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# Abstracts

## Agenda

### Towards Understanding “the Korean Wave” in the Russian Media Discourse

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#### Abstract

The phenomenon of the Korean Wave and its presence in the Russian media discourse are studied in this article. In response to current challenges, the Russian media industry is facing the preservation of cultural identity in the context of deglobalization. The study analyzed the electronic versions of three Russian newspapers (Kommersant, Izvestia, Komsomolskaya Pravda) and one Russian online publication (Lenta.ru) during two periods (2011-2012 and 2021-2022). The search was accomplished by keywords corresponding to the studied cultural phenomenon. An increase in the volume of content about Korean culture in the Russian media discourse was revealed. As a result of the analysis, it was possible to show that the Korean Wave is leaving the category of phenomena and becomes part of the cultural agenda of the Russian media.

Keywords: Korean Wave, Hallyu, Russian media, dewesternization, soft power.

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## **Music Reality Shows in China and Russia: a Comparative Analysis**

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## Abstract

China and Russia have a lot in common, including their audience's love for television reality shows. Such programs, as a rule, are sharply ahead of all competitors and top television ratings. The success of music reality shows around the world proves that a popular show requires a creative format, proper adaptation of the format and a successful social media content strategy. In this article, the intermediate stages of studying three groups of Russian and Chinese music reality shows are presented. The period under examination is from 2017 to 2023. The authors selected music reality shows in Russia and China which are as similar as possible to each other upon various indicators, but primarily in format. A format is a set of characteristics that render unique distinctive features to each individual television program. The sample included six programs: "The Voice of China" and "The Voice," "The Masked Singer" and "The Mask" as well as "The Concert of Time" and "The Songs with All One's Heart". The data from the shows was analyzed according to the following indicators: format features of the Russian and Chinese versions, audience data and content strategies in social media.

Keywords: music shows, reality shows, format, social media, new media.

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## Mass Media in Russia

### Work of Russian and Soviet Cameramen During Armed Conflicts

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#### Abstract

This article is devoted to the experience of Russian and Soviet cameramen in armed conflicts. Their activities began in the 19<sup>th</sup> century, when in 1896 a representative of the Lumiere Brothers company shot the coronation of the imperial couple, and continued during the Russian-Japanese war. Then there were revolutionary years, the Civil War, the Great Patriotic War and all the subsequent tragic events. The article reflects the stages of formation and transformation of the profession of a cameraman depending on political changes and technological breakthroughs. The ethical aspect is described in the paper and the dangers of cameramen's activities are considered.

Keywords: newsreel, cameramen, armed conflict, extreme journalism, war journalism.

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## Mediatization of Gaming Experience Exemplified by Russian Video Blogging

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### Abstract

The active development of the video game market in recent years, as well as the rapid growth of its audience (up to 60% of Russians play video games on a regular basis) have provoked the emergence of a gaming video blogging niche on most modern video platforms. This study aims to describe the features of Russian gaming video blogging as a form of mediatization of gaming experience and institutionalize it in modern conditions. The study examined some leading domestic and foreign video platforms. The authors also analyzed the content of the top 10 Russian gaming video blogs dedicated to the most popular video games in the genres of shooter, adventure, sports, simulator and MOBA on YouTube and Twitch platforms. The analysis included 452 videos on the YouTube platform and statistics on Twitch broadcasts. The chronological scope was limited to the period from September 2022 to September 2023. The results of the study confirm the actualization and widespread dissemination of the “little brother” effect, as well as the increasing popularity of the let’s play genre and emotional content in domestic gaming video blogging.

Keywords: gaming industry, video blogging and video platforms, content analysis, YouTube, Twitch.

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## **Brand Positioning of an Entertainment Television Channel in the Online Space**

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### **Abstract**

This article presents the findings of a study that investigated the way Russian entertainment television channels position their brands on social media platforms. The study employed in-depth interviews with representatives of five popular entertainment television channels: MUZ-TV, CTC, Pyatnitsa!, TNT and TV-3. The authors primarily focused on the evolving dynamics between traditional media and users in social media spaces. They revealed that entertainment television channels adopt a friendly communication style that leverages interactive elements to engage with their audiences. Based on the data obtained, this article outlines the promotional strategies employed by television channels to shape their brand identity, as well as the challenges they encounter when producing content for digital platforms.

Keywords: television, entertainment television channels, television channel brand, social networks.



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## **Tools for Media Promotion of Performing Arts during the Pandemic (the case of the Bolshoi Theater of Russia)**

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### **Abstract**

This paper examines the impact on the opera industry of the restrictive legal acts introduced in Moscow during the COVID-19 pandemic, as well as studies the changes in the subject matter and formats of the content on the Bolshoi Theatre's official pages on social networks.

