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REPRESENTATION OF THE FRENCH ELECTIONS IN 2017 ON BBC

Introduction. Elections in any country are an event that does not bypass any edition. It happens that journalists cover the electoral process differently, openly support certain candidates, breaking journalistic standards.

The presidential elections in France in 2017 also left a mark on the press in many countries. This topic was actively represented by the BBC, creating a separate section on the site called «France elections 2017».

The BBC Corporation is currently considered a benchmark in world journalism, working on the principles of public service broadcasting, its goal is not profit, not impact on the mass consciousness, but the satisfaction of the needs of the nationwide audience. The editors and journalists of the organization are responsible for the coverage of global social, economic, political, and life stories; their publications are true, accurate and independent, balanced and have a variety of points of view.

The objective of the paper is to determine the features of the news feed and the relevance of the BBC journalistic texts to journalistic standards based on publications about the election in France.

The first mention of the election in the special separate column «France elections 2017» appeared in December 2016. These were single materials, and then in January, their number increased to ten, later the publications about the election issue appeared several times a day. The paper analyzes more than 80 publications devoted to the French election.

One of the main features of election coverage is compliance of balance. Being balanced means striving to include the voices of all main political parties and not simply one opinion. It means if a candidate makes an election promise, then you should seek reactions from other candidates and voters. People should especially have the right of reply to controversial statements. At times, it is impossible to avoid giving one party more coverage because of the significance of an event. But similar events by other parties should receive similar amounts of coverage [1].

Judging by the analyzed news, BBC journalists are trying to balance their publications, turning their attention to all candidates and expressing their opinions, especially during the debate. Journalists repeatedly remind pre-election programs and

the goals of presidential candidates to readers, polling public opinion about possible winners, announcing changes in the electoral process.

However, the imbalance in the content is noticed – disproportionately high attention to the conflict incident around the candidate Francois Fillon and his family [2]. This conflict is connected with the wife of a politician who is accused of illegally obtaining public funds for her husband's position. This news was mentioned in the tape about thirty times throughout the whole period and accompanied by the following headlines – «Can Francois Fillon survive to challenge the French elections?», «Fillon apologizes for hiring relatives», «Elections in France: lawyers are demanding payments to Phoenix», «French judge investigates Francois Fillon's case», etc. [3]. In addition, the conflict around Fillon shows candidate only in a negative way, Fillon received a verbal anchor in the text that recalls the fake work of his wife when it comes to all candidates [4].

It is worth noting the elements of manipulation, defending the interests of one side and ignoring the other in the publication of the BBC. The first round of the French presidential election selected 2 candidates – Marin Le Pen and Emanuel Macron, who fought for the presidency on May 7. Unfortunately, the BBC does not hide its sympathy for centrist Emmanuel Macron. Despite the fact that French choice still ahead, a journalist says about Macron –«the next head of state is almost certain to be Emmanuel Macron» [5]. An important role is played by headlines, accents, and subtext. After the title «Does Le Pen have a chance of winning French presidency?» the journalist, referring to the public opinion poll, confidently states that the candidate has no hope, thus manipulating the reader's mind [6]. In the publication «Macron – not the only young achiever», the journalist emphasizes that «if Emmanuel Macron wins the final round of the French presidential election in two weeks, he will be the youngest president of France - ever» [7].

The coverage of the election is not limited to stories about politicians, their speeches, and slogans. The BBC also finds out what ordinary citizens expect from politicians. So, BBC journalist travels to France and communicates with the local population in the constituencies and cities about their attitude, beliefs, and topics that are important to them in these elections. From the context, we understand that people are concerned about the issue of security and terrorism, the preservation of national identity, the exit from the European Union or the actual membership and reform of France. Most voters in the publications are rather pessimistic - they do not want to go to the polls because they believe that they will change nothing, poverty, unemployment, and poverty will continue to prevail in the cities. BBC also notes on fakes in French elections. In collaboration with CrossCheck, the edition finds, checks and discloses fake news and posts in the network [8].

Conclusion. The corporation BBC has established itself as the most objective, truthful and independent mass media. Those editorial values of the BBC contributed to the emergence of professional standards for world journalism, and subsequently Ukrainian ones. Thus, among the standards of information journalism distinguish efficiency, accuracy, truthfulness, objectivity, balance, completeness, the simplicity of information, separation of facts from the comments. However, breakings of

journalism standards were found in its publications. This is breaking of the balance in the context, manipulation, defending the interests of one side.

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