

Abstracts

Research Paradigms

Building Trust in Decentralized Systems: A Communicative Approach

© Alexandra G. Shilina

PhD in Philology, Independent Researcher (Moscow, Russia), alexandrashilina@mail.ru

© Marina G. Shilina

Doctor of Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), marina.shilina@gmail.com

Abstract

This article examines decentralized “trustless” systems as socio-technical media spaces in which communication is constitutive of coordination and trust functions as an operational substrate rather than a given norm. Adopting a communication-centric approach, we conduct a multi-level analysis of ten leading blockchain ecosystems, combining descriptive mapping with comparative case analysis. The study identifies a persistent crisis of (media)communication – fragmented publics, overloaded signal environments, and asymmetric information flows – which undermines collective sense-making and, consequently, system performance. Empirically, we show that the viability of decentralized systems correlates with the efficacy of online media communication among core actors (developers, validators, users, and intermediaries). Building on these findings, the paper proposes a multi-symmetric model of (media)communication for blockchain ecosystems that operationalizes trust through verifiable signals, repeatable procedures, and cross-role feedback loops, aligning protocol incentives with communicative practices without re-centralization. The model offers a pathway to simulate and “engineer” trust without re-centralization by aligning protocol incentives with communicative practices. The contribution is twofold: it reframes blockchain not only as infrastructure but as a media environment, and it advances an approach to trust modeling as a condition of sustainable decentralization.

Keywords: decentralized trustless systems/blockchain systems, media communication, trust modeling, crisis, multi-symmetric model of web communication.

References

- Abidin C., de Seta G. (2020) Private Messages from the Field: Confessions on Digital Ethnography and Its Discomforts. *Journal of Digital Social Research* 2 (1): 1–19. DOI: 10.33621/jdsr.v2i1.35
- Antikainen M., Aaltonen T., Väisänen J. (2007) The Role of Trust in OSS Communities – Case Linux Kernel Community. In: Feller J., Fitzgerald B., Scacchi W., Sillitti A. (eds) *Open Source Development, Adoption and Innovation*. Boston, MA: Springer, pp. 223–228. DOI: 10.1007/978-0-387-72486-7_19
- Barbureau T., Smethurst R., Papageorgiou O., Sedlmeir J. et al. (2023) Decentralised Finance’s Timocratic Governance: The Distribution and Exercise of Tokenised Voting Rights. *Technology in Society* 73: 102251. DOI: 10.1016/j.techsoc.2023.102251
- Batwa A., Norrman A. (2021) Blockchain Technology and Trust in Supply Chain Management: A Literature Review and Research Agenda. *Operations and Supply Chain Management: An International Journal* 14 (2): 203–220. DOI: 10.31387/oscm0450297
- Becker M., Bodó B. (2021) Trust in Blockchain-Based Systems. *Internet Policy Review* 10 (2): 1–19. DOI: 10.14763/2021.2.1555
- Bellavitis C., Fisch C., Momtaz P.P. (2023) The Rise of Decentralized Autonomous Organizations (DAOs): A First Empirical Glimpse. *Venture Capital* 25 (2): 187–203. DOI: 10.1080/13691066.2022.2116797.
- Buterin V. (2013) *Ethereum White Paper – A Next-Generation Blockchain Service Contract and Decentralized Application Platform*. Available at: <https://github.com/bitsblocks/ethereum-whitepaper> (accessed: 20.03.2025).

