
Abstracts

Research Paradigms

Media at the Stages of Man's Path of Life: to the Distinction Between the Types of Media Socialization

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Abstract

This theoretical study attempts to distinguish between various types of media socialization depending on the influence the use of media exerts on the audience. It is not the type of audience, socialization period or the nature of socialization the author of the paper focuses on but its qualitative characteristics as well as the singularity of man's path of life.

Keywords: media socialization, primary socialization, secondary socialization, self-socialization, media consumption.

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Foreign Reporter in Humanitarian Research: Concept Interpretation

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Abstract

The social importance of foreign reporting is growing, while the existing methodological foundations for studying foreign reporters are insufficient. The author of this paper set the task to investigate the role of a foreign reporter in international relations, formulate the term «foreign reporter», study generic relations of the concept, analyze which humanities consider the figure of a foreign reporter and examine the interpretation of the concept in sociology, psychology and jurisprudence. It was concluded that global media have become new actors in international relations. The author defines a foreign reporter as «a full-time or freelance media specialist who collects information abroad on the instructions of the editorial board, as well as processes the received data for the media.» The figure of a foreign reporter can be viewed within the framework of various humanitarian approaches: sociological, political, economic, psychological and the like. This paper is of a theoretical value, implying no empirical part, as it prepares the methodological foundations for further research.

Keywords: foreign reporting, foreign reporter, theoretical and methodological foundations, international affairs.

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Global Context

Child and Youth Psychiatry in Media Representation: New Relevance of the “Borderline” Subject Area

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Abstract

Psychiatry is not a new subject matter on the information agenda of modern media. Since the 1990s, the topics of psychology and psychiatry along with the topics of crimes, suicides, addictions and borderline states have hit national headlines. In most cases, mass media described psychiatric cases with discretion and mentioned the psychiatrist as a person whose competencies and actions were not subject to public disclosure. Normally, mass media did not go into detail in covering the tragedies linked with psychiatry and shifted the focus of attention to psychotherapy and social adaptation of

the mentally ill. Child psychiatry was not an exception. Nevertheless, in the past years starting from 2017 the number of media mentions of the topics concerned with this subject area has significantly grown. The authors of the paper conducted a qualitative and quantitative study, in the course of which they concluded that the growth in mentions is related to both the increased number of tragic events (external factors) and to the increased media's need to develop this topic (internal factors). They also outlined the global problems in the media coverage of this topic and the ways to resolve them.

Keywords: mass media, psychiatry, psychology, child psychiatry, child psychiatrist, mentally ill child.

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Doctor's Media Profile During the Coronavirus Pandemic: The Regional Media Experience

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Abstract

The article presents a study of the image of a medical worker as a hero of journalistic publications during the coronavirus pandemic. The purpose of the analysis is to study the representation of the doctor's image in regional mass media as an important component of the special social policy pursued by local authorities and the state as a whole. Based on the study of materials from regional Astrakhan media resources, a conclusion is made about the transformation of the doctor's media image. The main genre and stylistic features of the representation of a person in this profession in news, analytical texts and interviews have been studied. It is emphasized that during the period of mass morbidity, the media profile of a doctor becomes a special genre and socially significant phenomenon in the media. The motif of identity of a medical worker is realized through positioning him in a journalistic text or

in a public service advertising story as a person with a high value status by broadcasting the ideas of his chosenness and competence during a pandemic.

Keywords: pandemic, doctor, media image, regional media, new media.

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Agenda

Students' Distance Learning During the COVID-19 Pandemic

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Abstract

An analysis of the features of distance learning for students during the COVID-19 pandemic showed that at the moment it is impossible to completely replace the traditional format of education with online one without losing the quality of education. Under online learning, students not only gain

knowledge during the semester but also take remote exams. Using the example of Bauman Moscow State Technical University, the author of this article studies the performance of 2nd – 6th year students during 4 online sessions.

Calculations show that students' grades did not match the pre-COVID averages. In other words, students' performance was above or below than expected. The article discusses the reasons for such results. The conclusion is made about the low efficiency of online exams. The author proposes a set of measures to improve this efficiency.

Keywords: distance learning, session results, quality of education.

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Mechanisms for Promoting and Monetizing Russian and Foreign Media Accounts on Social Networks

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Abstract

Currently, all major publishing houses promote their media products on social networks. The authors of this scientific paper explored all major SMM (Social Media Marketing) strategies and also discussed ways to monetize media content on social networks with a strong visual component.

To conduct the study, the authors examined some large media outlets. The analysis was carried out during the peak of the COVID-19 pandemic in 2020. The criterion for choosing the media was the popularity of the brands as of 04/02/2020–05/04/2020. The New York Times, The Washington Post, The Wall Street Journal, The Guardian, Izvestia, Kommersant, Rossiyskaya Gazeta and Vedomosti became the object of the study. The sample was compiled to take a closer look at the marketing tools of thematically similar media and to understand exactly how these SMM tools enable media to distribute their content.

The paper presents methods for promoting audiovisual and textual content. Both erroneous and effective SMM techniques are demonstrated. In addition, the authors described and typified ways to monetize content on social networks with a strong visual component.

Keywords: social network, mass media, marketing, SMM (social media marketing), promotion, content monetization.

