

Abstracts

Research Paradigms

Multimedia Journalistic Narrative: Defining the Concept

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Abstract

In the last third of the 20th century, the concept of narrative became interdisciplinary. This was due to the narrative turn in humanities and formation of a narrative paradigm. Narrative elements are present in different discourses: scientific, juridical, historical, religious, political and media. In mass media, narrative becomes a communicative technique and one of the forms of transmitting information. In new media, we can talk about the existence of multimedia narrative. The article formulates the concept of multimedia journalistic narrative as a special form of communication. This phenomenon consists of three components: narrative, multimedia and journalism. The presented abstractions are analyzed separately to understand their influence on the communication processes. The author sets the multimedia journalistic narrative into the context of narratology, explains the narrative technique of describing reality in media texts and examines the importance of the multimedia in the formation of this concept. Each of the three facets of the multimedia journalistic narrative renders it its own property: narrative – the structure of narration (storytelling, dramatic construction); journalism – the documentary content (reliability, argumentation); multimedia – the form of a story (a combination of different semiotic systems). The synthesis of these categories creates qualities of a digital narrative format. The article also describes the specific features of multimedia journalistic narrative.

Keywords: multimedia journalistic narrative, multimedia, narrative journalism, narrative, narration, media text.

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Global Context

International Conflicts in the Context of Value Relations in Society: Specificity of Media Participation

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Abstract

The paper explores why military conflicts between states occur periodically in different regions of the world; what role the media play in such armed conflicts; and how this is related to value relations in society. The concepts of “armed conflicts”, “political conflicts”, “information wars” are studied. The contradictions that cause conflicts of state interests leading to armed confrontation between countries are revealed. Special attention is paid to identifying the value factors that influence the emergence and course of armed conflicts, as well as their information support. The authors describe the nature of information wars as a special form of media participation in the confrontation of states and characterize the communication strategies of the media systems in the warring countries. They specifically examine the role of the media in preventing the escalation of international tension, which carries the risk of new armed conflicts.

Keywords: international conflict, “hot spots”, political conflict, value relations, values, communication strategies.

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Ethnic Media in the Digital Environment: Results of an Expert Survey

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Abstract

This paper presents the results of an expert survey among members of 30 newsrooms of ethnic media published in the Republics of Tatarstan, Bashkortostan, Udmurtia, Sakha (Yakutia), Chuvashia and the Perm Territory in national languages: Tatar, Bashkir, Udmurt, Yakut, Chuvash and Komi-Permyak. The results of the study gave reasons to conclude about the professional, technological and economic challenges currently faced by national language media, as well as about relevant strategies and work prospects of ethnic media in the modern digital environment.

Keywords: ethnic media, Russia, digital divide, the Internet, ICTs.

Notes

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Agenda

Specifics of News Talk Podcasts

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Abstract

Today, podcasting in Russia is the fastest growing segment in the entire audio content industry. According to statistics, 51% of audio content consumers in Russia listen to podcasts. In 2018 2.5 million Russians were regular listeners to podcasts, and in 2019 this number doubled and reached 5 million. Before the pandemic, the volume of the advertising market in this segment also grew. One of the main problems of the industry in Russia is lack of regular sociological measurements of pod-casting. The number of participants in this market, the size of the audience and its profile remain unknown; consequently, preferences remain unknown. The degree to which this topic has been examined is extremely low: advertisers themselves and market players only roughly estimate its volume; there are no large-scale sociological studies of audience preferences and a clear genre definition. This study introduces the concept of an information and conversational (news talk) pod-cast as a separate and significant media product in the Russian market, as well as describes the process of creating such a format. Basing on four expert interviews with leading market workers, as well as an analysis of podcasts of this type, the authors try to identify the main features and prospects

of an information-conversational podcast, as well as to determine the role models of a podcast host in the context of changing audience preferences. The study showed the high scientific and applied potential of the information-conversational podcast format. The interest of the audience and advertisers in the segment is growing, and a sharp change in the external environment (the transition of the population to the isolation mode in April-May 2020 due to the spread of the coronavirus infection) only spurred the development of this type of podcast and strengthened its position among other podcasts.

Keywords: podcasting, new media, media product, radio host, social networks.

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Competition in the Current Moscow Radio Market

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Abstract

To date, Moscow FM band is fully booked. This article examines the competition in the Moscow radio market under these conditions. Competition is considered in the tradition of format theory of broadcast programming. The study concludes that the market is oversaturated, while commercial structures have roughly divided the market into format segments. If there are a large number of stations in several main format groups, only few of them are true competitors. An attempt has been made to find the main strategies implemented by the holdings when choosing their assets and making business decisions. There are six competition scenarios identified, yet not all of them are commercially driven.

Keywords: competition, format, radio, media market, commercial radio broadcasting.

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Interviews in Russian Blogosphere

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Abstract

The Internet and technological advances have led to the development of new ways of transmitting information, as well as new formats and genres. In this article, the author considers video blogs that feature interviews, as well as the changes that have occurred in the interview genre on the example of Russian YouTube. She also studies the reasons for the popularity and development trends of interviews by bloggers in media environment. What traditional media have long sought is now available on the Internet. Today, blogs are seen as a source of information and a means of communication. The amount of information received from the blogosphere is competitive with traditional journalism, which provoked rapid changes in the basics of traditional journalism and in approaches to conducting interviews.

Keywords: interview, blogosphere, blog, transformation, genre.

