

Articles Summary

Global Context

Self-Regulation in Journalism: Levels, Aspects and Tools

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Abstract

The aim of this paper is to clarify the essence of the notion of journalistic profession's self-regulation, to specify its scope and meaning. Methodologically, the paper is based on a systemic approach and a structural-functional analysis. Drawing on this basis, the authors solve a number of problems. For example, they reveal the structure of the process of the profession's self-regulation, identify the levels on which self-regulation occurs and discover the differences taking place in self-regulation tools of ethical and legal nature. Considering self-regulation as a process of professional reflection, they focus on how it is manifested in the practice of an individual, an editorial staff or the journalistic community in general under different historical circumstances. The role played by moral and legal professional consciousness in self-regulation is brought to light. As a result of the analysis, the reasons for the current deterioration of self-regulation among Russian journalists are defined. The authors conclude that at the moment the media community is first and foremost faced with the challenge of restoring its own legal capacity.

Keywords: profession's self-regulation, professional ethics of a journalist, mass media law, journalist, editorial staff, professional community.

Note

Kuznetsov S.A. (ed.) (2004) *Sovremennyy tolkovyy slovar' russkogo yazyka* [Modern Explanatory Dictionary of the Russian Language]. Moscow: Riderz Daydzhest Publ., p. 649.

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The Problem of Digital Manipulation in Photojournalism (in the studies of the second half of the 1980s – 1990s)

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Abstract

This article is aimed at identifying and exploring the major trends in the studies of digital manipulation in photojournalism. The author focuses on scientific papers published in the second half of the 1980s and in the 1990s. In other words, he is concerned with the studies made at the time of the emergence and gradual incorporation of tools for digital image processing into mass media practice. As this type of image processing could result not only in their improved quality but also in changes in their content and meaning, it was the ethical aspect of digital manipulation in photojournalism that attracted the attention of many researchers. The given article indicates that the major research trends in this field developed in the second half of the 1980s – 1990s. First and foremost, the article examines the problem of ethically acceptable limits of digital image processing, reveals a variety of subjective and objective factors influencing decision making about it, the problem of audience trust in photojournalism and photography as a whole in the digital age and the like.

Keywords: photography, digital manipulation, photojournalism, ethics, mass media.

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Agenda

Digital Ecosystem of a Modern Bank: Media Communication Aspects (a case study of Sberbank of Russia PJSC)

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Abstract

The use of digital technologies in the area of electronics and communication engineering has made it possible to organize in a new way many kinds of information processing systems in modern societies both at the macro level (national media systems, transnational telecommunication systems) and at the micro level (digital media communication systems of a corporation or an individual user). The digital media communication ecosystem is one of the aspects (a subsystem) of the global digital ecosystem.

This paper examines the structure of the current digital ecosystem and the media communication aspects of the Public Joint Stock Company Sberbank of Russia. The author considers and analyzes the

digital resources of both external and internal media communications of the financial institution. The type of the resource and its audience are indicated. A new notion of “hybrid type of communications” is defined and introduced. This type of communications equally touches upon the internal and external media communications of the financial institution. In the context of the information society and the transformation of the economic system, Sberbank of Russia PJSC generates the phenomenon of “digital system of media communications”, which underlies the digital eco environment of the banking system as a whole.

Keywords: digital ecosystem, bank’s media communications, Sberbank of Russia PJSC, banking system’s communications.

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Corporate Events as a Way to Improve Staff Loyalty

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Abstract

This paper examines corporate events as a way to set and reinforce corporate values. At the beginning of the paper, the author analyzes the major elements of corporate ideology (the company's mission, vision, philosophy and legend history) and concludes that it is not so much difficult to put the values into words as it is to get the message across to staff members. To solve this task, it is essential to make use of all the communication channels available in the company, including corporate events. In the practical part, in case studies of the Moscow Bank of Sberbank of Russia and Adidas Group Russia, the author examines the implementation of particular events and makes assumptions about the ways to improve their effectiveness. As a result of the analysis, the author systematizes the typology and structure of corporate events in modern conditions and their influence on staff

loyalty. Notably, the companies tend to introduce some innovative components in the existing typology of corporate events. This process may be indicative of the company's creative development and response to the changing system of corporate relations.

Keywords: corporate events, corporate culture, corporate values, corporate ideology, staff loyalty.

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Mass Media in Russia

Russian Media Coverage of the Migration Issue Before and After the Terror Attack in the St. Petersburg Underground in April 2017 (a case study of the *Vedomosti*, *Izvestia*, *Kommersant* and *Rossiyskaya Gazeta* newspapers)

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Abstract

This paper is based on an empirical research, whose results make it possible to identify the major aspects in the coverage of the migration problem by key Russian newspapers in different research periods and consider the possibilities to solve this problem moving beyond the descriptive characteristics of the images of migrants and migration.

