

Coverage of the Problem of Human Trafficking in the Media: Content Analysis of Materials of Editions of Russian Federation

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Abstract: The mass media is a powerful and important instrument in the process of combating such a serious problem of the 21st century, as human trafficking. Covering this topic demands from representatives of journalism profession on having special experience and approaches, because it is connected with the process of difficult conversation with victims and accomplices of trafficking. It is on the one hand, but on the other hand – it is relative with intercourse with the representatives of law enforcement and power structures. Additionally, there is a row of characteristics and specifics of work with the sources of information, about which every journalist must be aware who is specializing on this topic, that was considered here. The article demonstrates the content analysis of these factors at the example of the materials of such newspapers and magazines of Russia as “Ogonyok” (“Light”), “Argumenti i fakti” (“Arguments and facts”), “Mir novostey” (“World of news”), “Migraciya XXI vek” (“Migration XXI century”) for 2009-2017 which were selected by the author.

Keywords: content analysis, mass media, human trafficking, criminal intent, victims

Couverture du problème de la traite des êtres humains dans les médias: analyse de contenu du matériel des éditions de la Fédération Russe

Résumé : Les médias constituent un instrument puissant et important dans le processus de lutte contre un problème aussi grave du XXI^e siècle, à savoir la traite des êtres humains. Couvrant ce sujet, les représentants du monde du journalisme doivent avoir une expérience et des approches spécifiques, car ils sont liés au processus de conversation difficile avec les victimes et les complices de la traite. C'est d'une part, mais de l'autre - c'est relatif avec les relations avec les représentants des forces de l'ordre et les forces de l'ordre. En outre, il existe une série de caractéristiques et de spécifications de travail avec les sources d'informations, sur lesquelles chaque journaliste doit savoir qui se spécialise dans ce sujet, qui a été considéré ici. L'article

montre l'analyse du contenu de ces facteurs à l'exemple des documents de journaux et de magazines russes tels que "Ogonyok" ("Lumière"), "Argumenti i fakti" ("Arguments et faits"), "Mir novostey" ("Nouvelles du monde"), "Migraciya XXI vek" ("Migration du XXI siècle") pour 2009-2017, sélectionnés par l'auteur.

Mots-clés : l'analyse du contenu, les médias, la traite des êtres humains, l'intention criminelle, les victimes

Introduction

Nowadays, on the background of the changing conjuncture of the world economy, increasing globalization and integration, there is a tendency to blur the boundaries between domestic and foreign policies of the countries of the world. Due to this improving transparency, now everyone can freely move from one corner of the world to another. This factor, on the one hand, favorably affects the many-sided development of states, in particular, the economic and cultural exchange between nations. However, at the same time, the international activity of crime is progressively rising (Volevodz, 2007). In addition, stable improvements in the condition of people create the best opportunities for the prosperity of prostitution, trafficking in people, organs and tissues, etc. (Viano, 2010).

To date, trafficking is seen as a modern form of slavery, which is accompanied by the most brutal and cruel violations of human rights. As a result, he becomes an object of manipulation, in the process of which he turns into a subject of property relations. As it is informed in the report "The Global Slavery Index (GSI)"¹ (Global Slavery, 2018), published by the Walk Free Foundation, today 40 million 300 thousand people are in the hands of slave traders. Due to the fact that the number of slaves in the modern world cannot be determined with 100 percent accuracy, official sources report different numbers. Comparatively, according to the UNODC report (Global Report, 2018) of last year, in 2016 the total number of victims worldwide amounted to 25,400 people, which is 40% higher in comparison with 2011.

A very difficult task in the process of globalization and integration goes to the media, which form the informational agenda and the tonality of the assessment of information in the research area. It should be noted that the media are required a special art to form a public understanding of the problem of trafficking in persons within the national information field. At the same time, they must decide for themselves what position they will take in relation to the events: whether they will support the position of global information customers, whether they will uphold their own convictions or take up the position of their government. Because of this, in the given case, the zone of responsibility of the media become not so much the infor-

¹ The Global Slavery Index provides a map, country by country, of the estimated prevalence of modern slavery, together with information about the steps each government has taken in response to this issue. This information allows an objective comparison and assessment of both the problem and adequacy of the response in 167 countries.

mation itself, as the structure of the psychological balance in society and its mentality. Therefore, the validity and topicality of the topic of this study is determined by the need for a scientific study of the role of the media as an important tool to effectively combat human trafficking, prevent it and educate the public in the analyzed area.

