

Articles Summary

Research Paradigms

Media Repositioning in a Mediatized Society

© Vladimir M. Gorokhov

Doctor of Philology, Professor, Head of the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), reklama202@mail.ru

Abstract

The concept of media repositioning determined by the existence of alternative information sources makes the media focus on the reformatting of their operations. The online and offline interaction between journalism and the audience changes the principles of the media industry's operation. The communicative function of the media acquires a repositioning quality and makes the relationships with the Internet into a powerful factor of media development. The arrival of the Internet led to the development of new tools for information processing, storage and distribution, which engendered a "tectonic explosion" on a civilizational scale, comparable, for example, to the invention of the printing press. Media relations bring about an entirely new stage of societal development. This is why the author of this paper suggests introducing the concept of "mediatized society", correlating it, as a generic term, with such communication areas as journalism, public relations and advertising. The obvious observable indicator of the existence of mediatized society is the widespread mediatization of social institutions, that is, representations of these institutions in the real and virtual communication space.

Keywords: mediatized society, media repositioning, media repositioning factors.

References

- Aaker D. (2008) *Sozdaniye sil'nykh brendov* [Building Strong Brands]. Moscow: Grebennikov Publ.
- Budantsev Yu.P. (2001) *Paradigma massovoy kommunikatsii* [Mass Communication Paradigm]. Moscow: Inst. for Advanced Studies of Radio and Television Publ.
- Dyurkgeym E. (2008) *Sotsiologiya. Eye predmet, metod, prednaznacheniyе* [Sociology. Its Subject, Method and Mission]. Moscow: Terra-Knizhnyy klub Publ.
- Evstaf'yev V.A. (2001) *Zhurnalistika i reklama: osnovy vzaimodeystviya* [Journalism and Advertising: Foundations of Interaction]. Moscow: IMA-Press Publ.
- Giddens E. (2005) *Sotsiologiya* [Sociology]. Moscow: Editorial URSS Publ.
- Gurevich S.M. (2004) *Ekonomika otechestvennykh SMI* [Russian Media Economics]. Moscow: Aspekt Press Publ.
- Harre R. (2012) *Psychology for the Third Millennium: Integrating Cultural and Neuroscience Perspectives*. SAGE Publications Ltd.
- Kashlev Yu., Galumov E. (2003) *Informatsiya i PR v mezhdunarodnykh otnosheniyakh* [Information and PR in International Relations]. Moscow: Izvestiya Publ.
- Kotler F., Armstrong G., Sonders Dzh., Vong V. (2006) *Osnovy marketinga* [Fundamentals of Marketing]. St.Petersburg: Vil'yams Publ.
- Kotler F. (2004) *Marketing-menedzhment* [Marketing Management]. St.Petersburg: Piter Publ.

Traut Dzh., Rays El. (2007) *Pozitsionirovaniye: bitva za umy* [Positioning: the Battle for Minds]. St. Petersburg: Piter Publ.

Vartanova E.L. (2015) Kolonka redaktora [Editorial]. *MediaTrendy*, no. 1 (50), February 6. p. 1.

Vartanova E.L. (2014) K opredeleniyu sovremennoy zhurnalistiki [On the Definitions of Contemporary Journalism]. *Medi@l'manah* 3: 8–9.

Conceptualizing the Mediatization Process in Russia and Abroad

© Anna N. Gureeva

PhD in Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), gureevan@gmail.com

Abstract

The understanding of the role and essence of the media changes along with the transformation of social practices. Nowadays, the process of mediatization is an important object of study within the frames of different scientific environments. The interest in the growing role of the media as a mediator emerged as far back as in the early 1990s. From a large variety of terms indicating the media's influence on society and their numerous effects and roles, the term "mediatization" was acknowledged by researchers as the most adequate one. Moreover, in recent years scientists have voiced an opinion that mediatization acquires the characteristics of a theoretical concept, a kind of a framework within which the development of all public spheres is considered. This is why the study of the mediatization process, both in Russia and abroad, is increasingly of an interdisciplinary nature: the mediatization of science, the mediatization of culture, the mediatization of politics and the like. Nevertheless, while foreign media researchers speak not only about the mediatization process but already about a concept using the term "deep mediatization", Russian researchers are inclined to approach this process with more caution, not attributing to mediatization any conceptual quality essential for an independent theory.

Keywords: media, mediatization, process, concept, media theory.

References

Adolf M.T. (2013) Clarifying mediatization: Sorting through a current debate. *European Journal of the Philosophy of Communication* 3 (2): 153–175.

Adolf M.T. (2017) The Identity of Mediatization: Theorizing a Dynamic Field. In: Driessens O., Bolin G., Hepp A., Hjarvard S. (eds.) *Dynamics of Mediatization: Institutional Change and Everyday Transformations in a Digital Age*. Palgrave macmillan, pp. 11–33.

Andrianova T.V., Rakitov A.I. (1991) *Sovremennyye tendentsii informatizatsii i mediatizatsii obshchestva. Nauchno-analiticheskiy obzor* [Modern Trends in the Informatization and Mediatization of Society. A scientific-analytical review]. Moscow: INION Publ.

Anikina M.E., Baturin Yu.M., Vartanova E.L., Baturin Yu.M. et al. (2015) *Populyarizatsiya nauki v Rossii: strategii mediatizatsii i protivodeystviya lzhenauke: Analiticheskiye issledovaniya po gosudarstvennomu kontraktu № 14.597.11.0010* [Science Popularization in Russia: Strategies for Mediatization and Counteraction to Pseudoscience. Analytical research under the contract № 14.597.11.0010]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Asp K. (1990) Medialization, Media Logic and Mediarchy. *Nordicom Review* 11(2): 47–50.

Berge P.L., Luckmann T. (1967) *The Social Construction of Reality. A Treatise in the Sociology of Knowledge*. London: Penguin.

- Chernykh A.I. (2007) *Vlast' demokratii – Vlast' media?* [Is the Power of Democracy the Power of Media?] Moscow: Higher School of Economics Publ.
- Couldry N., Hepp A. (2017) *The Mediated Construction of Reality*. Cambridge: Polity.
- Deacon D., Staney J. (2014) Mediatization: Key concept or conceptual bandwagon. *Media, Culture & Society* 36 (7): 1032–1044. DOI: 10.1177/0163443714542218
- Dunas D. V. (2017) *O tselesoobraznosti sozdaniya teorii SMI na sovremennom etape* [On the Question of the Feasibility of Media Theory Formulation at Present Time]. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 6 (1): 30–40. DOI: 10.17150/2308-6203.2017.6(1).30-40.
- Gribovod E.G. *Mediatizatsiya politiki kak institutsional'no-kommunikativnyy protsess i informatsionno-strategicheskii resurs: avtoref. dis. ... kand. polit. nauk* [Mediatization of Politics as an Institutional Communication Process and Information and Strategic Resource: extended abstract of PhD polit. sci. diss.] Ekaterinburg, 2017.
- Gureeva A. N., Muronets O. V., Samorodova E. V., Kuznetsova V. S. (2018) Korporativnyye kommunikatsii rossiyskoy vysshey shkoly v sotsial'nykh setyakh: otsenka effektivnosti [Corporate Communications of the Russian Universities in Social Networks: Effectiveness Assessment]. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 7 (3): 482–503. DOI: 10.17150/2308-6203.2018.7(3).482-503.
- Hepp A. (2013) The communicative figurations of mediatized worlds: Mediatization research in times of the 'mediation of everything'. *European Journal of Communication* 28 (6): 615–629. DOI: 10.1177/0267323113501148
- Hjarvard S. (2008 a) The Mediatization of Religion: A Theory of the Media as Agents of Religious Change. In: *Northern Lights 2008. Yearbook of Film & Media Studies* 6 (1): 9–26. DOI: 10.1386/nl.6.1.9_1
- Hjarvard S. (2008 b). The Mediatization of Society: A Theory of the Media as Agents of Social and Cultural Change. *Nordicom Review* 29: 105–134. <https://doi.org/10.1515/nor-2017-0181>
- Kirillova N.B. (2006) *Mediakul'tura: ot moderna k postmodernu* [Media Culture: from Modern to Postmodern]. Moscow: Akademicheskii Proekt Publ.
- Kolomiets V.P. (2014) *Mediasotsiologiya: teoriya i praktika* [Media Sociology: Theory and Practice]. Moscow: NIPKTS Voskhod-A Publ.
- Kolomiets V.P. (2010) Mediatizatsiya reklamy [Mediatization of Advertising]. In: Kolomiets V.P. (ed.) *Rossiyskiy reklamnyy ezhegodnik 2009* [Russian Advertising Yearbook 2009]. Moscow: AC VI Publ., pp. 8–18.
- Krotz F. (2001) *Die Mediatisierung kommunikativen Handelns. Der Wandel von Alltag und sozialen Beziehungen, Kultur und Gesellschaft durch die Medien*. Opladen: Westdeutscher Verlag.
- Krotz F. (2009) Mediatization: A concept with which to grasp media and societal change. In: Lundby K. (ed.) *Mediatization: Concept, Changes, Consequences*. New York: Peter Lang.
- Luman N. (2005) *Real'nost' massmedia* [The Reality of the Mass Media]. Moscow: Praxis Publ.
- Lundby K. (2014) Mediatization of Communication. *Handbooks of Communication Science*, vol. 21. Berlin. De Gruyter Mouton.
- Nazarov M.M. (2014) Informatsionnyye tekhnologii i mediatizatsiya obshchestva [Information Technologies and Mediatization of Society]. *Sotsial'no-gumanitarnyye znaniya* 6: 37–52.
- Nim E.G. (2017) Issleduya mediatizatsiyu obshchestva: kontsept mediatizirovannykh mirov [Exploring Mediatization of Society: the Concept of Mediatized Worlds]. *Sotsiologicheskii zhurnal* 23 (3): 8–25.
- Puyu A.S., Bodrunova S.S., Litvinenko A.A., Kuryshcheva Yu.V. (2013) *Mediakratiya: sovremennyye teorii i praktiki* [Mediocracy: Modern Theories and Practices]. St.Petersburg: Saint Petersburg St. Univ. Publ.
- Rogozina I.V. *Mediakartina mira: kognitivno-semioticheskii aspekt: dis. ... d-ra filol. nauk* [The Media Picture of the World: the Cognitive-Semiotic Aspect: Dr. philol. sci. diss.]. Barnaul, 2003.

Schultz W. (2004) Reconstructing Mediatization as an Analytical Concept. *European Journal of Communication* 19 (1): 87–101.

Sharonov D.I. (2008) O kommunikativnom smysle mediatizatsii [On the Communicative Meaning of Mediatization]. *Vestnik Voronezhskogo gosudarstvennogo universiteta. Seriya: Filologiya. Zhurnalistika* 2: 234–239.

Thompson J.B. (1990) *Ideology and Modern Culture: Critical Social Theory in the Era of Mass Communication*. Cambridge: Polity Press

Thompson J.B. (1995) *The Media and Modernity: A Social Theory of the Media*. Stanford: Stanford University Press.

Tret'yakova O.V. (2011) Plyusy i minusy mediatizatsii pravovoy zhizni obshchestva [Advantages and Disadvantages of Mediatization of the Legal Life]. *Vestnik Moskovskogo universiteta. Seriya 10: Zpurnalistika* 4: 111–126.

Vartanova E. L. (2017) K voprosu ob aktualizatsii teorii zhurnalistiki i teorii SMI [On the Problem of Updating the Theory of Journalism and the Theory of the Mass Media]. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 6 (1): 5–13. DOI: 10.17150/2308-6203.2017.6(1).5-13.

Vartanova E.L. (2018) Media v kontekste obshchestvennykh transformatsiy: k postanovke problem [Media in the Context of Social Transformations: to the Problem Statement]. *MediaAl'manah* 1: 8–13. DOI: 10.30547/mediaalmanah.1.2018.812

Zemlyanova L.M. (2002) Mediatizatsiya kul'tury i komparativizm v sovremennoy kommunikativistike [Mediatization of Culture and Comparativism in Modern Communication Studies]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 5: 83–97.

Global Context

Convergence Processes in the Practice of Russian News Agencies: Type Differences

© Vasily A. Polynov

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), vpolynov@mail.ru

Abstract

At the new stage of communications development, news agencies prove to be obvious leaders, just as they were before in response to radical changes in the media landscape. Under transition to convergence and multimediatization, they find themselves in a winning situation having replaced their traditional role of a raw material supplier by multi-format and multi-platform information producing. This paper is a review of the studies conducted in 2014–2017, in the course of which the websites of news agencies of different types (national, specialized and regional ones) were examined. The studies revealed the specifics of convergence processes in the activities of news agencies. The author concludes that the type of agency and its mission determine the convergence strategies and, subsequently, the convergence models and trajectories in the practice of Russian news agencies are dissimilar. The paper focuses on the type differences in convergence in news agencies.

Keywords: convergence, convergence trajectories, national, specialized and regional news agencies, type differences.

Notes

- Autonews: vse ob avto, avtorynok, posledniye novosti iz zhizni avtomobiley [Autonews: Everything About Cars, the Car Market, the Latest News on the Life of Cars]. Available at: <http://www.autonews.ru>
- Internet-izdaniye o vysokikh tekhnologiyakh [An Online Publication on High Technologies]. Available at: <http://www.cnews.ru>
- Mneniya [Opinions]. Available at: <https://www.asi.org.ru/article>
- Nashi deti [Our Children]. Available at: <http://www.nashi-deti.ru>
- Ofitsial'nyy sayt «RIA Novosti» [Official website of RIA Novosti]. Available at: <http://ria.ru>
- Ofitsial'nyy sayt RBK [Official website of RBK]. Available at: <http://www.rbc.ru>
- PravoVideniye: kommunikatsii na zashchite prav cheloveka [JurisVision: Communications Watch Human Rights]. Available at: <https://www.asi.org.ru/news/2015/04/28/pryamoj-internet-efir-asi-v-saharovskom>
- RBK Lichnyye finansy [RBK Personal Finances]. Available at: <http://lf.rbc.ru>
- RBK Nedvizhimost' [RBK Real Estate]. Available at: <http://realty.rbc.ru>
- RBK Sport [RBK Sport]. Available at: <http://sport.rbc.ru>
- RBK Stil' [RBK Style]. Available at: <http://style.rbc.ru>
- Sotsial'naya otvetstvennost' biznesa [Social Responsibility of Business]. Available at: <http://www.soc-otvet.ru>
- Tak prosto [So Simple]. Available at: <http://www.tak-prosto.org>
- Teplitsa sotsial'nykh tekhnologiy [The Greenhouse of Social Technologies]. Available at: <http://www.te-st.ru>

References

- Avilés J.A.G., Carvajal M. (2008) Integrated and Cross-Media Newsroom Convergence: Two Models of Multimedia News Production. The Cases of Novotécnica and La Verdad Multimedia in Spain. *Convergence* 14 (2): 221–239. DOI: 10.1177/1354856507087945
- Balmayeva S., Lukina M. (eds.) (2016) *Kak novyye media izmenili zhurnalistiku. 2012–2016* [How New Media Have Changed Journalism. 2012–2016]. Ekaterinburg: Humanities Univ. Publ.
- Baranova E.A. (2017) *Konvergentnaya zhurnalistika. Teoriya i praktika* [Convergent Journalism, Theory and Practice]. Moscow: Yurayt Publ.
- Boyd-Barrett O., Rantanen T. (2005) Agentstva novostey. Global'nyye i natsional'nyye agentstva novostey: vozmozhnosti i problemy v vek Interneta [News Agencies. Global and National News Agencies: Opportunities and Threats in the Age of the Internet]. In: Briggza A., Kobli P. (eds.) *Media*. 2nd ed. Moscow: Yuniti-Dana Publ., pp. 66–81.
- Frolova T.I. (2014) Gumanitarnyye kontent-modeli v praktike rossiyskikh informatsionnykh agentstv [Humanitarian Content Models in the Practice of Russian News Agencies]. *Mediascope* 1. (in Russian). Available at: <http://www.mediascope.ru/1490>
- Ibrus I. (2014) Web and mobile convergence: Continuities created by re-enactment of selected histories. *Convergence* 22 (2): 147–161. DOI: 10.1177/1354856514545708
- Kachkayeva A.G. (ed.) (2010) *Zhurnalistika i konvergentsiya: pochemu i kak traditsionnyye SMI prevrashchayutsya v mul'timediynyye* [Journalism and Convergence: Why and How Traditional Mass Media Turn into Multimedia Ones]. Moscow: Higher School of Economics Publ.
- Klinenberg E. (2005) Convergence: News Production in a Digital Age. *Annals of the American Academy of Political and Social Science* 567: 48–64. DOI: 10.1177/0002716204270346
- Kraeplin C., Batseil J. (2013) Web-centric Convergence Replaces Media Partnerships. *Newspaper Research Journal* 34 (4): 68–82.

