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# Abstracts

## Global Context

### Researching Newspaper under Digitalization: Updating the Approaches

© Olga V. Smirnova

PhD in Philology, Associate Professor, Head of the Chair of Digital Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia),, smirnova.olga.msu@yandex.ru

#### Abstract

The article states the deactualization of researchers' interest in newspapers as a social institution in response to technological transformations associated with digitalization of the media space. The article substantiates the necessity to actualize the newspaper as an object of research due to notable changes in its institutional status and social functions and the resulting effects not only for the media and journalism, but also for society as a whole. The factors and processes related to the transformation of the institutional status and functions of newspapers are outlined. The importance of comprehending the influence of these processes on the deep transformations of the modern newspaper, which change its intrinsic properties and purposefulness, is substantiated. The article emphasizes the newspaper's ability to adapt to different platforms without losing its basic professional and value orientations as the most important property from the point of view of preserving both horizontal (media) and vertical (social) systems of public institutions.

Keywords: Russian mass media, newspaper, media, digitalisation, media space, institutional crisis, institutional status, social functions.

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## Agenda

### Media Education, Media Literacy and Media Consumption of the Youth: Review of Contemporary Research

© Nataliya M. Moskalenko

Senior Lecturer at the Chair of Journalism and Deputy Rector of Donetsk State University (Donetsk, Russia), n.moskalenko@donnu.ru

#### Abstract

The article analyzes contemporary Russian research, which examines the processes currently taking place in the media space. These processes can be considered within the triad of media education – media literacy – media consumption. Each of the concepts of this triad is assessed separately, but at the same time their genetic relationship is shown: media education forms media literacy, which, in turn, allows to make media consumption more rational and productive. It is emphasized that the understanding of media education has expanded so far and comes down not only to the curricula of educational institutions, but also in general to the skills of living in the digital world. Media literacy is characterized in the same complex way as an ability not only to consume, but also to produce media texts. The phenomenon of media consumption makes it possible for us to understand the hallmarks of socialization, primarily of the digital generation. The prevailing opinion on this matter boils down to the statement about the desire of young people to identify themselves with small groups based on the specific media consumption characteristic of these groups.

Keywords: media education, media literacy, media consumption, media text, socialization.

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## **Axiologemes in Communicative-Speech Support of Youth Policy**

© Ilya I. Shakalov

PhD in Sociology, Associate Professor, Lecturer at the Center of Supplementary Vocational Education, Faculty of Philology, People's Friendship University of Russia; Director General of the Fund for the Development of the Krasnodar Territory (Krasnodar, Russia), [shakalov\\_ilya1@mail.ru](mailto:shakalov_ilya1@mail.ru)

### **Abstract**

The relevance of studying effective forms of speech interaction with young people increases during critical periods of the country's history. The purpose of this article is to identify the «value» characteristics of the media discourse of youth policy. The author's key conclusion revolves around the idea that the achievement of political goals is impossible without demonstrating the value-based regulatory foundations of youth policy.

Keywords: youth, politics, values, axiologeme.

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## **Branding and Rebranding Technologies in Strategic Communication of Russian Universities**

© Angelina P. Besedina

PhD Student at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ang-besedina@yandex.ru

### **Abstract**

The article is devoted to the practice of using rebranding technologies in the strategic communications of universities. The study is based on the research into strategic communications done by leading Russian and foreign scientists. The article presents data from a sociological survey of press secretaries of 56 Russian universities regarding the rebranding of the universities. In the course of the study, the author came to the conclusion that rebranding is heavily used by universities. The main prerequisite for their rebranding is the need to comply with changes in the university, as well as the need to meet the trends and interests of the audience. Russian universities are undergoing full or partial rebranding. They talk about rebranding via information resources and thematic events. Many universities emphasize modernity, innovation and development in their key messages. Most of them try to use strategic communications to promote key messages, but only half report actually using them.

Keywords: branding, rebranding, Russian universities, strategic communications.

### **Notes**

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## Mass Media in Russia

### “Detskoye Chtenie dlya Serdtsa i Razuma”: Specific Feature

© Liudmila M. Cherepnyova

Independent Expert (Moscow, Russia), cherepnyova@yandex.ru

#### Abstract

The article given below is devoted to the first Russian children's magazine, organized by N. I. Novikov – Detskoye Chtenie dlya Serdtsa i Razuma (1785–1789). The author focused on the first year of its existence, which was the most typical one for the formation of a children's magazine as a new kind of media. The huge success gained by Detskoye Chtenie aroused researchers' interest. The aim of the author was to create the image of this outstanding new media product at its start and the tasks were to define the system of characters, genres, design features and personalities of the magazine staff members. As a result, some new information was obtained about the initial program of the magazine and its subsequent implementation, about the magazine staff and a system of conclusions about its composition, features and design. The main research methods to be used were the comparative historical method, analysis and synthesis, classification and the descriptive method.

