

Articles Summary

Global Context

Newspapers under Digitalization: a Comparative Analysis of Russian and Foreign Research Papers

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Abstract

This article provides a review of the Russian and foreign studies of the process of newspaper transformation under the influence of new digital technologies. The author searched for the scholarly articles in the data bases of the publishing houses Taylor & Francis and Sage, as well as on the scholarly portal eLIBRARY.RU. The time frame was the period from 2013 to 2018. The sample included 67 articles. The author analyzes the research papers using several criteria (kinds, research divisions, objects and methods used) and systematizes the research approaches to the issue. The results of the conducted analysis allowed the author to distinguish the major research divisions touched upon in the studied papers. Foreign researchers focused more on media economics issues and specific features of media consumption, while Russian research papers paid more attention to the strategic development of the press in response to digitization. The least studied research divisions include in both cases the media management approaches in the context of digitalization, the changes in newsroom practices, and the particularities of journalistic work. At the same time, the author concludes that the research discourse lacks conceptual bases and approaches to the transformation of newspapers under the constantly changing conditions.

Keywords: meta analysis, mass media research, newspaper digitization, digitalization, print media.

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The Authors' Market in the Modern Media Landscape

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Abstract

This paper examines the phenomenon of growth in authors' publication activity, which, in the context of the Internet era, creates the "authors' market" as opposed to the traditional "readers' market". The author of the paper focuses on the new forms of authorial work in modern media, the sources of their rapid growth and the effects of this on the conventional book industry. The major phenomena of this process are as follows: open access, the rise of self-publication platforms, Web 2.0 resources, and a new culture of creativity in modern media. The development of the authors' market drastically changes the media landscape leading to information redundancy and deterioration of the traditional publishing market. The process of readers becoming authors and authors becoming publishers redirects the conventional information flows. The Internet development modeled on the "authors' market" threatens to block the classic creative process based on the publisher's moderation and filtration of talents. Generated by digital technologies, the authors' market makes one consider the role and tasks of authors and publishers from a new angle, calls for new market forms and kinds

of creative activity. A promising direction is a search for a balance between new market structures and traditional publishing activity.

Keywords: e-books, book market, information market, open access, author.

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Agenda

Corporate Communications of Russian Universities on Social Networks

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Abstract

One of the most important components of the modern media system is social networks. The Internet space, which includes official websites, social networks and mobile applications, has become for research and educational institutions the most effective and sought-after channel of communication with their target audiences. As part of the research "Corporate Communications of Russian Higher School: Current State and Development Trends" conducted at the Faculty of Journalism, the presence of leading Russian universities on social networks (according to the Expert RA rating agency) was considered and the rating of the total audience of universities was compiled.

Keywords: social networks, universities, higher school, audience, account.

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Series and the Future of Film Art: the Aesthetic Problem

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Abstract

The long struggle of the cinema and television industries for the audience has resulted in its division: cinema mainly targets teenagers, while adults mostly watch television. This makes a problem for film as an art, since true art is always addressed to adult people. In recent years, the place in the minds of adult viewers, which used to be occupied by art-house cinema, is gradually taken up by television series. This makes us look at them not only from a social and media viewpoints, but also from an aesthetic one. From this perspective, TV series have a big advantage of using the novel form (based on the multiplicity of plot lines), with which cinema has traditionally had difficulties. At the same time, they have a disadvantage lying in visual replication, which arises from the characteristics of the production system of television series and appears to be inevitable.

Keywords: TV series, film and television, television aesthetics, age targeting, novel form.

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Effectiveness of Communication Campaigns of Non-Profit Organizations (a case study of the Vera foundation)

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Abstract

This paper makes an attempt to identify relevant criteria for evaluating the effectiveness of communication campaigns in the non-profit field; the means of evaluating their effectiveness are viewed in conjunction with the PR tools used by NPOs. To illustrate the success of public relations in the non-profit field, the authors consider not so much information PR as event PR, giving some actions of the Vera hospice charity foundation as examples. A comparative analysis helps to prove the effectiveness of existing communication tools, especially when an NPO engages in fundraising – a purposeful search and collection of sponsorship money to accomplish its goals and tasks. This approach makes it possible to vividly demonstrate the relevance of the tools used by a non-profit organization in its performance and evaluation of its effectiveness. The paper is based on the activities of the Vera hospice charity foundation; special attention is given to the methods and cases of the foundation, to the action "Children Instead of Flowers", which clearly exemplifies the interconnection between the applied PR tools and the accomplishment of the desired goals.