Lashchuk O.R. (2013) *Rerayterskiye novostnyye soobshcheniya: sozdaniye i redaktirovaniye* [Rewriting News Messages: Production and Editing]. Moscow: MediaMir Publ.

Larrondo A., Domingo D., Erdal I.J., Masip P. et al. (2016) Opportunities and Limitations of Newsroom Convergence: A comparative study on European public service broadcasting organizations. *Journalism Studies* 17(3): 277–300.

Larrondo A. (2014) News production in the 'post-broadcasting' era: BBC Scotland's move towards convergence. *Media, Culture & Society* 36 (7): 935–951. DOI: 10.1177/0163443714536078

Lukina M.M. (2010) *Internet-SMI: Teoriya i praktika* [Online Media: Theory and Practice]. Moscow: Aspekt Press Publ.

Lukina M. (2015) *Onlajn-SMI Rossii* [Russian Online Media]. In: Vartanova E.L. (ed.) *Mediasistema Rossii* [Russian Media System]. Moscow: Aspect Press Publ., pp. 178–199.

Mogilevskaya E.V. *Informatsionnyye agentstva v Internete: osobennosti i printsipy funktsionirovaniya*: dis. ... kand. filol. nauk [Online News Agencies: Features and Principles of Operation: PhD philol. sci. diss.] Tolyatti, 2008.

Oleshko E.V. (2016) *Konvergentnaya zhurnalistika. Professional'naya kul'tura sub'yektiv informatsionnoy deyatel'nosti* [Convergent Journalism. Professional Culture of Subjects of Information Activity. 2nd ed.] Moscow: Flinta Publ.; Yekaterinburg: Ural Federal Univ. Publ.

Pal'gunov N.G. (1967) *Zametki ob informatsii* [Some Notes About Information]. Moscow: Moscow St. Univ. Publ.

Pogorelyy Yu.A. (2000) *Informatsionnoye agentstvo: stil' operativnykh soobshcheniy* [News Agencies: the Style of Prompt Messages]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Pogorelyy Yu.A. (ed.) (2011) *Tekhnologiya novostey ot «Interfaksa»* [The Technology of News from Interfax]. Moscow: Aspekt Press Publ.

Rantanen T. (2004) *Global'noye i natsional'noye. Massmedia i kommunikatsii v postsovetskoy Rossii* [The Global and the National. Media and Communications in Post-Communist Russia]. Moscow: Moscow St. Univ. Publ.

Sapunov V.I. (2006) *Zarubezhnyye informatsionnyye agentstva* [Foreign News Agencies]. St. Petersburg: Mikhaylov V.A. Publ.

Shesterkina L.P. (ed.) (2016) *Universal'naya zhurnalistika* [Universal Journalism]. Moscow: Aspekt Press Publ.

Sotnikova O. (2014) *Internet-izdaniye ot «a» do «ya»* [An Online Publication from A to Z]. Moscow: Aspekt Press Publ.

Svitich L.G., Smirnova O.V., Shiryayeva A.A., Shkondin M.V. (2015) *Gazety srednikh i malykh gorodov Rossii. Sotsiologicheskoye issledovaniye: opros redaktorov i zhurnalistov* [Newspapers of Medium and Small Towns of Russia. A Sociological Study: a Survey of Editors and Journalists]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Svitich L.G., Smirnova O.V., Shiryayeva A.A., Shkondin M.V. (eds.) (2016) *Gazety srednikh i malykh gorodov Rossii v 2010-kh gg. Kontent-analiticheskoye issledovaniye* [Newspapers of Medium and Small Towns of Russia in the 2010s. A Content Analytical Study]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Ulanova M.A. (2014) *Internet-zhurnalistika. Prakticheskoye rukovodstvo* [Online Journalism. A practice manual]. Moscow: Aspekt Press Publ.

Vartanova E.L. (2013) *Mediaindustriya i konvergentsiya* [The Media Industry and Convergence]. In: Lukina M.M. (ed.) *Internet-SMI. Teoriya i praktika* [Online Mass Media. Theory and Practice]. Moscow: Aspekt Press Publ., pp. 10–39.

Vartanova E.L., Viren G.V., Frolova T.I. (2013) *Tipologiya informatsionnykh agentstv* [The Typology of Information Agencies]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 3: 6–30.

Viren G.V. *Printsipy sozdaniya novostnykh tekstov v rossiyskikh informatsionnykh agentstvakh: avto-ref. dis ... kand. filol. nauk* [Principles of Creating News Texts in Russian News Agencies“: extended abstract of PhD philol. sci. diss.] Moscow, 2011.

Viren G., Frolova T. (2015) *Informatsionnye agentstva. Kak sozdayutsya novosti* [News Agencies. How News Is Created]. Moscow: Aspekt Press.

Wallace S. (2013) The complexities of convergence: Multiskilled journalists working in BBC regional multimedia newsrooms. *The International Communication Gazette* 75 (1): 99–117. DOI: 10.1177/1748048512461764

Sparte and Ressort in German Genre Studies

© Alexander G. Pastukhov

PhD in Philology, Associate Professor, Head of the Chair of Foreign Languages, Orel State Institute of Culture (Orel, Russia), alexander.pastukhov@yandex.ru

Abstract

The paper deals with the problems of genre formation in the environment of practical journalism in German-speaking media. The dynamization of new media genres is an active and socially significant process associated with wide changes in editorial practice. The emergence of new compositional speech forms, enlarged groups of genres, rubrics, formats and the like is discussed in the paper. The study reflects not only the practical activity of editorial teams (in which connection terminological clarity regarding the concepts of *Sparte* and *Ressort* is essential) but also the powerful dynamics of mass information technologies indicative of the author’s multi-modus intentions in modern media communication. The obvious motivation of communicative forms is becoming more and more crucial in terms of their success. In this process, the media schemes regulating production methods come to the fore, determined by journalists’ actions and structures of media messages. Their actual representations are focused on reflecting new media trends that capture the competitive conditions and standards of the commercialized media systems. In this situation, media genres are increasingly becoming hybrid forms operating in the gap between information, entertainment and fiction.

Keywords: media genres, media changes, rubric, media format, genre dynamics.

References

- Altheide D., Snow R. (1988) Toward a Theory of Mediation. *Communication. Yearbook* 11: 194–223.
- Annenkova I.V. (2017) Sistema mediatoposov sovremennogo mediadiskursa Rossii kak otrazheniye i transformatsiya russkikh kul’turnykh arkhetyпов [System of Media Topoi in Russia’s Contemporary Media Discourse as a Reflection and Transformation of Russian Cultural Archetypes]. *Mediascope* 4. (in Russian). Available at: <http://www.mediascope.ru/2407>
- Bücher H.J., Gloning T., Lehnen K. (2010) Medienformate: Ausdifferenzierung und Konvergenz – zum Zusammenhang von Medienwandel und Formatwandel [Media Formats: Differentiation and Convergence – Towards the Interconnection Between Media Change and Format Change]. In: *Neue Medien – neue Formate. Ausdifferenzierung und Konvergenz in der Medienkommunikation* [New Media – New Formats. Differentiation and Convergence in Media Communication]. Frankfurt; New York: Campus Verlag, S. 9–38.
- Castells M. (2005) *Die Internet-Galaxie. Internet, Wirtschaft und Gesellschaft* [The Internet Galaxy. Reflections on the Internet, Business and Society]. Wiesbaden.
- Cooke L. (2005) A visual convergence of print, television, and the internet: charting 40 years of design change in news presentation. *New Media Society* 7 (1): 22–46.

- Faulstich W. (Hrsg.) (2004) Programm. In: *Grundwissen Medien* [Media: the Basic Concepts]. 5. vollst. überarb. und erw. Aufl. Paderborn: Fink.
- Gerhards M., Klingler W. (2011) Sparten- und Formattrends im deutschen Fernsehen [Development Trends of Departments and Formats on German Television]. In: *Media Perspektiven* 1: 36–54.
- Giddens A. (1995) *Die Konstitution der Gesellschaft. Grundzüge einer Theorie der Strukturierung* [The Constitution of Society. Major Characteristics of Structuration Theory]. Frankfurt a. M.; New York. (Original 1984).
- Gurevich S.M. (2004) *Gazeta: vchera, segodnya, zavtra* [Newspaper: Yesterday, Today, Tomorrow]. Moscow: Aspekt Press Publ.
- Hickethier K. (2003) Gibt es ein medientechnisches Apriori? [Is there a media technology Apriori?]. In: Behmer M. u.a. (Hg.) *Medienentwicklung und gesellschaftlicher Wandel. Beiträge zu einer theoretischen und praktischen Herausforderung* [Media development and social change. Theoretical and practical challenges]. Wiesbaden.
- Holsanova J., Nord A. (2010) Multimodal Design: Media Structures, Media Principles and Users' meaning-making in Newspapers and Net Papers. In: *Neue Medien – neue Formate. Ausdifferenzierung und Konvergenz in der Medienkommunikation*. Frankfurt; New York: Campus Verlag, pp. 81–93.
- Kleinsteuber H. (2004) Comparing Mass Communication Systems: Media Formats, Media Contents, and Media Processes. In: Esser F., Pfetsch B. (eds.) *Comparing Political Communication: Theories, Cases, and Challenges*. Cambridge: Cambridge University Press, pp. 64–86.
- Kunitsyna N.V. (2013) Mediaformat kak stilevoy oblik sovremennoy zhurnalistiki [A Media Format as a Style Image of Modern Journalism]. In: *Zhanry i tipy teksta v nauchnom i mediynom diskurse: mezhvuzovskiy sbornik nauchnykh trudov* [Genres and Types of Text in Scientific and Media Discourse: an inter-university collection of scientific works]. Orel: OGIK, Gorizont Publ., vol. 11, pp. 183–193.
- McQuail D. (2005) *McQuail's Mass Communication Theory*. London.
- Meier K. (2013) *Journalistik* [Journalism]. Konstanz: UVK-Verlag-Ges.
- Meier K. (2002) *Ressort, Sparte, Team. Wahrnehmungsstrukturen und Redaktionsorganisation im Zeitungsjournalismus* [Ressort, Sparte, Team. Perception Structures and Editorial Organization of Newspaper Journalism]. Konstanz.
- Pastukhov A.G. (2015) Mediazhanry i mediaformaty: k razgranicheniyu ponyatiy [Media Genres and Media Formats: to the Separation of Concepts]. *Uchenyye zapiski Orlovskogo gosudarstvennogo universiteta* 5 (68): 148–153.
- Pastukhov A.G. (2014) Temy i sotsial'nyye topiki v mediadiskurse [Themes and Social Topics in Media Discourse]. In: *Diskurs sovremennykh massmedia v perspektive teorii, sotsial'noy praktiki i obrazovaniya. Materialy I Mezhdunarodnoy nauchno-prakticheskoy konferentsii Belgorodskogo universiteta 1–4 aprelya 2014 g.* [The Discourse of Modern Mass Media in Terms of Theory, Social Practice and Education. Proceedings of the 1st International Research-to-Practice Conference of Belgorod University, April 1-4, 2014]. Belgorod: Konstanta Publ., pp. 93–106.
- Pöttker H., Vehmeier A. (Hrsg.) (2013) Das verkannte Ressort [An Unrecognized Department]. In: *Probleme und Perspektiven des Lokaljournalismus* [Problems and Prospects of Regional Journalism]. Wiesbaden: Springer VS.
- Pfetsch B. (1998) Formate [Formats]. In: Sarcinelli J.O., Ulrich U.S. (Hrsg.): *Politische Kommunikation in der demokratischen Gesellschaft. Ein Handbuch mit Lexikonteil* [Political Communication in a Democratic Society. Glossary-reference book]. Opladen, Wiesbaden.
- Pürer H. (2003) Medieninhalte, Programme, Formate [Media Content, Programmes, Formats]. In: Pürer H. (Hrsg.). *Publizistik- und Kommunikationswissenschaft: Handbuch* [Journalism and Communication Studies: reference book]. Konstanz: UVK-Verlagsgesellschaft.

Reus G. (1995) *Ressort: Feuilleton. Kulturjournalismus für Massenmedien* [Ressort: Feuilleton. Cultural Journalism in Mass Media]. Konstanz: Verlag Olschlagel: Universitätsverlag Konstanz.

Rogers E. (1995) *Diffusions of Innovations*. New York.

Speck S. (2016) *Textsorten und Textsortenvarianten im Kulturteil der Tageszeitung „Der Tagesspiegel“ und der Wochenzeitung „Die Zeit“* [Genres of Texts and Text Variations in the „Culture“ Section of Der Tagesspiegel Newspaper and Die Zeit Weekly]. Berlin: Weidler Buchverlag.

British Correspondents in the Russo-Turkish War of 1877–1878 (as Remembered by Russian Journalists)

© Angelina V. Manakhova

PhD degree-seeking student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), Angelina-manakhova@yandex.ru

Abstract

Some representatives of the foreign press were sent to monitor the progress of the campaign at the Balkan theater of military operations in the Russo-Turkish war of 1877–1878. The largest number of journalists came from Great Britain. Among them were both correspondents of the London press and provincial ones from Manchester, Glasgow and other cities. Their work was monitored by Russian colleagues, for whom the coverage of war events was their first experience. In modern Russian scholarly science, no attention has been paid to the relationships between Russian and British correspondents during the Russo-Turkish war. Using the narrative method, the author of this article creates the profiles of British correspondents through the memoirs of their Russian war colleagues. Their stories make it possible to form a clear view of British correspondents' methods of work. The article deliberately does not rely on the materials published by Russian correspondents, since its purpose is to study the activities of British press representatives directly on the Balkan Peninsula but not the media coverage of the war.