1.1. *Media's Lacks and Stereotypes*

But, unfortunately, in practice, modern media do not fully fulfill their obligations. For instance, according to Kara, the public suffers from poor knowledge of the analyzed problem as a whole, despite the fact that the media are making every possible effort to cover it. A clear portrayal of what exactly falls under the category of trafficking needs to be a topic of focus in the media (Kara, 2009). As a result, according to Gallup Polls, only in America itself between April and July 2016, surveyed Americans do not consider human trafficking as an important economic or non-economic problem (Most Important, 2016 as cited in Snow, 2017).

In addition, an important factor in the activities of media workers is not to succumb to the stereotypes about trafficking and its victims that are well-established in society. The media should systematically destroy the entrenched old opinions in society and provide assistance in shaping a new outlook on life, on phenomena occurring around society. However, as practice shows, in the prevailing number of American materials, human trafficking is considered as a problem of prostitution, migration or human smuggling, and their authors neglect to go deep into the heart of the problem (Wallinger, 2010; Papadouka, et al., 2016). Alternatively, combining the concepts of "human trafficking", "prostitution" and "sex trafficking" (Chuang, 2014; Jahic & Finckenauer, 2005; Stolz, 2007 as cited in Austin, 2016). There are content analyses on human trafficking in the media have also focus solely on the framing of sex trafficking (Johnston, Friedman, & Shafer, 2014; Johnston, Friedman & Sobel, 2015; Kinney, 2015; Sobel, 2014; Szorenyi and Eate, 2014). The heroes of materials of media are often women and children (Denton, 2010; Johnston, Friedman, Sobel, 2015 as cited in Austin & Farrell, 2017). The reason for this is that, firstly, according to the data of the UN, most of the victims detected across the world are females; mainly adult women, but also increasingly girls (Global Report, 2016). Secondly, in the pursuit of a sensation, the media choose "fried" facts in the face of sexually exploited people for its materials. As it is stated in the article "Human Trafficking and the Media in the United States", in terms of the representation of victims of human trafficking in the media, Wilson and O'Brien (2016) suggest that human trafficking victims are framed as the ideal victim according to Christie's (1986) ideal victim construction (Austin&Farrell, 2017). By establishing an ideal victim, the media can create a victim that promotes sympathy and collective action from the general public (Christie, 1986). Thirdly, sex trafficking is easier to cover in a news story because it provides a clear and simple violation of the law whereas labor trafficking cases are more complex and are often debated as civil issues and not law enforcement issues (Austin, 2016). For instance, a 2012 LexisNexis survey reported that out of 2,770 media reports captured, 263 depicted human trafficking

stories by the U.K. media (Dugan, 2013). This is significantly lower than the number of potential victims, cited at 1,186 by the United Kingdom Human Trafficking Centre (UKHTC). Out of this 263 statistic, 172 victims were reported to be sexually based trafficking cases (Dugan, 2013). Thus, only about 22% of this crime is actually making headlines. Of that 22% over 65% of stories show sex industry cases when labor related cases are also extremely prevalent as cited in Snow, 2017 (Dugan, 2013). It can be traced not only in America, England, but also in other states, in particular, in Malaysia, in Russia (Cooray, 2014; Buryak, 2005).

Another requirement of time is the availability of online sources of information. In the information age, when more than 4 billion 383 thousand people in the world use the Internet (Internet World Stats, 2019), online versions of articles are more in demand than traditional news releases (Martinelli, 2013). It is also worth considering the fact that the main consumer of online information products is young people, who are also in risk groups of human trafficking.

The reason for the above mentioned is the expert Amanda Kloer called the fact that the media «come up with a common goal in [their] reporting and coverage of human trafficking» (Kloer, 2010), as a result of which cases of human trafficking remain invisible to the public because of underrepresentation in the media.

The UN and The Polaris Project state that the media reporting human trafficking should present the following key facts to the public:

1. Inform about the problem: by publishing or broadcasting an article on trafficking in persons, the media educate their audience on this issue.
2. Provide helplines or other contact information so that viewers and readers can report suspicious behavior to others.
3. Shame on criminals: identify criminals and not focus exclusively on victims (Joint Statement, 2016, p.1; UN GIFT, 2016).

