Articles Summary

Research Paradigms

Trust as a Category of Communication Theory in Digital Economy: Towards Problem Statement

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Abstract

Trust is an essential characteristic of social being, which is increasingly in demand in modern turbulent society. In a data-driven digital economy and society, the category of trust is radically transformed: new non-anthropomorphic actors appear, and the interaction becomes not just mediated by technology but hybrid.

In Russia, non-anthropomorphic actors in the normative digital economy are becoming integral elements of the "state-business-science-citizens" quadro helix communication. The article describes a pioneering attempt at an interdisciplinary analysis into the transformation of the characteristics of trust in hybrid communication and presents the results of an empirical study of public trust in the context of the Russian digital economy. The extrapolation of the most significant theoretical concepts of trust parameters from different scientific areas to the study of trust in hybrid communication suggests that the category of trust may be a unique marker of the distinction between anthropological, anthropomorphic and hybrid communication.

The communicative model of trust is initially symmetrical while the hybrid communication model is a priori asymmetrical, which makes it possible to detect a significant contradiction in the formation of trust in a digital economy. The latest Russian reality is traditionally characterized by a low level of trust both to others and to institutions. At the first stage of the implementation of the digital economy program, the model of interaction among the state, business, science and society also appears asymmetrical. Communication primarily includes the state, big business and scientific structures affiliated with big business, digital identity and citizen communication is only forming.

The creation of effective communication in the innovation quadro helix, as well as social and political capital in a hybrid reality in the Russian state paternalistic model, which implies the priority of social values over individual ones, looks quite optimistic. In this model, the reproduction of trust can be provided institutionally, which is essential for a modern economy. Thus, in the national model of digital economy, trust in the interaction of a person and a non-anthropomorphic actor as a condition for the seamless transformation of an economy has all the prerequisites for implementation.

Keywords: trust, quadro helix of digital economy, hybrid reality, seamless transformation, confidence bifurcation, communicative model of trust, trust destruction.

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Global Context

Alternative Media Tools to Attract the Audience in the Multimedia Environment

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Abstract

Technological progress and the development of visual culture predetermine the need for the analysis of changes in alternative media outlets. The author of this paper explores the modern meaning of the term "alternative media" that tends to be generally defined as a variety of media projects at an angle that has not been used in traditional, "mainstream" newsrooms. Due to the origin of the term "alternativity", this kind of difference is understood by researchers in a very wide sense of the word: depending on the various criteria even state-owned media in some countries can be alternative towards their global mainstream competitors (CNN International, BBC World, etc.). The author comes to the conclusion that alternativity of the media can be manifested on the following levels: challenging official views held by various parts of society; finding an angle to the story which is different from the mainstream media; bringing the point of view which represents the position of some countries that has never been expressed in the media. Special attention is paid to the fact that the development of alternative media was made possible thanks to various format strategies and ways of story presentation. These stories form the unique worldview of the media outlet that is intended to build up the community around it. In many of these instances, the personal position of the journalist (newsmaker, main character, etc.) tends to be very important to win the attention of the viewers, users, listeners and readers.

As a result of this analysis, we can see that the story in alternative media is a complex of various contradictory ideas that are not guided by one ideology and editorial policy. The audience always has the right to disagree with the story angles and opinions voiced in the media. This is why interactivity has proven itself to be one of the basic ways to create alternative content. Step by step, it becomes the key factor in the formation of a new model of interaction between journalists and the audience, which predetermines an equal mutual influence on each other.

Keywords: alternative media, mainstream, information, participation, technologies, alternativity.

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The Problem of Subjectivity in the Formation of Immersive Journalism

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Abstract

This paper presents a study of the problem of subject and subjectivity in immersive journalism – a new direction of message transmission through immersion into a virtual environment using virtual reality technology (headsets, helmets and the like). There are two oppositional approaches to immersion in journalism. Immersive journalism is a term that describes recipients' immersion, their personal experience in interaction with the event. It implicates objectivity because of recipients' ability to explore the content by themselves. Immersion journalism, on the contrary, is an approach in which a journalist's personal experience is of key importance and the subjectivity level is extremely high. It is possible to state that in this continuum the subject's place changes. The problem of transferring

experience through media is seen as deepening the immersion into the event reconstructed by the journalist. The paper describes the main mechanisms that enhance the presence effect: the illusion of space, plausibility, multisensory feedback and narrative. On the basis of actual cases, a conclusion is made about the possibilities and prospects for the development and study of immersive journalism.