The main research method was content analysis. To conduct it, four leading socio-political newspapers were selected: two pro-government ones, *Izvestia* and *Rossiyskaya Gazeta* (type I), and two liberal ones, *Vedomosti* and *Kommersant* (type II). All in all, 99 materials were analyzed: 27 from *Izvestia*, 47 from *Rossiyskaya Gazeta*, 9 from *Vedomosti* and 16 from *Kommersant*.

As the analysis of the research results showed, for the most part the articles on migration are emotionally neutral (62 out of 99). The remaining 37 articles are negatively colored. Here migrants are described as criminal elements, law violators who are potentially dangerous for the state's national security. The most demanded aspects of the theme in mass media are: terrorism, threat to national security, politics, law-making initiatives and migration statistics. It should be also noted that in the majority of the articles in liberal publications (21 out of 25) the reasons for moving to Russia

are not stated. According to the newspapers under consideration, the possible ways of solving the problem include legislative decisions.

Keywords: multiculturalism, migration, adaptation, mass media coverage.

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Principles of Designing Pre-Revolutionary Periodicals (on the example of art publications of the Society for the Encouragement of Arts)

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Abstract

In the article, the author examines in detail the principles of designing specialized art periodicals. For the study, several periodicals published with the assistance of the Society for the Encouragement of Arts were selected. *Journal of Fine Arts* was published in 1823–1825. At that time, printing production was poorly developed, which explains the lack of images in the publication and its economical design. The provided illustrations took the form of attachments. In 1836, *Art Newspaper* appeared, which used various ways of placing materials on the newspaper page. Engravings were included in each issue as attachments. At the end of the 19th century, the Society for the Encouragement of Arts launched a new journal, *Art and the Art Industry*. Specially for it, unique fonts were invented. Many elements of the publication such as its cover and initial letters were created by professional painters. In 1901, *Art Treasures of Russia* was created. In this journal, the focus was on the illustrative component, the texts serving as an additional element. Thus, the study of selected publications that

appeared at different times during the 19th – early 20th centuries shows the evolution of graphic design of periodicals.

Keywords: designing publications, mass media design, Society for the Encouragement of Arts, specialized periodicals, art publications.

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Mass Media Abroad

Updating the Issues of Media Responsibility in the Context of Global Trends (a case study of US media practice)

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Abstract

The research underlying a series of two articles is aimed at identifying recent trends in the information and communication space and relevant changes in the relationship between mass media and the audience concerned with the nature and level of media responsibility. The first article presented in this issue is intended to study the phenomenon of upgrading media responsibility and expanding its boundaries in the context of global information and communication processes and the reflection of the problem under consideration within the national frameworks of US media practice.

In order to achieve the set goal, the key problem areas of mass media interpreted by Russian, American and European professionals are studied. In addition, the author compares, analyzes and systematizes the results of researches conducted by reputable international analytical organizations and research centers between 2012 and 2017.

The comparison and systematization of the acquired data along several criteria make it possible to trace how global trends in media industry development transform the correlation between the journalist's role and the audience's role in the process of information support and, consequently, influence the whole system of responsibility in the information and communication space.

The obtained results lead to a conclusion that nowadays the phenomenon of media responsibility calls for a drastic reconsideration and requires speedy changes in the view on the transformation of the accountability system.

Keywords: professional responsibility, US media system, US mass media audience, modification of the systems ensuring media responsibility.

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The Gulf War of 1990–1991 in the New York Times Publications

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Abstract

This paper examines the results of a study of articles in the quality newspaper The New York Times covering the Gulf War (1990–1991). The focus of the paper is on the first month of the operation “Desert Storm” (January 17 – February 17, 1991). The author analyzed 249 articles including 65 articles published on the front page, 168 ones published in the International Events section and 16 editorials. Most articles about the resolution of the international conflict were written by the journalists of The New York Times newspaper in Washington. Keeping with the tradition of supplying quality information, the newspaper published not only pro-American articles supporting the foreign policy of US President G. Bush Senior, Defense Minister Dick Chaney, Generals C. Powell and N. Schwarzkopf and of the leaders of the coalition countries but also, although to a lesser extent, pro-Iraqi articles giving Iraqi President Saddam Hussein a chance to make his statements.

The attitude to the Iraqi attack on Kuwait and the violation of Kuwait's sovereignty expressed in the articles varied: some authors favored conflict resolution through the use of force, others envisioned a peaceful settlement of the conflict.

Most of the examined articles from The New York Times contained pure text, which made it easy to manipulate public consciousness by pinning labels. Only one third of them were accompanied with photographs, charts or maps.