The study we conducted below will reveal the most specific directions of the media in the field of combating human trafficking, problems and achievements in the examples of printed periodicals of the Russian Federation.

2. Research Methods

Our study, unlike other scientific works, relies on the method of content analysis of Russian publications. This journalistic technique is simple and intuitive. In the opinion of K. Krippendorff, content analysis is "the use of replicable and valid method for making specific inferences from text to other states or properties of its source" (Krippendorff, 1980). The use of the method of content analysis contributes to the fact that "the impressions of researcher are replaced by more standardized procedures that often involve measurement" (Pento, 1972). Its idea is to systematize the intuitive sensations, make them verifiable and develop a method for purposeful

collection of the textual evidence on which these sensations are based. It is assumed that a researcher armed with such a technique will not only be able to streamline his feelings and make his conclusions more substantiated, but even learn from the text more than the author wanted to say, because persistent repetition in the text of some topics or use some characteristic formal elements or constructions may not be realized by the author, but are discovered and interpreted in a certain way by the researcher (Dzialoshinski, 2008). In addition, this method is “excellent for comparative and historical research or to identify trends in existing phenomena” (Hagan, 2003 as cited in Boots & Heide, 2006).

3. Research Design

So, for our study, the following categories of analysis were identified (Dzialoshinski, 2008):

1. The main "heroes" of the story:
 - Victims;
 - Criminals and accomplices;
 - Fighters against criminals and defenders of victims;
2. The main characteristics of the main "heroes":
 - Sex;
 - Age;
 - Education;
 - Social status;
 - Nationality (country of origin);
 - Reasons for involvement in human trafficking;
 - Others.
3. Content of criminal intent:
 - Imprisonment without legal basis;
 - Forcing to perform work on slave basics;
 - Illegal (violent) medical procedures, incl. coercion to donate;
 - Exploitation of child labor;
 - Human trafficking;
 - Others.

4. Ways to implement criminal intent:

- Seizure and retention of documents;
- Restrictions on freedom of movement and communication;
- Debt dependence (for transportation, housing, food, damage to tools, etc.);
- Physical violence;
- Psychological abuse (including blackmail, threats, etc.);
- Non-payment of earned money;
- Improper retention of an employee;
- Resale of an employee;
- Implementation of illegal migration;
- Others.

5. Characteristics of publications:

● The degree of development of the topic:

- Fact;
- Fact and comment;
- Analysis.

● Locality (geographical coverage):

- World;
- Russia;
- Region, area;
- City, district;
- Comparison of Russia with another state, international cooperation

(Dzyaloshinski, 2008).

Such an approach is justified by the fact that in the Russian press the topic is presented according to the importance of certain aspects precisely in this ranking.

In addition, during the analysis of the texts its structural elements were highlighted.

It should be taken account that the formation in the journalistic text of all the elements presented above to a large extent occurs under the influence of the goal which the author of the text formulates on the basis of the editorial guidelines. In our case, the goals may be as follows:

- a. Informing;
- b. Activation of public indignation;
- c. Stimulating practical action;
- d. others.

4. Analysis, findings, and results

The newspapers “Trud” (“Labour”), “Soyuznoe veche” (“Union Chamber”), “Orakul” (“Oracle”), “Zvezda” (Star), “Komsomolskaya Pravda” (“Komsomol Truth”), “Nezavisimaya Gazeta” (“Independent Newspaper”), “Sobesednik” (“Interlocutor”), “Sudya” (“Judge”), “Yurist” (“Lawyer”), “Zakon” (“Law”), magazines “Ogonyok” (“Flame”), the newspapers “Arguments i Facts” (“Arguments and Facts”), “Mir Novostey” (“World of News”) and the last 3 editions were selected due to the fact that the rest did not meet with materials on the subject chosen by us. Only 28 articles were published during this period. It was also interesting to monitor the magazine “Migration XXI Century” for 2012-2015, in which more than 20 articles on this topic were published. A total of 38 materials for the analysis were sorted for monitoring.