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The Donbass Press in 1919–1932

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Abstract

With the use of contemporary categories, the paper examines, on the interdisciplinary level, the journalistic processes and the Donbass press in the early years of the Ukrainian Soviet Socialist Republic (from March 10, 1919 to February 7, 1932). To evaluate the scale of both global and local discourse, the author basing himself on the materials of the State Archive of the People's Republic of Donetsk compiled a detailed list of newspapers shaping the linguocultural image of the region. An analysis of artificial bilingualism was also conducted through quantitative and qualitative comparison. Using traditional theoretical approaches to the classification of periodicals, typical of this chronological framework, the author grouped the newspapers in terms of territory, publisher, ideology, subject matter and language. It was found that in the given period 72 newspapers were published in Donbass, of which 31 were made by regional journalists, editorial boards and publishers; 12 were Ukrainian-language ones; 14 were specialized industry publications made by editorial boards of coal, metallurgical and chemical enterprises and so on. Other indicators show the existence of the advanced press, on which modern Donbass media rely in the conditions of state's self-identification.

Keywords: the press, language, bilingualism, linguistics, Ukrainization, mass media, system, classification, self-identification, Donbass.

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Mass Media in Russia

Social Orphanhood Discourse in Russian Newspapers: Specific Features of Media Transit

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Abstract

The study, whose results are partly published in this article, examined the practice of Russian newspapers across the country from 1999 to 2019. In post-Soviet Russia, social orphanhood has been one of the most urgent social issues. This study made it possible to keep track of how the issue changed over time in both media and society. The study focused on the agenda's content as well as on the targets of journalistic texts and their thematic features. This article also takes another approach to the issue, comparing the practices of all-Russian newspapers and identifying the place they occupy in the coverage of the issue nation-wide. Thus, both the achievements and failures of these practices may be brought to light.

Keywords: social orphanhood, all-Russian newspapers, media transit, comparative analysis of practices.

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Current Issues of Media Measurement in Audiovisual Content Production in Russia

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Abstract

In this article, tendencies in the development of Russian media measurement on television and in the film industry (2017 – February 2022) are reviewed in the context of digitalization. Media measurement is very important for producers who make films, series, or television programmes. The main index on TV is TV rating, which is calculated based on viewership measured by Mediascope. In 2017–2019 Mediascope offered a new index for TV channels – Big TV Rating, which combines data on viewership from different screens: television sets, PCs, and mobile devices. Since 2010, the Unified Automated Information System has worked in cinemas. It gathers data on box office, viewership, and on the number of times each film is shown. The overabundance of data on media consumption has become a new challenge for producers. Large amounts of information on the Internet (including polls, ratings, financial information on a film/series) can be contradictory or wrong and therefore can negatively affect content distribution. This problem should be considered, especially when producers, distributors and TV channels develop their marketing policies. This is why digital marketing has become a new directive

in content distribution. For audiovisual project producers, articles in online business publications, as well as ratings on websites like IMDb and Kinopoisk, are important.

Keywords: media measurement, ratings, producing, audiovisual industry, digitalization.

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Advertisement within the Context of Transformations of Digital Media Communication Environment (exemplified by Yandex and Google search systems)

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Abstract

Development of digital marketing in the modern media communication environment is inextricably linked to the shifts of advertisers' focus towards internet compared to the offline segments. Such shifts can be motivated by their strive to deliver marketing messages precisely to the target audience and build a more targeted communication with potential client. This article examines interaction of audience with advertisement by analyzing major search engines on Russian media market – Yandex and Google.

Keywords: digital media environment, Internet advertising, Internet marketing, search engines, platformization.

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Mass Media Abroad

Representation of the Left-Wing Ideology in Foreign Columnists' Work (a case study of the Mundo Obrero newspaper)

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Abstract

This study outlines the main historical stages of the Spanish newspaper Mundo Obrero and focuses on the traditions of left ideology reflection in the author columns of the publication. The author of the paper emphasizes the use of informal political discourse, which is somewhat different from the language of editorials and party resolutions. Materials of modern newspaper authors are presented as a logical extension of columnism of the 1970s marking the transition to free emotional comprehension of the political agenda. The interpretation of the published texts called for resorting to the historical background of the post-Franco period, which influenced the sentiment of the articles and the nature of opinion journalism. Based on the thematic dominants of the author columns, the author of the paper sets forth his own ideas about modern Spanish communists' purposes and goals as well as their understanding of the left project.

The content of the most salient publications was analyzed in the context of the problem of a communist's identity in the 21st century: the materials clearly demonstrate which challenges left

media and their audience meet in the conditions of right and ultra-right revanche. Lexical and stylistic characteristics of the selected materials are indicative of an individualized interpretation of the left movement problems, an interpretation which extends beyond the formal party discourse.

Keywords: Spain, the left, communism, column, ideology, identity, classes.

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Literature and Essays

“To Learn Everything Pertaining to Humankind...” (unpublished book “Everyday Life” by V.F. Odoevsky)

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Abstract

V.F. Odoevsky (1804–1869) is considered to be a universal writer. It is difficult for a modern researcher alone to cover everything that Odoevsky did as a writer, naturalist, musician and critic. Odoevsky, like a Renaissance man, resembles a titan who knows and is able to do almost everything. He was especially fascinated by philosophy. For three years (1823–1826) he headed the Love of Wisdom Society in Moscow, which he dissolved after the Decembrist uprising. Philosophy fascinated the characters of his literary works, too. Without turning to this «science of sciences» we will not understand either Odoevsky's journalism or his critical works. His unpublished book «Everyday Life» is kept in the manuscript department of the Russian National Library. The book consists of several sections (the author himself outlined 6), in which philosophical thought, after initial contact with reality (in «social life»), proceeds to resolving essential issues related to the destiny of man, divine truth, earthly deceptions and seductions, people and national spirit. Excerpts from this book are offered to the reader's attention.

Keywords: Odoevsky, philosophy, universality, Love of Wisdom Society.

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