-
- Bychkova O.V., Kosmarskiy A.A. (2021) Blokcheyn kak res publica [Blockchain as Res Publica]. *Filosofiya. Zhurnal Vysshey shkoly ekonomiki* 5 (4): 175–200. DOI: 10.17323/2587-8719-2021-4-175-200
- Chen Y., Bellavitis C. (2020) Blockchain Disruption and Decentralized Finance: The Rise of Decentralized Business Models. *Journal of Business Venturing Insights* 13: 1–8. DOI: 10.1016/j.jbvi.2019.e00151
- Couldry N., Hepp A. (2016) *The Mediated Construction of Reality*. Cambridge: Polity Press.
- Creswell J.W., Plano Clark V.L. (2017) *Designing and Conducting Mixed Methods Research*. 3rd ed. Thousand Oaks, CA: Sage.
- De Filippi P., Loveluck B. (2016) The Invisible Politics of Bitcoin: Governance Crisis of a Decentralised Infrastructure. *Internet Policy Review* 5 (3): 1–28. DOI: 10.14763/2016.3.427
- DuPont Q. (2017) Experiments in Algorithmic Governance: A History and Ethnography of “The DAO,” a Failed Decentralized Autonomous Organization. In: Campbell-Verduyn M. (ed.) *Bitcoin and Beyond: Cryptocurrencies, Blockchains, and Global Governance*. London: Routledge, pp. 157–177. DOI: 10.4324/9781315211909-9
- Feller J., Fitzgerald B., Scacchi W., Sillitti A. (eds) (2007) *Open Source Development, Adoption and Innovation*. Boston: Springer.
- Gambetta D. (ed.) (1988) *Trust: Making and Breaking Cooperative Relations*. Oxford: Basil Blackwell.
- Gillespie T. (2010) The Politics of “Platforms”. *New Media & Society* 12 (3): 347–364. DOI: 10.1177/1461444809342738
- Hardin R. (2002) *Trust and Trustworthiness*. New York: Russell Sage Foundation.
- Hassan S., De Filippi P. (2021) Decentralized Autonomous Organizations and Governance-by-Algorithms. *Internet Policy Review* 10 (2): 1–10. DOI: 10.14763/2021.2.1556
- Hawlichschek F., Notheisen B., Teubner T. (2018) The Limits of Trust-Free Systems: A Literature Review on Blockchain Technology and Trust in the Sharing Economy. *Electronic Commerce Research and Applications* 29: 50–63. DOI: 10.1016/j.elerap.2018.03.005
- Jentszsch C. (2016) *Decentralized Autonomous Organization to Automate Governance: Final Draft – Under Review*. Available at: <https://bravenewcoin.com/assets/Whitepapers/Decentralized-Autonomous-Organization-To-Automate-Governance.pdf> (accessed: 20.03.2025).
- Kavazi D., Smirnov V., Shilina S., Li M. et al. (2021) *Humanode. Whitepaper: “You Are [Not] a Bot”*. Available at: <https://papers.humanode.io/whitepaper.pdf> (accessed: 20.03.2025).
- Kumar R., Sharma R. (2022) Leveraging Blockchain for Ensuring Trust in IoT: A Survey. *Journal of King Saud University – Computer and Information Sciences* 34: 8599–8622. DOI: 10.1016/j.jksuci.2021.09.004
- Leonhard R.D. (2017) *Corporate Governance on Ethereum’s Blockchain*. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2977522 (accessed: 20.03.2025).
- Luhmann N. (1979) *Trust and Power*. Chichester: Wiley.
- McKnight D.H., Chervany N.L. (2000). What Is Trust? A Conceptual Analysis and an Interdisciplinary Model. In: *Proceedings of the AMCIS Americas Conference on Information Systems*. Long Beach, California: AMCIS, pp. 827–833.
- Morrison R., Mazey N.C.H.L., Wingreen S.C. (2020) The DAO Controversy: The Case for a New Species of Corporate Governance? *Frontiers in Blockchain* 3: 25. DOI: 10.3389/fbloc.2020.00025
- Nakamoto S. (2008) *Bitcoin: A Peer-to-Peer Electronic Cash System*. Available at: <https://nakamoto-institute.org/library/bitcoin/> (accessed: 20.03.2025).
- Narayanan A., Bonneau J., Felten E., Miller A. et al. (2016) *Bitcoin and Cryptocurrency Technologies: A Comprehensive Introduction*. Princeton, NJ: Princeton Univ. Press.
- Ostrom E. (1990) *Governing the Commons: The Evolution of Institutions for Collective Action*. Cambridge: Cambridge Univ. Press.
- Papacharissi Z. (2010) *A Private Sphere: Democracy in a Digital Age*. Cambridge: Polity Press.
- Pryanikov M.M., Chugunov A.V. (2017) Blokcheyn kak kommunikatsionnaya osnova formirovaniya tsifrovoy ekonomiki: preimushchestva i problemy [Blockchain as a Communication Basis for the Formation of the Digital Economy: Advantages and Problems]. *International Journal of Open Information Technologies* 5 (6): 49–55.

Resnick P., Zeckhauser R., Friedman E., Kuwabara K. (2000) Reputation Systems: Facilitating Trust in Internet Interactions. *Communications of the ACM* 43 (12): 45–48. DOI: 10.1145/355112.355122.

Safullin M.R., Savelichev M.V., Yel'shin L.A. (2019) Blokcheyn kak tekhnologiya povysheniya doveriya i snizheniya tranzaktsionnykh izderzhek v finansovoy sfere [Blockchain as a Technology for Increasing Trust and Reducing Transaction Costs in the Financial Sector]. *Voprosy innovatsionnoy ekonomiki* 9 (3): 1161–1176. DOI: 10.18334/vinec.9.3.40927

Shilina M.G., Vartanov S.A. (2019). Doveriye kak kategoriya teorii kommunikatsii v paradigme tsifrovoy ekonomiki (k postanovke nauchnoy problemy) [Trust as a Category of Communication Theory in Digital Economy: Towards Problem Statement]. *Medi@l'manakh* 1: 20–38. DOI: 10.30547/mediaalmanah.1.2019.2038

Smorgunov L.V. (2018) Blokcheyn kak institut protsedurnoy spravedlivosti [Blockchain as an Institution of Procedural Justice]. *Polis. Politicheskiye issledovaniya* 5: 88–99. DOI: 10.17976/jpps/2018.05.08

Szabo N. (1997) Formalizing and Securing Relationships on Public Networks. *First Monday* 2 (9). DOI: 10.5210/fm.v2i9.548

van Dijck J. (2013) *The Culture of Connectivity: A Critical History of Social Media*. Oxford: Oxford Univ. Press.

Vidan G., Lehdonvirta V. (2018) Mine the Gap: Bitcoin and the Maintenance of Trustlessness. *New Media & Society* 21 (1): 42–59. DOI: 10.1177/1461444818786220

Werbach K. (2018 a) *The Blockchain and the New Architecture of Trust*. Cambridge, MA: MIT Press.