Keywords: the Persian Gulf, “Desert Storm”, The New York Times, public opinion, the Middle East.

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Literature and Essays

“One Should Stay Calm in Evaluating the Activities of the Late Journalist”: to the Characteristics of M.N. Katkov's Pre-Revolutionary Historiography

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Abstract

The study presented in this paper provides new evidence to the comprehension of M.N. Katkov's pre-revolutionary historiography, clarifies the circumstances of the creation and publication of the main pre-revolutionary reviews of Katkov's creative and social activities. The biography of M.N. Katkov, an ideologist of Russian conservatism, became the subject of political discussion after his death. The laudatory articles of Katkov's supporters provoked a protest of his liberal opponents, who offered their version of the journalist's biography. The censorship sought to protect from critical attacks the activities of a pro-government journalist, whose articles were approved personally by Alexander the Third. Therefore, the essay of the liberal journalist R. Sementkovsky, intended for

publication in the biographical library of F. Pavlenkov, was banned for distribution. The paper analyzes the controversy between the official assessment of Katkov's activities and his critics' point of view. The empirical basis of the study consists of the texts of 19th century journalism and the documents from censorship archives.

Keywords: M.N. Katkov, R.I. Sementkovsky, F.F. Pavlenkov, censorship.

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Book Criticism as a New Media and Cultural Phenomenon: Problems and Prospects

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Abstract

In this article, the author initiates an investigation of the phenomenon of “book criticism” as a specific kind of literary criticism. The very concept of “book criticism” appeared in the early 21st century and bears distinct polemic traits associated with the market era. The 1990s saw a rapid transformation of the Russian media. Daily newspapers, weekly and monthly magazines, which circulated at that time, all paid due attention to contemporary literature. The main format of literary criticism in these mass media was a short review of a specific book addressing a wide readership and often performing a recommendatory function. A well-known critic S. Chuprinin considered this sort of “book criticism” as a form of open advertising and valued it less than traditional literary criticism, which tends to view books in the context of literary history. In their turn, many literary reviewers, such as L. Danilkin, identified themselves precisely as “book critics” targeted at the reader/consumer. “Book criticism” has expanded the range of literary and critical discourse. It lacks completeness and consistency in the coverage of modern literature, but it has developed a compact and dynamic format, which serves as a model for new headings of traditional monthly literary journals. The interaction of laconic “book criticism” with traditional genres seems to be a promising and positive process.

Keywords: book criticism, literary criticism, literature, reader, format.

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In Memoriam

The Third Paradigm of Television: the Viewer Factor

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Abstract

This article examines the approaches to understanding television as a subject of theoretical studies suggested in the mid-1990s by Russian media researcher and philosopher V.I. Mikhailovich. Critically analyzing the existing concepts of television as a new screen art or a kind of journalism, Mikhailovich put forward his own paradigm of "social practice" oriented towards viewers' perception of television programs. The television audience is seen as an integrating factor making it possible to introduce new criteria of evaluating television products and comprehending the very phenomenon of television in the context of the development of screen spectacles. The researcher's commitment to a holistic view of television combining the post-modernist principles of evaluating television periodicals characteristic of global television research practice with original Russian theoretical works opens the floodgates to an understanding of historical transformations of television as a phenomenon. Methodologically, this approach enables one to investigate viewers' stable behavioral complexes, their influence on the format principle of the construction of television programs, as well as the problems of the audiovisual language typical of new media of the computer age, including the tasks of dramaturgy as a way of structuring screen texts.

Keywords: television, viewer, television viewing, social practice, dramaturgy, attraction.

Note

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The Life and Work of Yuri Shchekochikhin in the Context of Time

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Abstract

During social and political transformations, journalism has a special role to play as it proves to be a platform for public dialogue and initiates discussion around the pressing issues of reality. The outstanding journalist, writer and politician Yuri Shchekochikhin made a substantial contribution to the development of new Russian journalism. He was an originator of the Russian school of investigative reporting, an analyst and critic of social problems. He may be described as a paragon of professionalism and insight into the mission of journalists in society. This theme is currently important because it is essential to comprehend journalistic work during post-Soviet transformations. The author does so in a case study of one of the leading journalists who significantly influenced modern Russian journalism. The object of the study is Yuri Shchekochikhin's journalistic activities, his key articles and autobiographical prose. The subject of the study is the major characteristics of his activities and the specifics of the journalist's creative work. The paper examines the main stages of his professional career, reveals the socio-historical background of his work and identifies the predominant themes and issues of his articles at different times of his life.

Keywords: Yuri Shchekochikhin, professional excellence, Russian journalism.

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Book Review

“A Well-Known Female Fool – Restless Censorship...”

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