If to look at the issues of media publications, it turns out that in the national periodicals (in the newspapers "Arguments and Facts", "World of News" and the magazine “Flame”) about half of all materials on this subject concerns the gender aspects, namely, rape minor girls, forcing women to provide sexual services, the flourishing of prostitution in Lithuania, beating women in Pakistan, discrimination in the workplace, etc. (Polupanov, 2016; How to avoid becoming a victim of a pervert, 2017; Rivin, 2017; Sokolovsky, 2016; Khakimova, 2017; Kuznetsova, 2017; Volkova, 2016). And the rest of the materials reported that there is such a problem as human trafficking, illegal migration, forced labor, removal of human organs and tissues, etc. (Barova, 2016; Zotov, 2016; Polovtseva, 2016). Naturally, all articles are devoted to migration issues in the specialized periodical “Migration XXI Century”, in particular, migration policy of the countries of the world, exploitation of adolescents of the CIS in Russia, labor slavery in the Russian Federation, etc. (Grafova, 2012; Grafova, 2012; The crisis is terrible for a migrant, 2012). In total, most of the materials of journalists are devoted to the problems of labor and sexual exploitation, which confirms our arguments about the stereotypes above. The second place is occupied by articles on criminal acts, victims of which are minors, this was mainly observed in the newspaper “World of News” and the magazine “Migration XXI Century”, for example, issues of pedophilia, maniache, etc. (Borta, 2016; Kostikov, 2017; Poletayev, 2014). The given trend is due to the fact that Russian publications often cover topics related to local problems than criminal news of a global nature. Other topics included such issues as a ban on teaching children of government officials abroad, a survey by the Moscow FMS on the degree of knowledge of migrants in the Russian

language, factors that form migration flows in post-Soviet Eurasia, etc. (Minaev, 2016; Kurcer, 2014; Taran, 2014) (Table 1).

Table 1. *The content of criminal intent reflected in the analyzed publications (throughout the array)*

Content of criminal intent	% (materials)
Deprivation of liberty without a legal basis	7.9 (3)
Compulsion to work on slave basis, illegal migration	39.5 (15)
Illegal (violent) medical procedures, including coercion to donate	2.6 (1)
Compulsion to sexual intercourse (including pedophilia), raping, inclination to prostitution, making child pornography, etc.	21 (8)
Forced marriages	-
Buying, selling a child	-
Exploitation of child labor	10.5 (4)
Human trafficking	2.6 (1)
Other subjects	15.8 (6)

Curious conclusions allow us to make an analysis of the coverage of the content of criminal intent in publications belonging to different groups by the criterion of "quality". The quality publications (magazines "Flame", "Migration XXI Century") do not mention such topics as illegal medical procedures, forced marriage and sexual exploitation. As it has been mentioned above, articles covering the problems of illegal migration, legal foundations of the migration process of citizens (especially in the "Migration XXI Century"), coercion of people to work on slave basics, evolution and the current state of the problem of domestic violence, etc. (Tirmaste, 2017; Mlechin, 2017; Leonova, 2013) were often meet in these periodicals. But the topics connected with the inclination of people to prostitution and sexual violence, forced marriage, etc. reflected in the analyzed representatives of the press, calculated for a mass audience. This group includes the newspapers "Arguments and Facts" and "World of News" (How to avoid becoming a victim of pervert, 2017; Kostikov, 2017; Yeliseeva, 2017; Polupanov, 2016; Ivanov, 2016). The results of analysis are characterized by the fact that high-quality press, in our case, magazines "Migration XXI Century" and "Flame", is characterized by analytic approach to events, balanced assessment, calm tone of publications and, most importantly, reliability of facts and opinions, which is why they bypass side loud and sensational affairs (Table 2).

Table 2. Reflection of the content of criminal intent in the publications of different levels of quality

Content of criminal intent	Quality editions	Mass editions
Deprivation of liberty without a legal basis	-	3
Compulsion to work on slave basis, illegal migration	14	1
Illegal (violent) medical procedures, including coercion to donate	-	1
Compulsion to sexual intercourse (including pedophilia), raping, inclination to prostitution, making child pornography, etc.	-	9
Forced marriages	-	
Buying, selling a child	-	
Exploitation of child labor	2	2
Human trafficking	-	1
Other subjects	5	1