Keywords: public relations in the non-profit field, NPO, communication campaign, effectiveness, fundraising.

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The Role of the Sub-Rubric “Personal Experience of Faith” in the Compositional and Argumentative Structure of the Pravmir Portal

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Abstract

This article is dedicated to the phenomenon of personal religious experience. The sub-rubric “Personal Experience of Faith” examined in the article is viewed as the argumentative core of the Pravmir portal regarded as a supertext. The author analyzes the concepts of experience and spiritual experience that may be gained through communication with believers, religious revelation, religious upbringing, spiritual literature, trials of life, self-knowledge, testimony of a miracle, spiritual searching, severe illness or praying. Thus, the sub-rubric “Personal experience of faith” can be considered in different ways: as a unitary argumentative core of the Pravmir portal, as a supertext enunciating the experience of faith of the contributors to the web portal, as a navigation tool and, finally, as a reflection of the editorial policy focused on the description of the inner world of a man and interpersonal communication rather than on the dogmatic aspects of the Orthodox creed.

Keywords: Pravmir portal, personal experience, faith, churhing, catechesis.

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Mass Media in Russia

Format Approach as a Dramatic Principle of a Television Show

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Abstract

This paper examines the origins of television format as a set of dramatic techniques characteristic of recurring television shows. The format is seen in the light of postmodern aesthetics appreciating the value of seriality and variability as opposed to the criteria of modernist aesthetics oriented towards essential novelty, originality and profound innovativeness of a television piece. Special attention is given to the approaches to the format paradigm elaborated by Soviet TV researchers and the continuity of the phenomenological principle of studying television in this country is emphasized. The author posits the avoidance of negative connotations as well as of the hard substantiation of the postulates about the essence of television in favor of the versions with their own level of credibility making it possible to consider processes from different perspectives, in dynamics, not as static "photographic" slices. The author also examines the non-content approach to identifying the structure of the formats, the priority of dramatic tasks, the value of the serial pattern and the variety of multiple implementations inherent in it. Format is viewed as a basis of the programs of classic, pre-digital television oriented at mass viewers.

Keywords: TV format, postmodern, viewer orientation, dramaturgy.

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Genres in the Visual Content of the Contemporary Press

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Abstract

Press photography has over the decades expanded its functional range. A photographic illustration as an addition to the text, photographic information as independent published works in various genres, a media text as a unity of photographs and words in the pages of periodicals are viewed in this paper historically. Such an approach made it possible to identify functional priorities in the use of photographic images. Along with the concrete historical view of the subject of research, it is also important that this paper outlines the factors determining the need for photographic information. The numerous examples of photographs in newspapers and magazines illustrate the theoretical and practical problems of using the well-established genres and reveal the emergence of new forms of mirroring contemporary realities. These new forms include photographic projects and photographic stories. The author stresses the extensive use of the genre of editing as a landmark phenomenon in modern practice, which is indicative of a widening of depictive and expressive means of photojournalism. Photo reporters' visual information work has one special characteristic: in mirroring realities the vector shifts to factography. The design direction, which is a basis of a media text, becomes prevalent

in print periodicals. The prevalence of the design spirit underlies the contemporary specifics of the practice of illustrating the press.

Keywords: photojournalism, genres, photographic illustration, *photographic information, media text, design*.

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The Chelyabinsk Press Under Digitalization of the Media Environment: Trends and Challenges

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Abstract

This article is dedicated to the research of the periodical press market of the Chelyabinsk region under the national digitalization program signed by President Vladimir Putin in May, 2017.

The authors briefly analyze the directive and its impact on the regional media environment, as well as give Russian scholars' varying points of view on digitalization. The empirical part of the study includes a statistical analysis of Chelyabinsk newspapers' accounts on social networks (52 media brands in the list), an analysis of financial reports of the selected newspapers, as well as the results of a series of research interview with 48 journalists from Chelyabinsk newspapers of various locations.

The results of the research demonstrate a lack of resources enabling the media outlets to follow the program prescriptions, technological retardation and human resource weakness. 10% of the respondents claim that their newspapers do not intend to develop the online version of their newspaper, while 40% claim they do have plans to develop the online version, but the print is still their main priority (a print-first strategy).

