

Articles Summary

Global Context

Goodwill Communications within Corporate Social Responsibility

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Abstract

The phenomenon of goodwill has been little studied so far, while an analysis of corporate social responsibility as a component of goodwill able to influence not only the development of a company but also the value of this asset has been disregarded by Russian researchers.

The authors consider the interrelation between goodwill and corporate social responsibility and the prerequisites for their emergence, examine their influence on a company's activity. They attempt to correlate the concepts of goodwill and corporate social responsibility, to identify the meeting points and factors of corporate social responsibility's influence and public relations technologies' influence on goodwill.

The paper points to the specific communication status of goodwill, which means that within public relations an important sphere can be isolated wherein economic interests and communications interests are in close and direct relationship. Thus, the paper reveals an existing connection between the economic paradigm and modern communication technologies: in modern conditions communications are becoming part of the economy.

Keywords: corporate social responsibility, goodwill communications, public relations.

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Data Journalism in the Quality Press: Genre and Thematic Characteristics

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Abstract

The article presents the results of a study into the thematic and genre originality of data journalism articles in the foreign and Russian quality press (2014-2016). It is assumed that big data materials are to have certain distinctive features. However, the analysis reveals that the topics covered in the big data articles do not differ much from those in traditional journalism: the most frequently encountered ones are economic and political. At the same time, the comparison of foreign and Russian data journalism articles shows that the Russian press focuses on culture and education, while in foreign data journalism the topics of sports, crime and health are more common. Big data materials have certain genre specificity: most of the materials are the author's comments on the processed data. The peculiarity of Russian data journalism is that the materials are often created in the genre of investigations and in the format of a multimedia long read.

Keywords: data journalism, big data, datafication, open data, modern journalism, genres of journalism.

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Crowdfunding in Modern Russian Journalism Studies

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Abstract

This paper presents the results of the first stage of meta-research into the activity of Russian scholars studying the use of crowdfunding in journalism. A number of different factors, like the digitalization of media or the global financial crisis of 2008, have led to significant growth of investments in journalism projects using crowdfunding. This has also increased the number of scientific studies in the field mentioned above. For this paper, a corpus of articles published within 2001-2018 in different scientific magazines in both Russia and other countries was selected. Using the methods of quantitative analysis, the author comes to the conclusion that the topic in question has become more popular for Russian scholars but is still poorly developed, and detailed analysis of the keywords used in the published articles and the objects of studies has shown that most researchers focus primarily on studying crowdfunding in general, while many different aspects of the implementation of crowdfunding projects remain beyond the scope of the existing researches.

Keywords: journalism, crowdfunding, meta-research, media economics, object-subject field, media research.

Notes

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Agenda

OTT Services on Instagram (a case study of the online version of the CTC television channel and the Amediateka online cinema)

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Abstract

Television is no longer the only video content aggregator. The legal OTT services that emerged over recent years have vied for their audience using various ways to attract and hold it. Instagram as a rapidly developing online application for photos and videos is an attractive promotional platform for OTTs. The paper considers the interaction of the CTC television channel and the Amediateka online cinema with Instagram.

The authors of this study identified the possibilities of Instagram as a promotional channel, examined the market for Russian OTT services and analyzed the official pages of the selected OTT services for March/April 2019.

The analysis of posts and Stories on the official Instagram accounts of the CTC television channel and the Amediateka online cinema made it possible to identify the most effective methods of promotion on Instagram: communication with users in comments and private messages; unique content created exclusively for the platform (short edited videos, games in Stories, interviews); consistent stylistic design of the profile page; the right balance of news and entertainment; competitions intended to increase the number of subscribers. It is much less common for the accounts of OTT services under consideration to use the advertising opportunities of bloggers and influencers.

Keywords: OTT services, Instagram, media consumption, audience, promotion.

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The Issue of Digital Manipulation in Photojournalism: Specifics of the Source Base

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Abstract

A great number of scientific works have been devoted to the issue of digital manipulation in photojournalism. Their authors raised the question of ethically acceptable limits of such manipulations and their consequences for the profession, studied the attitudes of members of the media industry, the audience and the like. The unremitting interest of media researchers and society in this issue and the ongoing media publication of the photographs whose digital processing could deceive the reader give reason to believe that the topic in question has not been exhausted and calls for further elaboration. This observation brings into focus the questions of what sources the scholars studying digital manipulation in photojournalism have at their disposal and what the characteristics of these sources are. It also seems necessary to outline some problem zones of manipulated photographs published in reputable media outlets and invariably enjoying the audience's trust. In this paper, the

author attempts to fill the above-mentioned gaps drawing on the analysis of some headline-making cases of digital manipulation in photojournalism in the 1990s-2010s.

Keywords: photojournalism, digital manipulation, photography, source, analysis.

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Mass Media in Russia

The Topic of the Rise of the Public Health Institution in Russian Mass Media

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Abstract

This paper deals with the role of modern Russian mass media in covering the social institution of public health. The aim of the paper is to give an idea of the theoretical conclusions and practical recommendations of an extensive scientific study aimed at clarifying the media tasks and possibilities in this area. The objectives of the paper are as follows: to substantiate and explain the main conclusions made in the course of the study and to provide a descriptive characteristic of the major problems, development factors and collisions in media coverage of the topic of societal health.

