
ABSTRACTS

Research Paradigms

Functions of the Social Network Discourse and the Social Network Picture of the World (a case study of the youth segment of new media)

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Abstract

In this article the authors substantiate a new categorial concept entitled social network picture of the world. The social network picture of the world is a specific type of media picture of the world formed on social networks. The construction of the above-mentioned variety of the media picture of the world should be considered in conjunction with the main functions implemented on social networks: communicative, recreational and entertaining, socializing, organizational, those of cooperation, identity management, self-actualization and self-presentation. The formation of the social network picture of the world is carried out in two directions. The first direction is associated with the departure of users into the virtual world through the formation of a certain subcommunication or communication for users only. The second direction is determined by the organizational potential of social networks, that is, the ability of online communication to influence users' real life.

Keywords: media picture of the world, social network picture of the world, social networks, media topic, rhizome structure, toposphere.

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New Ontologies as a Prospect for Studying Political Relations: Actor-Network Theory and Media

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Abstract

The purpose of this article is to demonstrate the limitations of the transition from theory to practice in the ANT objects under analysis. Political engagement becomes legitimated according to ANT leading to alternative politics and articulations in the media discourse, which only this optics can reconcile. The very situation of the theoretical attitude to the system of engagement, including the observed political relations, is created by non-human political participation.

This article presents a literature review in which researchers reflect on why different fields of intellectual, communicative and creative practice have adopted actor-network theory as a new method and analytical repertoire. The authors argue that the symmetry between humans and non-humans imposes ethical and political obligations, and that the voices of all actors must be heard through the voices of their representatives. Actor-network theory is a methodological strategy for remaining agnostic about what counts as an actor in any given situation and what has political agency. The theory

has become important for various political disciplines of 'things' such as urban politics, heritage and memory politics, media communication, ecology and contemporary art, and has made important contributions to current concepts of political 'participation'.

Keywords: politics, actor-network theory, media, agency of things.

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Global Context

Towards the Formation of Common Information Space of the Union State

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Abstract

In the context of intensified efforts of Western countries to destabilize the socio-political and economic situation on the territory of Russia and Belarus, the issues of regular provision of the national audiences of the Union State with high-quality and reliable information about the activities of authorities at various levels, as well as reduction of Westernization impact on national audiences, deserve special attention. The latter phenomenon leads not only to the erosion of language codes, but also to the loss of moral guidelines that underlie national identity and strengthen civil unity. Faced with the absence of competition, provided, among other things, by national media content, which offers spiritual, moral, ideological, axiological and other guidelines, Westernization poses a threat to the cultural sovereignty of the states and, as a result, to national security.

Keywords: Union State, Belarus, Russia, common information space, media of the Union State.

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Information Agenda of “Digital Youth” in the Focus of Media Geography (a case study of VKontakte and Telegram)

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Abstract

The thematic structure of the «digital youth» agenda in social media shapes the mediatized perception of images of countries and ideas about their significance. The study of media geography of VK high-rating youth communities and Telegram channels revealed that the key factor in the representation of foreign countries is the nature of their relationship with Russia. The media map of the world appears to be Russia-centered, while the media map of Russia – capital-centered.

Keywords: «digital youth», agenda, media geography, VK, Telegram, social media.

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Value Orientations of Future Russian Journalists (results of a survey among students)

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Abstract

There are changes in journalists' activities which touch upon searching information, its processing and verification, its dissemination, working conditions and work schedules (remote work), traditions and principles of communication within and outside professional communities. Ideas about the mission, goals and objectives, as well as the social roles of journalism lead to the transformation of professional values. The formation of the value field has not been practically investigated so far. The article presents the results of a survey among undergraduate students studying in the field of Journalism (N^o=274). An analysis of students' answers helped to reveal their priorities, professional motivation and to summarize their ideas of values and aspirations. Based on the results of the study, the authors of the paper are going to formulate recommendations for modernizing a number of practice-oriented disciplines in the field of Journalism, which will make it possible to improve the training of future journalists.

Keywords: values, value orientations, Russian journalism, journalistic education, journalist's professional ethics.

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Educational Potential of Television under the Pandemic: the Global Experience

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Abstract

The COVID-19 pandemic required transference of numerous routine, everyday and habitual processes of societal activity into the digital space. This necessity brought into sharp focus the problem of digital divide on both the level of citizens' access to media communication technologies and on the level of uniform representation of certain services in the digital environment. The area of education is one of those areas wherein digital divide manifests itself most explicitly. As the right to education, in accordance with legal documents adopted in many countries across the world, is compulsory and generally available, it is television, not the Internet, that played the central role in the process of mediation of academic knowledge in primary and secondary school. It was accounted for by greater availability of television in comparison with the Internet on the global scale. Under self-isolation, national and local television broadcasters came to be significant channels for disseminating educational content, implementing the system of distance learning. This paper attempts to consider the most prominent educational practices carried out by television broadcasters all over the world.

Keywords: television, remote education, remote learning, educational function, COVID-19 pandemic.

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Agenda

Manipulation Techniques of Television News Discourse

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Abstract

In the XXI century, the Russian Federation has faced an unprecedented pressure from Western countries in the field of information security. The importance of control over information flows increased dramatically during the military conflict. These facts determine the relevance of the study into manipulative technologies used by the media. One of the main channels of disseminating information is television. With the help of television news, you can have the necessary psychological impact on the audience. The results of such an impact can be as follows: a global change in public opinion, the imposition of alien standards of lifestyle and value systems, inciting racial, national and confessional discord, provoking interethnic and interfaith conflicts. The purpose of this paper is to study the methods of persuasion of the television news discourse on the leading TV channels of the United States and

Great Britain when covering the topic of using mass destruction weapons during the military conflict in Ukraine. The research material was the news stories of the BBC (UK) and ABC (USA) TV channels. The analysis revealed a wide range of manipulative technologies used in Western media news materials. In particular, emotionally colored vocabulary of negative semantics, ironic metaphors and other lexical techniques of information warfare were used. Manipulative techniques were also used at the level of the thematic structure of news stories. A large volume of manipulations allowed the author of the paper to conclude that the ideological function prevails over the informational one in the materials of British and USA TV channels.

