

# Articles Summary

## Global Context

### Collaborative Media in Digital Advertising Communication

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#### Abstract

The discovered digital advertising opportunities put an end to the era of traditional marketing. In this article, we attempt to introduce the notion of “collaborative media” into Russian-language scientific discourse and substantiate this need in the context of the rapidly changing media landscape.

For this purpose, we analyzed the work of domestic and foreign researchers and borrowed the term “collaborative media”. We considered this new type of digital media understood as a form of mediated communication, in which people work together and create new messages, content and meanings. The modern media landscape is changing rapidly, and new changes will most likely support the already strong trend of recent years called “collaboration”.

Due to digital media, the motivation of the user can be not only to assimilate and consume content but also to produce and promote the secondary assimilation of content. The “entry threshold” in this industry has decreased, and now almost everyone, regardless of their professional training, can express themselves creatively and take part in the production of different forms of content.

In collaborative media, texts are produced by both professionals and amateurs. This means that the producer has an opportunity to create original content, which, in turn, someone else can rework or use as a starting point.

Keywords: collaborative media, social media, new media.

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## **A Profile Photo in Social Networks: the Perception Factor**

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### **Abstract**

A social media account helps other users identify its owner while allowing the latter to present him/herself. At the same time, a profile photo often tells about the owner of the page more than the text that accompanies it. Different platforms realize separate social tasks and demand individual approach. Therefore, the idea to use the same photo for a userpic across all platforms seems outdated.

We asked 118 students of the Danish School of Media and Journalism (DMJX) in Copenhagen, Denmark, to rate photos of 20 people by choosing one out of four images for a specific purpose: LinkedIn or a similar professional network for Group 1, Tinder for Group 2 and Facebook or another general-purpose social networking website for Group 3.

In 70% of cases, the modes for scenario #1 and #2 were different. Also, in 75% of cases the modes for scenarios #2 and #3 matched. This suggests Facebook remains a medium for informal communication despite the company's ventures into the professional sphere. Additionally, a higher dispersion rate among the respondents in scenarios #2 and #3 suggests that users' understanding of the rules of informal visual communication online is relatively vague while their expectations of successful professional visual communication are fairly uniform.

Keywords: account, userpic, social networks, social media, self-presentation.

### **Notes**

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## **Telegram Channels: Reasons for Launching Projects and Promotion Tools**

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### **Abstract**

The modern concept of media includes not only mass media but also new media, as well as the technical means of content production and consumption. It is active users rather than professionals who are increasingly becoming the authors of content in the media. The smartfonization of the media space and the transformation of messengers into content distribution sites have become one of the recent trends in the media. A vivid example of this trend is the growing popularity of Telegram channels – special forms of content distribution in the messenger of the same name.

This paper analyses the authors' reasons for creating channels in the Telegram messenger as well as the tools for promoting projects on this platform. The evaluation of the opinions expressed by the authors of Telegram channels showed that the main reason for launching projects is their wish to realize their potential by filling the gaps in the media space. To promote their projects, most authors prefer to use the method of mutual exchange of publications in their channels. The same method, according to the authors, brought them the largest number of readers. Along with mutual promotion, a

significant contribution to the growth of the channel audience is made by the word of mouth process, advertising, publishing information about the channel in various catalogues, informing friends and posting information about the channel in social networks. It was also found that the authors do not have common criteria for selecting channels of mutual promotion.

As a matter of fact, this paper is a pilot study designed to draw researchers' attention to the new developing direction.

Keywords: messengers, smartfonization, Telegram channels, new media, content distribution.

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## Agenda

### Mythologization of the Image of V. Lenin in the Pravda Newspaper in 1924

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#### Abstract

Mythologization is one of the oldest and most important processes that shape the image of power and its representation. To understand how the institute of power in a certain country operates, it is extremely important to study the historical features of its interaction with the people from the standpoint of the analysis of national myth formation.

The forced process of mythologization of Lenin's image was unique in a sense that it was not just imposed “from above” but rather developed simultaneously by both the authorities and the people, with each party pursuing its own goals.

Looking back with historical and social factors in mind, one might say that the creation of V. Lenin's cult of personality was all but inevitable. The consciousness of the masses in the transition period was forced to adapt to fundamental social shifts, but it was not yet mature enough to do without a supreme leader. The ruling party was aware of this, hence the promotional campaign on immortalizing the memory of V. Lenin launched in RCP(b)'s central publication Pravda.