An analysis aimed at the authors of printed materials show that news agencies that have prepared articles on human trafficking cover the problem in two aspects: the deprivation of liberty of victims without a legal basis (Information note, 2016) and coercion to work on slave basics (ILO , 2012). More precisely, information agencies were active in covering this subject only in 2 materials. The functions of such organizations are to convey to the reader “raw” facts without analyticity and criticism, which has been observed in the reviewed publications. If to pay attention to the monitoring indicators, it turns out that editorial staff are more likely than freelancers to tend to consider the problem as a whole, to address issues of pedophilia and rape. This is due to the fact that editorial staffs are always up to date with events and conditionally have information about the pressing problems of the population, and, in addition, materials may be “orders” of the editorial board, which affects the content of articles. Freelance writers, or freelancers, write a little more often on the topic of illegal migration, exploitation of child labor, etc. (Kuznetsova, 2017; Stepovoy, 2017; Grafova, 2012; Zotov, 2017). The given trend is more observed in the information and analytical magazine “Migration XXI Century” (Table 3).

Table 3. Reflection of the content of criminal intent in the publications of various authors

Content of criminal intent	Editorial staff	Freelance writers	News agencies, press services
Deprivation of liberty without a legal basis	1	1	1

Content of criminal intent	Editorial staff	Freelance writers	News agencies, press services
Compulsion to work on slave basis, illegal migration	4	10	1
Illegal (violent) medical procedures, including coercion to donate	1	-	-
Compulsion to sexual intercourse (including pedophilia), raping, inclination to prostitution, making child pornography, etc.	7	1	-
Exploitation of child labor	2	2	-
Human trafficking	1	-	-
Other subjects	4	2	-

Detailed coverage by journalists of the mechanism of the considered criminal act is of important significance in the effectiveness of the article. The given stage requires the journalist to thoroughly examine the problem itself and its heroes - from the victims themselves, to the experts in countering the “plague” of the 21st century. According to the Russian researcher M.Yu. Buryak, in the subsequent time human trafficking is increasingly turning from a “wild” crime characterized by the use of physical violence into “civilized” - psychological and material pressure is used (Buryak, 2005). However, according to the results of our study, many analyzed materials often mention such methods of criminal intent as the use of physical violence against victims to fulfill the requirements of slave owners; debt dependence (for transportation, housing, food, damage to tools, etc.); bribe-“tax” from an employer using an illegal migrant (especially in the specialized magazine “Migration XXI Century”), restriction of freedom of victims, etc. In a row of cases it has had a combinational character, to be exactly, journalists upbuild the list of possible methods which traffickers may use during the implementation of criminal intent (Barova, 2016; Sushkova, 2012; Leonova, 2013) (Table 4).

Table 4. Ways to implement criminal intent reflected in the analyzed publications (throughout the array)

Ways to implement criminal intent	%
Seizure and retention of documents	-
Restrictions on freedom of movement and communication	3
Debt dependency (for transportation, housing, food, damage to tools, etc.)	2
Physical violence	6
Psychological assault (including blackmail, threats, etc.)	-
Non-payment of earned money	-
Unlawful retention of employee	-
Resale of employee	-

Ways to implement criminal intent	%
Illegal migration	4
Removal of donor organs	1
Mixed type of materials (several ways to implement criminal intent were mentioned)	10
The method of the criminal act specifically was not indicated	12

If to look at the presentation of ways of implementation of criminal intent in publications belonging to different groups according to the criterion of "quality", then mass publications (newspapers "Arguments and Facts", "World of News") attract the attention. These publications often report on physical violence and rarely talk about illegal migrants (Polupanov, 2016; Borta, 2016; Kuznetsova, 2017; Stepova, 2017; Khakimova, 2017), which is consistent with the typological characteristics of publications of this group that focus on publishing sensational topics, and not to investigate. The problem is considered in general, but scientifically, or several ways to carry out criminal activities are mentioned at once in "serious" periodicals (Zayonchkovskaya, 2012; Tatura, 2012) (Table 5).