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Mass Media in Russia

Towards the Behavioral Characteristics of Russian Newspapers' Readership (a case study of the Argumenty i Fakty weekly)

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Abstract

Due to the dynamic process of digitalization of media space, there is an inevitable transformation in the behavioral practices of media audiences leading to changes in the work of traditional newsrooms. The article presents the results of a study of reading and buying behavior of the readership of the weekly newspaper *Argumenty i Fakty*. It seems important that the study identifies the sources and dynamics of information consumption, defines the patterns and habits of buying and reading weekly newspapers, as well as brings to light the main motives for readers to turn to weekly newspapers. The study was conducted through group discussions with the loyal and disloyal readership of the weekly newspaper *Argumenty i Fakty* in two major Russian cities: Moscow and Nizhny Novgorod. The results show that the level of media consumption by Moscow audience is significantly higher than the level of media consumption by residents of Nizhniy Novgorod. It is important to note that the decrease in the consumption of print media is becoming more and more evident. However, the rates and reasons for this phenomenon are slightly different, and the digital gap between Moscow and the regions could be a reason for this.

Keywords: newspaper, readership, audience behavior, media consumption, print media.

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Digital Development of Strategic Corporate Communications in Russian Resource Companies

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Abstract

This paper deals with the study of strategic corporate communications of large Russian resource companies. The aim of the study is to identify the specifics and innovative trends in the realization and development of strategic corporate communications of state-owned resource companies Gazprom, Rosneft and Alrosa.

The authors of the paper analyze the concepts of “strategic communications”, “strategic corporate communications” and “integrated marketing communications”, characterize them and consider the specificity of their use and interconnection.

In the modern world, global mediatized communication flows impart new development vectors to strategic communications. This makes it possible to keep track of a number of transformations in the area of strategic communications, both content-related and organizational structural ones, due to which strategic communications acquire innovative social and ideological content. In the course of analyzing empirical materials, it was found that the company’s official website is an essential element of strategic corporate communication. The comparison of the three corporations was carried out along the following criteria: the visual component of the website, working with target audiences (availability of information for investors, shareholders and media), revealing information (publication of reports and documents at open access), availability of links to social networks, availability of contact detail/forms of feedback. Based on the monitoring data, the authors conclude that large corporations pay increasingly more attention to strategic communications in general and corporate public relations in particular.

Keywords: strategic corporate communications, digitalization, mediatization, globalization.

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Mass Media Abroad

Digitalization in Germany: Challenges and Prospects (Towards Problem Statement)

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Abstract

This paper analyzes the challenges to digitalization in Germany. Although German politicians stated the opposite, Germany for long lagged behind in the development of information society and consequently faced the problem of the digital divide. The authors carefully considered all the social aspects and examined the statistical data to show at which level inequalities arise.

Keywords: digital divide, state strategy, digitalization, information society, media transformation, Germany.

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A New Digital Mode: the Problem of Paying for News Content in Social Media (a case study of Australia and France)

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Abstract

Regulating social media is a new research area, which is particularly urgent today against the background of the confrontation of online media and international IT companies. The author of this paper examines the experience of rule-making in France and Australia, where the government's attempts to shift income in the media market resulted in hard counteraction of the techno giants. Basing on the analysis of cases, the author evaluates the innovations and counteragents' actions in the area of digital legislation.

Keywords: digital law and the Internet, France and Australia, related right, online media, Facebook and Google.

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Poland's National Policy in British Quality Press

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Abstract

In recent years, Polish national policy has increasingly attracted the attention of the international community. UN experts are seriously concerned about the growth of ultra-right nationalist forces and some aspects of the country's migration policy. International political scientists define

Polish national policy as extremely controversial. The attitude of the British press to these processes is especially interesting from a scientific point of view. The objective of this study is to find out how the British media cover certain aspects of Polish national policy. The authors of the paper analyzed the publications on the subject in *The Daily Telegraph* and *The Guardian* over four years, from 2017 to 2020. Several techniques were used to investigate the patterns and features of coverage. It was found that the *Daily Telegraph* uses a rather conservative model of covering the issues of national politics in Poland. This newspaper often resorts to generalizations when writing about various issues without going into details. The details of Polish national policy are of much greater interest to *The Guardian*. In the materials of *The Guardian*, one can often find a detailed analysis of Polish migration policy. In fact, through careful coverage of Polish national policy, the British press makes an attempt to draw the attention of the world community to the emerging phenomena in Polish society: an increase in the role of ultra-right forces, an increase in the level of anti-semitism, as well as the dissemination and popularization of ideas of homogeneity of Polish culture.

Keywords: national policy, Polish nationalism, British press, Holocaust, ethnic policy.

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Public Relations by State Authorities of the People's Republic of China (in Emergency Situations)

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Abstract

The paper considers the organization of public relations by bodies of state power of the People's Republic of China with their communication resources in emergency situations. The author of the paper conducts a case study of the Chinese government's activities. Against the background of traditional media and new media, the development of public communications in the Chinese government is analyzed. The study shows that it pays increasingly more attention to information transparency in official discourse.

Keywords: emergency situation, public relations, bodies of state power, crisis, risk society, data transparency.

Notes

45-j otchet CNNIC (China Internet Network Information Center) o rassledovanii: sostoyanie razvitiya novykh pravitel'stvennykh media [The 45th Report of CNNIC (China Internet Network Information Center) About the Investigation: Development Condition of New Governmental Media]. Available at: <https://tech.sina.com.cn/i/2020-04-28/doc-iircuyvi0056994.shtml> (accessed: 20.06.2020).

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