
Abstracts

Research Paradigms

Motivational Factors and Features of the Digital Generation's Media Consumption

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Abstract

The article examines the motives for turning to media and the features of digital generation's media consumption. The younger generation is the first to master and actively introduce the latest digital technologies into their lives, making them an ideal subject for studying modern media trends. Today, media resources have evolved far beyond simple information channels – they now create a unique space for personal development, where everyone can satisfy their communication needs and engage in self-education. The study aims to identify the main motives for turning to media and the distinctive features of the digital generation's media consumption. Currently, research focus has shifted to studying dynamically evolving network content, unlike in previous years when television consumption was the primary focus. The rapid development of the digital environment has caused many previous scientific conclusions to lose their relevance. The younger generation, being the most technologically advanced group and comprising a significant part of users, actively shapes the modern media space. As a result of the research, the author's interpretation of the motives and consumption patterns characteristics of today's digital generation is presented.

Keywords: media, consumption, generation, space, content.

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Global Context

On Expert Assessments of the Readability of Distorted Texts

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Abstract

The article addresses the relevant issue of developing a methodology for assessing the readability of distorted texts and applying this methodology to create an annotated corpus of such texts. Two types of assessments are proposed – absolute (score-based) and relative (comparative). The article outlines the approaches used for assigning each type, provides illustrative examples, and discusses the limitations and specific features of their application. The hybrid assessment strategy developed in this study combines a more labor-intensive absolute assessment for a small subset of texts with a simpler relative assessment for the remaining ones. For this strategy, the authors define conditions that relate the desired assessment accuracy, the size of the corpus, and the ratio of labor costs for the two types of assessments, under which the strategy is justified in terms of cost-effectiveness.

Keywords: readability, distorted media texts, expert evaluation and aggregation of assessments, text reconstruction, weakly structured information.

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Agenda

The Media Image of the Russian Orthodox Church in Business Periodicals (a case study of the Vedomosti newspaper)

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Abstract

This paper presents the findings of a study examining articles published by the *Vedomosti* newspaper in 2023 that focus on the Russian Orthodox Church (ROC). It identifies the primary thematic areas covered in these articles, analyzes the contexts in which the ROC is referenced, and outlines the distinctive features of its media representation.

Keywords: media image, ROC, Vedomosti, newspaper.

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Management Practices of Media Executives

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Abstract

This article examines the management practices used by leaders of Russian media organizations in team interactions during the 2020s. It identifies key employee characteristics and leader behavioral traits that are crucial for task delegation, team transformation, and the development of effective motivators. The study highlights the importance of openness to innovation and trend awareness for leaders. Additionally, it emphasizes that the focus on providing opportunities for employees' professional growth is a central aspect of team management in modern media organizations.

Keywords: media management, leadership, media executives' management practices, media professionals.

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Mass Media in Russia

Reality Shows: Characteristics of Russian Viewers' Perception

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Abstract

This study is devoted to analyzing the characteristics of how the Russian audience perceives reality show programs in the first half of the 2020s. A large number of new reality shows that have emerged in the Russian television market in recent years necessitates evaluation and analysis. One of the most important aspects of this research is understanding the specific features of viewers' perception of such content. To investigate this issue, we employed the survey method, which not only revealed the way

modern viewers perceive this format in general but also allowed us to identify new behavioral patterns that have developed in users while watching reality shows.

Keywords: reality shows and viewers' perception, television, audience, show programs, streaming.

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Social Networks Agenda Setting Role in Russian Sports Media

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Abstract

The article analyses the issues on which sports media focus audience's attention in their social media communities, the topics they prioritize, and the rationale behind these choices. An examination of 1,838 messages revealed that different sports media frame different agendas for followers. The findings demonstrate that different issues typically dominate audience attention. Topic selection by broadcasters is determined by their on-air representation and portfolio of rights; online media are more objective and focused on the actual significance of sports events.

Keywords: agenda, agenda setting, social networks, sports media.

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Programming Strategies of Entertainment TV Channels: the Case of Competing Broadcasters the TV-3 and Domashniy

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Abstract

The paper is dedicated to the study of programming strategies of Russian entertainment TV channels *Domashniy* and *TV-3*. The paper analyzes the genre diversity of content of both broadcasters, and distribution strategies in their broadcasting schedule. In addition, the methods of attracting viewers and competitive advantages of both channels are compared. The results of the work can be useful for developing effective programming and scheduling strategies, as well as to addressing the challenge of attracting the target audience by competing channels.

