

Articles Summary №4.16

Global Context

New Media and “New Ethics”: towards Value Transformations of the Journalism Profession

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Abstract

In the past decades, the ethical problems arising in society in response to the introduction of digital and computer technologies have attracted the attention of scientists in different branches of modern science. The ethical standards of work in multimedia newsrooms constitute a specific range of these problems. The paper presents both the results of a study into the possible theoretical approaches to understanding new journalism ethics and the results of an analysis into particular disputable situations from contemporary media practices. Using the methods of comparative analysis, content analysis of the media and the case study method, the author considers the dynamic changes in the traditional standards of journalistic work caused by the new challenges the profession faced in the era of new media and examines some ambiguous cases of the everyday operation of a convergent newsroom. One of the important conclusions of the paper is that there have emerged “additional” approaches to solving professional and ethical issues. The author focuses on such new and controversial ethical principles of multimedia journalism as “precision and accuracy are more significant than speed”; transparency (a clear reference to the source of information); an essential “added value” of any material (a ban on reprinting other people’s materials or using other people’s findings); the opportunity and necessity to make corrections to the published text; and, finally, the need to specially deal with online trolls.

Keywords: new media, journalism, journalism ethics.

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Storytelling in Political PR and Journalism: Mechanisms and Effects of Wandering Plots

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Abstract

This paper is a conceptual continuation of the previous paper titled “Wandering Plots as a Tool of Storytelling in Political PR”. It focuses on the results of a cross-disciplinary research into the influence of wandering plots used in modern political communications on the opinion of potential voters. The phenomenon of wandering plots is analyzed in terms

of the Homo Narrans concept represented by such researchers as W.R. Fisher, T. Farrell, M. Edelman, L. Bennet and J. Lucaites. On the basis of the theoretical material, the cases of international political and social agenda from 2012 to 2016 are studied. The paper examines the way wandering plots are used in reconstructing the image of the European crisis and the refugee situation in European countries for Russian citizens. Cases from classical election communication are also used as examples: from this viewpoint the author analyzes the behavior of Republican candidate Mitt Romney in the 2012 presidential race in the USA and the 2013 election campaign of Jens Stoltenberg (at the time of the election race Norwegian Prime Minister).

Keywords: political PR, storytelling, wandering plot, collective unconscious.

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Agenda

Newspaper Market of the Crimean Peninsula: in Search of a Funding Model

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Abstract

The purpose of the paper is to examine what funds are available for the newspapers of the Crimean peninsula. To answer this question, a multilevel study was conducted. At the first stage, the author surveyed newspaper staff members with questionnaires and by telephone in order to identify the main funding sources obtaining responses from 26 local news publications. The second stage involved content analysis of advertisements in 10 highest circulation newspapers. At the third, final, stage of the study the author conducted expert interviews in the Crimea and Sevastopol.

The survey indicated that for the most part the newspapers of the Crimean peninsula are funded through selling the newspapers' circulation. The founder's money was the second common answer given by the respondents. Advertising as a funding source was given a low rating, a fact that was later confirmed by the content analysis and in discussions with experts.

Drawing on the analysis conducted, the author concludes that advertising funding does not work for the newspapers of the Crimea and Sevastopol. The remaining models: funding through government subsidies and private donations as well as selling the circulation are at risk. In this situation, a search for a new funding model appears to be essential. This can be done through a social experiment of making newspapers into non-profit enterprises with tax allowances, a minimum rent rate and concessional delivery indicators. Nowadays, the territory of the Crimea and Sevastopol is a most promising location for the experiment, which might be later extended to other regions.

Keywords: advertising, funding models, newspaper market.

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Family Values in the Humanitarian Agenda of the Russian Media

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Abstract

This article analyses the influence of contemporary print media on the family as a social institution and shows the changes in the vector of demographic information in the media. While modern media reflect a certain deterioration of family values, they are also intended to replicate the patterns of appropriate behavior and the models of a perfect family, which act as fundamental societal guidelines. The theme of family values must be present in the humanitarian agenda of the media on a regular basis.

The information policy of modern media is regarded to be demographically positive because the idea of preserving the value of the family as a social institution is present in the agenda while stereotyped and destructive information rarely attracts media attention. A diversity of thematic emphases and a creative approach to the promotion of traditional family values as well as the increased professionalism of journalists appear to be important changes in the culture of covering the issue under consideration.