Werbach K. (2018 b) Trust, but Verify: Why the Blockchain Needs the Law. *Berkeley Technology Law Journal* 33 (2): 487–550. DOI: 10.15779/Z38H41JM9N

Zhang P., Zhou M. (2020) Security and Trust in Blockchains: Architecture, Key Technologies, and Open Issues. *IEEE Transactions on Computational Social Systems* 7 (3): 790–801. DOI: 10.1109/TCSS.2020.2990103

Strategic Communications: Image Aspect

© Tatyana Grinberg

Associate Professor at the Chair of PR and Advertising, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), gritajourn@mail.ru

Abstract

Given the context of historically established approaches to the term “strategic communications”, the article attempts to identify studies that confirm the author’s hypothesis regarding the key role of strategic communications in shaping the image of a person, organization, and country. The purpose of this article is to combine the concepts of strategic communications in business, politics and international relations; to identify the formation, strengthening, restoration of the image of a subject or the destruction of the image of a competitor as strategic goals in these areas, to outline the tools for achieving these goals.

Key words: strategic communications, scientific schools, business, politics, image.

References

Argenti P.A., Howell R.A., Beck K.A. (2005) The Strategic Communication Imperative. *MIT Sloan Management Review* 46 (3): 83–90.

Bogdanov S.V. (2017) Strategicheskkiye kommunikatsii: kontseptual'nyye podkhody i modeli dlya gosudarstvennogo upravleniya [Strategic Communications: Conceptual Approaches and Models for Public Administration]. *Gosudarstvennoye upravleniye. Elektronnyi vestnik* 61: 132–152. DOI: 10.24411/2070-1381-2017-00023

Burlakov V.A. (2016) Strategicheskaya kommunikatsiya kak metod sovremennoy geopolitiki [Strategic Communication as a Method of Modern Geopolitics]. *Oikumena. Regionovedcheskiye issledovaniya* 2(37): 7–15.

Bykova E.V., Gavra D.P. (2018) Strategicheskkiye kommunikatsii [Strategic Communications]. In: Duskaeva L.R. (ed.) *Medialingvistika v terminakh i ponyatiyakh: slovar'-spravochnik* [Medialinguistics in Terms and Concepts: A Handbook]. Moscow: Flinta Publ., pp. 348–351.

Chebotareva N.I., Kovaleva S.S. (2016) Informatsionnaya voyna kak destruktivnaya forma strategicheskikh sotsial'nykh kommunikatsiy: tekhnologii mediamanipulyatsii v SMI [Information War as a Destructive Form of Strategic Social Communications: Media Manipulation Technologies in Mass Media]. *Vestnik Moskovskogo gumanitarno-ekonomicheskogo instituta* 1: 59–64.

Chernov I.V., Shelkov A.B. (2011) Informatsionnoye upravleniye: tematicheskoye planirovaniye mediynykh informatsionnykh vozdeystviy [Information Management: Thematic Planning of Media Information Impacts]. *Vestnik RGGU. Seriya: Ekonomika. Upravleniye. Pravo* 4: 186–201.

Dadalova M.V., Dubino N.V., Shchetinina E.D. (2015) Ekonomicheskiye osnovy formirovaniya strategicheskikh kommunikatsiy promyshlennogo predpriyatiya [Economic Foundations of Forming Strategic Communications of an Industrial Enterprise]. *Vestnik BGU im. V.G. Shukhova* 2: 181–184.

Evstaf'yev V.A., Grinberg T.E. (eds) (2023) *Strategicheskkiye kommunikatsii. Teoriya i praktika* [Strategic Communications. Theory and Practice]. Moscow: Aspekt Press Publ.

Filatova O.G. (2018) Sovremennyye strategicheskkiye kommunikatsii: osnovnyye podkhody, proekty i initsiativy [Modern Strategic Communications: Main Approaches, Projects and Initiatives]. In: Krivonozov A.D. (ed.) *Peterburgskaya shkola PR: ot teorii k praktike: sbornik statey* [Petersburg School of PR: From Theory to Practice: Collection of Articles]. Saint Petersburg: SPbGU Publ., pp. 47–55.

Gavra D.P. (2015) Kategoriya strategicheskoy kommunikatsii: sovremennoye sostoyaniye i bazovyye kharakteristiki [The Category of Strategic Communication: Current State and Basic Characteristics]. *Vek informatsii* 3(4): 229–233.

Gerasimov V. (2013) Tsennost' nauki v predvidenii. Novyye vyzovy trebuyut pereosmysleniya form i metodov vedeniya voyennykh operatsiy [The Value of Science in Foresight. New Challenges Demand Rethinking the Forms and Methods of Conducting Military Operations]. *Voenno-promyshlennyy kur'er*, 27 February. Available at: https://vpk.name/news/85159_cennost_nauki_v_predvidenii.html (accessed: 10.09.2024).

Goldman E. (2007) Strategic Communication: A Tool for Asymmetric Warfare. *Small Wars Journal*, 6 October. Available at: <http://smallwarsjournal.com/blog/strategic-communication-a-tool-for-asymmetric-warfare> (accessed: 10.09.2024).

Gorokhov V.M., Prostyakova V.A. (2020) Eticheskaya komponenta strategicheskikh kommunikatsiy v mediatizirovannom obshchestve [The Ethical Component of Strategic Communications in a Mediatized Society]. *Medi@l'manakh* 5: 36–41. DOI: 10.30547/mediaalmanak.5.2020.3641

Grachev M.N. (2017) Nekotoryye osobennosti proektirovaniya strategicheskikh politiko-kommunikatsionnykh kampaniy [Some Features of the Strategic Political Communication Campaigns Design]. *Rossiyskaya shkola svyazey s obshchestvennost'yu* 9: 36–52.