Table 5. Reflection of ways to implement criminal intent in the publications of periodicals of different levels of quality

Ways to implement criminal intent	Quality editions	Mass editions
Seizure and retention of documents	-	-
Restrictions on freedom of movement and communication	-	3
Debt dependency (for transportation, housing, food, damage to tools, etc.)	2	-
Physical violence	-	6
Psychological assault (including blackmail, threats, etc.)	-	-
Non-payment of earned money	-	-
Unlawful retention of employee	-	-
Resale of employee	-	-

Illegal migration	3	1
Removal of donor organs	-	1
Mixed type of materials (several ways to implement criminal intent were mentioned)	6	4
The method of the criminal act specifically was not indicated	10	2

The fact of the consideration of the heroes of publications is interesting, which is clearly reflected in the percentage in table 6. Journalists in equal proportions focus on victims and fighters against criminals. As it has been mentioned above, according to the recommendations developed by the UN and The Polaris Project, focusing exclusively on victims leads to the rooting of stereotypes. In addition, fighters against criminals in the face of law enforcement agencies or other competent structures do not in all cases act as reliable advocates for victims, which lead to a loss of public confidence in their activities. For instance, the article “Lessons of slave labor” states that there are few convicts for articles 127.1 and 127.2 of the Criminal Code of the Russian Federation, aimed at the responsibility for human trafficking and the use of slave labor, (Barova, 2016). Or another example is emphasized in the article “Hidden threat”, analyzing the situation with migrants in the UAE, that state control over the migration policy functioned, but now the Emirates are flooded with millions and it is impossible to follow them (Zotov, 2016). “...this is the profession of those who have to fight organized criminal activity - the police - in Lithuania it is not too much in demand,” it is said in the publication “Mafiosi with a Lithuanian accent” (Sokolovski, 2016).

What characteristics of the heroes are mentioned in the analyzed materials? The data testify that the gender, age, and country of origin of the victims refer during the description of victims; when describing criminals and accomplices (Volkova, 2016; Polovtseva, 2016) as well as fighters and defenders - their social status (Vorob'yova, 2013; Poletaev, 2014). It is observed in both quality and mass publications. However, a question that rarely concerns the authors of publications is what made people engage in activities related to human trafficking as a “trader” and “product” too. Moreover, readers are offered reasons and measures that motivate organizations and individuals to act as fighters against this illegal activity and to protect victims from it. The concretization of the category of “social status” of the victims reveals that more than a third are illegal migrants among the “heroes” of publications in the given category (Zotov, 2016; Proxorova, 2012); in second place are children (Borta, 2016; Kostikov, 2017); on the third - people engaged in the field of sexual services, selling organs (Barova, 2016; Polovtseva, 2016), etc.

Table 6. "Heroes" of the story (throughout the array)

"Heroes" of the story	Total materials
The victims	15
Criminals and accomplices	8
Fighters against criminals and defenders of victims	15

Events, conflicts, problems described in publications, as a rule, have a certain geo-referencing (localization): the event took place in a particular locality, the conflict affected the country as a whole, the problem became urgent for the whole world, etc. The topics of interest are considered in the all-Russian (Polovtseva, 2016; Khakimova, 2017) or global context (Information note, 2016; Sokolovskiy, 2016; Slavery in a European way, 2013; Proxorova, 2012) in the analyzed materials in general (Table 7). But it is noteworthy that this percentage ratio, which are almost equal among themselves, makes it clear that the coverage of criminal problems of a world character seems to be much more important than reports of a local scale. Probably, journalists resolutely convey with this approach to the audience the fact that issues relating to criminal acts are bypassed by the Russian Federation.

Table 7. The extent of coverage of events (throughout the array)

Locality	% (materials)
World	39.4 (15)
Russia	36.8 (14)
Region	5.3 (2)
City, district	10.5 (4)

Locality	% (materials)
Comparison of Russia with other states, international cooperation	7.9 (3)

If to specify the content of publications with different locality in thematic areas, it can be obviously that the Russian material most often covers such topics as illegal migration processes, forcing victims to sexual intercourse, child labor exploitation (Zotov, 2016; Grafova, 2012; Kuznetsova, 2017). Globally, illegal migration and deprivation of liberty without legal grounds are also often highlighted (Information note, 2016; Slavery in a European way, 2013) (Table 8). The problem of coercing people into sexual intercourse is considered in all geographic aspects, mentioning that this issue “lives and thrives” everywhere. In addition, illegal migration and exploitation of child labor are scientifically and professionally studied by journalists, which indicates their high anxiety about the existence of such a problem.

