

Articles Summary №3.16

Research Paradigms

“Information—Media – Communication”: the Synergetic Effect

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Abstract

The convergence processes occurring in modern society make the research at the intersection of different fields of knowledge currently important. The paper provides a complex analysis of such concepts as “information”, “media” and “communication”. By synthesizing the conceptions, the author arrives at a conclusion about the inseparable unity of the theoretical constructs under consideration and their integrity, which will make the practical application of the results obtained possible. The synergetic effect of the triad “information – media – communication” (IMC) appears to be a key to understanding numerous innovative practices in the education system brought to life by the new realities of the media environment.

In the paper, the author draws attention to the inadequate interpretation of the media as solely a means of mass communication considering that this concept has a much wider meaning. The author also emphasizes that the technocratic approach to studying and using information and communication technologies (ICTs) limits the possibilities of working with the meanings which the media communicate altering and sometimes distorting information. As a matter of fact, in the pedagogical practice the use of ICTs is only confined to computer literacy.

In conclusion, the author states that in the future the synergetic effect of the triad “information – media – communication” will give the opportunity to more rapidly adapt to Smart Education in an interactive educational environment using the freely available world content. It should be noted that this is not just a new technology, this is a new philosophy of education.

Keywords: information, media, communication, media and information literacy, synergetic effect.

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Global Context

A Photo Report in Russian Historiography: the Evolution of the Concept, Content and Features

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Abstract

In the paper, the author traces the dynamics of the concept of a photo report from the Soviet times to our days through the most prominent works of Russian researchers of photography. The appearance of photo reports in the press contributed not only to the visualization of the coverage but also to dynamics, acuteness, documentality, the participation effect and the power of conviction. Over several decades, a photo report has worked its way up from a minor component of newspapers and magazines to the main point of

attraction in influential publications, from illustrating texts to becoming a self-contained journalistic material, from a constituent part of print media to a visual element of new media. The paper considers the concept of a photo report, its features and the problems of the genre identified by Russian researchers. The main features of a Soviet photo report—informative value, documentality, newsworthiness and focus on social problems—evolved as early as in the prewar period, in the 1920s-1930s. The problems of the genre highlighted in the paper are as follows: the secondary role of a photo reporter in the editorial staff, stagedness of photographs, stereotypical thinking and competition with television. The issue of the correlation between the artistic and the documentary in a photo report is also considered by the author.

Keywords: photo report, the USSR, photojournalism, visualization.

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Dialogic Nature of Screen Media as One of the Main Factors in the Globalization of Cultural Environment

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Abstract

In the digital age of scientific and technical progress, with a large-scale transformation of the national and global media environment, when screen communications come to be the main means of communication, it is important to focus on the potential of screen culture, which involves different kinds of dialogic relationships and provides diverse forms of interaction. An analysis of the principles of media communications operations, given the specifics of perception of an audio-visual image, indicates that, under the influence of the dialogic practices of screen media and as a result of convergence and interaction, a single global culture as a single mechanism of all national cultures' coexistence is dynamically formed. In the conditions when the world becomes increasingly dependent on all

its subjects and the contradictions that call for their resolution and making optimal decisions in the information interaction policy grow in number, the author of the paper draws attention to the fact that the integrative function of journalism is coming to the fore. The process of information exchange is viewed in the paper as a process of creating a kind of a commonality where information correlates with the meanings of all the participants of communication interaction, producing a certain degree of mutual understanding as well as the joint creation of meaning and generation of meaning. In conclusion, the author states that it is the communication function of screen culture, with its specific semiotic system, which enables screen media to catalyze dialogue and serve as a sort of “cultural glue” of the developing media civilization.

Keywords: dialogue, globalization, screen culture, dialogic relationships, screen media, television, journalism, media linguistics.

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Wandering Plots as a Tool of Storytelling in Political PR

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Abstract

The paper focuses on the phenomenon of the so-called wandering plots, which were studied, in terms of historical poetics, by Russian literary scholars of the 19th–20th century. The author analyzes the theory of wandering plots, the place of such plots in Jung's collective unconscious and then turns to political storytelling in order to study their role in political stories. With the use of interdisciplinary and systemic analysis, the author considers the ways wandering plots work, the interrelation of these plots with archetypes and images and their possible effects on the political communication of an individual leader. Several instances of using wandering plots in political communications are analyzed in the paper. Particular attention is given to one of the most intriguing cases, namely the one in which Norwegian Prime Minister Jens Stoltenberg disguised himself as a taxi-driver in the 2013 election campaign. Cases from Russian political life are also used as examples, in particular, the wandering plots associated with the image of the Russian President Vladimir Putin. The author studies not only the content of the cases but also the effect the use of these plots has on the images of political leaders. The conclusion made in the paper is that wandering plots are a powerful tool of political storytelling, which, when used properly, can significantly affect political communication.

Keywords: political PR, storytelling, wandering plot.