Grinberg T.E. (2008) Obraz strany ili imidzh gosudarstva: poisk konstruktivnoy modeli [From the Country's Concept to Its Image: a Search for a Constructive Model]. *Mediascope* 2. Available at: <http://www.mediascope.ru/образ-страны-или-имидж-государства-поиск-конструктивной-модели> (accessed: 10.09.2024).

Grinberg T.E. (2012) *Politicheskkiye tekhnologii: PR i reklama. Ucheb. posobiye* [Political Technologies: Public Relations and Advertising. A Study Guide]. 2nd ed. Moscow: Aspekt Press Publ.

Grinberg T.E. (2018) *Politicheskkiye tekhnologii: ucheb. posobiye* [Political Technologies: A Study Guide]. 3rd ed. Moscow: Aspekt Press Publ.

Grunig E.J., Hunt T. (1984) *Managing Public Relations*. New York: Holt, Rinehart and Winston.

Hallahan K., Holtzhausen D., Van Ruler B., Vercic D. et al. (2007) Defining Strategic Communication. *International Journal of Strategic Communication* 1 (1): 3–35. DOI: 10.1080/15531180701285244

Ilyichev I.I. (2018) Ot strategicheskoy kommunikatsii k sinkhronizatsii kommunikatsii: novyye doktriny ministerstva oborony SSHa v oblasti informatsionnoy deyatel'nosti [From Strategic Communication to Communication Synchronization: New US Department of Defense Doctrines in the Field of Information Activities]. *Obshchestvo: politika, ekonomika, pravo* 4: 13–17. DOI: 10.24158/pep.2018.4.2

Kolesov P. (2010) Vedenie Soedinennymi Shtatami informatsionnykh voyn. Kontseptsiya "Strategicheskikh kommunikatsiy" [The United States' Waging of Information Wars. The Concept of "Strategic Communications"]. *Zarubezhnoye voyennoye obozreniye* 6: 9–14.

-
- Kotler Ph. (1984) *Marketing Essentials*. New Jersey: Prentice Hall.
- Kotler Ph., Berger R., Bikhof N. (2022) *Strategicheskiiy menedzhment po Kotleru. Luchshiy priyemy i metody* [Strategic Management According to Kotler. The Best Techniques and Methods]. Transl. from Engl. by I. Matveyeva. Moscow: Al'pina Publ.
- Kotler Ph., Kartadzhaya Kh., Setiavan A. (2019) *Marketing 4.0: razvorot ot traditsionnogo k tsifrovomu* [Marketing 4.0: Turning from Traditional to Digital]. Transl. from Engl. by M. Khoroshilova. Moscow: Bombora Publ.
- Kotler Ph., Shaliwitz J.I., Steven R.J. (2011) *Strategic Marketing for Health Care Organizations: Building A Customer-Driven Health System*. San Francisco: Jossey-Bass.
- Kotler Ph., Fox K. (1995) *Strategic Marketing for Educational Institutions*. New Jersey: Prentice-Hall.
- Minaeva L.V. (2021) Strategicheskaya kommunikatsiya kak instrument prodvizheniya natsional'nykh interesov strany [Strategic Communication as a Tool for Promoting the Country's National Interests]. *Rossiyskaya shkola svyazey s obshchestvennost'yu* 20: 52–76.
- Minaeva L.V. (2022) Strategicheskaya kommunikatsiya i informatsionnaya voyna [Strategic Communication and Information War]. *Rossiyskaya shkola svyazey s obshchestvennost'yu* 26: 59–82.
- Pashentsev E.N. (2014) *Kommunikatsionnyy menedzhment i strategicheskaya kommunikatsiya: sovremennyye tekhnologii global'nogo vliyaniya i upravleniya* [Communication Management and Strategic Communication: Modern Technologies of Global Influence and Management]. Moscow: MTsSPIK Publ.
- Paul C. (2010) "Strategic Communication" is Vague, Say What You Mean. *Joint Force Quarterly* 56: 10–13.
- Shakalov I.I. (2021) Klyuchevyye parametry modeli strategicheskoy kommunikatsii [Key Parameters of the Strategic Communication Model]. *Nauchnyye issledovaniya i razrabotki. Sovremennaya kommunikativistika* 10(4): 30–38. DOI: 10.12737/2587-9103-2021-10-4-30-38
- Sidorskaya I.V. (2020) Sovremennaya metodologiya issledovaniya korporativnykh strategicheskikh kommunikatsiy [Modern Methodology of Researching Corporate Strategic Communications]. In: *Korporativnyye strategicheskiye kommunikatsii: trendy v professional'noy deyatel'nosti: materialy III mezhdunarodnoy nauchno-prakticheskoy konferentsii* [Corporate Strategic Communications: Trends in Professional Activity: Proceedings of the III International Scientific-Practical Conference]. Minsk: BGU Publ., pp. 52–57.
- Smith P., Berri K., Pulford A. (2001) *Kommunikatsii strategicheskogo marketinga* [Strategic Marketing Communications]. Transl. from Engl. by L. Nikulina. Moscow: Yuniti Publ.
- Starykh N.V. (2013) Strategicheskiye kommunikatsii: bazovyye printsipy proektirovaniya [Strategic Communications: Basic Design Principles]. *Vestnik Moskovskogo universiteta* 2: 5–26.
- Steyn B. (2003) From Strategy to Corporate Communication Strategy: A Conceptualization. *Journal of Communication Management* 8 (2): 168–183. DOI: 10.1108/13632540410807637
- Sysoev O.A., Zamozhnykh E.A. (2021) Strategicheskiye kommunikatsii politicheskikh aktorov v publichnom regional'nom prostranstve [Strategic Communications of Political Actors in the Public Regional Space]. *PR i reklama v izmenyayushchetsya mire: regional'nyy aspekt* 25: 6–13.
- Tikhomirova E.I. (2015) Kommunikatsiya i strategicheskiye kommunikatsii [Communication and Strategic Communications]. In: Gavra D.P., Krivososov A.D., Shishkina M.A. (eds) *Peterburgskaya shkola PR: ot teorii k praktike: sbornik nauchnykh statey* [Petersburg School of PR: From Theory to Practice: Collection of Scientific Articles]. Saint Petersburg: SPbGU Publ., pp. 44–50.
- Vinogradova E.A. (2014) Rol' strategicheskoy kommunikatsii v mezhdunarodnykh otnosheniyakh [The Role of Strategic Communication in International Relations]. *Mezhdunarodnaya zhizn'* 6: 111–129.
- Zaharna R.S. (2010) *Battles to Bridges: U. S. Strategic Communication and Public Diplomacy after 9/11*. Basingstok: Palgrave Macmillan.

