995](#) – *Yadov, V.A.* (1995). Sotsiologicheskoe issledovanie: metodologiya programma, metody. [Sociological research: methodology, program, methods]. Samara. [in Russian]