

Abstracts

Research Paradigms

New Media as a New Picture of the World (Towards the Social Network Picture of the World)

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Abstract

The article considers a completely new type of media picture of the world referred to as the social network picture of the world and presented on youth social networks. This type of media picture of the world is associated with the dual nature of media discourse of social networks regarded as a place to counter media satiation and a powerful social organizer. The process of confronting media satiation is reported to be one of the basic principles of forming the social network picture of the world. The author identifies several ways to counter media satiation realized at different levels. At the same time, the confrontation is carried out not only at each of the individual levels, but also in a complex way, in the context of formation of a kind of subcommunication at the level of the entire social network. The formation of this type of communication is viewed as a global way to counter media satiation.

Keywords: social networks, media satiation, social network picture of the world.

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Global Context

Development of Feminist Discourse in Digital Media (the Experience of Russia and the USA)

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Abstract

The article analyzes the media channels that disseminate the ideas of feminism in the 21st century. Research interest is focused on the study of social networks as the main channel of social activism. The fact that nowadays 45% of people in the world use social networks is indicative of their growing influence. Just as people used to gather under one roof to discuss things, today they gather under one hashtag, overcoming geopolitical, cultural and other borders. Social networks are a media channel where people not only express their opinions, but also develop a strategy for collective action, which leads to a change in public opinion and laws. Current feminist discussions spread on social networks and then transmit on traditional media, which introduces feminist discourse into the mainstream of public discourse. Particular attention is paid to the study of modern Russian and American communicative practice of broadcasting feminist ideas, the largest and most significant media campaigns, hashtag campaigns, as well as the participation of person brands that contribute to the promotion of feminism through their personal online and offline activism. This paper analyzes the communication campaigns of brands that support feminism, whose profiles and applications are tracked by large audiences and which influence the formation of public opinion.

Keywords: media discourse, feminism, digital communications, digital activism, social networks, hashtag campaigns.

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Spatial Analysis as a Tool in Studies of Journalists: to the Statement of the Question

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Abstract

This article is devoted to the use of spatial analysis in studies of journalists. Nowadays, empirical media research shows that modern journalistic practice is represented by a variety of specific forms of journalism around the world. Such diversity of journalism directly stems from a unique set of economical, political, legal and cultural conditions which may be observed within a particular territory: a continent, a country, a region or a city. Consequently, professional journalists carry out their day-to-day work under the influence of territorial properties mentioned above, which require a completely new analytical procedure in order to study them, namely spatial analysis. The author of this article makes an attempt to disclose the theoretical and methodological characteristics of spatial analysis as well as to comprehend the possible fields of its application in studies of professional journalists. Based upon the review of theoretical conceptions and empirical research, the author concludes that spatial analysis is necessary and only way in terms of effective description and mapping of the really existing features related to journalists and their professional work.

Keywords: professional journalist, media studies, mass media, journalism, spatial analysis.

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Virtual Photo Exhibitions in the Modern Media Landscape: Structural, Content and Communication Features

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Abstract

The article investigates a special variety of photographic works – virtual photo exhibitions having the form of unique digital objects typically posted on the Internet. The characteristics of virtual and analogue expositions are compared according to the criteria organized into two groups of oppositions: virtual – material, open – regulated. In addition, the structural, content and communication features of virtual photo exhibitions are analyzed using the author's innovative methodology. Considering specific examples, the author reveals how the creators (photographic institutions, museums, libraries, media and scientific organizations) determine the specificity of virtual photo exhibitions. The initial concepts of the expositions might be different – showing the works of contemporary art photographers and photojournalists, demonstrating archival materials, scientific cataloging and even conducting photo contests. Archival shows are usually initiated by specialized archival organizations (libraries, museums, scientific institutes), while conducting a photo contest is the prerogative of media and photographic institutions. For the media, virtual photo exhibitions open up the possibility of an interactive dialogue with the audience, the possibility of involving it in the content production process. The virtual way of exhibiting dematerializes the photographic content, democratizes the conditions for its presentation and extends the time limits for displaying exhibits.

Keywords: virtual photo exhibition, online photo exhibition, photography, photojournalism, Internet, digital object, virtual museum, media, archive, screen.

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Agenda

Behavior of Social Network Users in the Context of Legislative Tensions

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Abstract

The author of the paper considers the results of a survey of the age-diverse audience on the Facebook, VKontakte and Odnoklassniki social networks for changes in their behavior on the Internet in the context of legislative tensions. In recent years, publications in Russian media about the initiation of criminal and administrative cases against users of popular social networks, the widespread dissemination of this kind of information, as well as the lack of transparency of law, have created tension among active internet users. The working hypothesis of the survey conducted by the author was an assumption that the widespread coverage of cases of harassment of bloggers by law enforcement agencies affects the public behavior of users on social networks. Law enforcement and society focused on the posts whose content could be qualified as spreading extremism, inciting ethnic hatred, insulting religious feelings, disrespect for the authorities and the like. Often, the problem of applying these laws to internet users and their correct understanding of their rights and obligations consists in insufficient clarification of the essence of the legislation by lawmakers.