Noospherization as a Necessary Stage in the Development of Modern Mass Information Systems

© Valerii L. Muzykant

PhD in Philology, Doctor of Sociology, Professor at the Chair of Mass Communication, Philological Faculty, Patrice Lumumba Peoples' Friendship University of Russia (Moscow, Russia), muzykant-vl@pfur.ru

Abstract

The mass communication system and all the elements of the subsystem – “sender–message–receiver” have been involved in all stages of human development and have experienced, along with all of humanity, revolutionary historical moments. The study focuses on noospherization as a new stage of the biosphere, where human activity is the primary factor in the development, improvement, and in the shifting of socio-historical and socio-economic formations within the development of civilizations. Given this, noospherization presupposes a change in the social-communicative functions of humans as social beings, in their social existence in general and in social production in particular.

Keywords: noospherization, mass communication systems, sender–message–receiver, “live” mass communication systems, communication needs.

Notes

Falyakhova V. (2023) Vliyaniye sotsial'nykh setey na razvitiye russkogo yazyka [The Influence of Social Networks on the Development of the Russian Language]. *Dzen*, 20 April. Available at: <https://dzen.ru/a/ZEFHFUgvtW5wkRXv> (accessed: 22.04.2025).

Gvozdt' I. (2025) Rossiyanе provodyat v internete po 4,5 chasa v den' [Russians Spend 4.5 Hours a Day on the Internet]. *Hi-tech Mail*, 21 April. Available at: <https://hi-tech.mail.ru/news/125764-rossiyanе-provodyat-v-internete-po-45-chasa-v-den/> (accessed: 28.04.2025).

References

Budantsev YU.P. (2021) *Sistemnost' massovykh kommunikatsiy: obrazy "svoy-chuzhoy" v infodemii* [The Systematicity of Mass Communications: “Us-Them” Images in the Infodemic]. Moscow: Direkt-Media Publ.

Budantsev, YU. P. (1986) *Sistemnost' v izuchenii massovykh informatsionnykh protsessov* [Systematicity in the Study of Mass Information Processes]. Moscow: Peoples' Friendship Univ. Publ.

Dame Adjin-Tettey T. (2022) Combating Fake News, Disinformation, and Misinformation: Experimental Evidence for Media Literacy Education. *Cogent Arts & Humanities* 9: 1. DOI: 10.1080/23311983.2022.2037229

Dunas D.V., Tolokonnikova A.V., Cherevko T.S. (2016) Aktual'nyye kontseptual'nyye podkhody k rassmotreniyu protsessa mediapotrebleniya onlayn-novostey molodezh'y [Current Conceptual Approaches to Examining the Process of Online News Media Consumption by Youth]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 3: 30–50.

Florenskiy P.A. (1990) U vodorazdela mysli [At the Watershed of Thought]. In: Florenskiy P.A. *Sochineniya* [Collected works]: in 4 v. Vol 2. Moscow: Pravda Publ. Available at: https://philhist.spbu.ru/images/books/Florensky_u_vodorazdelov_1990.pdf (accessed: 28.04.2025).

Freelon D., Bossetta M., Wells C., Lukit J. et al. (2022) Black Trolls Matter: Racial and Ideological Asymmetries in Social Media Disinformation. *Social Science Computer Review* 40 (3): 560–578. DOI: 10.1177/0894439320914853

Golyadkin N.A. (1994) *Televizionnaya informatsiya v SSHA* [Television Information in the USA]. Moscow: IPK rabotnikov televideniya i radioveshchaniya Publ.

Grinberg T.E. (2012) *Kommunikatsionnaya kontseptsiya svyazey s obshchestvennost'yu* [Communication Concept of Public Relations]. Moscow: Moscow St. Univ. Publ.