Keywords: family values, humanitarian agenda of modern media, family as a social institution, journalistic community, transformation of modern media.

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Structure and Typology of Modern Foreign Russian-Language Press

Part 2. Qualitative and Quantitative 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 2, the structure of modern foreign Russian-language press is thoroughly defined. The author analyzes the qualitative and quantitative parameters of newspaper and magazine periodicals of the near abroad and far abroad countries: periodicity, circulations, language specificity, functional and thematic features and audience characteristics and isolates the main typological models.

Although Russian-language media are spread all over the world, they have a specific audience, a common language, a common cultural code and fulfill similar functions, which makes it possible to consider them a totality and identify therein established typological groups. On the contrary, the multilayered nature of the Russian-language diaspora and the Russian expatriate community as a whole differentiates foreign Russian-language press: the research revealed a great diversity of newspaper and magazine types. The paper describes the main typological models of foreign Russian-language press.

The author suggests that the position of a foreign Russian-language media outlet integrated, on the one hand, into the national media system of a particular country and on the other into the global Russian-language world should be considered as a systemically important quality while the prospects for the development and integration of foreign Russian-language media should be viewed as a cultural phenomenon.

Keywords: foreign Russian-language press, qualitative and quantitative characteristics, typology, language, audience, themes, functions.

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Mass Media in Russia

Public Affairs Talk Shows on the NTV Television Channel: Format Development

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Abstract

Public affairs talk shows are an essential element of program layout on Russian universal channels. The problem of successfully developing such projects is not only of scientific but also of practical interest. The paper analyzes the stages of creating public affairs talk shows on the NTV television channel. The author systematizes and summarizes his own experience of developing the projects “Honest Monday” (2009–2012), “The Broom” (2012), “The Axe Ladies” and examines the programs “To the Barrier” (2003–2009), “Sunday Evening” (2005–2008), “NTVshniki” (2009–2012) and “Norkin’s List” (2014–2015). The focus is on the initial stage of work. At this period, the process of creating the project appears to be a technological chain consisting of concept development, format design and pre-production. The author analyzes the influence of public affairs talk shows on the process of developing television products and isolates the current trends in developing programs in this format. One of these trends is that the programs are overloaded with additional elements, another is an intention to create a universal format as early as at the initial stage of work. The distinctive features of programs on the NTV channel include the involvement of the studio audience in the conversation and the use of additional elements contributing to an ultimate dramatization of the screen action.

Keywords: public affairs broadcasting, talk show, NTV, developing television programs, format.

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A Television Project of Public Importance in the Context of Social Interaction between Television and the Audience (a case study of GTRK "Southern Urals")

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Abstract

The article deals with the experience of the regional company GTRK "Southern Urals" in the implementation of a multi-scale socially significant television project "Remember Me" dedicated to the Victory in the Great Patriotic War. This experience is analyzed in the context of social interaction between television and its audience because the orientation of television towards the needs and interests of society implies regular interaction with it. The authors of the project "Remember Me" have developed a strategy aimed at large-scale public awareness and maximum audience involvement in the on-air, off-air and media activities of the project in order to form the largest archive in Russia from the never-

before-published photos of soldiers and home front workers of the Great Patriotic War and post pictures on May 9 on a special construction erected in the city called the "Wall of Remembrance". This form of social interaction between the developers of the television project "Remember Me" and the audience allows viewers to feel involved in the events of the past, show patriotism and civic engagement, understand the role of their own family in their country's history.

Keywords: television, television project, media plan, social interaction.

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Mass media abroad

Development History of Public Dialogue in Swedish Media

Part 2. From Polemical Journalism of the 19th Century to Public Dialogue of the 20th Century

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Abstract

The second part of the article aims to trace the development of public debate in Swedish media, beginning with polemical journalism of the 19th century and until the second half of the 20th century, when Astrid Lindgren contributed to the intensification of dialogue in the press with her articles and public speeches. Swedish sources on the history of journalism were a factual basis for the present study, but this article is based primarily on the scientific works of the author and other Russian researchers.

Keywords: subject-subject interaction, social communication, polemical journalism, Astrid Lindgren, public dialogue in Swedish media.