Keywords: correspondents on the Russo-Turkish war of 1877–1878, history of British journalism, war correspondents.

Notes

Dictionary of National Biography, by Sidney Lee. Vol. 2. London: Smith, Elder and Co. 1901. P. 222.

Gazenkampf M.A. (1908) *Moy dnevnik. 1877–1878 gg. My Diary. 1877–1878*. St.Petersburg: V. Berezovskiy Publ., pp. 165, 273.

Golos, 1877, May 27 (June 8), p. 3.

Krestovskiy V.V. (1879) *Dvadsat' mesyatsev v deystvuyushchey armii: v 2 t.* [Twenty Months in the Field Army: in 2 vol.]. St.Petersburg: Printing House of the Ministry of the Interior.

MacGahan J.A (1874) *Campaigning on the Oxus, and the fall of Khiva*. London: Harper, p. 179.

Maksimov N.V. (1879) *Dve voyny 1876–1878 gg. Vospominaniya i rasskazy iz sobytiy poslednikh voyn. Ch. 2. Voyna v Bolgarii* [The Two Wars of 1876–1878. Recollections and Stories of the Events of the Recent Wars. Part 2. The War in Bulgaria]. St.Petersburg: I. Tuzov Publ.

Nemirovich-Danchenko V.I. (1878) *God voyny. Dnevnik russkogo korrespondenta: v 2 t.* [A Year of the War. The Diary of a Russian Correspondent: in 2 vol.] St.Petersburg: Knizhnyy magazin «Novoye vremya» Publ.

Novoye vremya, 1877, December 1 (December 13).

Novoye vremya, 1877, June 9 (June 21).

Parensov P.D. (1901) *Iz proshlogo: Vospominaniya ofitsera Gen. shtaba P. Parensova. Ch. 1. Na voyne* [From the Past: Recollections of the Officer of the General Staff P. Parensov. Part 1. At the War]. St.Petersburg: Berezhlivost' Publ.

Rossiyskiy gosudarstvennyy voyenno-istoricheskiy arkhiv (RGVIA) [Russian State Military Historical Archive]. Fund. 485. Inv. 1. File 7424.

Roth M., Olson J. (1997) *Historical Dictionary of War Journalism*. London: Greenwood Press. P. 106.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 31:

Deyatel'nost' otryadov po levomu beregu Dunaya. II Minnyye zagrazhdeniya na Dunaye. III. Ustroystvo i deyatel'nost' tylovykh uchrezhdeniy armii. S 18 iyunya po 1 avgusta 1877 g. [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 31: Actions of Detachments on the Left Bank of the Danube. 2) Mine Defense on the Danube. 3) Organization and Activities of Logistics Forces of the Army. From June 18 till August 1, 1877]. St.Petersburg: State Printing House, 1904, p. 234.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 33: Deystviya na vostochnom fronte s 22 iyunya po 1 avgusta 1877 [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 33: Military Operations on the Eastern Front from June 22 till August 1, 1877]. St.Petersburg: Berezhlivost' Publ., 1906, p. 369.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 35: Deystviya na Zapadnom fronte v avguste 1877 g.: u Plevny po 22, u Lovchi po 24 [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 35: Military Operations on the Western Front in August 1877: Near Plevna till 22, Near Lovcha till 24]. St.Petersburg: Stolichnaya Skoropechatnya Publ., 1902. p. 231.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 36: Deystviya voysk, podchinenykh gen. Radetskomu (yuzhnyy front) s 1 avgusta po 1 sentyabrya 1877 goda [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 36: Military Operations of Troops Under the Control of General Radetsky (the Southern Front) from August 1 till September 1, 1877]. St.Petersburg: Berezhlivost' Publ., 1902, p. 375.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 67: Deystviya na Vostochnom fronte s 10 po 31 dekabrya 1877 g. vklyuchitel'no [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 67: Military Operations on the Eastern Front from December 10 through December 31, 1877]. St.Petersburg: Military typography Publ., 1898–1911, pp. 298–299.

Sbornik materialov po rusско-turetskoy voyne 1877–78 gg. na Balkanskom poluostrove. T. 97: Prikazy i prikazaniya po Deystvuyushchey armii [A Collection of Materials on the Russo-Turkish War of 1877–78 on the Balkan Peninsula. Vol. 97: Field Army Orders and Directives]. St.Petersburg: Berezhlivost' Publ., 1911, pp. 119, 170.

Shakhovskoy L.V. (1878) Dva pokhoda za Balkany: S teatra voyny 1877–78 [Two Military Campaigns Beyond the Balkans: From the War Theatre of 1877–78]. Moscow: Univ. Typography Publ., p. 71.

The Chicago Daily Tribune, 1904, Apr 18, p. 6.

The Dictionary of Australasian Biography by Philip Mennell. London: Hutchinson&Co, 1892. P. 396.

Vereshchagin V.V. (2007) *Skobelev. Vospominaniya o Rusско-turetskoy voyne 1877–1878 gg.* [Skobelev. Recollections of the Russo-Turkish War of 1877–1878]. Moscow: Dar Publ., p. 147.

References

Alekseyev V.V., Kradin N.N., Korotayev A.V., Grinin L.E. (eds.) (2014) *Teoriya i metodologiya istorii* [Theory and Methodology of History]. Volgograd: Uchitel' Publ.

Bannikova N.V. (2016) Korrespondent Dzhordzh Dobson (1854–1938): zhizn' i rabota v Rossii [Correspondent George Dobson (1854–1938): Life and Work in Russia]. *Vestnik RGGU. Seriya: Istoriya. Filologiya. Kul'turologiya. Vostokovedeniye* 1 (10): 28–38.

Kochukov S.A. (2016) «...Pechat' po otnosheniyu k slavyanskomu voprosu predstavlyayet redkoye edinodushiye...» (voyennaya pressa o Russko-turetskoy voyne 1877–1878 gg.) [“The Press Is Incredibly Unanimous Towards the Slavic Issue...” (the Military Press About the Russo-Turkish War of 1877–1878)]. *Izvestiya Saratovskogo universiteta. Novaya seriya. Seriya: Istoriya. Mezhdunarodnyye otnosheniya* 16 (3): 287–294.

Kochukov S.A. (2011) *Russko-turetskaya vojna 1877–1878 gg. v osveshchenii periodicheskoy pechati Rossii* [The Russo-Turkish War of 1877–1878 as Covered in Russian Periodicals]. Saratov: Nauka Publ.

Kosarev S.I., Kosareva I.V. (2016) Amerikanskiy agent «russkogo vliyaniya» (pamyati Ya.A. Mak-Gakhana) [American Agent of “the Russian Influence” (Ya.A. Mak-Gakhan’s Memories)]. *Vestnik Bryanskogo gosudarstvennogo universiteta* 4: 43–47.

Manakhova A.V. (2014) Britanskiye korrespondenty na teatre boyevykh deystviy v Russko-turetskuyu vojnu 1877–1878 gg. [British Correspondents in the Theatre of Operations during the Russo-Turkish War of 1877–1878]. *Medi@l'manakh* 2: 50–57.

Milovidova N.V. (2016) Vospominaniya pisatelya i korrespondenta V.I. Nemirovicha-Danchenko o russko-turetskoy voyne 1877–1878 gg. kak istoricheskiy istochnik [Memories of the Writer and Reporter Vasily Nemirovich-Danchenko on the Russo-Turkish War of 1877–1878 as a Historical Source]. *Vestnik KGU* 5: 29–31.

Muminova E.M. (2008) Deyatel'nost' rossiyskikh i inostrannykh korrespondentov na Balkanakh v gody russko-turetskoy vojny 1877–1878 gg. [Activities of Russian and Foreign Correspondents in the Balkans During the Russo-Turkish War of 1877–1878]. *Izvestich RGPU im. A.I. Gertsena* 82: 243–249.

Novikova S.A. (2014) Obraz vojny v voyennykh korrespondentsiyakh i publitsistike Vas. I. Nemirovicha-Danchenko v period russko-turetskoy (1877–1878) i russko-yaponskoy (1904–1905) voyn: syuzhety i rol' obshchestvennykh stereotipov v ego formirovaniy [The Image of War in the War Correspondence of V.I. Nemirovich-Danchenko During the Russo-Turkish War (1877–1878) and the Russo-Japanese War (1904–1905): Stories and the Role of Social Stereotypes in Its Formation]. *Vestnik PSTGU. Seriya 2: Istoriya. Istoriya RPTS* 1: 84–96.

Patton R. (2014) *Hell Before Breakfast: America's First War Correspondents*. New York: Pantheon book.

Todorova M.N. (2009) *Imagining the Balkans*. New York: Oxford University Press.

Walthe K. (2015) *Sacred Interests: The United States and the Islamic World, 1821–1921*. North Carolina: The University of North Carolina Press.

Wiener J. (2011) *The Americanization of the British Press, 1830s–1914: Speed in the Age of Transatlantic Journalism*. New York: Palgrave Macmillan.

Agenda

The Main Types of Materials in the Work of the Staff of Russian News Radio Stations

© Anastasia Yu. Obratsova

Researcher at the Laboratory for Integrated Studies of Topical Issues of Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), bratsova.anastasia@gmail.com

© Sergey A. Vartanov

PhD in Physics and Mathematics, Associate Professor at the Moscow School of Economics, Lomonosov Moscow State University (Moscow, Russia), sergvart@gmail.com

© Maria B. Vladimirova

PhD in Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), tvmar2006@mail.ru

© Andrey V. Vyrkovsky

Doctor of Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), a.v.vyrkovsky@gmail.com

© Marina Yu. Galkina

PhD in Philology, Researcher at the Laboratory for Integrated Studies of Topical Issues of Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), Marina.galkina@mail.ru

© Aleksandr V. Kolesnichenko

PhD in Philology, Associate Professor at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), Apil-7@yandex.ru

© Sergey S. Smirnov

PhD in Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), smirnov_s@rambler.ru

© Irina D. Fomichyova

Doctor of Philology, Professor at the Chair of Sociology of Mass Communications, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), fomichira@gmail.com

Abstract

This paper is based on the results of the first stage of the complex project “The Structure of a Russian Radio Journalist’s Work in the Digital Environment”. The study is focused on the process of creating the editorial product. The authors examined the style and formats of information presentation and genre priorities of staff members of all-news and news/talk radio stations.

The study was conducted through an e-mail survey. The respondents were reporters and managing editors in the news departments of all-news and news/talk radio stations. In November-December 2017, 58 people were surveyed. The sample was thoroughly controlled: one radio station was allowed to delegate no more than 8 respondents. The technique chosen for the survey was reconstruction. The respondents were asked to recall the past working week (or just a day, depending on the schedule) indicating how many stories of which genres they had done.

The results of the study showed that the genre most popular with those working at the radio stations under consideration is unoriginal news (the so-called “rewrite”), the second best is original breaking news and the third place is occupied by exclusive news. It was also found that most of the surveyed managing editors tend to combine their administrative function with creative activities.

Keywords: journalism, format, genres, news, feature, interview, report, symbols, text.

Note

Smirnov V.V. (2001) *Sistema zhanrov radiozhurnalistiki* [System of Genres of Radio Journalism]. *Regla* 3 (57). Available at: <http://www.relga.ru/Environ/WebObjects/tgu-www.woa/wa/Main?textid=835&level1=main&level2=articles>

References

Anderson B. (2004) *News Flash: Journalism, Infotainment and the Bottom-Line Business of Broadcast News*. San Francisco: Jossey-Bass.

Baranevich Yu.D. (1978) *Zhanry radioveshchaniya. Problemy stanovleniya, formirovaniya, razvitiya* [Genres of Radio Broadcasting. Problems of Emergence, Formation and Development]. Kiyev-Odessa: Vishcha shkola Publ.

Berger N.V. (2006) Zhanr korrespondentsii v strukture zhurnalistskogo rassledovaniya [The Genre of Correspondence Within a Journalistic Investigation]. *Vestnik Volgogradskogo gosudarstvennogo universiteta. Seriya 8: Literaturovedenie. Zhurnalistika* 5: 83–91.

Bolotova L.D. (2009) Radioveshchaniye na fone vremeni [Radio Broadcasting in Time Perspective]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 4: 51–56.

Chantler P., Stewart P. (2009) *Essential Radio Journalism: How to Produce and Present Radio News*. Methuen Drama.

Chignell H. (2011) *Public Issue Radio: Talks, News and Current Affairs in the Twentieth Century*. Palgrave Macmillan UK. DOI: 10.1057/9780230346451

Chobanyan K.V. *Zhanrovyye priority i yazykovaya model' sovremennogo informatsionnogo telekanala: na primere kanalov Si-en-en i «Rossiya 24»*: dis. ... kand. filol. nauk [Genre Priorities and the Language Model of a Modern News Television Channel: on the example of the CNN and Rossiya 24 channels: PhD philol. sci. diss.] Moscow, 2016.

Egoshkina V.A. (2014) Pragmatisticheskaya spetsifika razvlekatel'nogo radiynogo diskursa [Pragmatisticheskaya spetsifika of Entertainment Radio Discourse]. *Kommunikativnyye issledovaniya* 2: 181–188.

Fadeyeva D.N. (2016) Interaktivnyye shou i mify kak formirovaniye imidzha kommercheskoy radiostantsii [Interactive Shows and Myths Image Formation of a Commercial Radio Station]. In: *Problemy sovremennogo radioveshchaniya. Materialy II Vserossiyskoy studencheskoy nauchno-prakticheskoy konferentsii* [Problems of Modern Broadcasting. Proceedings of the 2nd All-Russian Student Research-to-Practice Conference]. Moscow: Peoples' Friendship Univ. of Russia Publ., pp. 168–172.

Garidova L.V. (2016) Spetsifika osveshcheniya nauchnoy tematiki v razlichnykh SMI [Specificity of Scientific Coverage in Various Media]. In: *Professional goda 2016: sbornik statey pobediteley II Mezhdunarodnogo nauchno-prakticheskogo konkursa* [Professional of the Year 2016: a collection of articles by the winners of the 2nd International Research-to-Practice Competition]. Rostov: RINKH Publ., pp. 74–78.

Gilmanova A.N., Fatihova M.H. (2015) Typological analysis of Russian Mass Media. *Social Sciences (Pakistan)* 10 (7): 1798–1802.

Geller V. (2012) *Beyond Powerful Radio: A Communicator's Guide to the Internet Age-News, Talk, Information & Personality*. CRC Press.

Grabel'nikov A.A. (2008) *Sredstva massovoy informatsii postsovetskoy Rossii: pyatnadtsat' let spustya. Monografiya* [Mass Media of Post-Soviet Russia: Fifteen Years Later. Monograph]. Moscow: Peoples' Friendship Univ. of Russia Publ.