The survey conducted by the author showed that more than a quarter of respondents have become much more attentive to their posts and reposts of strangers. Slightly less than a quarter of respondents said that they have become more critical of the fact that they “like” on social networks. Almost 18% said they have begun to write more restrained comments on the Internet. And 13% have ceased to touch on “hot” topics in their posts. In the course of the study, the author revealed a relationship between user behavior on social networks and the state’s activity in identifying cases of violations of the law on the Internet, which confirms the hypothesis.

Keywords: survey, social networks, legislation, users, behavior.

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Expressiveness in Corporate Storytelling (a Case Study of English-language Corporate Publications for Employees)

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Abstract

The subject of this study is expressiveness and the ways of its implementation in corporate storytelling. Storytelling is an information and communication technology, whose main purpose is to form a certain behavior of the target audience by influencing their consciousness. The aim of this work is to identify the presence of expressive language units in corporate stories. This study is based on corporate publications for employees of the multinational company Volvo. The scientific novelty of the study lies in the fact that despite a large number of works devoted to expressiveness, the ways of its expression in corporate storytelling have not been the subject of special study so far. As a result of the analysis, the use of expressive language units of different levels in the texts of corporate stories was revealed, and a conclusion about the relationship between a particular type of a corporate story and language level was made.

Keywords: narrative, corporate storytelling, expressiveness, language levels.

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Towards Professional Standards and Ethical Regulators of a News Agency Journalist

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Abstract

Over almost 185 years of existence, news agencies have been at the head of media systems and engaged in agenda setting. For news agencies, the most prominent genre is news: a reflection of what is going on in all societal spheres. The main principles of news service operation are promptness and reliability. Along with it, audience specificity is also there as the range of content receivers is limited. The major distribution scheme for news agencies is paywall acquired by other media.

The review of materials on news agencies that were published by outstanding Russian scholars showed that researchers were inclined to focus on the genre, stylistic and thematic characteristics of the materials. Much less attention was paid to professional ethics of a correspondent and his ability to maintain the company's information standards, this is why the aim of this study is to investigate the main ethical regulators of a news agency journalist's activity. Based on the method of participant observation of the workflow in a news agency, the author of the paper compiles the list of professional competencies essential for an employee of a news agency. The employee must be able to search, collect and obtain exclusive information and promptly communicate information from the spot. Besides, he must have the skills of analysis and structuring, maintain the company's ethical standards, run news breaks and establish and maintain contacts with information sources in order to obtain prompt information in the interests of an agency.

Keywords: news agency, information standards, journalistic culture, ethical standards.

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Constructive Journalism: Foreign Theoretical Concepts and Practical Solutions

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Abstract

This article discusses the concept of constructive journalism. Constructive journalism is a developing approach defining the functions of journalism in a new way. Constructive journalism is also a viewpoint on how the journalistic crisis can be overcome: it is addressed to the problems of confidence in the media, the rating drop, fake news scandals and the like. Constructive journalism reviews the goals of professional journalistic activity and considers the effects in the long term. In this article, the author attempts to explain why constructive journalism emerged and compare it with other journalistic approaches. The purpose of the study is to examine constructive journalism as a foreign theoretical direction and journalistic practice.

The article examines various theoretical frameworks of constructive journalism. Likewise, it considers its genesis and context. In addition, the article attempts to compare constructive journalism with the already developed ‘mainstream’ journalistic practices and developing news movements.

Keywords: constructive journalism, constructive news, media culture, journalist's professional responsibility.

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Mass Media in Russia

Development of the Periodical Press in Russia: the Economic Aspect

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Abstract

This paper analyzes the major development trends of the Russian printed press (the 18th – 21st century) in the economic aspect. The author describes the first Russian periodicals, the first 18th century Censorship Charter, concentration in the 19th century press market, the Soviet period, when the economy was nationalized and total control over mass media was achieved (the 20th century), periodicals of the post-Soviet era (the 1990s) and, finally, the press under the market conditions (the 2000s).

