

Abstracts

Research Paradigms

Conceptualization of the Journalistic Profession in the Context of Sociology

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Abstract

This article focuses on the possibility of applying sociological theory to the study of journalists. The majority of modern studies devoted to journalists are rarely based on sociological theories, even though the journalistic community is a specific professional group, which directly deals with mass communication affecting large numbers of people around the world and interrelations between them. As a result, one may often observe a situation when researchers try to explain empirical data related to the social aspects of journalistic work without references to the sociological ideas and concepts which may be necessary for full and deep explanation of social laws and trends within the journalistic community. Therefore, sociological theory should be applied in the studies of journalists as a methodological basis.

The authors of this paper primarily consider two social phenomena which may describe the journalistic community: stratification and social mobility. Based upon the performed theoretical review and data analysis, they argue that sociological theories that may help to characterize the profession of journalists and their editorial work should be extended and updated.

Keywords: journalistic profession, journalist, sociology, stratification, social mobility.

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Global Context

Political Content of the Social Media Agenda

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Abstract

The information agenda is a very topical issue in the conditions of rapid informatization of modern society. This issue is studied in the paper. By analyzing the media agenda of modern social media, the author investigates the content of the public agenda. The main goals of the research are to reveal the special features of the political content and the place of the political themes on the public agenda. To accomplish the tasks, the author applies a number of methods, including content analysis and comparative analysis. In the course of the research, the author studies the most popular news headlines in social media and identifies their main topics. Thereafter the news headlines are classified according to the identified topics. The political category of news headlines is highlighted. It is further divided into sub-topics. According to the results of the study, the author concludes that in the time period considered in the research political topics occupy a rather prominent place on the public agenda.

Keywords: informational agenda, media agenda, public agenda, social media, information.

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Some Characteristics of Media Consumption by Representatives of the Russian Business Community

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Abstract

This article is the first known study of media consumption by representatives of the Russian business community (on the example of the financial sector). The aim of the study was to identify the most common patterns of media consumption by Russian businessmen in terms of choice, frequency and methods. In addition, the author of the article explained the causes of these patterns whenever possible. For the study, a questionnaire survey was conducted including 110 respondents working in the financial sector. Based on the results of the survey, the author can state: in the preferences of the representatives of the Russian business community there is an apparent focus on the same media. In the Russian business environment, it is normal to read business media quite regularly: with rare exceptions at least once a day or even more often. At the same time, the regularity of interaction with the media depends pretty much on which professional group the respondent belongs to. Also, media consumption by Russian businessmen is rather conservative, which is partly due to a small selection of high-quality business media in Russia, despite an obvious demand for them.

Keywords: media consumption, business, finance.

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Agenda

Forms of Information Presentation in News Broadcasting: Russian Television Newsroom Practices

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Abstract

Among the key characteristics of Soviet and later Russian academic discourse of journalism and media, for decades the most stable one has been its strong interest in the classification of journalistic genres (Vartanova, 2019). Technically, this resulted in the formation of the original national academic school of journalism and even media genres theory rooted basically in linguistic and literary studies. This situation could be described as unique for global journalism studies, as in most international journalism research and practices the definitions of various forms of journalistic content remain a part of internal affairs of professional communities or even concrete newsrooms.

Since the mid-2010s, Russian journalism research has witnessed a first wave of academic works aiming at rethinking and redefining basic definitions and concepts of genres or types of information presentation in news coverage dealing mostly with a detection of theory and practice balances and empirical testing of traditionally abstract genre-defining approaches. This process has already resulted in new frames for research and teaching of text-based print/online (Kolesnichenko, 2017, 2018) and radio (Obraztsova, 2019) journalism.

The presented study was aimed at testing the applicability and sufficiency of Russian genre classification for television news journalism as well as at detecting the basic terminology used in TV newsroom actual professional routines. The results are based on the analysis of data from interviews with ten news reporters, editors and producers from ten Russian national and local television channels.

The results revealed that the nomenclature and vocabulary used in Russian TV newsrooms has only minimal overlapping with the concepts of television journalism genre theory. The respondents were deeply challenged when they read and tried to apply to their professional practices the most authoritative academically produced genre classification (Kuznetsov, Tsvick et al., 2002) that can be seen as an evidence of a wide division in approaches to content types' identification and definition. The collected data also made it clear that many genres that are still heavily integrated in academic discourse are absent in modern TV news production or sporadically present in modern editorial practices.

The main differences in the identified approaches are based on the evidence that professional terminology leans more towards technical characteristics of production and presentation of content, not its semantic or informatory features important for academicians. This mainly explains the fact the reporters and producers do not even use the term 'genre' as it is, which, in turn, establishes the need not so much for the revision of current academic genre theory as for independent research and teaching approaches based on the vocabulary derived from relevant newsroom routines.

Keywords: journalism theory, media theories, journalistic genres, forms of information presentation, television journalism.