Keywords: digitalization, regional press, Chelyabinsk region, online versions of newspapers, social media.

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Mass Media Abroad

Public Service Broadcasting in Europe: Symptoms of the Crisis

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Abstract

This paper considers the recent trends in the development of public service television and radio broadcasting in European countries. The authors conducted a special investigation that included an analysis of concrete facts, an analysis of television audience measurement data in European countries and a survey of experts from seven countries.

The analysis of facts revealed an increasing criticism of public service broadcasting in Europe, in particular, in Great Britain, where the BBC Switch Off campaign (#bbccswitchoff) is going viral. In Switzerland, a referendum under the banner of "Let's Say Yes" on the abolition of tax on television and radio broadcasting was held in March 2018. The analysis of television audience measurement data in 21 European countries led to the conclusion that between 2006 and 2016 there was a progressive decrease in the total share of the audience for public service television from 34.5% to 29.7%. The expert survey made it possible to reveal both positive and negative trends in the development of public service broadcasting in Europe. The positive ones included maintaining high professional standards and quality content, a high level of audience trust and the like. The negative trends were more numerous: increased pressure from government agencies, biased coverage of events, the growth of fake news, commercialization and so on.

Based on the conducted research, the authors conclude that in the medium term public service television and radio broadcasting in European countries is likely to survive. But this survival will have to be paid for by a departure from the ideal model: increased dependence on the state and a continuing shift towards commercialization.

Keywords: public service broadcasting, television, radio broadcasting, license fee, subscription fee.

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Coverage of the Struggle for Catalonia's Self-Determination

in Romanian Print Media

(a case study of the Romania Libera, Evenimentul Zilei and Adeverul newspapers)

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Abstract

This paper examines the articles in three leading Romanian newspapers devoted to the referendum on Catalonia's independence from Spain held on October 1, 2017. The authors conclude that the Romanian newspapers under consideration covered the Catalan referendum as an internal matter

for Spain and treated this event in accordance with their policy of supporting the idea of integrity and unity of Spain. The newspapers' stance is explained by the existence of a similar problem in the Szekely region on the territory of present-day Romania.

Keywords: Spain and Catalonia, self-determination, referendum, Romania, Romanian press

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Mediatext

Specifics of Using Military Metaphors in Media Texts

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Abstract

The present work is devoted to the phenomenon of a military metaphor. The purpose of the study is to analyze the use of military metaphors in journalistic texts. The object of study is journalistic texts published in January and February 2014. The subject of study is the patterns of using military metaphors in the media. 68 texts were analyzed by the method of continuous sampling and 92 military metaphors were found. The article provides their classification, which contains the following slots: 1) battle and warfare; 2) army; 3) weapons; 4) war participants; 5) results of the war. Metaphors

from the first slot are most widely spread. The novelty of the work is that it considers the relations between the text genre, the type of speech and the metaphor. The multiple use of military metaphors by journalists leads to the militarization of perception and the imposition of confrontational methods of solving problems.

Keywords: metaphor, military metaphor, types of speech, frame.

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Literature and Essays

Transformation of the Model of Calendar Myth in H. Heine’s Romantic Lyric Poetry

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Abstract

The article considers the structural characteristics of Heinrich Heine’s romantic lyric poetry, tracing their origin to the model of calendar myths. The archetypal basis and philosophical paradigm of Romanticism (F. Schelling, F. Schlegel and others) are clearly reflected in the antinomies of H. Heine’s poetic world. The motif of dying and rising gods, the myth about the changing eras and eschatological beliefs not only provide universality and polysemanticism of his poetry but also contain deep meanings connected with the author’s identity.

Ancient and medieval sources are often combined in romantic poetry in a syncretic unity. Heine also uses antiquity and Christianity as components of calendar myth, but plays on this opposition from different perspectives. Polytheism and monotheism in his poetry contradict each other, mix together, change places. The principle of romantic irony allows the poet in to consider the oppositions of life and death, Hellenism and Christianity, mythology and religion in a different way. So calendar myth is interpreted by the poet through the prism of the tragic perception of the present.

Keywords: myth, Romanticism, eschatology, comparative studies, poetry.