All these historical development stages of the Russian press have had a notable impact on the latest model of the Russian media system including press operation. The historical analysis the author conducted helps him to better understand the core of the changes going on in the press market and analyze them in this respect. The author isolates the most important directions in further development of the Russian periodical press in response to digitalization: the stabilization of subscription rates, the balancing of prices and duties on paper and printing materials, a renewal of the readers' interest, and the participation of members of the printing industry in the debates on legislative initiatives. Today, one of the prominent characteristics of Russian print media is their much lesser dependence on the state and its institutions and greater dependence on their readers, which, in turn, means an ever-increasing orientation towards market laws. This is why the role of media marketing and media management associated with mastering market mechanisms and technologies is going up. The relevance of this study into the modern state of the Russian periodical press and the historical experience of its development is related to the continuing search for an answer to the question, "How can periodicals retain their strong position in the media market?"

Keywords: print media, periodical press, newspaper, media system, digitalization.

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News Distribution Strategies in the Telegram Messenger

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Abstract

The popularity of the Telegram messenger has grown even after the governmental ban in 2018. This article presents the results of an empirical research of the news distribution strategies in Telegram. The research was divided into 2 stages, the timeframe of the research covered February-March 2017 and February 2018. The sample included 8 Telegram channels of Russian socio-political media, 1496 posts were analyzed. For the research purposes, methods of comparative and systemic analysis were used as well as a content analysis method. A stable audience growth was detected in all Telegram channels. The average audience for each channel increased from 11,000 to 32,200 followers, Meduza (@meduzalive) having the largest audience. The publication activity remained on the same level: the average number of news per day was 8 and the most active period during the day was 1 p.m.–6 p.m. The number of messages influenced the average number of views in inverse proportion. The most usable content format remained the same (text+link). The results of the study led to the conclusion that Russian media use the Telegram messenger as an additional distribution platform and the main goal of the news distribution is attracting attention to the website.

Keywords: messenger, Telegram, news, media content, distribution.

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Content Features of the Match TV Sports Channel

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Abstract

This paper presents the results of a study into the transformation of content scope of the Match TV television channel over the first three years of broadcasting and compares this channel in terms of thematic diversity with the schedule of the Rossiya 2 television channel in the last year of its existence. For the study, the author used the TV guides for the Moscow Region selecting two weeks in September 2015, 2016 and 2018. The following tendencies were identified: the Rossiya 2 television channel was thematically diverse while the new channel proved to be devoted exclusively to sports; Match TV increased the number of original programs (i.e. those programs whose first shows took place on this particular channel), the length of sports broadcasts, their number and thematic diversity grew. In addition, Match TV made an unsuccessful attempt to stop buying documentaries and feature films, which led to the loss of ratings. As a result, the channel modified its policy but unlike Rossiya 2 focused only on feature films dealing with sports. However, the considerable changes in the sports channel's content have not improved its audience indicators so far.

Keywords: program, TV channel, sports, content, schedule.

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Mass Media Abroad

Towards the Revival of the National Press of the Basque Country in the Late 20th Century

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Abstract

National journalism of the Basque Country took shape relatively late in comparison with the other Spanish regions. There are two reasons for that: first, it was not until the 1960s that a single model of the Basque language came into being; second, under the rule of Francisco Franco (1939–1975) it was officially banned.

After Franco's death in 1975, newspapers and magazines containing materials both in Spanish and Basque came to be published in the Basque Country. The leaders of bilingual journalism of that time were *El Correo Español-El Pueblo Vasco* and *El Diario Vasco* newspapers.

The first news publications solely in Basque emerged from the political sphere. In 1977, nationalist newspapers, *Egin* and *Deia*, appeared in the region while *Egunkaria* and *Euskaldunon Egunkaria* became the mouthpiece of the ultra-nationalist party *Batasuna* and existed up until it was outlawed.

In 1979, the Basque Country was granted the autonomy status, and the Basque language became the second official language along with Spanish.

The unification of the Basque language contributed to the development of national journalism in the Basque Country, and the striving of local journalists to publish newspapers and magazines in Basque accelerated its formation. Today, almost all the media of the Basque Country use the Basque language.

Keywords: the national press, the Basque language, *Euskara*, the Basque Country, *Euskadi*, bilingual journalism.

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The Catalan Trial as Seen by the British Media (January–March 2020)

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Abstract

This paper examines the coverage by the leading British media (the Guardian, the Times and BBC) of the trial of Catalonia's former leaders, which took place in January-March 2020. The authors of the paper reveal the role of British media in shaping public opinion and consider methods of consciousness manipulation in the matter of Catalonia's independence from Spain.

Mass media as subjects have an opportunity to differently influence the conflicts and processes occurring across the world influencing the objects, which leads to changes in their activity. However, British media covered the Catalan process not in full and in a neutral manner. The publications were confined to statement of facts. Their authors did not care to analyze solutions to Catalan problems or suggest compromises between the hostile parties. This means that the given issue is not of great importance for the British media market.