Gurevich S.M. (2004) *Ekonomika otechestvennykh SMI: uchebnoe posobiye dlya vuzov*. [Economics of Domestic Mass Media: A Textbook for University Students]. Moscow: Aspekt Press Publ.

Johara F., Taher, Md.A., Uddin Md.A. (2021) Social Media Literacy and COVID-19 Awareness for Faculty Resilience in a Moderated Mechanism: An Empirical Study. In: Bari M.W., Alaverdov E. (eds) *Advances in Human Resources Management and Organizational Development* Hershey: IGI Global, pp. 250–269. DOI: 10.4018/978-1-7998-7164-4.ch015

Khu Zhuytsi, Muzykant V.L. (2022). Kratkoye video kak sredstvo formirovaniya natsional'noy identichnosti v sovremennom Kitaye [Short Video as a Means of Forming National Identity in Modern China]. *Indonesian Law Journal* 10 (1): 177–186. DOI: 10.15408/jch.v10i1.25806

Losev A.F. (1991) *Dialektika mifa* [The Dialectic of Myth]. In: Losev A.F. *Filosofiya. Mifologiya. Kul'tura* [Philosophy. Mythology. Culture]. Moscow: Politizdat Publ., pp. 22–186.

Medford R.J., Sameh N.S., Sumarsono A., Perl T. et al. (2020) An "Infodemic": Leveraging High-Volume Twitter Data to Understand Public Sentiment for the COVID-19 Outbreak. *medRxiv*, 07 April. Available at: <https://www.medrxiv.org/content/10.1101/2020.04.03.20052936v1.full.pdf> (accessed: 28.04.2025).

Muksit M.A., Muzykant V.L. (2019) How New Media Becomes a Platform for Public Participation. In: Barabash V.V. (ed.) *Sredstva massovoy kommunikatsii v mnogopolyarnom mire: problemy i perspektivy: materialy XVserossiyskoy nauchno-prakticheskoy konferentsii* [Mass Media in a Multipolar World: Problems and Prospects: Proceedings of the X All-Russian Scientific-Practical Conference]. Moscow: RUDN Publ., pp. 400–404.

Muzykant V.L., Muqsith M.A., Pratomo R.R., Barabash V. (2021) Fake News on COVID-19 in Indonesia. In: Berube D.M. (ed.) *Pandemic Communication and Resilience. Risk, Systems and Decisions*. Cham: Springer, pp. 363–379 DOI: 10.1007/978-3-030-77344-1_22

Nielsen R., Fletcher N.B., Newman N., Brennen J.S. et al. (2020) *Navigating the "Infodemic": How People in Six Countries Access and Rate News and Information About Coronavirus*. Available at: <https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2020-04/Navigating%20the%20Coronavirus%20Infodemic%20FINAL.pdf> (accessed: 28.04.2025).

Orso D., Federici N., Copetti R., Vetrugno L. et al. (2020) Infodemic and the Spread of Fake News in the COVID-19-era. *European Journal of Emergency Medicine* 5: 1. DOI: 10.1097/MEJ.0000000000000713

Shkondin M.V. (2013) Pechat' v usloviyakh transformatsii mediasistemy [Print Media in the Context of Media System Transformation]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 6: 38–53

Uchenova V.V. (2003) *Filosofiya reklamy* [The Philosophy of Advertising]. Moscow: Gella-print Publ.

Uchenova V.V., Starush M.I. (1996) *"Filosofskiy kameshek" reklamnogo tvorchestva. Kul'turologiya i gnoseologiya reklamy* ["The Philosopher's Stone" of Advertising Creativity. Culturology and Gnoseology of Advertising]. Moscow: Maksima Publ.

Uchenova V.V., Starykh N.V. (1992) *Kak rodilas' reklama?: uchebnyk* [How Was Advertising Born? A Textbook]. Moscow: Faculty of Journalism MSU Publ.

Uchenova V.V., Starykh N.V. (2002) *Istoriya reklamy* [History of Advertising]. Sankt Peterburg: Piter Publ.

Vartanova E.L. (2012) O neobkhodimosti modernizatsii kontseptsii zhurnalistiki i media [On the Need to Modernize Concepts of Journalism and Media]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 1: 7–26.

Vartanova E.L. (2014) *Postsovetkiye transformatsii rossiyskikh media i zhurnalistiki* [Post-Soviet Transformations of Russian Media and Journalism]. 2nd ed., corrected. Moscow: MediaMir Publ.

Vartanova E.L., Dunas D.V. (2022) Rossiyskaya mediasistema v nachale 2020-kh godov: vyzovy epokhi neopredelennosti [Russian Media System in the Early 2020s: Challenges in the Age of Uncertainty]. *Medi@lmanakh* 6: 8–17. DOI: 10.30547/mediaalmanah.6.2022.817

Vernadskiy V.I. (1981) *Izbrannoye trudy po istorii nauki* [Selected Works on the History of Science]. Moscow: Nauka Publ.

Vernadskiy V.I. (1989) *Biosfera i noosfera* [The Biosphere and the Noosphere]. Moscow: Nauka Publ.