Halina E.V. (2013) Osobennosti aktivnoy interaktsii na sovremennom razgovornom radio [Features of Active Interaction on Modern Talk Radio]. *Zhurnalistskiy ezhegodnik* 2 (2): 18–19.

Keirstead P.O. (1980) *All-News Radio. Blue Ridge Summit*. PA: Tab Books.

Kim M.N. (2001) *Tekhnologiya sozdaniya zhurnalistskogo proizvedeniya* [Technology of Creating a Journalistic Work]. St.Petersburg: Mikhaylov V.A. Publ.

Kim M.N. (2005) *Tekhnologiya zhanra* [Technology of the Genre]. *Vestnik Sankt-Peterburgskogo universiteta. Seriya 9. Filologiya. Vostokovedenie. Zhurnalistika* 1: 156–166.

Kim M.N. (2004) *Zhanry sovremennoy zhurnalistiki* [Genres of Modern Journalism]. St.Petersburg: Mikhaylov V.A. Publ.

Klyuyev Yu.V. (2015) *Publitsistichnost' radiorechi* [Journalistic Nature of Radio Speech]. *Uchenye zapiski Zabaykalskogo gosudarstvennogo universiteta. Seriya: Filologiya, istoriya, vostokovedenie* 2 (61): 89–95.

Kopylov O.V. *Osobennosti tvorcheskoy deyatelnosti zhurnalista v usloviyakh mediakonvergentsii*: dis. ... kand. filol. nauk [Features of a Journalist's Creative Process in the Context of Media Convergence: PhD philol. sci. diss.] Barnaul, 2012.

Kramer A.Yu. (2017) *Radiozhurnalistsika v epokhu konvergentsii* [Radio Journalism in the Age of Media Convergence]. *Mediascope* 1. (in Russian). Available at: <http://www.mediascope.ru/2281>

Kroychik L.E. (2013) *Publitsisticheskiy zhanr: priroda i strategii razvitiya* [Journalistic Genre: Nature and Development Strategies]. *Vestnik VGU. Seriya: Filologiya. Zhurnalistsika* 2: 171–176.

Lebedeva T.V. (1995) *Analiticheskiye zhanry radiozhurnalistiki* [Analytical Genres of Radio Journalism]. Voronezh: [n. p.].

Loseva N. (2010) *Konvergentsiya i zhanry mul'timedia* [Convergence and Multimedia Genres]. In: Kachkayeva A.G. (ed.) *Zhurnalistsika i konvergentsiya: pochemu i kak traditsionnyye SMI prevrashchayutsya v mul'timediynnye* [Journalism and Convergence: Why and How Traditional Mass Media Turn into Multimedia Ones]. Moscow: Higher School of Economics Publ., pp. 129–135.

Malysheva E.G. (2014) «Gibridnyy» publitsisticheskiy tekst v regional'nykh pechatnykh SMI (na materiale publikatsiy S. Shkayeva) [“Hybrid” Journalistic Text in Regional Print Media (a case study of publications by Sergei Shkaev)]. *Mediascope* 3. (in Russian). Available at: <http://www.mediascope.ru/1552>

Pavlik V. (2008). *Media in the Digital Age*. New York: Columbia University Press.

Pavlik V. (2000) The Impact of Technology on Journalism. *Journalism Studies* 1 (2): 230–234. DOI: 10.1080/14616700050028226

Savel'yeva M.S., Gubaydullina E.G. (1979) *Dokumental'nyye radiozhanry* [Documentary Radio Genres]. Kazan: Kazan St. Univ. Publ.

Shere'l' A. (2004) *Audiokul'tura XX veka. Istoriya, esteticheskiye zakonomernosti, osobennosti vliyaniya na auditoriyu: Ocherki* [20th Century Audioculture. History, Aesthetic Trends, Specificity of Audience Impact: Feature Articles]. Moscow: Progress-Traditsiya Publ.

Shesterkina L.P., Bulayeva M.N. (2015) *Traditsionnyye i spetsificheskiye osnovy formirovaniya sistemy zhanrov universal'noy zhurnalistiki* [Traditional and Specific Foundations of Genre System Formation in Universal Journalism]. *Gumanitarnyy vektor. Seriya: Filologiya, Vostokovedeniye* 4 (44): 129–135.

Shevchenko O.N. *Voprosy teorii radiozhurnalistiki na stranitsakh professional'noy pressy*: dis. ... kand. filol. nauk [Issues of the Theory of Radio Journalism in the Pages of the Professional Press: PhD philol. sci. diss.]. Rostov on Don, 2007.

Smirnov V.V. (2002 b) *Formy veshchaniya: Funktsii, tipologiya, struktura radioprogramm* [Broadcasting Forms: Functions, Typology, Structure of Radio Programs]. Moscow: Aspekt Press Publ.

Smirnov V.V. (2012) Radio Broadcasting in New Russia: Specifics of Structure and Problems Functioning. *Journal of Radio & Audio Media* 2 (19): 278–287. DOI: 10.1080/19376529.2012.722484

Smirnov V.V. *Sistema zhanrov radiozhurnalistiki: Istoriya, teoriya, osobennosti funktsionirovaniya*: dis. ... d-ra filol. nauk [System of Genres in Radio Journalism: History, Theory, Features of Operation: Dr. philol. sci. diss.] Rostov on Don, (2002 a).

Smirnov V.V. (2006) *Zhanrovaya sistema radiozhurnalistiki: Istoriya. Teoriya. Osobennosti funktsionirovaniya. Monografiya* [Genre System of Radio Journalism: History. Theory. Features of Operation. Monograph]. Rostov on Don: Rostov St. Univ. Publ.

Sukhareva V.A. (2010) *Chto takoye format? Ili iskusstvo massovoy kulinarii* [What is Format? Or the Art of Mass Cooking]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistsika* 6: 70–78.

Tertychnyy A.A. (2010) Sostoyaniye i perspektivy razvitiya sistemy zhanrov rossiyskikh SMI [The State and Development Prospects of the Genre System in Russian Mass Media]. *Mediaskop* 4. (in Russian). Available at: <http://www.mediascope.ru/node/675>

Tertychnyy A.A. (2017) Sovremennaya rassledovatel'skaya zhurnalistika: zhanrovaya struktura [Modern Investigative Journalism: the Genre Structure]. *Vestnik Voronezhskogo gosudarstvennogo universiteta. Seriya: Filologiya. Zhurnalistika* 2: 126–132

Vartanova E.L., Vyrkovskiy A.V., Makeyenko M.I. (2011) Mul'timediynnye strategii moskovskikh FM-radiostantsiy [Multimedia Strategies of FM Stations in Moscow]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 6: 6–32.

Vartanova E.L., Vyrkovskiy A.V., Makeyenko M.I., Smirnov S.S. (2017) *Industriya rossiyskikh media: tsifrovoye budushcheye* [The Russian Media Industry: a Digital Future]. Moscow: MediaMir Publ.

Vasil'yeva T.V. (1992) *Publitsisticheskiye zhanry radio* [Journalistic Radio Genres]. St.Petersburg: EK MOS Publ.

Vyrkovskiy A.V., Sharoyan S.V. (2015) Otnosheniye k kachestvu materialov v SMI u proizvoditeley i potrebiteley kontenta [Attitude of Content Creators and the Audience towards the Quality of Media Texts]. *Mediaskop* 3. (in Russian). Available at: <http://www.mediascope.ru/1772>

Vyrkovskiy A.V., Vartanov S.A., Galkina M.YU., Kolesnichenko A.V. et al. (2016) Zhanrovaya struktura raboty zhurnalista [Genre Structure of the Journalist's Work]. *Vestnik VGU. Seriya: Filologiya. Zhurnalistika* 2: 86–92.

Problems of Russian Economic Journalism

© Anastasia D. Kazun

Junior Researcher at the Laboratory for Economic and Sociological Research, Higher School of Economics, Lecturer at the Chair of Economic Sociology, Faculty of Social Sciences, Higher School of Economics (Moscow, Russia), adkazun@hse.ru

© Svetlana I. Baitimerova

Student of the Department of Sociology, Faculty of Social Sciences, Higher School of Economics (Moscow, Russia), baitimerova@bk.ru

© Liudmila V. Bogomazova

Student of the Department of Sociology, Faculty of Social Sciences, Higher School of Economics (Moscow, Russia), bogomazova007@mail.ru

© Eugenia A. Grigorieva

Student of the Department of Sociology, Faculty of Social Sciences, Higher School of Economics (Moscow, Russia), eagrigoeva@edu.hse.ru

Abstract

The article analyzes the problems of Russian economic journalism. Based on 18 in-depth interviews, the authors highlighted the range of difficulties economic journalists consider to be most challenging. The problems include: pressure from interest groups (authorities and advertisers), insufficient qualification and turnover of staff, low trust of news consumers in the media, their lack of economic literacy compelling journalists to simplify their materials, and information overload of the audience. These problems lead to a decrease in the quality of media content, negative news bias and limited media independence, which does not allow journalists to cover some socially significant issues. Although the international ratings of media freedom confirm the unfavorable situation in the area of Russian economic journalism, the problems identified by the interviewees are typical of many other countries. It seems likely that some of these problems (for example, authorities' pressure) are more

acute in this country. However, the questions themselves, which need to be answered to improve the media quality, are very similar.

Keywords: problems of journalism, economic news, censorship, information overload, economic literacy.

Notes

Doveriye SMI i gotovnost' vyskazyvat' svoye mneniye [Media Trust and Readiness to Express One's Opinion]. *Levada-Tsentr*, 2016. August 12. Available at: <https://www.levada.ru/2016/08/12/14111/>

Doveriye SMI i tsenzura [Media Trust and Censorship]. *Levada-Tsentr*, 2016, November 18. Available at: <https://www.levada.ru/2016/11/18/doverie-smi-i-tsenzura/>

Indeks svobody pressy dlya Rossii [The Press Freedom Index for Russia]. Available at: <https://rsf.org/en/russia>

Mediapotrebleniye segodnya: pyat' osnovnykh faktov. Issledovaniye VTSIOM. 2017, January 13 [Media Consumption Today: Five Major Facts. A VTSIOM survey. January 13, 2017]. Available at: <https://wciom.ru/index.php?id=236&uid=116026>

Naiboleye trevozhashchiye problemy [The Most Disturbing Problems]. *Levada-Tsentr*, 2018, April 24. Available at: <https://www.levada.ru/2018/04/24/naibolee-trevozhashhie-problemy-3/>

Predstavleniya zhurnalistov o professii i professional'nom soobshchestve. Issledovaniye TSIRKON [What Journalists Think of Their Profession and Professional Community. A ZIRCON survey]. 2017. Available at: http://www.zircon.ru/upload/iblock/dd6/zhurnalisty_otchet.pdf

References

Ademukova N., Dovbysh O., Kiriya I., Chumakova V. (2017) Rol' gosudarstvennykh kontraktov v modelyakh sotsial'noy otvetstvennosti regional'nykh massmedia v Rossii [The Role of State Contracts in Social Responsibility Models of Russian Regional Media]. *Zhurnal issledovaniy sotsial'noy politiki* 1: 81–96.

Barsukova S.Yu., Korobkova A.D. (2014) Vstupleniye Rossii v VTO v zerkale rossiyskikh pechatnykh SMI [Russia's Accession to WTO in the Mirror of Russian Print Media]. *Ekonomicheskaya sotsiologiya* 4: 20–44.

Berry M. (2013) The Today Programme and the Banking Crisis. *Journalism* 14 (2): 253–270.

DOI: 10.1177/1464884912458654

Blondheim M., Segev E., Cabrera M.-Á. (2015) The Prominence of Weak Economies: Factors and Trends in Global News Coverage of Economic Crisis, 2009–2012. *International Journal of Communication* 9 (1): 46–65.

Casarin R., Squazzoni F. (2013) Being on the Field When the Game Is Still Under Way. The Financial Press and Stock Markets in Times of Crisis. *PLoS ONE* 8(7): e67721. DOI: 10.1371/journal.pone.0067721

Chumakova V.P. (2016) Problema informatsionnoy peregruzki v kul'ture: istoriya voprosa i obzor sovremennykh napravleniy issledovaniya [The problem of Information Overload in Culture: a Historical Background and a Review of Modern Research Trends]. *Mezhdunarodnyy zhurnal issledovaniy kul'tury* 4: 136–145.

Curtin R.T. (1982) Indicators of Consumer Behavior: The University of Michigan Surveys of Consumers. *Public Opinion Quarterly* 46 (3): 340–352.

de Vreese C.H., Boomgaarden H.G., Semetko H.A. (2011) (In)direct Framing Effects: The Effects of News Media Framing on Public Support for Turkish Membership in the European Union. *Communication Research* 38 (2): 179–205.

Dovbysh O.S., Gudova E.A. (2016) Gosudarstvennyye informatsionnyye kontrakty i ikh znachenie dlya mediarynkov rossiyskikh regionov [State Information Contracts and Their Significance for Russian Regional Media Markets]. *Monitoring obshchestvennogo mneniya: Ekonomicheskiye i sotsial'nyye peremeny* 6: 156–174.

Fürsich E. (2002) Nation, Capitalism, Myth: Covering News of Economic Globalization. *Journalism & Mass Communication Quarterly* 79 (2): 353–373.

Goidel R.K., Langley R.E. (1995) Media Coverage of the Economy and Aggregate Economic Evaluations: Uncovering Evidence of Indirect Media Effects. *Political Research Quarterly* 48 (2): 313–328.

Holbrook T., Garand J.C. (1996) Homo Economist? Economic Information and Economic Voting. *Political Research Quarterly* 49 (2): 351–375.

Ju Y. (2014) Issue obtrusiveness and negative bias: exploring the moderating factors for asymmetric news coverage of the economy. *Asian Journal of Communication* 24 (5): 441–455. DOI: 10.1080/01292986.2014.908933

Kaiser U., Kongsted H. C. (2005) *Do Magazines' "Companion Websites" Cannibalize the Demand for the Print Version?* Rochester, NY: Social Science Research Network.

Kalogeropoulos A., Svensson H.M., Dalen A. van, Vreese C. de et al. (2015) Are watchdogs doing their business? Media coverage of economic news. *Journalism* 16 (8): 993–1009. DOI: 10.1177/1464884914554167

Knowles S., Phillips G., Lidberg J. (2017) Reporting the Global Financial Crisis: a longitudinal tri-nation study of mainstream financial journalism. *Journalism Studies* 18 (3): 322–340. DOI: 10.1080/1461670X.2015.1058182

Levy R.N. (2008) PR Triumphs in a Bad Economy. *Public Relations Quarterly* 52 (3): 28–31.

Lowry D.T. (2008) Network TV News Framing of Good Vs. Bad Economic News under Democrat and Republican Presidents: A Lexical Analysis of Political Bias. *Journalism & Mass Communication Quarterly* 85 (3): 483–498.

Manning P. (2013) Financial journalism, news sources and the banking crisis. *Journalism* 14 (2): 173–189. DOI: 10.1177/1464884912448915

McCombs M., Graber D., Weaver D.H. (1981) *Media Agenda-Setting in the Presidential Election*. N.Y.: Praeger Scientific.