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Yuri Andreevich Rossel, "a Clever Writer and a Thoroughly Honest Man"

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Abstract

This paper is devoted to the understudied works of a half-forgotten journalist of the time of Alexander II's reforms Yu.A. Rossel (1838–1878) belonging to a special cohort of Russian doctor-journalists, who made a significant contribution to medical, scientific and social education in Russia as well as to the history of the Russian press. The paper describes Yu.A. Rossel's contribution to the democratic newspaper Nedelya in 1868–1871: first as a political observer and then as a co-publisher. The journalist's articles outraged censors and even caused the issue of warnings to the newspaper because of his republican leanings and a striving to cover European life, including the revolutionary developments in France in 1870–71, in an unbiased way.

In 1870, the journalist published a number of analytical materials in the liberal journal Vestnik Evropy. All of them are carefully examined in this paper. Of particular interest is the series of articles "John Stuart Mill and His School" printed in six issues of the journal and the analytical review "The Idea of Personal Welfare in Modern Society". What is also interesting is that Yu.A. Rossel used US realities to evaluate the development and first results of Alexander II's reforms (the land issue, the educational issue and the like).

Rossel's journalism is interesting not only with its reflection of Russian life in the 1860s–1870s but also with his speculations about the ways of the country's modernization sometimes comparable with modern quest.

Keywords: Yu.A. Rossel, Nedelya and Vestnik Evropy, Franco-Prussian War, French Revolution of 1870–1871, Paris Commune.

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Philosophical Journalism in the Pages of the Music Weekly (1910–1916)

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Abstract

The theme of early 20th century philosophical journalism is quite attractive for Russian journalism historians but specialized music periodicals as sources are usually disregarded. This is why in this context the Music journal was selected as an object of study. The purpose of this paper is to identify the reasons why philosophical articles appeared in this Moscow weekly and the correlations with the publication's program submitted by its editor and publisher V.V. Derzhanovsky to the II Department of the Office of the Main Directorate for the Press. Based on the analysis of the texts, the author suggests distinguishing three categories of published works: 1) articles by professional philosophers interested in the creative work of N.A. Rimsky-Korsakov (I.I. Lapshin and A.F. Losev); 2) texts with a sort of a “philosophical flavor” – articles and polemics of music critics captivated by philosophical

ideas (K.R. Eiges, L.P. Sabaneev, Z. Ashkenazi); 3) bibliographical notes about the publication of new books on the philosophy of music and art. Therefore, the reasons for mutual interest and collaboration of music critics and journalists with professional philosophers become clear.

Keywords: Russian philosophical journalism, Music weekly, philosophy of music, V.V. Derzhanovsky.

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Journalism Education

Latest Genre Forms in Student Online Media (a case study of the Journalist Online training portal)

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Abstract

The authors of the paper examine the latest genre forms in student media in a case study of the Journalist Online web project. In building the future journalists' author competencies, one of the major difficulties consists in the blurring of traditional genre forms. This problem revealed itself in the operation of the student media outlet Journalist Online set up at the Faculty of Journalism, Lomonosov Moscow State University.

The portal developers introduced a systematic heading list of genre forms of students' contributions. Project editors conceived such genres as interviews, reports, news items, feature stories, long reads and the like but in the course of preparing texts for posting on the portal they found not only a hybridization of genres but the absence of some of them.

The study showed that the most popular genres among student contributors are news items and interviews. The coordinators of the Journalist Online project discovered that feature stories are completely missing on the portal. The materials students submit for publication posing them as feature stories are actually written in the genre of author's news item, in which students express their opinion of a newsbreak. A special position in the heading list of Journalist Online is occupied by the long read, a long text distinguished by a particular approach to the choice of theme, strict requirements to the quality of collected information and the method of material presentation.

Keywords: genre, news item, literary journalism, student media.

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In Memoriam

Vera Nikolaevna Suzdaltseva: Personality, Scientist, Tutor

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Abstract

This paper is dedicated to the memory of Vera Nikolaevna Suzdaltseva deceased in October 2018. She was an Associate Professor of the Chair of Stylistics of the Russian Language, an author of the classical textbook “Modern Russian Language. Vocabulary. Phraseology. Morphology”, which went through three editions. V.N. Suzdaltseva worked at the Chair of Stylistics of the Russian Language of Moscow State University for more than 40 years, she trained many generations of Russian journalists cultivating their love for their mother tongue and sense of responsibility for the printed word. The paper provides a detailed account of her way in science.

Keywords: V.N. Suzdaltseva, tutor, modern media speech, image of power, V.P. Vompersky.

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