Zarocostas J. (2020) How to Fight an Infodemic. *The Lancet* 395 (10225): 676. DOI: 10.1016/S0140-6736(20)30461-X

A Conceptual Model for Generating Newsworthy Subjects and Its Role in Choosing Communication Strategies

© Sergey A. Zverev

Professor at the Faculty of Creative Industries, Head of the School of Communication, Head of the Laboratory for Strategic Communications, Faculty of Creative Industries, National Research University Higher School of Economics (Moscow, Russia), szverev@hse.ru

© Natalia V. Plotnikova

PhD in Political Science, Adviser to the President of CROS, JSC (Moscow, Russia), plotnikova@cros.ru

© Maria V. Grigorieva

Senior Lecturer at the School of Communication, Faculty of Creative Industries, National Research University Higher School of Economics (Moscow, Russia), mariya.grigoreva@hse.ru

Abstract

This article presents a three-tier model of newsworthy subject generators, explaining why some entities, such as global corporations and political leaders, naturally attract media attention, while others – like small businesses and niche organizations – must actively create newsworthy events.

Grounded in media influence theories, the attention economy, and reputation management, the model categorizes entities based on institutional role, reputational capital, and their ability to generate impactful events. It also explores how organizations can shift between levels through strategic transformations, compelling news triggers, and external factors.

The study provides practical guidance for communication strategies, ranging from localized tactics for small businesses to global agenda-setting for major corporations. Case studies, including Elon Musk's media presence and the Gamaleya Institute's rise to prominence during the COVID-19 pandemic, illustrate the model's relevance to reputation management and public relations.

Keywords: newsworthy subject generators, media visibility, levels of media significance, gatekeeping theory, attention economy.

Notes

"Eto budet record": Oleg Kozhemyako o dostizheniyakh i planakh Primorya ["This Will be a Record": Oleg Kozhemyako on the Achievements and Plans of Primorye] (2023). RBC, 30 September. Available at: <https://prim.rbc.ru/prim/interview/30/09/2023/6517894c9a794777e045f9a7> (accessed: 18.02.2025).

"T-investitsii" zapustili venchurnyy fond dlya fiz lits ["T-Investments" Launched a Venture Fund for Individuals] (2025). *Vedomosti*, 07 February. Available at: <https://www.vedomosti.ru/investments/news/2025/02/07/1090665-t-investitsii-zapustili> (accessed: 18.02.2025).

Akimova E. (2024) Pererabotka plastika i layfkhaki dlya agrariyev: na Startup Village predstavili innovatsionnye razrabotki [Plastic Recycling and Life Hacks for Farmers: Innovative Developments Were Presented at Startup Village]. *Komsomolskaya Pravda*, 6 September. Available at: <https://www.kp.ru/daily/27631.5/4981856/> (accessed: 18.02.2025).

Greta Thunberg on the Climate Delusion: "We've Been Greenwashed Out of Our Senses. It's Time to Stand our Ground" (2022). *The Guardian*, 08 October. Available at: <https://www.theguardian.com/environment/2022/oct/08/greta-thunberg-climate-delusion-greenwashed-out-of-our-senses> (accessed: 18.02.2025).

Grigorov G. (2023) Gubernator Primorya Oleg Kozhemyako: gruzooborot s ATR ezhegodno budet rasti na tret [Governor of Primorye Oleg Kozhemyako: Cargo Turnover with the Asia-Pacific Region Will Grow by a Third Annually]. *TASS*, 31 July. Available at: <https://tass.ru/interviews/18409629> (accessed: 18.02.2025).

Marketplaces 2024: trendy, strategii, tochki rosta [Marketplaces 2024: Trends, Strategies, Growth Points]. Available at: https://datainsight.ru/sites/default/files/DI_FV_Upgrade_retail_2024.pdf (accessed: 18.02.2025).

Motyzlevskaya P. (2024) V Krasnodarskom krae vveden rezhim ChS v svyazi s razlivom mazuta [State of Emergency Introduced in Krasnodar Krai Due to Oil Spill]. *Kommersant*™, 25 December. Available at: <https://www.kommersant.ru/doc/7403122> (accessed: 18.02.2025).

Oleg Kozhemyako o perspektivakh povysheniya planki po dal'nevostochnoy ipoteke. Interv'y u [Oleg Kozhemyako on the Prospects of Raising the Bar for the Far Eastern Mortgage. Interview] (2023). *Russia 24*, 12 September. Available at: <https://smotrim.ru/video/2680604> (accessed: 18.02.2025).

Polyakova A. (2019) Sberbank zapustil servis dostavki produktov iz supermarketov "SberMarket" [Sberbank Launched a Grocery Delivery Service from Supermarkets "SberMarket"]. *RBtochkaRU*, 6 September. Available at: <https://rb.ru/news/sberbank-sbermarket/> (accessed: 18.02.2025).

Shestova A. (2023) "Mne ne strashno promakhnut'sya": opyt postroeniya v Rossii mezhdunarodnogo brenda alternativnogo myasa ot osnovatelya Greenwise ["I'm not Afraid to Miss": The Experience of Building an International Brand of Alternative Meat in Russia from the Founder of Greenwise]. *Sber Business Live*, 25 May. Available at: <https://sberbusiness.live/publications/mne-ne-strashno->

promakhnutsia-s-nalazhat-s-opyt-postroeniia-v-rossii-mezhdunarodnogo-brenda-alternativnogo-miasa-ot-molodogo-osnovatelia-greenwise (accessed: 18.02.2025).