Keywords: immersive journalism, virtual reality, immersion, subjectivity, presence effect.

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Narrative in Multimedia Journalistic Projects: From the Verbal to Polycode Technology

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Abstract

The article attempts to analyse modern multimedia projects in journalism through the prism of narratology. The development of the narrative theory is traced from Antiquity to the narrative turn. The forms of narrative, narrative structure, story structure have over time become the subject of analysis of different branches of humanities. The transformation of narrative is also related to structural changes. In some cases, narration consists not only of verbal constructions but also of different semiotic systems. One of such patterns is multimedia projects, which include verbal, visual and audial components; their correlation imparts narrative with a new quality, which helps to tell stories in a different way. In this article, the development of narrative theory is considered in order to find its connection with multimedia projects in journalism. Applying narrative analysis to two projects, one from Russian media and the other from US media, the author tries to understand how such narrative structures as characters, settings, actions, narrator and the like are realized through using text, video, audio, graphics and other multimedia elements.

Keywords: narrative, narrative analysis, multimedia journalism, multimedia journalistic projects, narration.

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Agenda

A Comparative Analysis of Structural and Content Elements of Machine and Journalistic News Reports

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Abstract

Media digitalization and the exponential growth of open data sources have made it possible to adapt computing methods not only to collect, process, verify and distribute content, but also to create journalistic texts – an operation which until recently has been exclusively available to profes-

sional journalists. Weather, sports, stock markets and a number of other topics have become widely used by newsrooms for generating stories via text algorithmic solutions. In terms of its structure, the artificially created robotic news is not radically different from the texts written by human journalists. However, the fact of their inclusion in the media process piques the interest of media professionals and academic circles. This paper is one of the first in Russian media studies to provide the results of a comparative analysis of robotic texts and those created by human journalists. For the pilot comparative analysis of economic news reports of the Russian news agency *Interfax,* a methodology for the qualitative analysis of journalistic texts based on a structural-functional analysis was applied. The authors believe that this very technique could be used in further research procedures, including quantitative analysis based on larger samples.

Keywords: robotic news, structural and content analysis, inverted pyramid, headline, lead, body of news, quotation.

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Cross-Border Data Transfer in the European Union General Data Protection Regulation

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Abstract

The regulation of cross-border data transfer is one of the key provisions of the new European Union General Data Protection Regulation. The document adopted on May 25, 2018 goes into more depth and detail outlining the rights and obligations of the parties and regulates the relationships between national regulatory authorities, the European Union and third countries, territories and international organizations. The Regulation changes the principle of coherence: the order of actions between national bodies is changed, which leads to a simplification of data transfer. With the help of the "one-stop shop" mechanism, the concept of "leading authority" for data protection is introduced; cross-border data transfer is greatly simplified and moves from the local level to EU level. The principle of extraterritoriality greatly expands the jurisdiction of the national authorities of the EU, since now any data subject falls within the definition of the Regulation. The mechanisms for cross-border data transfer in this Regulation are clearly spelled out and imply the use of "adequate guarantees", including corporate rules and special contractual provisions. The document establishes a new body, the European Data Protection Board, to oversee cross-border data transfer. This paper analyses the Regulation's provisions and evaluates the new legal framework and the actions taken by stakeholders in the digital legislation area.

Keywords: cross-border data transfer, personal data, digital rights, EU General Data Protection Regulation.

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An Alternative Approach to Measuring Media Market Concentration: an Analysis of Regional Radio Markets in Moscow and St. Petersburg

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Abstract

This paper is devoted to the analysis of concentration of two regional radio markets, in Moscow and St. Petersburg. For this purpose, the author uses an alternative approach that presumes the calculation of the market share using mediametric indicators. This approach replaces media companies' financial indicators, which are predominantly inaccessible in Russia. Moreover, it corresponds to the political economic view on concentration in the media industry. Political economists consider media concentration as an expansion of the media market by actors aimed at establishing information control and gaining ideological super-profits. For this reason, in the analysis of radio markets the author examines the nature of capital and the structure of actors (media holdings and media groups). To measure the concentration level, the author uses both standard economic indicators and specialized tools of media economics and presents descriptive statistics of the data. The obtained empirical estimates indicate the relevance of the proposed approach and point to similar concentration levels of the considered radio markets.