Palmer A., Tanner A. (2012) Booms, Bailouts, and Blame: News Framing of the 2008 Economic Collapse. *Electronic News* 6 (3): 151–170.

Pasti S. (2005) Two Generations of Contemporary Russian Journalists. *European Journal of Communication* 20 (1): 89–115.

Pauwels K., Dans E. (2001) Internet Marketing the News: Leveraging Brand Equity from Marketplace to MarketSpace. *Journal of Brand Management* 8 (4): 303–314.

Rafter K. (2014) Voices in the crisis: The role of media elites in interpreting Ireland's banking collapse. *European Journal of Communication* 29 (5): 598–607.

Shoemaker P.J. (1996) Hardwired for News: Using Biological and Cultural Evolution to Explain the Surveillance Function. *Journal of Communication* 46 (3): 32–47.

Silk A.J., Klein L.R., Berndt E.R. (2001) The Emerging Position of the Internet as an Advertising Medium. *Netnomics* 3 (2): 129–148.

Simon D.H., Kadiyali V. (2007) The Effect of a Magazine's Free Digital Content on Its Print Circulation: Cannibalization or Complementarity? *Information Economics and Policy*. 19 (3): 344–361.

Soroka S.N. (2006) Good News and Bad News: Asymmetric Responses to Economic Information. *Journal of Politics* 68 (2): 372–385.

Soroka S.N., Stecula D.A., Wleziem C. (2015) It's (Change in) the (Future) Economy, Stupid: Economic Indicators, the Media, and Public Opinion. *American Journal of Political Science* 59 (2): 457–474.

Swinnen J., Francken N. (2006) Summits, Riots and Media Attention: The Political Economy of Information on Trade and Globalisation. *World Economy* 29 (5): 637–654.

Tett G. (2009) Icebergs and Ideologies: How Information Flows Fuelled the Financial Crisis. *Anthropology News* 50 (7): 6–7.

Thompson P.A. (2013) Invested interests? Reflexivity, representation and reporting in financial markets. *Journalism* 14 (2): 208–227.

Treisman D. (2014) Putin's Popularity since 2010: Why did Support for the Kremlin Plunge, then Stabilize? *Post-Soviet Affairs* 30 (5): 370–388. DOI: 10.1080/1060586X.2014.904541

Turner G. (1993) *Nation, Culture, Text: Australian Cultural and Media Studies*. London: Psychology Press.

Vartanova E. (2012) The Russian Media Model in the Context of Post-Soviet Dynamics. In: Hallin D., Mancini P. (eds.) *Comparing Media Systems Beyond the Western World*. New York: Cambridge University Press, pp. 119–142. DOI: 10.1017/CBO9781139005098.008

Vartanova E.L., Vyrkovskiy A.V., Makeyenko M.I., Smirnov S.S. (2017) *Industriya rossiyskikh media: tsifrovoye budushcheye* [The Russian Media Industry: a Digital Future]. Moscow: MediaMir Publ.

Vyrkovskiy A.V. (2016) *Redaktsionnyy menedzhment v pechatnykh i onlaynovykh massmedia: protsessnyy podkhod* [Editorial Management in Print and Online Mass Media: the Process Approach]. Moscow: MediaMir Publ.

Wu H.D., McCracken M.W., Saito S. (2004) Economic Communication in the 'Lost Decade': News Coverage and the Japanese Recession. *International Communication Gazette* 66 (2): 133–149.

Mass Media as a Key Audience: Media Relations of the Vera Foundation

© Marina I. Piskunova

PhD in Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), mpiskunova@me.com

© Yuliya S. Bondarchuk

Master of the Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), yuliyatovaa@gmail.com

Abstract

This paper considers public relations in the non-profit environment and, as an essential element of non-profit PR, media relations (MR). Because of specific nature of a non-profit organization, mass media are a key target audience, one of the most effective tools for distributing information about the organization's activities. The media centrality of a modern Russian citizen determines the role and functions of mass media in societal life. Mass media set the agenda, attract societal attention to previously neglected social problems, accumulate values and beliefs, translate and change stereotypes, shape and channel information flows. To develop effectively, a non-profit organization has to competently work with mass media: offer interesting themes, serve as a prompt and reliable source, provide expert commentaries and the like. The paper attempts to formulate the effectiveness constituents of a non-profit project in particular and of public relations in the non-profit environment in general. The authors believe that it is reasonable to consider the experience of organizations which proved successful in solving problems and defending the interests of their patients, this is why in this case they examine the media relations of the Vera hospice charity foundation.

Keywords: public relations in the non-profit environment, non-profit organization, fundraising, media relations, target audience.

Notes

Alipova E. (2017) Vinni-pukh i chinovniki [Winnie-the-Pooh and Bureaucrats]. *Takiye dela*, January 30. Available at: <https://takiedela.ru/2017/01/vinni-pukh-i-chinovniki/>

Allenova O. (2016) Glavnaya tsel' nashikh usiliy – pomenyat' kul'turu otnosheniya k chelovecheskomu stradaniyu [The Main Goal of Our Efforts Is to Change the Culture of Attitude to Human Suffering]. *Kommersant* "Vlast", May 23. Available at: <https://www.kommersant.ru/doc/2989517>

Avshalumova R. (2016) Verkhom na kozlike [Riding a Baby Goat]. *Takiye dela*, August 1. Available at: <https://takiedela.ru/2016/08/verkhom-na-kozlike/>

Blagotvoritel'nyy auktsion v podderzhku patsiyentov khospisov [A Charitable Auction in Support of Hospice Patients]. *Foundation to help hospices "Vera"*, 2016, November 1. Available at: <http://www.hospicefund.ru/blagotvoritelnyiy-auktsion-v-podderzhku-patsiyentov-hospisov/>

Den' dobryy del na «Pyatom kanale» [Good Deeds Day on Channel Five]. Available at: <http://www.5-tv.ru/ddd/>

Desert-bar otelya «Metropol'» – odin sladkiy den' v pol'zu fonda! [The Dessert Bar of the Metropol Hotel – One Sweet Day in Favor of the Foundation] *Foundation to help hospices "Vera"*, 2016, December 8. Available at: <http://www.hospicefund.ru/desert-bar-otelya-metropol-odin-sladkiy-den-v-polzu-fonda/>

Eroshok Z. (2017) Za smert' platit' nel'zya [It is Wrong to Pay for Death]. *Novaya gazeta*, January 25. Available at: <https://www.novayagazeta.ru/articles/2017/01/25/71284-za-smert-platit-nelzya>

Frantsuzskaya yarmarka v podderzhku neizlechimo bol'nykh detey [A French Fair in Support of Incurable Children]. *Domashniy ochag*, 2017, April 18. Available at: <http://www.goodhouse.ru/afisha/frantsuzskaya-yarmarka-v-podderzhku-neizlechimo-bolnyx-detej/>

Gorstkina D., Mart'yanova E. (2016) «My sozdayem tepluyu atmosferu»: tri medsestry o rabote v khospise ["We Create a Warm Atmosphere": Three Nurses About Their Hospice Work]. *Filantrop*, October 17. Available at: <http://philanthropy.ru/cases/2016/10/17/42073/>

Goryachaya liniya palliativnoy pomoshchi [Hotline of Palliative Care]. *Takiye dela*, 2017, January 12. Available at: <https://takiedela.ru/topics/goryachaya-liniya-po-voprosam-okazaniya-pa/>

Gost' Nyuta Federmesser. Nayedine so vsemi [Guest Niuta Federmesser. Alone With All]. *Pervyy kanal*. 22.03.2017. Available at: <https://www.1tv.ru/shows/naedine-so-vsemi/vypuski/gost-nyuta-federmesser-naedine-so-vsemi-vypusk-ot-22-03-2017>

Granina N. (2016) Ego odenut, polozhat v yashchik [He Will Be Dressed up and Put into a Box]. *Lenta.ru*, October 13. Available at: <https://lenta.ru/articles/2016/10/13/linn/>

Ingeborga Dapkunayte. Den' dobrykh del na «Pyatom kanale» [Ingeborga Dapkunaite. Good Deeds Day on Channel Five]. Available at: <http://www.5-tv.ru/ddd/reviews/46/>

Kak povysit' izvestnost' svoey NKO. Spravochnik dlya sotsial'no oriyentirovannykh nekommercheskikh organizatsiy [How to Improve the Reputation of Your NPO. A reference book for socially oriented non-profit organizations]. Available at: https://www.asi.org.ru/wp-content/uploads/2016/10/Spravochnik_ASI.pdf

Mashiny palliativnoy pomoshchi [Cars of Palliative Care]. *Takiye dela*, 2016, June 10. Available at: <https://takiedela.ru/topics/mashiny-palliativnoy-pomoshhi/>

Maslova D., Mart'yanova E. (2017) «Glavnaya strategiya – eto obucheniye i razvitiye»: Dmitry YAmпол'skiy o biznese i blagotvoritel'nosti ["The Main Strategy is Education and Development": Dmitry Yampolsky on Business and Charity]. *Filantrop*, May 11. Available at: <http://philanthropy.ru/intervyu/2017/05/11/49761/>

Mil'man V. (2017) Prostaya istoriya [A Simple Story]. *Takiye dela*, February 16. Available at: <https://takiedela.ru/2017/02/marina-i-kharold/>

NKO i SMI. Mostik cherez propast' [NPOs and Mass Media. A Bridge Over an Abyss]. Moscow: Social Information Agency Publ., 2002.

Otnosheniye obshchestva i ego «klyuchevykh» grupp k filantropicheskoy deyatelnosti v Rossii [The Attitude of Society and Its Key Groups to Philanthropy in Russia]. Available at: https://www.hse.ru/data/2010/04/19/1216827725/otnoshenie_objestva.pdf

Pomozhem Stefanii vernut'sya domoy [Let's Help Stephany to Get Back Home]. *Foundation to help hospices "Vera"*, 2017, March 26. Available at: <http://www.hospicefund.ru/pomozhem-stefanii/>
Sladkiy den' dlya tekh, komu ne sladko [A Sweet Day for Those Who Are in a Bad Way]. *Foundation to help hospices "Vera"*, 2015, March 31. Режим доступа: <http://www.hospicefund.ru/sladkiy-den-dlya-teh-komu-ne-sladko/>

Sotsial'no oriyentirovannyye NKO: metodicheskiye (informatsionnyye) materialy po vzaimodeystviyu so SMI i organami vlasti [Socially Oriented NPOs: Teaching Aids in the Interaction with Mass Media and Bodies of State Power]. Moscow, 2011.

Stroganova M., Aromshtam V. (2016) Doktor Ron Sabar: YA znayu, chto takoye «khoroshaya smert'» [Doctor Ron Sabar: I Know What a "Good Death" Is Like]. *Pravoslaviye i mir*, December 15. Available at: <http://www.pravmir.ru/doktor-ron-sabar-ya-znayu-chto-takoe-horoshaya-smert/>

Tat'yana Drubich. Den' dobrykh del na «Pyatom kanale» [Tatiana Drubich, Good Deeds Day on Channel Five]. Available at: <http://www.5-tv.ru/ddd/reviews/47/>

Temicheva E.V. Vneshniye kommunikatsii i PR-instrumenty dlya deyatelnosti NKO [External Communications and PR Tools for NPO Activities]. Available at: http://nko29.ru/files/library/vneshnie_kommunikatsii.pdf

Ulitskaya L. (2016) Davayte kupim mashinu! [Let's Buy a Car] *Takiye dela*, June 30. Available at: <https://takiedela.ru/2016/06/davayte-kupim-mashinu/>

Vasilisa Balikhina. Den' dobrykh del na «Pyatom kanale» [Vasilisa Balikhina. Good Deeds Day on Channel Five]. Available at: <http://www.5-tv.ru/ddd/kids/124/>

Vaysenberg I. (2017) Zhit', poka zhivy [To Live While We're Alive]. *Takiye dela*, April 4. Available at: <https://takiedela.ru/2017/04/zhit-poka-zhivi/>

V Moskve proydet blagotvoritel'naya yarmarka vo frantsuzskom stile [A Charity Fair in French Style Will Take Place in Moscow]. *Cosmopolitan*, 2017, April 9. Available at: <https://www.cosmo.ru/lifestyle/news/19-04-2017/v-moskve-proydet-blagotvoritel'naya-yarmarka-vo-francuzskom-stile/>

References

Artamonov D.S. (2016) *Sotsial'nyye kommunikatsii v informatsionnom mire: ot etiki k pravu: monografiya* [Social Communications in the Information World: From Ethics to Law: monograph]. Saratov: Saratov St. Univ. Publ.

Belokryl'tsev A. (ed.) (2012) *Pochemu o nas ne pish-cht, ili kak NKO naladit' vzaimodeystviye so SMI* [Why We Are Not Written About, or How NPOs Can Engage Mass Media]. Moscow: Studio-Dialog Publ.

Frolova T.I. (2009) *Chelovek i ego mir v informatsionnoy povestke dnya* [Man and His World in the News Agenda]. Moscow: ASI Publ.

Frolova T.I. (2017 a) Gumanitarnaya povestka rossiyskikh SMI: tendentsii razvitiya [Humanitarian Agenda of Russian Mass Media: Development Trends]. *Vestnik NNGU im. N.I. Lobachevskogo* 6: 226–230.

Frolova T.I. (2014) *Gumanitarnaya povestka rossiyskikh SMI. Zhurnalistika, chelovek, obshchestvo* [Humanitarian Agenda of Russian Mass Media. Journalism, Man, Society]. Moscow: MediaMir Publ.

Frolova T.I. (2017 b) Gumanitarnyye tsennosti kak osnovaniye dlya prinyatiya aktual'nykh resheniy: teoreticheskiye istoki obshchestvennoy povestki dnya [Humanitarian Values as a Reason to Make Up-to-Date Decisions: Theoretical Origins of the Public Agenda]. *Sotsial'no-gumanitarnyye znaniya* 8: 42–54.

Frolova T.I. (2016) Luchshiy praktiki v sotsial'noy zhurnalistike: sodержaniye i perspektivy professional'nykh otkrytiy [The Best Practices in Social Journalism: Content and Prospects for Professional Discoveries]. *Vestnik Volzhskogo universiteta imeni V.N. Tatishcheva* 3: 173–183.

Frolova T.I. (ed.) (2018) *Zhurnalistika dlya zdorov'ya natsii: Chelovecheskiy potentsial v rossiyskom mediadiskurse* [Journalism for National Health: Human Potential in Russian Mass Media Discourse]. Moscow: Moscow St. Univ. Publ.

Frolova T.I. (ed.) (2009) *Zhurnalistika dlya zdorov'ya natsii: Informatsionnyy resurs i chelovecheskiy potentsial* [Journalism for National Health: Information Resource and Human Potential]. Moscow: MediaMir Publ.

Frolova T.I. (ed.) (2012) *Zhurnalistika dlya zdorov'ya natsii: Medikommunikatsii i chelovecheskiy resurs* [Journalism for National Health: Media Communications and Human Resource]. Moscow: Moscow St. Univ. Publ.

Krivososov A.D., Filatova O.G., Shishkina M.A. (2018) *Osnovy teorii svyazey s obshchestvennost'yu* [Fundamentals of Public Relations Theory. 2nd ed.] St. Petersburg: Piter Publ.