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Online Content Monetization by Television Broadcasters (a case study of general interest and entertainment channels)

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Abstract

Online video consumption is the fastest growing segment of the media market nowadays, which results in an audience loss by traditional media like television, radio and the press. Seeking to retain audiences, Russian broadcasters are going digital. The aim of this research is to study the monetization of the content placed online by Russian broadcasters. The following sub-goals are set: find out what the main monetization models for broadcasters today are and why; discover whether the channel type influences the decisions about online content monetization. The author studied two groups of Russian television channels and found out that the most frequent model is still the advertising one, but subscription is getting popular as well. The results also showed that broadcasters exhibit similarities and differences in monetization policies determined by the channel type, but some decisions are made with regard to the genre of the content.

Keywords: monetization, video content monetization, television content monetization models.

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Mass Media Abroad

Features of the European Elections 2019 Media Campaign in Italy

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Abstract

The European Elections took an important place in mass media across Europe, including Italy. In Europe, Italy shows its media campaign experience, whose features are of interest both from practical and methodological point of view. The study of media response to the elections in the countries outside the EU is a significant supplement. Hence, not only the 2019 media campaign in Italy, but also its coverage in Russian mass media is reviewed. The empirical background is comprised of Italian and Russian media materials, the results of their content analysis, AgCom and RAI television monitoring and the data from various Italian and Russian scientific centers.

The political and media situation during the pre-election campaign and the influence on the elections results, including the Italians' attitude towards the European Union, are discussed in the article. The transformation of the media sphere showing itself in the dynamic development of information from social networks, the popularity of traditional TV and the decreasing role of the press is also described. The European Elections in Italy came to be a platform for discussing not only EU but serious domestic problems as well. When considering the question of their relations to media themes, a partial incompatibility between them is revealed. Special attention is paid to party leaders (M. Salvini, L. Di Maio and N. Zingaretti) and their presence in the media space. In particular, the volume and tone of coverage in the press and on television together with their Facebook posts were analyzed.

The coverage of the elections in Italian mass media was large-scale as all types of media participated in it and diverse themes were discussed. The Russian media attention to the Italian elections can be characterized as moderate both in terms of the number of articles and news items and their themes. However, besides the materials in which Italian themes dominated, the assessment of the situation in Italy was present to some extent in the surveys dedicated to pan-European problems.

Keywords: European Elections 2019, pre-election campaign, Italian media, Russian media, themes, party leaders.

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The Role of Information Warfare in the 2011 Libyan Conflict: Means and Methods

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Abstract

This paper attempts to consider the outreach technologies used by NATO member states and also by some LAS members in the 2011 military campaign against Libyan government in the midst of the heightened internal conflict in this North African country. The aim of the paper is to analyze and systematize the key aspects of the means and methods of information warfare applied at this or that stage of the confrontation (misinformation, manipulative control of people's minds, the use of new media in intelligence gathering and the like) and to summarize the wide range of experts' views on this issue.

The results of this study may be used in theoretical investigations focusing on information support for contemporary political and armed conflicts, in particular the Libyan one.

Keywords: the 2011 Libyan conflict, information warfare, opposing parties.

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The New York Times: a Unique Experience of Family Business

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Abstract

In the history of the quality newspaper The New York Times, a change of publisher and editor-in-chief has always led to transformations in the editorial policy and indicated a shift in the newspaper's evolutionary stages. The rise and development of The New York Times and the eponymous company are related not only to the changes in the USA but also to technological progress. With new technologies and advertising revenues, The New York Times entered the international arena. For 168 years, it has been regarded as the most respectable and influential newspaper in the USA, it has been quoted as a source of reliable information and as a publication reflecting the attitudes of the major economic and political forces of the country. References to the newspaper can be found in surveys published in global media, such as Financial Times, Les Echo, Süddeutsche Zeitung and some others. Today, The New York Times Company, which owns the newspaper, has become a transnational corporation. As of 2019, the staff of The New York Times consists of 1600 journalists, the personnel speak 55 languages, the newspaper has a monthly global readership of 150 mln and a subscription of 4.9 mln. According to comScore Media Metrix, New York Times Digital in October 2019 alone was visited by as many as 87 mln people.

Keywords: quality newspaper, The New York Times, Ochs Sulzberger, the USA.

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Transformation of the Literary Portrait Genre in French Press of the Late 19th Century (a case study of L'ÉchodeParis newspaper)

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Abstract

For the mass press in France, the last two decades of the 19th century became a period of a profound transformation in terms of the content of daily newspapers. The new type of journalism favored the interviewers and reporters who were ready to leave the editorial bureau at any moment in order to witness the event of the day with their own eyes. The purpose of this article is to analyze the role of such new genres as reporting and interviewing in French journalism and their influence on the literary portrait genre. After its success in the first half of the 19th century, it transformed into literary investigation and then became one of the most popular forms of literary criticism. The article discusses the features of the form of literary investigation, in which the methods of reporting and interviewing developed in close connection with the tradition of a literary portrait.

Keywords: reporting, interviewing, literary portrait, biography, history of French Journalism, French writers.

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