Keywords: manipulation in media, television discourse, news.

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The Image of China in the Russian Media in the Context of the 'One Belt – One Road' Initiative (a case study of the russian TV channel Rossiya 24)

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Abstract

The article presents the results of a content analysis, which identifies the main strands of the programs on the Rossiya 24 television channel shaping the image of China in the context of the 'One Belt – One Road' initiative in 2020–2022. The relevance of the study is conditioned by the fact that in response to globalization, different countries seek to promote their positive image in order to strengthen their international authority. 'One Belt – One Road' is not only a global infrastructure project, but also a serious tool for promoting the positive image of China worldwide, as it is constantly in the center of world's media attention. The study revealed that the Rossiya 24 television channel forms a positive image of the 'One Belt – One Road' initiative, using different news genres and styles, emphasizes its importance for a fruitful cooperation between Russia and China.

Keywords: "One Belt – One Road", Rossiya 24, image of China.

Notes

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Information Society in the Mirror of Online Communication Language

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Abstract

The article examines the development history of convergent processes in scholarly science in a case study of such a direction as digital humanities. As a subject of research, the author chose a popular tool from the arsenal of this discipline – Google Books Ngram Viewer (GBNV). By analyzing the evolution of GBNV, the article considers the changes that occurred with the language of mass communication in the period from 2000 to 2020 and tries to understand the significance of these metamorphoses in the context of the rise of an information society.

Keywords: digital humanities, digital lens of culture, Google Books Ngram Viewer, Google Scholar, media evolution and information society.

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Mass Media in Russia

The Role of the Press in Shaping Ideas About the New Political Reality at the Turn of 1905-1906 (exemplified by the periodicals published in Vladivostok)

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Abstract

The article deals with the role of the press in the Second Vladivostok uprising of January 1906. It shows that revolutionary events in Russia, the strike of workers and employees of the Ussuri Railway, the discontent of soldiers of the fortress garrison were widely covered in Vladivostok newspapers. The latter were divided into sympathizers of the Revolution and those who took the side of the old

order. The editors/publishers of the Vladivostok and Vladivostokskiy Listok newspapers supported the railway strike, the establishment of social and political oppositional organizations, spoke at rallies, printed and distributed revolutionary proclamations thus directly violating the authorities' bans. Their often inaccurate publications excited distrust and hostility towards the government. Employees of the conservative newspaper Dalniy Vostok were harassed in the pages of left-wing newspapers and at public meetings. As a result, only this newspaper, whose editor called for compliance with the laws, was able to survive the uprising. All other periodicals were closed by the military authorities after the restoration of order in the city, and their editors either fled abroad or were eventually put on trial. However, as Dalniy Vostok noted in 1910, many of the leaders of the Vladivostok opposition returned to Russia unpunished and continued to work for the government.

Keywords: Revolution of 1905–1907, Vladivostok, newspapers.

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Economic Aspects in the Development of the NEP Era Press in Modern Russian Historiography

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Abstract

This paper examines the state of modern Russian historiography dealing with economic issues of Soviet media of the NEP era in the USSR. An analysis showed that this research area is gradually evolving; however, there are challenges that inhibit its growth. Among them are lack of clarity with some theoretical and methodological matters, insufficient availability of primary sources and the peripheral nature of this range of issues for Russian media schools.

Keywords: the press, media economics, NEP, USSR, historiography.

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Content Strategy of a Modern Media Holding (a case study of Bridge Media music channels)

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Abstract

Music plays a vital role in every person's life: we listen to music at home and at work, in the car, in public transport, and in the street. Music accompanies movies and major mass gatherings. Music is closely associated with political and social processes, as it is an integral part of daily pastime of practically every human being.

Mass media constitute a powerful agent in the way people find and consume music. Now that the number of music listeners is rising rapidly in all parts of the globe, including Russia, the music industry supplies the market with products of very different genres and forms in response to the demand. It is not surprising therefore that music television channels feature prominently in the Russian television market.

Drawing on the example of the Bridge Media holding, the largest producer of music TV channels in Russia and CIS countries, this paper examines the operation of a modern media holding. The author of the paper identifies the characteristics of the modern content strategy of Bridge Media, which has enabled the company to create a system of TV channels based on the musical preferences of all age groups and thus attract a multi-million audience.

Keywords: Bridge Media, television, media holding, content strategy, music TV channel.

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Mass Media Abroad

Chinese Social Advertising Under the COVID-19 Pandemic: Major Features

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Abstract

The article is devoted to the study of the characteristics of Chinese public health advertising during the COVID-19 pandemic. Since its inception, the pandemic has become one of the key problems in Chinese society, which has led to the emergence of public health advertising varying in genre, content, thematic categories, and tones. The research methodology is based on the principles of complexity and systematic study of the aspects of public health advertising, including forms, semantic accents in the content of advertising messages and emotional coloring (tonality). Using quantitative and qualitative research methods, the author of the article found that the main characteristics of Chinese public health advertising are the predominance of hybrid genre forms, such as visual-textual, audiovisual and multimedia, the preference of the authors of advertising messages to stick to a cooperative tone aimed at forming a positive perception of countermeasures to fight this social problem, as well as the involvement of traditional forms of advertising, such as dazibao.

Keywords: China, public health advertising, COVID-19, genre, thematic category.

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