Piskunova M.I. (2015) Svyazi s obshchestvennost'yu v nekommercheskoy sfere: opyt publichnogo vzaimodeystviya blagotvoriteley, vrachey i chinovnikov [Public Relations in the Non-Profit Area: the Experience of Public Interaction of Benefactors, Physicians and Officials]. In: Gorokhov V.M. (ed.) *Svyazi s obshchestvennost'yu i reklama v sisteme kommunikatsiy. Sbornik nauchnykh trudov kafedry reklamy i svyazey s obshchestvennost'yu* [Public Relations and Advertising in the Communications System. A collection of scientific works of the Chair of Advertising and Public Relations. Vol. 10]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 104–143.

Mass Media in Russia

The Image of “Abroad” in the Context of Developmental Journalism of Pre-War Udmurtia

© Galina I. Starkova

PhD in Philology, Associate Professor at the Chair of Publishing and Book Science, Institute of Social Communications, Udmurt State University (Izhevsk, Russia), stargi@mail.ru

Abstract

The topic of the article is timely for today's Russia, where most young people do not have a wide geopolitical outlook, display an undeveloped ability to consider international events in an objective way and demonstrate a lack of pride for their country. As a matter of fact, this is the first attempt to show the aims and methods of creating the image of “abroad” in the context of developmental journalism in the Pioneer and Komsomol press of Udmurtia in the 1920s–1930s. The press was faced with the task of shaping the image of “abroad” among young people and forming their objective view of the events that took place in foreign countries, showing both positive developments (the youth movement abroad, the activities of the International and the like) and

negative ones (inequality, fascism and so on), thus contributing to the international education of readers and fostering a sense of pride for their country. The material is especially important today, in a “world without borders”, where there is a problem of mutual understanding of people from different cultures and traditions.

Keywords: youth press of Udmurtia, developmental journalism, the image of “abroad”, widening young people’s geopolitical outlook.

Notes

Das’ lu! 1936, August 27; October 3.

Doklad A.V. Kosareva na XI plenum TSK VLKSM [A.V. Kosarev’s Report at the 11th Plenum of the Central Committee of the AULYCL]. *Egit bol’shevik*, 1935, July 4.

Doklad V.T. Chemosdanova na sobranii aktiva moskovskoy organizatsii VLKSM [V.T. Chemosdanov’s Report at the Meeting of the Core Group of the AULYCL]. *Egit bol’shevik*, 1935, July 30.

Egit bol’shevik, 1937, January 3.

Lozhkin V. (1936) *Rebyatam Ispanii* [To Spanish Children]. *Bud’ gotov!* October 16.

Komsomol i molodezhnaya pechat’ (1919–1972 gg.): sbornik [The Komsomol and the Youth Press (1919–1972): a collection]. Moscow: Molodaya gvardiya Publ., 1973, pp. 59, 61.

Molodoy bol’shevik. 1937, January 6.

Pasionariya [Pasionaria]. *Bud’ gotov!* 1938, March 10.

Shadrina N. (1938) *Puteshestvuyesh’ v dal’niye strany* [You Travel to Faraway Countries]. *Bud’ gotov!* March 5.

Sovetskaya pechat’ v dokumentakh [The Soviet Press in Documents]. Moscow: Gospolitizdat Publ., 1961, pp. 222, 246, 341.

References

Alekseyeva M.I. (1982) *Sovetskiye detskiye zhurnaly 20-kh godov* [Soviet Children’s Magazines of the 1920s.]. Moscow: Moscow St. Univ. Publ.

Danilov D.N. *Detskaya i yunosheskaya pechat’ Yuzhnogo Urala v predvoyennoye desyatiletie*: dis. ... kand. ist. nauk [The Children’s and Youth Press of the Southern Urals in the Pre-War Decade: PhD hist. sci. diss.]. Orenburg, 1997.

Emel’yanov L.P. (1964) *Pechat’ Udmurtii. Iz istorii vozniknoveniya i razvitiya partiyno-sovetskoy pechati Udmurtii (1905–1934 gg.)* [The Udmurt Press. From the History of the Emergence and Development of the Party-Soviet Udmurt Press (1905–1934)]. Izhevsk: Izhevsk Publ.

Holmov M.I. (1983) *Stanovleniye sovetskoy zhurnalistiki dlya detey* [Formation of Soviet Journalism for Children]. Moscow: Leningrad Univ. Publ.

Isakova N.N. *Sovetskiye pionerskiye zhurnaly tridsatykh godov*: avtoref. dis. ... kand. filol. nauk [Soviet Pioneer Magazines of the Thirties: extended abstract of PhD philol. sci. diss.]. Petrozavodsk, 1972.

Shuyskaya G.G. *Osobennosti formirovaniya i funktsionirovaniya molodezhnoy pechati SSSR*: dis. ... kand. filol. nauk [Formation and Operation of the Youth Press in the USSR: PhD philol. sci. diss.]. Moscow, 1980.

Starkova G.I. *Stanovleniye i razvitiye molodezhnoy periodicheskoy pechati Udmurtii (1905–1929 gg.)*: dis. ... kand. filol. nauk [Formation and Development of the Youth Periodical Press of Udmurtia (1905–1929): PhD philol. sci. diss.]. Izhevsk, 2009.

Vartanova E.L. (2015) *O sovremennykh media i zhurnalistike. Zametki issledovatelya* [On Modern Media and Journalism. A Researcher’s Notes]. Moscow: MediaMir Publ

From the Trap of Anachronism. The Case “On the Offence to the Soviet Government Coming from the Émigré Newspaper Rul in Berlin (1927–1936)”

© Artem V. Lysenko

PhD in Philology, Researcher at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), artem.v.lysenko@gmail.com

Abstract

This article considers the documents from German archives regarding the removal of an issue of the Rul newspaper from circulation in September 1927. It was the most influential publication amongst Russian emigrants that was edited and printed in Berlin. The Soviet government demanded that the German Foreign Ministry cease the printing of the issue and called for the deportation of the editor. This happened at a time of improving political, economic and military cooperation between Germany and the Soviet Union. The legal basis for the Soviet claim was an archaic article in the Penal Code of the German Empire, adopted in the year 1871, entitled “Antagonistic actions against friendly states”. It was not until 2018 that this article was repealed by unanimous vote of the members of the Bundestag.

Due to the efforts of diplomats, lawyers, and journalists, the case against the newspaper was closed in 1929, when the journalists were granted amnesty as political prisoners by the Hindenburg government. The documents discussed in this article uncover the specific activities of émigré journalists in the special conditions of the late Weimar Republic and the extent of its cooperation with the Soviet Union.

Keywords: the Rul newspaper, the Russian-language press in Germany, Russian Berlin, the press of Russian emigration, the press of the Weimar Republic.

Notes

Bud’te ostorozhny! [Beware!] Rul’, 1927, September 8, p. 4.

Bundesarchiv [The Federal Archives]. BArch R 901/26402; BArch R 43 I/134; BArch R 43 I/1393

Erklärung von Bundeskanzlerin Merkel zum Vorgehen der Bundesregierung nach der türkischen Verbalnote an das Auswärtige Amt am 15. April 2016 in Berlin [Federal Chancellor Angela Merkel’s Clarification of the Operating Procedures of the Federal Government in Connection With the Verbal Note From Turkey to the German Ministry of Foreign Affairs on April 15, 2016]. Available at: <https://www.bundeskanzlerin.de/Content/DE/Mitschrift/Pressekonferenzen/2016/04/2016-04-15-erklae-rung-bkin.html> (accessed: 15.04.2018).

Gessen I.V. (1979) *Gody izgnaniya. Zhiznenny otchet* [Years of Exile. A Life Report]. Parizh: Ymca Press, p. 127.

Lenin V.I. *Doklad o taktike RKP 5 iyulya*. Lenin V.I. *Polnoye sobraniye sochineniy* [A Report on the Tactics of the RCP on July 5. In: Lenin V.I. Complete works. 5 ed. Vol. 44, p. 40].

Military Control in Germany. *Manchester Guardian*, 1926, December 3. P. 8.

Paragraf zu Majestätsbeleidigung ist abgeschafft [The Clause on the Offence to the Monarch Has Been Abolished]. Available at: <https://www.bundesregierung.de/Content/DE/Artikel/2017/01/2017-01-25-abschaffung-paragraf-103-stgb.html> (accessed: 05.05.2018).

Per H. (2018) *Böhmermanns Schmähedicht bleibt wohl teilweise verboten* [Boehmermann’s Comic Poem Will Remain Partially Banned]. *Welt*, February 27. Available at: <https://www.welt.de/politik/deutschland/article174025781/Schmaehgedicht-ueber-Erdogan-Jan-Boehmermann-wird-wohl-auch-Berufung-verlieren.html>

Resheniye derzhav po russkomu voprosu [The Powers' Decision on the Russian Issue]. *Rul'*, 1927, June 18, p. 1.

Rul', 1927, September 29, p. 3.

Ubiystvo polpreda [Assassination of the Envoy]. *Rul'*, 1927, June 8, p. 1.

Zapadnya v polpredstve [A Trap in the Envoy's Office]. *Rul'*, 1927, September 8, p. 1.

References

Kissinger H. (1994) Glava odinnadtsataya. Shtrezeman i vozvrat pobezhdennykh na mezhdunarodnyu arenu [Chapter Eleven. Stresemann and the Return of the Defeated to the International Arena]. In: Kissinger H. *Diplomatiya* [Diplomacy]. Moscow: LADOMIR Publ. Available at: https://www.gumer.info/bibliotek_Buks/History/kissing/11.php (accessed: 05.05.2017).

Lysenko A.V. (2017) Prezident Ebert: «Iz gazetnykh novostey ya uznayu, chto germano-rossiyskiy dogovor zaklyuchen i opublikovan». Epizod «nepublichnoy» zhurnalistiki emigrantskoy gazety «Rul'» [President Ebert: "From Newspapers I Learn that the German-Russian Agreement Has Been Signed and Published". An Episode of Non-Public Journalism of the Émigré Newspaper *Rul'*]. *Mediascope* 4. (in Russian). Available at: <http://www.mediascope.ru/2371>

Schlögel K. (Hrsg.) (1995) *Russische Emigration in Deutschland 1918 bis 1941. Leben im europäisch- en Bürgerkrieg* [Russian Emigration in Germany in 1918–1941. Life During the Civil War in Europe]. Berlin: Akademie Verlag.

The Journal of the Ministry of Education on the Secondary Education Reform of 1871

© Kristina A. Balashova

PhD student at the Chair of History of Russian Literature and Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), aizenshtatka@gmail.com

Abstract

In early 1871, the secondary education reform worked out by the Ministry of Education was put before the State Council. All its development stages were reflected in the Journal of the Ministry of Education (henceforth the Journal). In the May issue of the Journal, the draft reform was published which modified non-classical gymnasiums into secondary schools thus depriving their graduates of the right to enter universities; from then on, only the graduates of classical gymnasiums had such a right. The project immediately became the object of controversy between the supporters of non-classical education and the adherents of classical education. The former favored mastering practical knowledge. Moving to capitalism, Russia needed professionals in different fields capable of promoting the country's modernization, which in turn required accessibility of education. The reform was implemented by the new Minister of Education D. Tolstoy, well-known for his conservative views. He maintained that only the most able pupils must enter universities while "the majority of pupils cannot cope with the course of either classical or non-classical gymnasiums" (cited from the Journal), but this very majority created artificial overcrowding of educational institutions. In the course of discussing the reform in the State Council, many advocated non-classical education. Eventually, however, Dmitry Tolstoy supported by the tsar was able to prove himself right, and from then on classicism was the basis of general scientific education in Russia.

A new Statute of Gymnasiums and Progymnasiums was published, but the press controversy over it continued. Being the mouthpiece of the Ministry of Education responsible for the reform, the Jour-

nal consistently defended the Statute reproaching non-classicists for the “disparity of opinions on the educational arrangement” and put forward arguments that the adherents of classical education found to be convincing. However, those arguments could be weighty either for classicists themselves or for those people who did not take a close look at the problem.

Keywords: Journal of the Ministry of Education, editors of the Journal, education reform of 1871, D. Tolstoy, A. Georgievsky.

Notes

Golovnin A.V. (2004) *Zapiski dlya nemnogikh* [Notes for the Few]. Ed. by B.D. Gal'perina. St. Petersburg: Nestor-istoriya Publ., p. 350.

Nikitenko A.V. *Dnevnik* [The Diary]. Vol. 3. Available at: <http://homlib.com/read/nikitenko-av/dnevnik-tom-3-nikitenko-a-v/576369>

Rossiyskiy gosudarstvennyy istoricheskiy arkhiv. F. 1152. Op. 7. D. 755. 1867; F. 742. Op. 2. g. D. 1. 1867–1910 [Russian State Historical Archive. Fund 1152. Inv. 7. File 755. 1867; Fund 742. Inv. 2. File 1. 1867–1910].

Zhurnal Ministerstva narodnogo prosveshcheniya. 1866–1867; 1871–1873.

References

Georgiyevskiy A.I. (1902) *K istorii Uchenogo komiteta Ministerstva narodnogo prosveshcheniya* [To the History of the Scholarly Committee of the Ministry of Education]. St. Petersburg: Senate Printing House.

Kornilov A.A. (1993) *Kurs istorii Rossii XIX veka* [A Course in the History of 19th Century Russia]. Moscow: Vysshaya shkola Publ.

Lokk D. (1985) *Sochineniya: v 3 t.* [Writings: in 3 vol.] Moscow: Mysl' Publ.

Milyutin D.A. (1999) *Vospominaniya (1860–1862)* [Recollections (1860–1862)]. Moscow: Russian archive Publ.

Ososkov A.V. (1982) *Nachal'noye obrazovaniye v dorevolutsionnoy Rossii (1861–1917)* [Primary Education in Pre-Revolutionary Russia]. Moscow: Prosveshcheniye Publ.

Pozdnyakov A.N. (2013) *Obrazovatel'naya reforma Aleksandra II po nekotorym materialam «Zhurnala Ministerstva narodnogo prosveshcheniya. Voprosy obrazovaniya»* [Educational Reform of Alexander II on Certain Materials “Journal of the Ministry of Public Education”]. *Izvestiya Saratovskogo universiteta. Novaya seriya. Seriya: Istoriya. Mezhdunarodnyye otnosheniya* 13 (4): 12–16.

Rozhdestvenskiy S.V. (1902) *Istoricheskiy obzor deyatelnosti MNP, 1802–1902* [A Historical Review into the Activity of the Ministry of Education, 1802–1902]. St. Petersburg: State Printing House.