Keywords: Detskoye Chtenie dlya Serdtsa i Razuma, history of Russian journalism, N. I. Novikov.

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## **Mass Media Coverage of Charity: Framing of the «Children Instead of Flowers» Campaign**

© Rouzanna G. Ivanyan

PhD in Political Science, Associate Professor at the Chair of Journalism and Media Technologies of Mass Media, High School of Press and Media Technology, Saint Petersburg State University of Industrial Technologies and Design, rouzanna@youthcentre.ru

### **Abstract**

The paper explores the peculiarities of charity coverage in Russian mass-media (as a case author applies campaign «Children Instead of Flowers»). The empirical data are publications released from August 25 to September 8, 2023 in online versions of traditional mass media. The author identifies seven frames applied by the media: instrumental, mobilizational, educational, polemical, reporting, delayed effect, and self-recognition. Journalists use various, yet 2 consistent and repeated frames while covering charitable events. "Action journalism" is becoming more prevalent in media strategies, and it manifests itself through directly or indirectly promoting initiative and inspiring to donate. The

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goal of materials released prior to the action is to increase motivation and make access to donating easier, whereas the goal of materials released after the charity event is to boost trust by showcasing its effectiveness, accountability, and transparency. The journalism fulfills its organizational functions but narrows the analytical reflection through selective coverage of reality.

Keywords: philanthropy, social journalism, mass-media, framing, "Children instead of Flowers".

## Notes

Akciya «Deti vmesto cvetov» pomozhet 10-letnej Dalile iz Vsevolozhska v bor'be s nedugom [The "Children Instead of Flowers" Campaign will Help 10-year-old Dalila from Vsevolozhsk to Fight the Disease] (2023). *Fontanka.ru*, 21 August. Available at: <https://www.fontanka.ru/2023/08/21/72620147/> (accessed: 05.09.2023).

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## **Images of Women in Mass Media: Representation of Social and Personal Statuses**

© Taibat S. Agasieva

PhD Student at the Chair of Digital Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), agasievataibat@gmail.com

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## Abstract

The article describes the results of a study devoted to the identification of the main social and personal statuses of female protagonists of profile interviews and essays in twenty Russian publications. The empirical data obtained are aimed at studying the axiological media discourse reflecting the global value conflict of recent years and intended to strengthen national spiritual values. The data on professions and public spheres in which women are employed, their official status, territorial and temporal characteristics, as well as the family, educational and age-related aspects of the female protagonists of media texts are presented.

Keywords: media images of women, values, gender studies, profile essays, interviews.

## Notes

Cherez poboi k slave: kak Polinu Osetinskuyu otec pytkami prevratil v vunderkinda [Through Beatings to Fame: How Polina Ossetinskaya was Tortured by her Father into a Child Prodigy] (2023). *Voice*, 21 March. Available at: <https://www.thevoicemag.ru/social/stories/cherez-poboi-k-slave-kak-polinu-osetinskuyu-otec-pytkami-prevratil-v-vunderkinda/> (accessed: 14.10.2023).

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## Mass Media Abroad

### Journalism and Media System of the Republic of Belarus: Historical and Chronological Analysis (exemplified by printed periodicals for the female audience)

© Vera N. Boyko

Researcher at the Chair of Digital Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), vera.efimowich@yandex.ru

#### Abstract

The article is devoted to the historical and chronological analysis of women's magazines in the Republic of Belarus. A systematic study of their formation and operation in different periods viewed in the context of the transformation of communication space is important for understanding the origins of processes and connections with modernity. The development of women's magazines went in line with the overall development of the Belarusian media system, typological transformations reflected the changes that took place in the history of the country, especially in 1917–1919 and the 1990s. This conclusion confirms the close connection between journalism and the media system, on the one hand, and the socio-historical transformations, on the other, which manifests itself even in specific segments of the system such as women's magazines.

Keywords: publications for women, women's magazines, media system of Belarus, history of journalism.

#### Notes

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## **The State of Armenian Regional Television after Digitalization**

© Zhan G. Baghiyan

PhD in Philology, Deputy CEO for academic work, MSU Branch in Yerevan (Yerevan, Armenia), zhanbaghiyan@gmail.com

### **Abstract**

The author considers the history of emergence and development of Armenian regional television in the post-Soviet era of independence, analyzes the condition of this area in response to digitalization in the republic. The study reveals the contemporary condition of regional television in Armenia after the law "On Audiovisual Media" was put into execution, identifies the problems in the operation of regional channels that were not included into the public multiplex, examines the prospects for creating a new, private multiplex. Today's Armenian regional channels are also investigated in terms of their broadcasting in the online format and in terms of their interaction with other digital services.

Keywords: Armenian regional television, online broadcasting, multiplex, law "On Audiovisual Media".

### **Notes**

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