The paper also demonstrates how the change in content affected the engagement index of the theatre's audience on social networks.

The author highlights the role of video broadcasts as the main type of viral content during the period of restrictions on the functioning of cultural institutions, as well as the importance of publishing engaging content and posts related to the backstage life of the theatre and the staging process of performances as tools to increase audience loyalty.

Keywords: opera, theatre, pandemic, promotion, performing arts.

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## Mass Media Abroad

### Modern Trends in British Media in the Post-Covid Period

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### Abstract

The article is dedicated to the study of the UK media trends in the post-Covid period of 2022-2023. The authors begin their study with a review of the British media market trends in 2022-2023, concentration of capital, merges and acquisitions that took place within the period under study. Hi-tech giants and their influence on the UK media market are also being scrutinized. The authors consider UK traditional national newspapers and their circulations as well as their audience reach via modern digital platforms. Then the authors explore the competition of hi-tech giants and traditional media, as well as legal challenges against British leading news organizations. In addition, the structure of contemporary British television market, its ownership and revenues of the three groups of companies dominant in this sphere are being studied. The present state of UK radio broadcasting including podcasts is also being investigated including competition between public broadcasting and commercial companies that now challenge BBC. The authors complete their study with the examination of decline of the audience's trust in British media.

Keywords: UK mass media, concentration of capital, monopolization, media market, corporations.

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## **Features of Medical Discourse in The Wall Street Journal and The New York Times (comparing pre-pandemic and post-pandemic periods)**

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### **Abstract**

This article is devoted to the study of medical discourse in the famous American newspapers The Wall Street Journal and The New York Times in 2019 and 2022. The relevance of the study is determined by society's need to receive reliable and complete medical information, especially in the context of the COVID-19 pandemic. The article provides a comparative analysis into the coverage of medical topics in these American quality newspapers. The key aspects considered in the article are as follows: the representation of a particular field of medicine, genres of the materials on medical topics, social focus of the materials and the like. The results of the study made it possible for the author to identify similarities and differences in the approach to medical discourse in two prestigious business periodicals of the USA, as well as to evaluate their contribution to medical agenda setting.

Keywords: medical discourse, The Wall Street Journal, The New York Times, agenda.

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## **Radio Broadcasting Sector in Norway: Development Stages**

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## Abstract

This paper examines the formation stages of the radio broadcasting sector of the Norwegian media industry and the main factors that influenced its development. As the study showed, this sector started to develop in Norway after the monopoly of NRK (the Norwegian State Broadcasting Company) was abolished, investment funds were invited and the digital format of broadcasting was introduced. All these led to diversification of the radio broadcasting sector.

Keywords: NRK and digitalization of Norway, radio broadcasting, monopoly, development stages.

## Notes

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## **Role of Public Service Advertising in Forming Social Ideals among the Chinese Youth**

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### **Abstract**

The article studies the role of public service advertising in the formation of young Chinese Internet users' values. An analysis of the theoretical concepts of public service advertising and its functions was carried out, which made it possible to identify ambiguous perceptions of the impact of this type of advertising on the audience, as well as its multifunctionality. Using empirical research methods, the author of the article identified the aspects of influence of public service advertising on part of Chinese society represented by young Internet users. As a result of the study, it was concluded that for the surveyed part of young Chinese users public service advertising primarily performs educational and ideological functions, which can be designated as basic ones. The author notes that the greatest influence on Chinese society at the present stage is exerted by public service advertising dedicated to the topic of the COVID-19 pandemic.

Keywords: public service advertising, young people, Internet users, functions, China.

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## Mediatext

### American Propaganda Poster as a Creolized Text

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#### Abstract

The article explores the phenomenon of propaganda in the United States of America in a case study of popular propaganda posters. The paper is largely based on the identification of the communicative specifics of propaganda posters through the lenses of creolized texts studies. Besides, in this article there was an attempt to analyze the formal structure and communicative characteristics of posters paying more attention to visual signs and means of communication of this format. As a form of communication, posters normally have verbal and non-verbal communication elements which are usually perceived as a syncretic semiotic environment. Therefore, this communicative nature of posters cannot be fully studied if one relies only on the basis of humanities. This is why in this research the authors tried to apply a multidisciplinary approach while analyzing 20th century American propaganda posters. This approach combines not only the use of humanities terminology and research methods but also the terms and methodology which belong to the field of academic art and other domains of visual storytelling.

Keywords: poster, creolized text, propaganda, verbal communication elements, non-verbal communication elements.

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