Shevelev A.N. (1995) *Gosudarstvennoye regulirovaniye soderzhaniya obrazovaniya i teleologicheskiye osnovaniya obrazovatel'noy politiki Rossii vtoroy poloviny XIX veka* [State Regulation of Education Content and Teleological Foundations of Russia's Educational Policy in the Latter Half of the 19th Century]. In: *Obnovleniye soderzhaniya obrazovaniya – usloviye razvitiya i stanovleniya tvorcheskoy lichnosti: Materialy regional'noy nauchno-prakticheskoy konferentsii. 28–30 noyabrya 1995 g.* [Renewal of Education Content as a Prerequisite of Development and Formation of a Creative Personality: Proceedings of the Regional Research-to-Practice Conference. November 28–30, 1995]. Nar'yan-Mar: Nenets District Inst. for Teacher Improvement Publ., pp. 26–29.

Vessel' N.Kh. (1959) *Ocherki ob obshchem obrazovanii i sisteme narodnogo obrazovaniya v Rossii* [Essays on Basic Education and the System of Public Education in Russia]. Moscow: Uchpedgiz Publ.

Voronin V.E. (2013) «Pol'skaya smuta» 1863 g.: vzglyad cherez poltora stoletiya [The “Polish Strife” of 1863: the View Two Centuries Later]. In: *Smuta kak istoricheskiy i sotsiokul'turnyy fenomen*:

Materialy Vserossiyskoy nauchnoy konferentsii. 22–23 aprelya 2013 g. [Strife as a Historical and Socio-Cultural Phenomenon: Proceedings of All-Russian Scientific Conference. April 22-23, 2013] Moscow: Prometey Publ., pp. 323–333.

Zhurakovskiy G.E. (1978) *Iz istorii prosveshcheniya v dorevolyutsionnoy Rossii* [From the History of Education in Pre-revolutionary Russia]. Moscow: Academy of Pedagogical Sciences of the RSFSR Publ.

Mass Media Abroad

The Media Image of C. Puigdemont in the Discussion on Catalonia's Independence

(a case study of Spanish and Catalan newspapers, October 2017 – May 2018)

© Grigory V. Pruttskov

PhD in Philology, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), pruttskov@gmail.com

Abstract

This paper examines the development of the media image of former President of Catalonia's Generalitat Carles Puigdemont in leading Spanish and Catalan print periodicals over a period of ten months from the referendum on the independence of Catalonia from Spain held on October 1, 2017 to the election of Quim Torra as new Catalan leader on May 14, 2018. Based on 1087 newspaper articles in the Madrid and Barcelona press, the author concludes that most Madrid newspapers describe Puigdemont as a political criminal, a violator of Article 155 of the Spanish constitution (which is designed to prevent the country's regions from breaking away), an embezzler of public funds and even a Russian secret service agent. Quite the opposite, the Barcelona press is generally sympathetic with Puigdemont accusing the Spanish government, which has long been indifferent to the Catalan issue, of the conflict between Madrid and Barcelona. So it can be seen that the attitude to Puigdemont is biased in all the newspapers under consideration, which is conditioned by a strong political stance of these periodicals.

Keywords: Spain, Catalonia, referendum, independence, Puigdemont, the press.

Notes

Ada Colau dice que Puigdemont es el legítimo presidente de la Generalitat [Ada Colau Says That Puigdemont is a Legal President of the Generalitat]. *El País*, 2017, November 2. Available at: https://elpais.com/ccaa/2017/11/02/catalunya/1509626812_829098.html (accessed: 05.11.2018).

Altercados en el centro de Barcelona tras la protesta por la detención de Puigdemont [Altercations in the Center of Barcelona after a Protest Action Against Puigdemont's Arrest]. *El País*, 2018, March 25. Available at: https://elpais.com/ccaa/2018/03/25/catalunya/1522010696_719179.html?id_externo_rsoc=TW_CM

Así te hemos contado minuto a minuto el procés catalan [In This Way, We Told You Minute by Minute About the Catalan Process]. *El País*, 2017, December 19. Available at:

https://elpais.com/ccaa/2017/12/19/catalunya/1513668601_671378.html (accessed: 05.11.2018).

Belgian courts officially end legal proceedings against Puigdemont. Available at: https://elpais.com/elpais/2017/12/14/inenglish/1513252578_550246.html

Centenares de personas cortan las vías del AVE en Girona y Barcelona [Hundreds of People Cut off the AVE Railway Lines in Girona and Barcelona]. *La Vanguardia*, 2017, November 8. Available at:

<https://www.lavanguardia.com/local/girona/20171108/432719485798/miles-personas-cortan-ve-girona.html> (accessed: 05.11.2017).

Cientos de miles de personas marchan para respaldar el 155 [Hundreds of Thousands of People March in Support of Article 155]. *El País*, 2017, October 29. Available at: https://elpais.com/cca/2017/10/29/catalunya/1509272972_833244.html (accessed: 05.11.2018).

El Día de la Constitución marca la campaña de las elecciones del 21 de diciembre [The Constitution Day Is Celebrated During the Election Campaign on December 21]. *El Periódico de Catalunya*, 2017, December 6. Available at: <https://www.elperiodico.com/es/politica/20171206/cataluna-catalunya-elecciones-ultimas-noticias-directo-6451708> (accessed: 05.11.2018).

El fracaso de la política [Failure of the Policy]. *La Vanguardia*, 2017, October 2. Available at: <https://www.lavanguardia.com/opinion/20171002/431732733964/el-fracaso-de-la-politica.html> (accessed: 05.11.2018).

El Gobierno constata la intervención en Cataluña de ‘hackers’ procedentes de Rusia y Venezuela [The Government Acknowledges the Intervention of “Hackers” from Russia and Venezuela in Catalonia]. *El País*, 2017, Noviembre 10. Available at: https://elpais.com/politica/2017/11/10/actualidad/1510313190_375883.html (accessed: 05.11.2018).

El TC permite la investidura de Puigdemont pero la condiciona a que regrese a España [The Constitutional Tribunal Allows to Elect Puigdemont but This Forces Him to Return to Spain]. *La Vanguardia*, 2018, January 27. Available at: <https://www.lavanguardia.com/politica/20180127/44340798791/tribunal-constitucional-condiciona-investidura-puigdemont-regrese-espana.html> (accessed: 05.11.2018).

Firmeza frente al golpe [Immunity to a Blow]. *La Razón*, 2017, October 2. Available at:

<https://www.larazon.es/opinion/editorial/firmeza-frente-al-golpe-JM16386348> (accessed: 05.11.2018).

I continuen sense prendre'ns la dignitat [We Still Do not Value Dignity]. *El Punt Avui*, 2017, October 2. Available at: <http://www.elpuntavui.cat/opinio/article/8-articles/1251764-i-continuen-sense-prendre-ns-la-dignitat.html?cca=1> (accessed: 05.11.2018).

In the face of Catalan insurrection, the law but not just the law. Available at: https://elpais.com/elpais/2017/10/02/inenglish/1506937805_216609.html?rel=cx_articulo#cxrecs_s

Juncker: “El nacionalismo es veneno” [Juncker: “Nationalism is Poison”]. *El País*, 2017, November 18. Available at: https://elpais.com/politica/2017/11/18/actualidad/1511027416_545140.html (accessed: 05.11.2018).

Katalonskaya Respublika (2017) [The Catalan Republic (2017)]. *Vikipediya*. Available at: [https://ru.wikipedia.org/wiki/Каталонская_Республика_\(2017\)](https://ru.wikipedia.org/wiki/Каталонская_Республика_(2017)) (accessed: 05.11.2018).

La justicia alemana niega la rebelión y deja en libertad a Puigdemont [German Justice Denies the Rebellion and Leaves Puigdemont at Large]. *El País*, 2018, April 5. Available at: https://elpais.com/politica/2018/04/05/actualidad/1522947756_734813.html (accessed: 05.11.2018).

La UE detecta un aumento de la injerencia rusa en relación con Cataluña [The EU Detects Russia's Increased Interference in Catalonia]. *El Confidencial*, 2017, November 10. Available at: https://www.elconfidencial.com/espana/cataluna/2017-11-10/independencia-cataluna-injerencia-rusia_1475857/ (accessed: 05.11.2018).

Ni un minuto que perder frente al independentismo [We Must Not Lose a Minute to the Independence Movement]. *El Mundo*, 2017, October 1. Available at: <http://www.elmundo.es/opinion/2017/10/01/59d149cde2704ef9528b4625.html> (accessed: 05.11.2018).

Post v Twitter Puchdemona [Puigdemont's Post on Twitter]. Available at: https://twitter.com/KRLS/status/923929340177502208?ref_src=twsrc%5Etfw (accessed: 05.11.2018).

Puigdemont barajó huir a Rusia antes de ser apresado en Alemania [Puigdemont Decided to Escape to Russia Close to His Arrest in Germany]. *El Mundo*, 2018, April 6. Available at: <http://www.elmundo.es/espana/2018/04/06/5ac7eb32e5fdeaa8798b460c.html> (accessed: 05.11.2018).

Puigdemont cree que su futuro pasa por “décadas en la cárcel” o “años de exilio” [Puigdemont Believes That He Is in for “Decades in Prison” or “Years in Exile”]. *El Periódico de Catalunya*, 2018, April 28. Available at: <https://www.elperiodico.com/es/politica/20180428/puigdemont-admite-que-su-futuro-pasa-por-la-carcel-o-un-largo-exilio-6790473> (accessed: 05.11.2018).

Puigdemont pide encarar el 21-D como segunda vuelta del referéndum [Puigdemont Requests to Consider the Parliamentary Election on December 21 as the Second Round of the Referendum]. *El País*, 2017, December 2. Available at: https://elpais.com/ccaa/2017/12/02/catalunya/1512214187_533008.html (accessed: 05.11.2018).

Puigdemont promete que volverá a Palau si gana [Puigdemont Promises to Return to the Palace if He Wins]. *El Periódico de Catalunya*, 2017, December 12. Available at: <https://www.elperiodico.com/es/politica/20171212/puigdemont-promete-volver-palau-elecciones-cataluna-6489333> (accessed: 05.11.2018).

Puigdemont reclama “una reunió sense condicions” a Mariano Rajoy [Puigdemont Demands an “Unconditional Meeting” with Mariano Rajoy]. *El País*, 2017, December 22. Available at: https://cat.elpais.com/cat/2017/12/22/catalunya/1513942133_156248.html (accessed: 05.11.2018).

Puigdemont renuncia a presidir la Generalitat y señala la candidatura de Jordi Sánchez [Puigdemont Retires in Order to Preside at the Generalitat and Makes a Nomination for Jordi Sanchez]. *La Vanguardia*, 2018, January 3. Available at: <https://www.lavanguardia.com/politica/20180301/441169224247/puigdemont-paso-al-lado-presidente-generalitat-candidatura-sanchez.html> (accessed: 05.11.2018).

Puigdemont seguirá en Bélgica por “seguridad” y reta al Gobierno a aceptar los resultados del 21D [Puigdemont Will Stay in Belgium for the Sake of “Safety” and Calls on the Government to Accept the Results of the Election on December 21]. *La Vanguardia*, 2017, October 31. Available at: www.lavanguardia.com/politica/20171031/432504239719/puigdemont-bruselas-asilo-gobierno-elecciones-cataluna-21d.html (accessed: 05.11.2018).

Puigdemont y Catalunya, últimas noticias en directo [Puigdemont and Catalonia, the Latest News Directly]. *La Vanguardia*, 2018, April 7. Available at: <https://www.lavanguardia.com/politica/20180407/442286561645/carles-puigdemont-rueda-de-prensa-alemania-cataluna-en-directo.html> (accessed: 05.11.2018).

Puigdemont y su conferencia desde Dinamarca, en directo [Puigdemont and His Press Conference Directly from Denmark]. *La Vanguardia*, 2018, January 22. Available at: <https://www.lavanguardia.com/politica/20180122/44211795789/puigdemont-dinamarca-copenhague-torrent-investigacion-parlament-cataluna.html> (accessed: 05.11.2018).

Rajoy veu “absurd” que Puigdemont pretengui ser president vivint a Bèlgica [Rajoy Finds It Absurd That Puigdemont Intends to Become President While Living in Belgium]. *El Punt Avui*, 2017, December 29. Available at: <http://www.elpuntavui.cat/politica/article/17-politica/1312855-rajoy-convocapel-17-de-gener-la-constitucio-del-parlament-i-diu-al-futur-govern-no-tornar-a-posar-a-prova-l-estat.html> (accessed: 05.11.2018).

Tensión entre policías y manifestantes independentistas frente al Parlamento catalán [Tension Between Policemen and Protesting Fighters for Independence in Front of the Catalan Parliament]. *El País*, 2018, January 30. Available at: <https://www.elpais.com/2018/01/30/tension-entre-policias-y-manifestantes-independentistas-frente-al-parlamento-catalan/> (accessed: 05.11.2018).

Translyatsiya konferentsii Puchdemoni v Kopenhagenskom universitete [The Broadcasting of Puigdemont’s Conference in Copenhagen University]. Available at: <https://www.youtube.com/watch?v=Eordw6-vyog> (accessed: 05.11.2018) https://twitter.com/el_pais/status/977255719543205889

References

Pruttskov G.V. (2017) Referendum o nezavisimosti Katalonii v otsenkakh ispanskoj pressy (po materialam gazet «El' Pais», «La Vanguardia», «El' Punt Avui») [Referendum on Catalonia's Independence as Seen by the Spanish Press (a case study of El Pais, La Vanguardia and El Punt Avui newspapers)]. *MediaAl'manah* 3: 122–128.

Requejo F. (2017) *El tren de les 17:14. Democràcia, pluralism, benestar, independència* [The 17:14 Train. Democracy, Pluralism, Welfare, Independence]. Barcelona, Tibidabo Edicions.

Positioning of the Spanish Daily Sports Newspaper Marca on Social Networks

© Svetlana V. Mudrik

PhD student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), svtl.mudrik@gmail.com

Abstract

The main purpose of this article is to analyze the positioning of the Spanish daily sports newspaper Marca on social networks and identify major tools to increase audience loyalty and traffic and implement a successful social media marketing strategy.

Social networks fundamentally change the nature of breaking news and have a deeper impact on society than traditional media. This is the most convenient platform for building communities of loyal users. While offering new opportunities, these advanced technologies place, at the same time, a great responsibility on media managers and journalists as to what to report and when.

Developing a positioning strategy is a long and difficult process, which is determined not only by the quality of the published content and the frequency of posting. It also implies communication with the audience and monitoring of their opinions, likes and comments. It should be noted that Marca does not just involve the user in a dialogue, but also supports it at the later stages. Its positioning strategy adheres to the principle 'same values, new tools', using an extra layer of information and diverse opinions. This is why Marca has also been at the forefront of experiments with social media, many successfully breaking new ground.

Keywords: Spain, Marca, social networks, sport, positioning strategy.

Notes

El estudio general de medios (EGM) [Global Research into the Media Market]. Available at: <http://www.aimc.es> (accessed: 01.07.2018).

MARCA consolida su liderazgo en la prensa española [The Marca Newspaper Consolidates Its Leadership Positions in the Spanish Press]. Available at: <http://www.marca.com/mundo-marca/2018/04/18/5ad78471468aebfd458b4685.html>

Ofitsial'naya stranitsa As v Facebook [Official Page of As on Facebook]. Available at: <https://www.facebook.com/as> (accessed: 01.07.2018).