Keywords: media market concentration, radio market, broadcasting in Moscow and St. Petersburg, political economy of mass communications.

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The Use of Social Networks and Messengers by the Radio Dacha and Love Radio Stations

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Abstract

This article discusses the interaction of Russian radio stations Radio Dacha and Love Radio with their target audiences on social networks. The author lists the web platforms most used by listeners and the special features of radio stations' web pages depending on their target audiences. Because the characteristics of the listeners of these media are different, it was possible to consider their programming policy on social networks on a larger scale. Through the method of participant observation and the author's interview with Andrei Trofimov, the general producer of the Krutoy Media radio holding, which includes the stations under consideration, the main objectives for the integration of social networks were identified. It was concluded that, first, the large-scale use of online platforms does not depend on the target audiences of the radio stations, yet they affect the publishing activity and the content of the published works. However, no connection was found between the station's rating and the number of subscribers on social networks. Notably, the fact that the radio stations keep pages on online platforms creates a modern image of entertainment radio. Thus, it makes the implementation of interactivity on the air more convenient, which results in increased loyalty of the audience.

Keywords: radio, content strategy and target audience, social networks, messengers, interactivity.

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An Analysis of Content Consumption in the Stories Format

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Abstract

This paper provides a review of the Stories format, a new model of content distribution on social networks suggesting the transitory nature of the presence of published works on the platform. The authors conducted a survey, which revealed considerable interest of Russian citizens in this new model of content distribution from the standpoint of both viewing and writing contributions. They identified the main reason for the popularity of the new format among users: it made possible for them to obtain the latest news, the publication feed being free from excessive content. Things such as anonymity and the opportunity not to leave footprints on the Web are not weighty arguments for users when they opt for the Stories format as a model of content distribution and consumption. According to the surveyed users, the most popular content in Stories is everyday photos and videos, the former holding the top spot.

Keywords: social networks, new media, models of content consumption in the Stories format, the Internet.

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Mass Media Abroad

Media Consumption Patterns in South and Southeast Asia
(a case study of China, South Korea and Singapore)

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Abstract

This paper presents the results of a meta-analysis of the articles devoted to the topic of media consumption in Asia. China, South Korea and Singapore all follow the Confucian tradition and represent interesting cases for analysis. Within the frames of the study, the author selected relevant works from leading English-language communication journals. The sample included 18 scholarly articles published over the last 5 years. These were retrieved from scholarly databases and were searched using key words such as *media consumption* and *media use*. The author analyzed the articles along several criteria: the subject areas covered, the research methods used and the theoretical frameworks. In the conclusion, the author notes that media consumption in these countries is heavily influenced by the social, political and cultural context. Asian users are more traditional when it comes to media credibility. They rely more on traditional media rather than new media. Besides, some studies showed that social media contribute in some cases to political engagement among young people.

Keywords: media consumption, mass media audience, social networks, political activities in the media, Confucian tradition.

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Coverage of the Referendum on Catalonia's Independence in the US and British Press

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Abstract

The referendum on Catalonia's independence, which was held on October 1, 2017, sparked worldwide interest. The opinion of this or that country on the region's independence can be best seen in quality publications. The common official attitude of the USA and Great Britain to the Catalan referendum was that although it is Spain's internal matter still it is vitally important to preserve the territorial integrity of the country in a non-military way. However, there are some distinctions in these countries' viewpoints coming from the characteristics of their policies. For instance, The Times newspaper covered the referendum developments in Catalonia more actively than the other periodicals under consideration. In addition, all its articles and news items express concern attributable to the urgency of the issue of separatism for Great Britain. The Wall Street Journal, on the other hand, generally regarded the news from Catalonia in a detached way, but an analysis of its newsfeed indicates some geopolitical interest of the USA in Europe. The idea of the referendum shared by observers and analysts of both publications is that Catalonia was not ready to do or die in its drive for independence.

Keywords: Catalonia, Spain, referendum, mass media, The Wall Street Journal, The Times.

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The Role of Modern Mass Media in Promoting Models of National Self-Identification (a case study of the BBC "100 Greatest Britons" project)

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Abstract

The author of the paper analyzes the role of media projects in solving the state task of shaping national identity and supporting the nation's consciousness. The author relies on the concept of mental landscape that emerged as a result of the transformation of the spiritual and material world of man, social ideology and the symbols of the state. In a broad sense of the word, the mental landscape acts as a semantic center in creating a hierarchy of identity (national, regional, local) and generates a sense of belonging and territorial identity, which is particularly strong in some

countries (for example, in Spain, Portugal, etc.). The mental landscape is a key point that should be considered when implementing various public projects, including the solution of political tasks. The phenomenon of "mass identity" is also referred to in the paper. By the example of the BBC "100 Greatest Britons" project and its distribution in different countries of the world, the author focuses on the details of creating a mental landscape and the difficulty of choosing supporting morphosculptures to consolidate the nation.