The paper also highlights the results of the study: the basic principles of presenting the topic of public health in mass media; the reasons preventing mass media from ranking among other stakeholders of public health development; the factors able to help mass media in this matter; the ethical aspects of covering the topic of public health in journalistic texts. Many of these results were obtained in the course of the All-Russian Competition “Public Health: Sense, Topics and Genres”, whose results are explicitly described in the paper.

The author of the paper draws the following conclusions: today’s journalists need to systematize their disparate ideas about public health and make them part of the global news agenda.

At the present stage of civilization development, it is only the consolidation of all social forces with active participation of mass media that is capable of protecting the health of the population.

Keywords: theoretical model, experiment, public health, human health, mass media, public consciousness, news agenda.

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The Content of the Ekho Moskvy Radio Station in Different Media Channels: a Comparative Analysis

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Abstract

The Ekho Moskvy radio station is one of the largest radio stations in Russia. Its operation is not restricted to broadcasting: content is also distributed across the website, mobile application and social media. With the help of the website, the radio station increases the news flow and creates the discussion space. The mobile application makes it possible to adapt the content of radio broadcasts and the website for a particular user. Social media are platforms for content promotion and content advertising. The Ekho Moskvy YouTube channel brings the radio format closer to the television broadcasting one.

Keywords: Ekho Moskvy, media, communication, radio station, mass media.

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Specific Coverage of Cultural and Educational Events (a case study of the website of the Rossiya K television channel and in the Colta.ru, Afisha Daily, The Village and Meduza online publications)

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Abstract

This article compares more than 70 materials that have been published on the website of the Rossiya K television channel and in online media such as Colta.ru, Afisha Daily, The Village and Meduza. These materials were released in two periods: from April 17 to April 22, 2017 and from October 1 to October 7, 2018. The main goal of the research is to analyze the differences in the presentation of cultural events by diverse types of media. Some researchers have studied several aspects of this subject but a large-scale study on this topic has not been done so far.

The comparison was based on the following criteria: frequency, newsbreaks, newsmakers, the use of additional multimedia and the reaction of the audience. The author concludes that new and traditional media present events in different ways, but at the same time they pursue the same goals and try to describe the most interesting cases. Overall, traditional and new media complement each other and create a picture of the world in the common media space.

Keywords: cultural and educational channels, new media, television, convergence.

Notes

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Mediatext

Functional and Stylistic Studies in the Modern Scientific Situation

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Abstract

The aim of this paper is to substantiate the importance of functional and stylistic studies in the era of new linguistic trends. To achieve this aim, the author puts forward the following questions for discussion: development cyclicality of the knowledge area in question; causes and consequences of the transition of media texts to the central part of the language space; changes in the stylistic agenda on the turn of the 21st century; sources and indicators of crisis in stylistics; pressing tasks of media speech stylistics. The second half of the 1980s – the first half of the 1990s proved to be one of the most vivid pages in the history of functional stylistics: it was in this period that its subject, the general development direction and the area of discussion were defined; on the other hand, communicative and pragmatic changes on the level of phonetics, vocabulary and grammar as well as the features of media speech that came to the forefront were described. Later, the functional and stylistic studies of media language gave way to speech cultural, media linguistic and media stylistic descriptions, which, however, did not actually promote the cognition of modern media speech as a sphere of existence of literary language. Therefore, functional stylistics must not lose ground as no other branch of stylistics is capable of solving the following tasks: the studying of literary language as a complex dynamic system of language styles, whose significance and interrelations are in the state of constant change; the comprehension of functional styles as a derivative of a sum of extra-linguistic factors and simultaneously as their language correlate.

Keywords: functional style, extra-linguistic factors, media speech, media language, media stylistics.

Notes

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Literature and Essays

The First Writer's Celebration:

Problems of Covering I.A. Krylov's Jubilee in the Russian Press

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Abstract

This article analyzes the periodicals coverage of the first public writer's anniversary in Russia, namely a celebration of I.A. Krylov in 1838. The subject is considered in the context of the history of relationships within the community of writers and journalists as well as of the influence on it of the Minister of National Education S.S. Uvarov, who acted as the censor of all anniversary materials.

The study indicated the successes and failures of the new Jubilee format, which required from the authors not only completeness and efficiency in covering the event, but also an understanding of the purposes of creating a historical memory about the jubilee anniversary and the hero of the day and at the same time about the Russian literary Pantheon as a whole. Particular attention in the article is paid to P.A. Vyazemsky's poem "To the Semi-Centennial Festivities...", which is proposed to be interpreted as an ambiguous glorification of "grandfather" Krylov.

Keywords: coverage of I.A. Krylov's jubilee, presentation of V.A. Zhukovsky's speech in periodicals, verses by P.A. Vyazemsky, Minister S.S. Uvarov as a censor.

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Book Review

Russian Journalism “Is Not Becoming an Academic Discipline but Is One...”

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