Keywords: Lenin, image, cult of personality, Pravda.

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## **Media Concepts "Fashion" and "Music" in Television Documentary Programs**

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### **Abstract**

The article is devoted to investigating the vectors of associative semantic deployment of the concepts "fashion" and "music" in modern television documentary programs. These media concepts are currently important in searching the value bases that reflect today's image of the Soviet epoch. There are four major vectors that are common to both concepts: "freedom", "dream", "time", "disease" and four peripheral ones: "aggressor", "symbol of social status", "war instigator", "criminal world". The complexity of the semantic organization of the concepts depends on the considered period of the Soviet epoch, where each vector of associative-semantic deployment has its own stylistic manner of presentation. Television forms a certain specific idea of reality. The practice of isolating individual phenomena of everyday life contributes to the creation of a filter of world perception, which does not conduce to analytical understanding of cultural phenomena and history in general.

Keywords: media concept, fashion, music, television, vector of associative semantic deployment.

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## Mass Media in Russia

### From the Triumph Style to Romantic Realism: Factors of Style Formation in Soviet Photojournalism (a case study of the *Ogonyok* magazine of the 1950s – 1960s)

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#### Abstract

This paper is the first attempt to study the particular qualities of Soviet photojournalism during the Khrushchev Thaw. It was at that time that the synthesis of content and form took shape which determined the style of Soviet photojournalism in the following decades. There was a change in the storylines of traditional themes, new themes ranging from the chronicle of political events to everyday life emerged. The language of images became more complicated, which led to a wider use of photographic allegories, metaphors, symbols, epithets and the like. A study of vivid and original photojournalism of the Thaw period appears to be essential for a better understanding of the processes occurring in modern Russian photojournalism.

Keywords: photojournalism, the Triumph style, idealization, mythologization, romanticizing reality, dynamic reporting.

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## **Latin America in the Agenda of the Mezhdunarodnaya Zhizn' and Mirovaya Ekonomika i Mezhdunarodnye Otnosheniya Journals**

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### **Abstract**

The author analyzes the place of Latin American countries in major Russian journals that write about international topics (in the context of the political situation in 2010–2016). He explores how the information field is changing in response to major world events. This article clearly shows how the Russian political course affects the agenda of such publications. The author analyzed 168 issues of the journals *Mezhdunarodnaya Zhizn'* and *Mirovaya Ekonomika i Mezhdunarodnye Otnosheniya* and concluded that the share of texts about Latin America is constantly growing in response to Russia's political course influenced by the sanctions of foreign states. Most of these texts were published in 2011 (the growing role of BRICS), 2014 and 2016 (the worsening of relations with the European Union and the United States). However, although some important materials about Latin America are published, their share in these journals does not exceed 5%. But the author predicts an increase of this share by 1–2% next year drawing on the general trend and political forecasts for 2017.

Keywords: Latin America, Russia, politics, journalism, *Mezhdunarodnaya Zhizn'*, *Mirovaya Ekonomika i Mezhdunarodnye Otnosheniya*.

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## Mass media abroad

### Italy in the Information Picture of Foreign Media and All-European Problems in Italian Mass Media

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#### Abstract

Special attention in the article is given to the image of Italy in world mass media. The data on the scope of information on Italy and its tone, indicative of the place of the country in the information picture of the world, are provided. The information on Italy given on European TV news is considered separately. The subject area of information messages and the agenda of European TV news are analyzed. The information on Italy given on these TV channels varies not only in terms of its scope but also in terms of subject hierarchy.

Further, the features of news programs of Italian public TV channel RAI apparent in the coverage of all-European problems are revealed in the article. A comparative analysis of TV news agenda is made and then the interpretation of the “security threat” theme is thoroughly studied. The role of Italian mass media in the statement and suggested solutions of all-European problems, which are urgent for Italy, is ambiguous. This can be explained by a number of reasons: on the one hand, by the political commitment of mass media and, consequently, their discordant approaches to problems solution; on the other hand, by the level of “information rapport” among the countries, which is very dependent on the image of Italy in these countries’ mass media.

Finally, the specifics of Italian mass media evident in the coverage of events associated with migration problems is examined. The analysis of leading daily newspapers and TV news on national Italian channels is based on the data on the volume and tone of the materials and also on the deontological evaluation of their positive and negative characteristics.

Keywords: image of Italy, Italian mass media, European TV channels, TV news, security threat, migration.