The author compares the data on the ratio of the countries where the "100 Greatest Britons" project was realized with the popularity of the topic of national identity on the Internet.

Keywords: national identity, morphosculpture, mental landscape, state, mass media, BBC, "100 Greatest Britons".

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The Concept of Corporate Social Responsibility in the Schibsted Media Company

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Abstract

This paper deals with an analysis of corporate social responsibility in the Schibsted media company. The author examines the data of the company's annual reports for 2000–2013 and notes changes

in the developmental directions of corporate social responsibility and also points to the fact that it was in this period that the company's social policy was actively shaped. The paper considers the prerequisites for the emergence of corporate social responsibility in Nordic countries and different approaches to the concept of corporate social responsibility. In the course of the study, the author isolated the main characteristics of corporate social responsibility in Norway, wherein maximum personal freedom and mature democratic institutions are found.

The selected period is also characterized by an active demand for the print press and a transition to new platforms, by changes in the media landscape and the manifestation of corporate social responsibility associated with innovative technologies.

Thus, the author formulated the following objectives of the study: to consider the prerequisites for the emergence of corporate social responsibility and analyze its influence on the activities and management of the Schibsted media company.

Keywords: Schibsted, corporate social responsibility, Norway, stakeholders.

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Intercultural Discourse in Ethnic-Oriented Russian-Language Media in Germany (a study of the Novye Zemlyaki and Evreiskaya Panorama newspapers)

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Abstract

The article contains the results of content analysis of articles in Russian-language media in Germany which appeared in the midst of the migration crisis of 2015-2016 and analyzes their editorial policy in terms of their coverage of the ethnocultural issues. The topic of the research is relevant because of the insufficient degree of scientific study of intercultural interaction in the conditions of the migration crisis on the pages of Russian-language media in Germany. The author concludes that there are some discriminatory practices in the discourse of Russian-language media in Germany towards migrants and refugees expressed in the selection of vocabulary, the use of the metaphor

of "flooding" and the accentuation of cultural differences through the "we-they" dichotomy. "They" are presented as an impersonal mass and are not used as information sources, which contributes to the creation of their dehumanized image in the media. The research materials can be helpful in further study of the issues of intercultural communication and media discourse of the Russian-language press abroad.

Keywords: migration crisis, Russian-language press in Germany, intercultural communication, multiculturalism.

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Literature and Essays

The "Enclosed Garden": Mariology in the Poetry of St. John the Cross

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Abstract

This is the first article to deal with the mariological theme in the legacy of Catholic theologian and poet John of the Cross (1642-1691). For all the intensity of the virgin worship of the Carmelites, in John of the Cross' texts there is very little mention of the Virgin. However, the Mother of God is covertly present in John's writings, and the analysis of fragments in prose where She is mentioned helps to reveal this presence. Whenever John of the Cross speaks of the Virgin Mary, it is a matter of a soul united with God. Such a soul is also the center of all his poetry. The article shows how it is possible to read John's verses in a mariological context. The author also compares with them the poem "To Our Lady" by Luis de León, the contemporary of John of the Cross. The apparent difference, namely the psychological and pragmatic meaning of Louis' verses, on the one hand, and the lofty mystical poetry of John of the Cross, on the other, becomes less sharp when in the verses of the former we see "John's" images (night, flame, etc.), and in the latter's poetry we discern the hidden presence of the Virgin. The mariology of John of the Cross is *música callada* ("silent music"), *hortus conclusus* ("enclosed garden"), virginal chastity and silent theology.

Keywords: John of the Cross, Luis de León, mariology, Carmelites, "enclosed garden".

Note

Anónimo. San Juan de la Cruz y el misterio de María [Anonymous. Saint John of the Cross and the Mystery of Mary]. Available at: http://librosyvideoscristianos.blogspot.ru/2013/12/san-juan-de-la-cruz-y-el-misterio-de.html

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Book Review

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History of Literary Studies from G. Vico to the Present Day

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