Keywords: programming, entertainment TV channel, competing TV channels, broadcast schedule, counterprogramming.

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Literature and Essays

The Bride at the Fair and The Captain's Daughter: on the Sources of Alexander Pushkin's Novel

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Abstract

The proposed article attempts to prove that one of the possible sources of the novel by the great Russian writer A.S. Pushkin, *The Captain's Daughter* (1836), was the story by historian and journalist M.P. Pogodin, *The Bride at the Fair*, published in the journal *Moskovsky Vestnik* (1827–1828). Noting the insufficient exploration of this issue in Russian Pushkin studies, the author, having studied Pushkin's reviews of Pogodin's literary works and conducted a comparative analysis of the heroes of both works – namely, Savelyich (*The Captain's Daughter*) and Dementiy (*The Bride at the Fair*) – concludes that Pushkin owed his choice of characters – a young officer and his faithful servant – to his predecessor. At the same time, it becomes evident that the folk character of Pogodin's story, as V.G. Belinsky described it, and his approach to developing the characters of people from the lower classes corresponded to the realistic aspirations of Pushkin, who by the early 1830s had already finished his tragedy *Boris Godunov* but still remained dissatisfied with the folk images he had created and was searching for new examples of such heroes.

Keywords: M.P. Pogodin, A.S. Pushkin, *Moskovsky Vestnik*, *The Bride at the Fair*, *The Captain's Daughter*.

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To the 270th Anniversary of Moscow University

The Statutes of Moscow University in the Context of the Evolution of University Autonomy in Russia

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Abstract

Moscow University is one of the oldest higher education institutions in Russia, and therefore, the interest in its history in the year of its 270th anniversary is fully justified. It is also interesting that, having emerged in 1755, Moscow State University has never once interrupted its work on training and educating highly qualified specialists for the country, despite all the political, economic and other shocks that have taken place in Russia over the past three centuries. The article explores the close relationship between the traditions of university autonomy that have developed at Moscow University and are enshrined in its statutes and the role that Moscow University has traditionally played in the educational system of Russia in different historical periods.

Keywords: Moscow University, statute, university autonomy, higher education.

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Moscow University during the Great Patriotic War: the History of the 8th Division of the People's Militia

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Abstract

Drawing upon unpublished archival documents, the author of this study examines the involvement of faculty, students, and staff of Lomonosov Moscow State University in the formation of the 8th Division of the People's Militia in July 1941. This division was one of twelve militia divisions established in Moscow shortly after Nazi Germany's invasion of the Soviet Union. With over thirty years of experience in locating Red Army soldiers and commanders who went missing during the Great Patriotic War, the author also discusses the distinctive features of archaeological work conducted on the battlefields where the division fought. Particular attention is given to the current participation of Moscow University students in these archaeological efforts.

Keywords: Great Patriotic War, 8th Division of the People's Militia (8th DPM), International Public Organization "Vympel", Lomonosov Moscow State University, archaeology.

Notes

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Boris Ivanovich Yesin – “the Self-Educated Intellectual”

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Abstract

In 2025, Moscow University celebrates its 270th anniversary, while the Faculty of Journalism marks 70 years since its founding. This article is dedicated to Boris Ivanovich Yesin, an Honored Professor of the faculty.

He was among those who shaped the Faculty of Journalism and played a key role in its establishment. He might be referred to as one of the founders of the faculty. Boris Yesin was born on July 22, 1922, in Moscow. His home had a well-stocked library, and he developed a passion for reading during his school years. He graduated from high school in 1940 and, in August 1941, enrolled in the Philological Faculty of MIFLI. However, in May 1942, he was drafted into the Red Army.

After the war, in October 1945, he resumed his studies as a first-year student at the Philological Faculty of Moscow State University. Upon graduating, he dedicated over 60 years to working at the Faculty of Journalism. Throughout his career, B. I. Yesin published more than 150 works, including 26 books. He remained active until his final days, maintaining a sharp mind and excellent memory.

Keywords: Boris Ivanovich Yesin, Moscow University, Faculty of Journalism, lecturer, professor, student.

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