
Abstracts

Global Context

Towards Russian Youth Engagement in Media Communications with the State in the Digital Environment

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Abstract

Interaction between state authorities and young people is one of the priority principles of the implementation of state youth policy in the Russian Federation. Despite the fact that in recent years the state has been actively transforming its information policy and paying more attention to communications with young audiences, some experts still point to the lack of a developed infrastructure for young people to obtain up-to-date information about state initiatives. The effectiveness of the process of political socialization of a young person greatly depends on his or her level of awareness of specific government measures and trends in the political sphere. As some researchers note, it is at the age of 15 to 25 that primary knowledge about politics is tested, expanded and deepened in the course of studying in high school, college, and university. In this article, the authors critically assess the potential of social media to raise young people's awareness of youth politics and draw attention to the trends in media consumption among young people that should be taken into account when regarding youth as the target group of state communications in the digital environment. The main method of the research was a pilot survey of student youth aged 18-25 living in four federal districts of Russia: Central, Privolzhsky, Southern and Siberian ones.

Keywords: state media communications with youth, political socialization, youth policy, digital media, social networks.

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Agenda

Earned Media as an Element of Diversification of Communication Channels (a case study of participants in the Festival Cannes Lions)

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Abstract

The authors of this paper study the transformation of communication models. They consider the ATL advertising model, the BTL advertising model, and the PESO model. The paper examines the elements of the PESO model, scrutinizes the component of earned media in the context of analyzing projects presented at the International Festival of Creativity Cannes Lions in 2022.

Keywords: advertising model, digitalization, diversification, PESO, earned media.

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Presidential Crisis in Venezuela in the Context of USA Foreign Propaganda

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Abstract

This paper examines major aspects of the presidential crisis in Venezuela amid a struggle of the United States of America for a unipolar world with the use of foreign policy media resources – Voice of America (VOA) и Radio Free Europe/Radio Liberty (RFE/RL). The author analyzes the key topics, actors' positions and the sentiments of messages presented on these resources. He also studies the influence of the media on the apprehension of the Venezuelan presidential crisis and the focus on shaping the public opinion at the expense of promoted narratives.

Keywords: foreign policy propaganda, US mass media, presidential crisis, election, Venezuelan crisis.

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Mass Media in Russia

Establishment of Soyuzfoto: a Chronicle

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Abstract

Establishment of Soyuzfoto in 1931 and dissolution of one of its predecessors Union-Photo is reconstructed based on the documents from the State Archive of the Russian Federation (GA RF) and publications of the Soviet/Proletarian Photo magazine and the Photocor newspaper. The choice of the form of business ownership is substantiated in the paper, the chronology of making key decisions regarding the activities of Soyuzfoto and its management is considered as well as the process of transferring property and the photograph collection of Union-Photo to the new photographic agency. The chronological framework of the first period in the history of Soyuzfoto is fixed, and this is proposed to be referred to as the period of development and adoption of strategic decisions that precede the onset of production activities.

Keywords: Soyuzphoto, Union-Photo, photo agency, photojournalism, USSR and the 1930s.

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Musical Culture in the Russian Media System

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Abstract

Today, we observe an interest in the cultural heritage of our country, in particular in the history of arts, and music is not an exception. The interpretation of music as part of a single culture of human spirit was inherent to great thinkers of antiquity.

In Russia, readers got to know the first specimens of music journalism in the late 18th – early 19th century. Composers and writers (in fact, amateurs) were authors of short notes and long articles about music.

After the October Revolution, the new power started to develop the mass music industry and involve the population in musical culture, which was a simple and effective tool of propaganda. From the late 1940s, popular culture was fostered, the target group being young people.

During perestroika and glasnost, ideological bans were removed. Changes touched upon music and music programs: new genres developed, author programs emerged, rock groups would come out of hiding. The post-Soviet period transforms musical and cultural audience demands, music journalism as well as music itself. The concept of 'commercial product' comes into being applicable to pieces of music. Now it is the listener who determines musical culture.

Keywords: musical culture, television, propaganda, music journalism, television program.

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Mass Media Abroad

Conceptual Approaches to Covering International Conflicts (analysis of publications in European and American mass media)

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Abstract

The article presents the results of research on the practice of European and American mass media covering international conflicts. The author analyzes the conceptual approaches of mass media in different countries through the prism of media geographic views on the processes of media reality formation. The focus of the research is on the interpretation of meanings and their transformation in space and time. The research methodology was based on the implementation of empirical analysis methods into the content of conceptual platforms and included media metric analysis, rank analysis (rank distributions of popularity of semantic categories for internet audiences around the world), quantitative and qualitative content analysis of media texts and analysis of publications according to the criteria corresponding to each platform. The results of the study made it possible to classify the approaches of foreign mass media to covering international conflicts and to reveal that a small part of media texts correspond to the concepts of peacemaking, constructive journalism and solutions journalism. War journalism is the most common (more than 70% of publications). Regrettably, the ideas of positive and preventive journalism are less often applied in practice.

Keywords: mass media, international conflicts, media geographic analysis, conceptual approaches.

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Print Media in the Republic of Angola: from the Colonial Period to the Present Day

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Abstract

The research focuses on the print media of the former Portuguese colony in Africa, the Republic of Angola. The article examines the history of the Angolan press during the colonial period, after independence and at the present stage. It is concluded that compared to other former Portuguese colonies, Angola has the most developed press at the present stage, but despite the presence of the private press, the number of state periodicals prevails.

Keywords: Angolan press, Portuguese colonies in Africa, colonial media.

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Media Text

Correlation between Headline and Content in Modern Russian Media (a case study of the online versions of the Kommersant and Komsomolskaya Pravda newspapers)

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Abstract

The article carries out an analysis of interrelationship between the headline and the text of the media material in a comparative case study of publications in the web versions of the Kommersant and Komsomolskaya Pravda newspapers. Because the audience gets lost in the abundance of media and information, and the headline/headline complex is the first and the main element that 'catches' the eye of the reader, it is not surprising that in the rapidly growing field of media the syntactic structure of it and the creative approach of the author to the headline constantly transform to render it more functional and bright. Based on the research, a conclusion can be made that fully informative headlines with certain structure are able to act as full-fledged media materials and resonate more with the audience than creative language constructions.

Keywords: headline, headline complex, correlation, semantics, newspaper publication.

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Review

Read, Compute, Create, or Why Advertisers Need Mathematics

(Book Reviews for: Evstafiev V.A., Tyukov M.A. (2023) *Artificial Intelligence and Neural Networks: Application in Advertising: a Study Guide*. Moscow: “Dashkov and K” Publishing and Trading Corporation; Vartanov S.A. (2023) *Economic Theory of Advertising: Effects and Models: a Monograph*. Moscow: Faculty of Journalism of Moscow State University; Moscow University Publishing House).

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