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Western Media Coverage of Vladimir Putin's Image in the Context of the Sochi-Olympics

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Abstract

The paper studies the coverage of the Sochi Olympics and V. Putin's image in the period 06.12.2013 – 23.02.2014 in quality Western media. The author examines the politician's information field in terms of quantity and quality, carries out content analysis and defines the nuances in the assessment of the President. The data obtained in the course of the study reveal the degree of interest in Vladimir Putin's actions reflected in the US, UK, French and German media.

Along with the quantitative analysis, the author carried out content analysis of analytical materials published in 12 media outlets under consideration. All the articles were examined with the application of linguistic analysis, after which a sign of attitude (positive, negative or neutral) was attributed to each of them. Most negative assessments of V. Putin fell within the period prior to the opening of the Olympics: 72% of articles. Negative assessments were most common for the US media while positive ones – for the UK media. After the opening of the Olympics, most articles in the French, German and UK media provided positive assessments of V. Putin's actions. The correspondents agreed that the Olympics, which went quite smoothly, helped V. Putin to win new recognition for himself and Russia – to regain, even if not for long, the title of superpower.

Keywords: quality Western newspapers, V. Putin, Sochi Olympics, monitoring, content analysis.

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Literature and Essays

V.P. Burenin: Towards the Criteria of Artistic Value and the Principles of Literary Criticism in the 1880s–1900s

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Abstract

V.P. Burenin is a bright exponent of an extremely interesting period of Russian criticism, namely from 1870 to 1900. The backbone of his critical and satirical activities was formed by his urge to bring to light public and literary falsity and lies. One of his favorite ways to unmask opponents was literary controversy, a pivotal element in his critical essays. Making use of accusations, abusive language and parodic devices, challenging and persuading the opponent, Burenin strived to elicit his response.

Arguing about contemporary literary criticism, Burenin advocated the need for critics to resume the role of a thoughtful intermediary between a man of letters and the reading public. He pointed out that criticism, which is to be simple and lucid in form, is intended to shape the readers' literary taste and prompt them to choose the right way to intellectual and spiritual development.

Jeering at symbolist and decadent trends in Russian literature of the late 19th century as well as criticism, which responded to them enthusiastically, Burenin saw them as a threat of escape from reality to the realm of empty fantasies and mysticism, when assumed artistic reality came to be spiritual food for contemporary readers. Besides that, symbolist and decadent poetry was likely to ruin classic literature. Destructive tendencies and disregard for canons, which led to the collapse of the Golden Age literature, made Burenin feel concerned.

On the one hand, one might say that Burenin's criticism, parody and satire have a protective character. On the other, the pushiness, gibing and even impudence displayed by Burenin as a feuilletonist are an indication of the trashy nature of his criticism, whose characteristic feature is an intertwining of insightful prognoses and explicitly opportunistic statements. This is where his contradictory nature mostly comes from.

Keywords: V.P. Burenin, Modernists, philosophical criticism, literary controversy, scandal, artistic criteria.

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Fedotov is Our Resource

(a systematization of religious issues in the journalism of the thinker of the 1920s–1940s)

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Abstract

The article analyses G. Fedotov's religious works that not only comprehend historical experience but also deal with present day issues.

The author highlights the phenomenon of Russian sainthood, which emerged in Kievan Rus and fundamentally influenced the momentous choices that were made by the people and determined the ups and downs in their history. This embraces the translation of the New Testament into the Old Russian language, which led to exclusion from European culture, a preference for strong power over freedom during the years of the Moscow Tsardom, a long period of accumulation of negative trends that resulted in the destruction of the Old Russian sainthood by the Golden Horde, with the culmination in the 17th century church split and a cultural split among the people during Peter the Great's reign. The main feature of Fedotov's works is considering Russian sainthood and saints to be an integral part of culture, the key to people's spiritual restoration lying in the refinement of their culture and a profound study of their history.

Keywords: Fedotov, Russian sainthood, historical choices of the people, saints of Old Russia, church split.

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Book Review

Fate of a 20th Century Classic Writer in the Mirror of Literary Criticism

(A review of the book: Poddubtsev R.A. (2016) *Andrei Platonov and His Critics*. Scientific monograph. Moscow: Faculty of Journalism Moscow St. Univ. Publ.)

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