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Agenda

Media Support for the Healthcare Reform in Russia: Framing as a Tool of Analysis (based on research materials)

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Abstract

The healthcare reform has always been a big debating point in the Russian media landscape. The paper highlights the results of a research into the media support for the law “On the Foundations of Healthcare for Citizens of the Russian Federation” in the *Rossiyskaya Gazeta* and *Meditsinskaya Gazeta* newspapers.

The author’s scientific interests was not confined to the task of evaluating media performance in this particular context since the analysis of the given information campaign makes it possible to extrapolate the conclusions obtained to other social spheres in which unsolved problems accumulate. The research was based on the theory of framing and the interpretation of frames as indicators of publications’ information policy and social position. The framing analysis showed that the framing technologies of both newspapers basically coincide, while the framing content is verified by the newspapers’ information strategies. *Rossiyskaya Gazeta* featured the discussion of the law as a movement from criticisms to a consensus between the authors of the document and public at large while *Meditsinskaya Gazeta* primarily emphasized the critical attitudes to the law of the medical community and potential patients. Generally speaking, the results of the research indicate that the press predicted the strengthening of negative trends in healthcare resulting from the adoption of the new law. In addition, the research revealed insufficient effectiveness of newspapers’ information strategies in presenting this subject matter and showed that in the area of social issues Russian media have not yet become a channel of productive communication between bodies of state power and citizens.

Keywords: healthcare reform, media support, framing, consensus, criticism.

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Structure and Typology of Modern Foreign Russian-Language Press

Part 1. Contextual Characteristics of Foreign Russian-Language Press

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Abstract

Because of an increase in the global migration processes, the émigré media are becoming an essential part of the world media space. 80 countries host 3.5 Russian-language media outlets. In this paper, the author focuses on the print publications that have come to the attention of the World Association of Russian Press and generally reflect the information menu of a Russian-language speaker living abroad. Modern foreign Russian-language press is considered in the paper as a particular division of the media with a specific audience, specific functions and other features.

In Part 1, the author gives an overall description of the structure of modern foreign print media taking into account the characteristics of the publisher. The author also points to the general dependence of foreign Russian-language press on contextual influence, a quality which makes it possible to distinguish two major groups: the press of far abroad countries and that of near abroad countries. Both groups are analyzed in terms of thematic priorities of the publications, their distribution areas and formats.

The research reveals a number of key distinctions resulting from the difference in the positioning of the publications. The Russian-language press of far abroad countries mostly includes commercially viable newspapers and magazines whose main concern is cross-cultural relations in the Russian diaspora. At the same time, market trends have brought to life a body of eclectic mass publications with a consumerist bias. As regards Russian-language publications of the post-Soviet space, they operate under political instability aggravated by the financial challenges these media outlets face. For this reason, they are strongly affected by a different trend related to their politization, which is often situational, most newspaper projects seek to develop in the format of influential general interest publications. Yet, whatever the differences, Russian-language media of both groups have

a common feature: more and more often they view themselves as part of the Russian-language space.

Keywords: foreign Russian-language press, context, structure, national, global, cross-cultural.

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Mass Media in Russia

Role of the Current Agenda in the Communication Strategy of the Corporate Press: a study of the Moskovskiy Zheleznodorozhnik and Volzhskaya Magistral newspapers of the JSC Russian Railways

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Abstract

The paper deals with the features of the corporate press as an information channel and the formation of the current agenda in the communication strategy of corporate newspapers, which can be used as a criterion for assessing the effectiveness of corporate media impact on the audience. The purpose of the research is to determine the characteristics of agenda setting and comparatively analyze the agenda in the corporate press. Several methods are used in the research: content analysis, comparison and systematization. The agenda is examined in a case study of the Moskovskiy Zheleznodorozhnik and Volzhskaya Magistral newspapers of the JSC Russian Railways published in 2014.

The author draws a conclusion that these two newspapers use different communication strategies while presenting materials on different topics. For the most part, the presentation strategy is used (in the coverage of production, economic and humanitarian subjects and the company policy). Conventional strategies based on dialogue (in the articles that contribute to the establishment of horizontal corporate communication and the feedback between the editorial staff and the readers) are also quite common. Manipulative strategies are used in covering emergency situations, which is confirmed by the absence of critical orientation materials and also by the fact that information is presented selectively and not always in due time.

Keywords: corporate media, content analysis, agenda, communication strategies.

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Information Demands of the Radio Audience and Forms of Interaction with the Listener in a New Media Environment: a Regional Perspective

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Abstract

The article examines the information needs of the radio audience, the creative forms of interaction with it, the experience of the general interest public stations of the Nizhny Novgorod region and the developmental perspectives of communication between radio and the listeners in the context of the new media environment. It also provides the definitions of the terms "general interest media" and "new media environment".

The author examines the role and place of the general interest public stations in the regional information field using the methods of content analysis and observation. The author explores the information needs of the listeners of these radio stations in the period between 2012-2015.

In the article, the author concludes that the achievement of contact with the audience in the new media environment demands a constant improvement of the quality of journalistic materials and a search for new forms and methods of work on the air. In addition, working on general interest radio requires from the journalist a clearly articulated civic position and an awareness of his social function of a journalist. This function is not only confined to informing, but also includes an active component when using journalistic materials solved the really important issues of the audience.