Keywords: Catalonia, referendum, autonomy, independence, trial, British media.

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Sports Media During the Pandemic: the Experience of the Spanish Newspapers Marca and As

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Abstract

The COVID-19 pandemic has negatively affected sports journalism. Major sporting events have been cancelled or postponed, so sports media are trying to find new ways to engage consumers. This article analyzes the experience of two Spanish national sports dailies Marca and As, which have seen huge audience growth during the pandemic without touching on sports content as it is. The research shows that the news coverage from As was focused on COVID-19 and its huge impact on professional sport, including the postponement of the Tokyo Olympic Games, football tournaments such as European Championships, the Champions League, the Europa League and all domestic leagues. In addition, both Marca and As were focused on the day-to-day life of athletes during the lockdown. This strategy led to success. In April 2020, As had 17.5 million unique visitors (Marca had 16.9 million unique visitors) and became the worldwide leader among Spanish-language websites according to the Comscore report.

Keywords: Marca, As, sports media, COVID-19 pandemic, content strategy.

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The Influence of Online Technologies on Shaping the Images of Religious Minorities in Mass Media (a Case Study of the Online Version of Le Monde in 2015-2016)

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Abstract

This paper is devoted to the question of the impact of online media on the perception of ethnic minorities, as well as of how this impact is possible. New methods of attracting audiences, as well as analysing the effectiveness of particular articles, allow journalists to choose only popular topics that interest the audience and advertisers. In 2015–2016 Islam and terrorism proved to be such topics. Therefore, the images of ethnic and religious minorities dominated the pages of French online media. The author of this paper uses modern methods of analysing the popularity of queries on the Internet, such as Google Trends (a tool for analysing Internet trends), SEO (text optimization of search queries), examines comments and “likes”, as well as their impact on the choice of ethnic issues for coverage. The study shows the interest of French media, in particular, the online version of Le Monde newspaper, in the topic of covering Islam separately and together with terrorism, as well as the popularity of requests from social media audiences. The impact exerted by modern Internet technologies on online journalism and quality publications that exist in modern media reality, determines the choice of journalists and the audience in favor of negative and sensational stories. This attitude can harm the perception of ethnic minorities in modern French society. The study examines the current stage of research into mass media effects, pointing out the danger of ill-conceived policies aimed at the commercialization of quality media websites.

Keywords: minority, online technologies, impact of mass media, analysis of comments, mass media effects.

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Celebrating the 75th Anniversary of Victory

To the History of the 8th Division of People's Volunteer Corps

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Abstract

This paper examines the major historical stages of the 8th Division of People's Volunteer Corps in the Krasnaya Presnya district of Moscow, which was formed in July 1941 and actually perished in early October, when most of the soldiers and commanders of the Division were killed in battle or missing in action in the area of Yelnya, the Smolensk region. Although the history of Moscow Divi-

sions of People's Volunteer Corps has been much written about, it would be wrong to assume that the study of the tragically short history of the 8th Division is complete. This study

can be supported by the results of archaeological excavations near Yelnya. For a long time, no one cared about professionally searching the battlefields for soldiers and commanders of the Division. Today, archaeological excavations in this area are conducted by volunteers of the search party "Vympel – poisk MGU" mostly consisting of Moscow University students. Since 2015, this search party has discovered the remnants of about 80 members of the Division, 30 of whom have been identified. The second part of this survey paper focuses on the activities of "Vympel – poisk MGU".

Keywords: people's militia, 8th division, MSU, history, military archaeology.

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The Soviet Military Mission of 1941 in the Evaluation of the British and American Press

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Abstract

With the beginning of the Great Patriotic War, the task of establishing allied relations became one of the most important foreign policy tasks of the Soviet Union. To resolve this issue, the State Defense Committee decided to send the Soviet Military Mission to England, then to the United States. The article examines the progress of negotiations at the initial stage of the formation of the anti-Hitler coalition (July-September 1941) and coverage of Soviet military specialists' visit by the British and American press.

Keywords: 1941 Soviet Military Mission, anti-Hitler coalition, military supplies, lend-lease, the press about the Mission's visit.

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Book Review

From Terminological Clarity to the Quality of Scholarly Disputes

(A review of the book: Vartanova E.L. (ed.) (2019) Russian Media Theory. Basic Concepts. Moscow: Faculty of Journalism; Moscow St. Univ. Publ.)

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Development of the Contemporary Grammar Paradigm: One More Important Step

(A review of the book: Duskaeva L.R., Konkov V.I., Redkina T.Yu. / Duskaeva L.R. (ed.) (2019) Grammar of Speech Acts in Media Linguistics. A Monograph. Series: Language in the Coordinates of Mass Media. Moscow: Flinta Publ.)

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