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## Media Concentration in France in the Early 21st Century

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## Abstract

This article is based on an analysis of the key tendencies of the concentration process in French mass media in the early 21st century and the particularities of non-media capital penetration to the French media market. Special attention is given to the upsurge in concentration in 2014–2015 which drastically changed the national media landscape.

The traditional press (print newspapers and magazines) is becoming a newsbrand in the Internet world: on the one hand, it is undergoing a grave crisis and on the other, its audience is constantly increasing (as in the case of *Le Figaro* and *Le Monde* newspapers). This attracts the attention of financial and industrial groups and, more recently, players from the telecommunication sector. They are ready to invest in the press brands trying to change their business models. The study indicates that in the digital era media groups search for new structures and that there are several accompanying problems: a significant reduction in employee numbers, a reorientation of business activities, mandatory saving plans and other efforts to improve efficiency.

Keywords: media concentration, non-media capital, media group, daily newspaper, news magazine.

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## **Referendum on Catalonia's Independence as Seen by the Spanish Press (a case study of El País, La Vanguardia and El Punt Avui newspapers)**

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### **Abstract**

The rise of a small nation's national consciousness in the context of global human problems is a topic that is currently important against the background of the social and

political processes occurring today in Europe and worldwide. In a number of states, small nations increasingly seek self-determination. In Catalonia, this trend is most pronounced, and it is local media that have a role to play. A lack of Russian research into the role of journalism in the rise of a small nation's consciousness in the 21<sup>st</sup> century proves the scientific novelty of this paper.

A new referendum on independence is due on October 1, 2017. This initiative of the Catalan government outraged the central power in Madrid and intensified the controversy over the referendum in the country's media.

The leading Madrid-based newspapers ABC, El País and El Mundo were unanimous in criticizing this initiative, although their political programs are somewhat different. A less straightforward and more ambiguous attitude to the idea of the referendum was expressed by the newspapers published in Catalonia: Spanish-language La Vanguardia and El Periódico de Catalunya and Catalan-language El Punt Avui.

The political situation in Catalonia, which deteriorated in June 2017 following the decision to hold a referendum on the region's independence from Spain, was largely reflected in the Spanish press. Notably, El País newspaper is taking an uncompromising stand, supporting the Madrid government and, ultimately, the Constitution of Spain. El Punt Avui newspaper, the mouthpiece of the movement for Catalan independence, has directly opposite views. As for La Vanguardia, this newspaper has adopted a moderate attitude, which could be described as centrist.

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## Literature and Essays

### Vasily Kamensky's Self-Promotion

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### Abstract

The article is devoted to the advertising and self-promotion activities of the futurist Vasily Kamensky. The aim of this work is to define and describe the poet's original methods which he invented to build his literary reputation and promote himself. The research is based on a study of literature, autobiographies and archival documents. The article investigates the individual features of his books and self-organized publications (Vasily Kamensky's *My Journal* and *Our Journal*) distinguished by their theatrical manner of self-glorification and vital spirits. Exaltation and exaggeration are invariable qualities of self-promotion intrinsic to his literary style. Besides, the article attempts to examine Vasily Kamensky's artistic strategy for creating his own poetic myth. The author also makes a conclusion that the poet deliberately stylized his works in order to secure the status of a futurist poet.

Keywords: advertising, self-promotion, literary reputation, futurism.

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## Mediatext

### Speech Representation of Conflict in the Media Discourse of Russian-German Relations

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## Abstract

The linguistic embodiment of modern Russian-German Russian-language media discourse is nowadays considered to have elements of conflict. This paper investigates the realization of conflict intertextual connections by analyzing the principles of selection and combination of language means used in the journalistic speech genre "An event assessment and its development forecast". The analysis is based on the text-centered understanding of any speech genre which has communicative, mode-related and referential aspects in the semantic compositional structure. The study found that conflict at the level of intertextual connections is expressed by means of speech representation of "attack" and "response" to it within the framework of media discourse. The speech mechanisms of conflict manifestation in media texts on Russian-German relations operate in the "attack" text and "response" text, composed in the same speech genre, through a series of subgenre interactions.

Keywords: discourse, speech genre, genre text category, Russian-German relations, conflict.

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## **Book Review**

### **To Prove Harmony by Algebra**

(A review of the book: Vyrkovsky A.V. (2016) *Editorial Management in Print and Online Mass Media: a Process Approach*. (Academic Monographs). Moscow: MediaMir Publ.

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