Table 8. *The extent of coverage of the content of criminal intent (materials on the line) in the Russian printed media*

Content of criminal intent	World	Russia	Region	City, district	Comparison of Russia with other states, international cooperation
Deprivation of liberty without a legal basis	3	-	-	-	-
Compulsion to work on slave basis, illegal migration	7	5	-	-	3

Illegal (violent) medical procedures, including coercion to donate	-	1	-	-	-
Compulsion to sexual intercourse (including pedophilia), raping, inclination to prostitution, making child pornography, etc.	1	2	2	3	-
Exploitation of child labor	2	2	-	-	-
Human trafficking	-	1	-	-	-
Other subjects	2	4	-	-	-

Being implemented within the framework of specific materials, the author sets a goal (regardless of whether they are explicit, declared by the author, or latent, hidden character), starting to work on the material. The distribution of goals in the analyzed materials is given in Table 9. It is obvious that, speaking on the problem of human trafficking, the authors in the overwhelming majority of cases set themselves the goal of informing their readers. They are less interested in performing such an organizational function as activating public indignation and stimulating practical action, which indicates a clear vacuum in the activities of media workers. It is proved by the fact that Terry Fitz Patrick, communications director of Free the Slaves, considers that it is necessary for journalists to show context and causes, solutions, connections of human trafficking that help to bring to the mainstream a cause like abolition, by engaging people who don't frequent human rights websites. Millions of potential supporters would take a stand against slavery if they knew it

existed and could be overcome. Their collective voice will help anti-slavery efforts to grow and succeed (Fitz, 2013).

Table 9. *The goals of the authors of the publications (throughout the array)*

Goals	% to the number of publications (materials)
Informing	60.5 (23)
Activation of public indignation	21 (8)
Stimulation of practical action	18.4 (7)

4.1. *Structural elements of the text of publications of the Russian Federation*

The degree of elaboration of the topic was in direct proportion to the goals that authors of publications set: the deeper the author seeks to affect the reader with his material, the more thoroughly he has to master the topic, the more weighty arguments he has to use. Here it is appropriate to talk about the “cumulative effect”: in order to perform an action, a person should be well informed, have their own attitude to the problem and, ideally, represent the consequences of the taken actions. Therefore, for effect number one (which named efficiency) it is enough to offer the reader only facts and short comments, for effect number two (effectiveness) it is necessary to enter into the text authoritative opinions of experts, leaders of opinion, analysis of the situation and an argumentative proposal for optimal ways of solutions to the problem must be used for effect number three (fecundity).

On this basis it would be appropriate to consider the data in the table 10. It is obvious that the maximum focus of the authors of the analyzed materials on the promotion of a practical solution to the problem of human trafficking lead to the fact that the analysis was contained in 55.3 percent of publications (Barova, 2016; Leonova, 2013), while factual and commentary materials constituted only the smallest part of the sample (Shigareva, 2017; Volkova, 2016; Minaev, 2016) (Table 10). The authors of articles of the periodicals of the Russian Federation, especially the magazines “Flame” and “Migration XXI Century”, cover the problem from the standpoint of neutral critics, without preferring one point of view to the other in order to win the trust of the audience as a vital guarantor of the functioning of media institutions.

Table 10. *The degree of development of the topic in the analyzed publications (throughout the array)*

The degree of development of the topic	% to the number of publications (materials)
Fact	21 (8)
Fact and comment	23.7 (9)
Analysis	55.3 (21)

4.2. The overall tone of the text of the press articles of the Russian Federation

Each journalistic text by the efforts of author conveys to the reader some general tone, attitude to the described event. The text can be "uncolored", just reporting on a particular event, phenomenon. The author of the text can give a description in a positive way, demonstrating his positive attitude to events, actions or in a negative way inviting the reader to share his indignation.

Interesting conclusions can be made by analyzing the general tone of texts on human trafficking. First of all, the uneven distribution of positive, negative and neutral tonality as a whole throughout the whole array attracts attention. The first place, respectively, is occupied by negative coloring of materials (Barova, 2016; Zotov, 2016; Leonova, 2013), the second is positive (Sadovskaya, 2014, Proxorova, 2012), and the third is neutral (Borta, 2016; Minaev, 2016) (Table 11). The tonality of publications has a hidden form of manipulation, during which the reader lends himself to the conclusions expected by the journalist, exactly, it has a powerful effect on the psycho-emotional sphere of the addressee. For instance, the authors of the materials in mass publications "Arguments and Facts" and "World of News" more often talk about high-profile cases that took place in society, as a result of which the article becomes negative (Volkova, 2016; Alekseev, 2017; Poletaev, 2013). On the contrary, articles with a positive coloring prevail in magazine "Migration XXI Century" (Zayonchkovskaya, 2012; Tatura, 2012; Proxorova, 2012).