Keywords: information needs of the audience, public radio stations, radio audience, new media environment, content, audiovisual media and journalism.

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Mass media abroad

Development History of Public Dialogue in Swedish Media

Part 1. From the First Debates of the Age of Freedom to

Polemical Journalism of the Late 18th Century

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Abstract

The purpose of the paper is to trace the history of public dialogue in Swedish media starting from the Age of Freedom and up to the second half of the 20th century. In the introduction, the author argues the importance of information and communication interaction among citizens of one country (Sweden in this case), facilitated by debates in the press. The basic research methods were as follows: H. A Taine's historical and cultural school, content analysis of Swedish media at different times and the methodological procedures of dialogical philosophy primarily represented in Russia by M.M. Bakhtin. In Part 1 of the paper the author focuses on the period from the Age of Freedom, when the first print publication designed for public debates was founded and when essay journalism took root, to the late 18th century, which saw the emergence of polemical journalism. The issue of public dialogue, debates and polemical articles in Swedish periodicals has been touched upon in the author's previous papers, which, along with the works of other Russian researchers, served as a scientific basis for this research while Swedish materials on the history of journalism proved to be a factual basis for it.

Key words: Age of Freedom, essay journalism, collapse of linear communication, debates in Swedish press.

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Public Broadcasting in Greece in the Digital Era: ERT vs Digea

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Abstract

The transition from analogue to digital broadcasting involves a number of technological, economic, political and social challenges Greece failed to meet because the transition was aggravated by the economic crisis, which, in comparison with other European countries, slowed down the process.

In the course of digitization in Greece, several mistakes were made: expenditures for the digitization of the public broadcaster partly became the responsibility of the population because of increased subscription fees; private television companies were allowed to conspire among themselves and with the government, which is why in order to eliminate the main competitor the public broadcaster was closed down and the monopoly of signal delivery was established. All this resulted in a situation in which the sole owner of signal transmission facilities was also a program provider; other broadcasters could gain access to the infrastructure on extremely unfavorable economic conditions. The struggle of the corporation of nationwide private TV channels Digea against Greece's public broadcaster ERT was accompanied by political scandals in which unfair methods of competition were disclosed. Finally, it was decided to create an ERT subsidiary company that is supposed to be a competitor for Digea and issue permanent licenses to television channels on a competitive basis.

In the paper, the author describes the emergence and development of digital television and radio broadcasting, provides the chronology of digitization and pictures the confrontation between Digea and ERT, the closure of the public broadcaster and the subsequent attempts to revive it and improve its competitive position.

Keywords: Greece, digitization, public broadcaster, ERT, Digea.

Notes

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Mediatext

Implementation of the Precedent Name “Napoleon” in the First Russian Political Cartoons

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Abstract

A special place, role and significance of cartoons in informal political discourse are defined by the visibility of the information they convey. Russian cartoons as a variety of satirical art appeared during the Patriotic War of 1812. The first political cartoon in the country was a unique work created in 1815, which went down in history under the name “A Present to Children in Memory of the War of 1812”, more commonly known as Terebenev's ABC Book.

The author of the paper considers the implementation, in terms of semiotics, of the precedent name “Napoleon” in the cartoons of Terebenev's ABC Book. Here the name is represented through precedent situations, i.e. a kind of “reference” situations involving a number of certain connotations, whose differential features are part of the cognitive basis, the nucleus of the cultural space. Precedent phenomena are the main components of the cognitive basis of any linguo-cultural community and it is they that constitute national and cultural specificity. Precedent phenomena exist in both verbal form (a precedent name, statement and text) and verbalized form (a precedent situation). In a precedent situation, the role of the signifier may be played by a precedent statement and/or precedent name. An analysis of cartoons in Terebenev's ABC Book made it possible to isolate the following features in the content of the name under consideration:

1. Napoleon is a former hero (letter “b”)
2. Napoleon is a triumphator (letter “P”)
3. Napoleon is a man who quickly acquired fame and lost it equally quickly (letter Θ)

4. Napoleon is an ill man who needs a doctor's help (letter "Т")
5. Napoleon is a defeated enemy (letter "Х")
6. Napoleon is part of France and the French Army (letter "Я").

The precedent name "Napoleon" is a significant part of national culture and the linguistic picture of the world, a vivid indicator of the hallmarks of people's self-consciousness and of the nation's reflection on domestic history and culture. Napoleon is not only a symbol of France's grandeur, a gifted military leader and outstanding statesman, not only a reformer and dictator, but also a symbol of the glory of Russia, which won the Patriotic War of 1812 launched by Napoleon, as well as the key to understanding the role of Russia in the modern world.

Keywords: Terebenev's ABC Book, the Patriotic War of 1812, Napoleon, political cartoon, semiotics, precedent name, verbal component of a cartoon.

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Women's Magazines of the 1920s–1930s: Historical and Philological Approach to the Study

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