Ofitsial'naya stranitsa Diario Sport v Facebook [Official Page of Diario Sport on Facebook]. Available at: <https://www.facebook.com/sport.es> (accessed: 01.07.2018).

Ofitsial'naya stranitsa Marca v Facebook [Official Page of Marca on Facebook]. Available at: <https://www.facebook.com/marca> (accessed: 01.07.2018).

Ofitsial'naya stranitsa Marca v Instagram [Official Page of Marca on Instagram]. Available at: <https://www.instagram.com/marca/> (accessed: 01.07.2018).

Ofitsial'naya stranitsa Marca v Twitter [Official Page of Marca on Twitter]. Available at: <https://twitter.com/marca> (accessed: 01.07.2018).

Ofitsial'naya stranitsa Mundo Deportivo v Facebook [Official Page of Mundo Deportivo on Facebook]. Available at: <https://www.facebook.com/MundoDeportivo.com> (accessed: 01.07.2018).

Ofitsial'nyy akkaunt byvshego kreativnogo direktora izdaniya MARCA Khose Khuana Gameza [Official Account of Former Creative Director of Marca Jose Juan Gamez]. Available at: <https://www.facebook.com/josejuangk>

Soobshchestvo MARCA v Facebook [Marca Community on Facebook]. Available at: <https://www.facebook.com/MARCA/photos/a.430682927305.218580.46538702305/10152694886272306/?type=1&theater>

References

Amzin A.A. (2016) Osobennosti mediapotrebleniya [Characteristics of Media Consumption]. In: Balmayeva S., Lukina M. (eds.) *Kak novyye media izmenili zhurnalistiku. 2012–2016* [How New Media Have Changed Journalism]. Ekaterinburg: Humanities Univ. Publ. Available at: <http://newmedia2016.digital-books.ru/kniga/osobennosti-mediapotrebleniya/> (accessed: 28.05.2018).

Dzhaloshinskiy I.M., Pil'gun M.A., Davydov S.G., Logunova O.S. (2015) *Ekologiya mediasredy: problemy bezopasnosti i ratsional'nogo ispol'zovaniya kommunikativnykh resursov. Monografiya* [Ecology of Media Space: Problems of Security and Rational Use of Communication Resources. Monograph]. Moscow: APK i PPRO Publ.

Kolomiyets V.P. (2010) Mediasreda i mediapotrebleniye v sovremennom rossiyskom obshchestve [Media Space and Media Consumption in Modern Russian Society]. *Sotsiologicheskiye issledovaniya* 1: 58–66.

Krasnoyarova O.V. (2010) Sovremennaya transformatsiya traditsionnoy modeli massovoy kommunikatsii [Modern Transformation of the Traditional Mass Communication Model]. *Izvestiya Irkutskoy gosudarstvennoy ekonomicheskoy akademii* 4 (72): 186–190.

Labio A. (2009) *Periodismo deportivo y sensacionalismo. Motivos para la reflexión* [Sports Journalism and Sensationalism. Food for Thought]. In: *Imagen, comunicación y deporte* [Image, Communication and Sport]. Madrid: Visión Libros, pp. 161–179.

Minyusheva I.F. (2016) Osnovnyye trendy razvitiya novykh media v 2016 godu [Major Trends of New Media Development in 2016]. *Rossiyskaya nauka i obrazovaniye segodnya: problemy i perspektivy* 3 (10): 33–35.

Muronets O.V. (2015) Kontent sotsial'nykh setey: tendentsii i zakonomernosti [Content of Social Networks: Trends and Patterns]. *Mediascope* 3. (in Russian). Available at: <http://www.mediascope.ru/> 1812

Paran'ko S. (2016) Instrumentariy i navyki zhurnalista [Journalists' Tools and Skills]. In: Balmayeva S., Lukina M. (eds.) *Kak novyye media izmenili zhurnalistiku. 2012–2016* [How New Media Have Changed Journalism. 2012–2016]. Ekaterinburg: Humanities Univ. Publ. Available at: <http://newmedia2016.digital-books.ru/kniga/instrumentarij-i-navyki-zhurnalista/>

Rodríguez Á. (2016) *Diario Marca: una historia social de España* [The Marca Newspaper: a History of Spanish Society]. In: Rodríguez Á., Lozano M.J., Olid E. *Sociología por todas partes. Símbolos y representaciones sociales de lo cotidiano* [Sociology Everywhere. Symbols and Social Beliefs in Everyday Life]. Madrid: Dykinson, pp. 175–192.

Vartanova E.L. (2007) Chem upravlyayut menedzhery SMI? O prirode sovremennogo mediamedzhmenta [What do managers manage? About the nature of contemporary media management]. *Mediascope* 1. (in Russian). Available at: <http://www.mediascope.ru/chem-upravlyayut-menedzhery-smi-o-prirode-sovremennogo-mediamedzhmenta>

Veber L. (2011) *Effektivnyy marketing v internete. Sotsial'nyye seti, blogi, Twitter i drugiye instrumenty prodvizheniya v Seti* [Marketing on the Internet. Social Networks, Blogs, Twitter and Other Tools of Online Promotion]. Moscow: Mann, Ivanov i Ferber Publ.

Volkov B.Yu. (2012) Priznaki «massovoy pechati» v ispanskikh sportivnykh gazetakh [Tabloid Features of Spanish Sports Newspapers]. *Mediascope* 2. (in Russian). Available at: <http://www.mediascope.ru/node/1069>

Vyrkovskiy A.V. (2016) *Redaktsionnyy menedzhment v pechatnykh i onlaynovykh massmedia: protsessnyy podkhod* [Editorial Management in Print and Online Mass Media: the Process Approach]. Moscow: MediaMir Publ.

Vyrovtsseva E.V., Mokhvin A.Yu. (2017) *Strategicheskkiye kommunikatsii sovremennykh izdaniy v sotsial'nykh media* [Strategic Communications of Modern Publications in Social Media]. *Chelyabinskii gumanitarniy* 3 (40): 13–23.

Mediatext

Special Features of a Travel Media Text in a Glossy Magazine (a case study of Condé Nast Traveller)

© Ivan V. Kalinin

PhD student at the Chair of History of Journalism, Higher School of Journalism and Mass Communications, St. Petersburg State University (St. Petersburg, Russia), point-of-turn@mail.ru

Abstract

The travel media text is created within the framework of travel journalism, along with some other types of media text (political, environmental, ethnographic, cultural texts about other countries and the like). The media text combines different semiotic codes (verbal and non-verbal). In the travel media text, the visual component is particularly significant. The travel media text is viewed as a representation of the frame “another country”. This frame is a structure of knowledge representation about a foreign cultural environment, organized in the form of a set of hierarchically located elements (slots). In addition, in the media text the mental need of the audience for the presentation of national stereotypes is met. In travel journalism, stereotyping is particularly strong.

The article highlights the key features of the travel media text: 1) representation of the frame “another country” and the choice of its slots; 2) interaction with audience stereotypes; 3) polycode nature. As a result of the analysis, the author came to the conclusion that travel media texts in the glossy magazine Condé Nast Traveler Russia are divided into two types. The first type includes author’s texts connected with the rich tradition of travel literature. The second one is represented by simplified advertising texts. The magazine successfully combined aesthetic, educational and promotional components, but for economic reasons in 2017 its publication was terminated.

Keywords: travel media text, media text, frame “another country”, polycode nature, audience stereotype.

Notes

Bocharov O. (2018) Bukhta Khalong, V'yetnam [Halong Bay, Vietnam]. *Maxim (Russian edition)*, no. 3 (26), p. 110.

Folks S. (2016) Vyshla iz tumana [Out of the Fog]. *Condé Nast Traveller*, no. 08–09 (47), pp. 73.

- Galeyev A. Pis'mo redaktora [A Letter from the Editor]. *Condé Nast Traveller*, 2016. No. 04–05 (45), p. 12.
- Iozefavichus G. (2016/2017) King-Mekong [King Mekong]. *Condé Nast Traveller*, no. 12–01 (49), p. 83–84.
- Iozefavichus G. (2015/2016) Spokoystviye, tol'ko spokoystviye [Hang Tight!]. *Condé Nast Traveller*, no. 11–01 (42), p. 74.
- Isakova O. (2018) O da, eda! [Oh Yes, Food!]. *Cosmopolitan*, no. 25, pp. 148–149.
- Morozova N. (2016/2017) Put' v Gabalu [The Way to Gabala]. *Condé Nast Traveller*, no. 12-01 (49), p. 92–99.
- Nado brat' [You Must Take It]. *Condé Nast Traveller*, 2016, no. 04–05 (45), p. 36–41.
- Pelle L. (2014) Gvadelupa. Karibskiy kokteyl' [Guadeloupe. The Caribbean Cocktail]. *National Geographic Traveler*, no. 1 (43), p. 72.
- Pripali k zemle [Hugging the Ground]. *Condé Nast Traveller*, 2016, no. 04–05 (45), p. 28.
- Samyye luchshiyе semeynyye oteli mira [The Best Family Hotels in the World]. *Condé Nast Traveller*, 2016, no. 06–07 (46), p. 48.
- Sharapova A. (2015/2016) Kniga dzhungley [The Jungle Book]. *Condé Nast Traveller*, no. 11–01 (42), p. 100.
- Vykhodnyye v Le-Tuke Pa-de-Kale, Frantsiya [A Weekend in Le Touquet Pas-de-Calais, France]. *Condé Nast Traveller*, 2016, no. 04–05 (45), p. 43.
- Yamayka. Predstavlyayem luchshiyе oteli na karibskom ostrove polnoy svobod [Jamaica. We're Introducing the Best Hotels on the Caribbean Island Full of Freedom]. *Condé Nast Traveller*, 2015/2016, no. 11–01 (42), pp. 36–37.
- Zorkin A. (2018) Vkhod v pustotu [Entrance to Emptiness]. *Men's Health*, no. 233, p. 100–107.
- 20 glavnykh napravleniy goda [20 Main Destinations of the Year]. *National Geographic Traveler*, 2016, no. 1 (53), p. 47.

References

- Erofeyeva I.V. (2017) Natsional'nyye stereotipy kak topos mediateksta: aktual'nost' mediaarkheologii [National Stereotypes as Media Text Topos: Urgency of Media Archeology]. *Gumanitarnyy vektor* 12. № 5. С. 59–67. DOI: 10.21209/1996-7853-2017-12-5-59-67
- Fatkullina F.G., KHabirov R.R. (2015) Mediatekst v sovremennom kommunikativnom prostranstve [Media Text in Modern Communicative Space]. *Sovremennyye problemy nauki i obrazovaniya* 1 (1). Available at: <https://www.science-education.ru/ru/article/view?id=18258> (дата обращения 11.12.2017).
- Francesconi S. (2014) *Reading Tourism Texts: A Multimodal Analysis (Tourism and Cultural Change)*. Bristol: Short Run Press Ltd.
- Gurova E.K., Kunitsyna N.V. (2016) Zhanry gruppy travel. Stilisticheskiye i tipologicheskiye osobennosti [Genres of the "Travel" Group. Stylistic and Typological Features]. In: Barysheva S.F. (ed.) *Stilistika segodnya i zavtra: materialy IV Mezhdunarodnoy nauchnoy konferentsii [Stylistics Today and Tomorrow: Proceedings of the 4th International Scientific Conference]*. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 171–174.
- Hanusch F., Fürsich E. (2014) On the Relevance of Travel Journalism: An Introduction. In: Hanusch F., Fürsich E. (eds.) *Travel Journalism: Exploring Production, Impact and Culture*. Basingstoke: Palgrave Macmillan. Режим доступа: <https://books.google.ru/books?id=RWC0BAAAQBAJ&printsec=frontcover&hl=ru> (дата обращения: 08.03.2018).
- Hanusch F. (2010) The Dimensions of Travel Journalism. *Journalism Studies*. 11 (1): 68–82.
- Howie F. (2003) *Managing the Tourist Destination*. London: Cengage Learning EMEA.

Kheyzinga Y. (2003) *Homo Ludens (Chelovek igrayushchiy). Stat'i po istorii kul'tury* [Homo Ludens (Man the Player). Articles on Cultural History]. Moscow: Ayris-Press Publ.

Krivtsov N.V. (2017) *Tr-evel-zhurnalistika: spetsifika napravleniya i ego problem* [Travel Journalism: Characteristic Aspects and Challenges of the Genre]. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 6 (3): 347–365. DOI: 10.17150/2308-6203.2017.6(3).347-365

Korda O.A. *Kreolizovannyi tekst v sovremennykh pechatnykh SMI: strukturno-funktsional'nyye kharakteristiki*: dis. ... kand. filol. nauk [Creolized Texts in Modern Print Media: Structural and Functional Characteristics: PhD philol. sci. diss.] Ekaterinburg, 2013.

Mukha A.V., Fedoseyeva N.I. (2015) *Soderzhatel'naya i zhanrovaya spetsifika trevel-zhurnalistiki v zavisimosti ot vidov SMI* [Informative and Genre Specifics of Travel Journalism in Various Media]. *Ogarev-Online* 19 (60): 1–8.

Muratova E.N. *Struktura i sodержaniye freyma «shkola» (na materiale nemetskogo yazyka): avtoref. dis. ... kand. filol. nauk* [Structure and Content of the Frame “School” (on the Material of the German Language): extended abstract of PhD philol. sci. diss.]. Volgograd, 2012.

Pokazan'yeva I.V. (2013) *Problemnoye pole tr-evel-zhurnalistiki kak yavleniya sovremennogo mediaprostranstva* [Problem Field of Travel Journalism as a Phenomenon of Contemporary Media Environment]. *Mediascope* 3. (in Russian). Available at: <http://www.mediascope.ru/node/1385>

Red'kina T.Yu. (2013) *Tr-evel-mediatekst: sposoby i priyemy recheporozhdeniya* [Travel Media Texts: Ways and Methods of Speech Generating Techniques]. St. Petersburg: Sankt-Peterburg St. Univ.; School of Journalism and Mass Communications Publ.

Sokolova O.V. (2007) *Kategoriya freyma v kognitivnoy lingvistike* [The Category of the Frame in Cognitive Linguistics]. *Vestnik Astrakhanskogo gosudarstvennogo tekhnicheskogo universiteta. Seriya: Gumanitarnyye nauki* 1 (36): 236–239.

Urry J. (2002) *The Tourist Gaze*. London, Thousand Oaks, New Delhi: SAGE Publications Ltd.

Vinogradskiy V.S., Kunitsyna N.V. (2016) *Konvergentnyye zhanry v sovremennoy periodike* [Convergent Genres in Modern Periodicals]. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 5 (3): 370–381. DOI: 10.17150/2308-6203.2016.5(3).370-381.

Voroshilova M.B. (2013) *Politicheskiy kreolizovannyi tekst: klyuchi k prochteniyu* [Political Creolized Texts: the Keys to Reading]. Ekaterinburg: Ural St. Pedagogical Univ. Publ.

Book Review

Contact Sheets from the Photographic Archive of the Magnum Agency (A review of the book: Magnum Contact Sheets (2017). London: Thames&Hudson Publ.)

© Maria A. Romakina

Lecturer at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), romakina@mail.ru