Table 11. *General tonality of publications (throughout the array)*

Tonality	% to the number of publications (materials)
Positive	31,5 (12)
Negative	44,7 (17)
Neutral	23,7 (9)

5. Discussion

The purpose of the current research was to study the activity of the Russian press on the subject of trafficking in human beings based on quantitative analysis, its approaches, contradictions and ways to resolve it. As a result of monitoring, in general, there is still a recognition of the need for a deep understanding of the phenomenon of trafficking in persons and the subjects involved in it as well as to assess its consequences. This was the result of a quantitative analysis of the international electronic publications of the author of the article Erin Denton (Denton, 2010).

It is worth noting that, giving the prevailing importance to certain types of human trafficking, the media are not sufficiently informing the population about its other forms. More precisely, most of the materials focus on the analysis of cases of human trafficking. And data on persons and circumstances remain rare. Consequently, current trends in human trafficking research influence the direction of anti-trafficking legislation, and inadequate research can lead to inadequate legislation. It is extremely important to understand the traffickers by their actions, paths and networks that determine their inclusion in this underground economy. Evidence of a study by the author of the article Erin Denton (Denton, 2016). Findings suggest that insofar as power and influence within a trafficking network are concerned, gender may not matter in the traditional sense of subjugation: There is little to no difference between network centrality scores of male and female traffickers. As a result, the same stereotypes about powerless victims or perpetrators of sex workers are strengthened. But, compared with the Serbian media, the Russian periodicals are much more diverse in their content (Krsmanovic, 2016).

As a comparison, a quantitative content analysis of English-language news on human trafficking in the United States, India and Thailand, analyzes the coverage of human trafficking before and after the launch of a large-scale international treaty on combating human trafficking. The findings reveal that, although the scope of the issue has expanded since it entered, it has become more localized and more often offered reasons and remedies, it also placed less blame on the problem, focusing mainly on the criminal and political aspects of trafficking in persons, rather than on human rights or public health, and not enough voices of victims (Sobel, 2014). In our case, the Russian media communicate more with the victims of human trafficking, offer precautions and look for ways to solve the problems.

Conclusion

Summarizing the above said among journalists a topical theme was the issues of illegal migration and sexual exploitation. These data indicate that these problems concern society more and the mass media urge them to be vigilant. Appropriately, high-quality publications more often affected the topic of illegal migration as one of the types of trafficking in persons, which has the most political and economic character as well as mass periodicals have an interest to the “roasted” stories in the face

of victims of sexual exploitation. More precisely, for freelance writers the subject of illegal migration was more attractive, on the other hand, for the editorial staff - coercion to sexual intercourse, raping. As a rule, materials prepared by freelance writers are distinguished by depth and analytical thoroughness. But reading them for the general reader is difficult. On the other hand, materials prepared by the editors are usually lively and interesting, but the problem of human trafficking comes down to listing individual cases.

Among the viewed materials physical violence, the implementation of illegal migration, the restriction of the freedom of movement and communication as the means of realizing criminal intent occupied the most prominent place. In many cases journalists of quality publications listed several methods or did not specifically indicate them.

The main heroes of the stories were, as always, the victims and the fighters against the criminals. The criminals, as in their activities, remained more hidden.

In the overwhelming majority of cases the materials of publications covered worldwide and within the country. There were few articles on specific cases in the regions and districts. High-quality publications devoted a bit more attention to the global situation of human trafficking; on the contrary, in mass publications the country was a priority scale.

The consideration of the data of structural elements of the text was newsy. In accuracy, the authors of publications set themselves the goal to inform the public, but the share of analysis existed in them.

Finally, high-quality publications often prefer to give "unpainted" texts on the topic and the masses seek to saturate the texts with emotions and evaluations.

Thus, comprehending the results of the research, it can be stated that the problem of human trafficking is assimilated by the Russian press and it occupies a certain place in the thematic model of the periodicals of all levels and types.

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