T-Bank otkryl dostup k sobstvennoy russkoyazychnoy yazykovoy modeli v vesovoy kategorii 7–8 mlrd parametrov [T-Bank Opened Access to its Own Russian-Language Model in the 7–8 Billion Parameters Weight Category] (2024). *T-Bank*, 20 July. Available at: <https://www.tbank.ru/about/news/20072024-t-bank-opened-access-its-own-russian-language-language-model-weight-category-of-7-8-billion-parameters/> (accessed: 18.02.2025).

T-bank zapustil lineiku invest-instrumentov na blokcheine [T-Bank Launched a Line of Blockchain-Based Investment Instruments] (2025). *Vedomosti*, 18 December. Available at: <https://www.vedomosti.ru/investments/news/2024/12/18/1082100-lineiku-invest-instrumentov-na-blokcheine> (accessed: 18.02.2025).

UK Regulator Approves Updated Pfizer-BioNTech COVID Vaccine (2023). *Reuters*, 05 September. Available at: <https://www.reuters.com/business/healthcare-pharmaceuticals/uk-regulator-approves-updated-pfizer-biontech-covid-vaccine-2023-09-05> (accessed: 18.02.2025).

V VK WorkSpace poyavilsya AI Assistant – virtual'nyy pomoshchnik na baze generativnogo II [AI Assistant appeared in VK WorkSpace – a virtual assistant based on generative AI] (2024). *VK Tech*, 07 November. Available at: <https://tech.vk.com/news/267/v-vk-workspace-poyavilsya-ai-assistent-virtualnyy-pomoshchnik-na-baze-generativnogo-ii> (accessed: 18.02.2025).

Volume of Data/Information Created, Captured, Copied, and Consumed Worldwide from 2010 to 2023, with Forecasts from 2024 to 2028 (in zettabytes) (2024). *Statista*. Available at: <https://www.statista.com/statistics/871513/worldwide-data-created/> (accessed: 18.02.2025).

References

Coombs W.T. (2012) *Ongoing Crisis Communication: Planning, Managing, and Responding*. 2nd ed. Thousand Oaks, CA: Sage.

Davenport T.H., Beck J.C. (2001) *The Attention Economy: Understanding the New Currency of Business*. Boston, Massachusetts: Harvard Business School Press.

Fombrun C.J. (1996) *Reputation: Realizing Value from the Corporate Image*. Boston, Massachusetts: Harvard Business School Press.

Ibáñez E.G. (2016) Ruido Visual: La Saturación de Imágenes en la Contemporaneidad. *AusArt* 3 (2): 227–236. DOI: 10.1387/AUSART.15964 (in Spanish).

Jones I., Roy P. (2021) Sputnik V COVID-19 Vaccine Candidate Appears Safe and Effective. *The Lancet* 397 (10275): 642–643.

Lewin K. (1947) Frontiers in Group Dynamics: Concept, Method and Reality in Social Science; Social Equilibria and Social Change. *Human Relations* 1 (1): 5–41. DOI: 10.1177/001872674700100103

McCombs M.E., Shaw D.L. (1972) The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly* 36 (2): 176–187.

Peña-Martel D., Pérez-Alemán J., Santana-Martín D.J. (2023) We are Watching you: Are You Ready to Pay Dividends? *Borsa Istanbul Review* 23 (5): 1235–1249. DOI: 10.1016/j.bir.2023.07.009

Prelipceanu C. (2023) Image and Post-Truth. In: *Intersections in Artistic Research: The Model of the Other and the Culture of Mobility: The International Conference of Doctoral Schools “George Enescu” National University of Arts Iasi, Romania (November 3–5, 2022)*. Iași: Artes, pp. 277–285.

White D.M. (1950) The “Gate Keeper”: A Case Study in the Selection of News. *Journalism Quarterly* 27 (4): 383–390. DOI: 10.1177/107769905002700403

Global Context

New AI Tools in Strategic Communications: The Architecture of a Virtual PR Consultant

© Vladimir A. Evstafiev

Doctor of Philology, Professor, Head of the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), vladimir.evstafiev@gmail.com

© Maxim A. Tyukov

Marketing Director at INTERIO GRAND, LLC (Moscow, Russia), maxim.interiogrand@list.ru

© Regina R. Khismetova

Student at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), Regi.Khismm@gmail.com

Abstract

Strategic communications are experiencing a paradigm shift in 2025 with the integration of generative AI into public relations practice. This article advances the concept of combining multi-agent systems (MAS) with retrieval-augmented generation (RAG) to create an intelligent “virtual consultant” for PR and strategic communications. The authors review the latest literature of 2025 and analyze current frameworks and no-code platforms (e.g., LangChain, AutoGen, Dust, n8n) that enable the design of such AI agents. Using a scenario-based methodology, the paper proposes a theoretical architecture for a PR-focused AI agent, detailing how specialized sub-agents could collaboratively handle data monitoring, content generation, and fact-checking. The practical benefits of MAS+RAG are illustrated – from faster insight generation to real-time strategy adaptation – alongside a discussion of limitations such as ethical challenges and the need for human oversight. The findings suggest that while MAS+RAG can significantly augment communication strategies, success depends on transparent, responsible implementation and the continued role of human judgment.

Keywords: multi-agent systems; strategic communications; AI ethics.

Notes

Goasduff L. (2021) Gartner Says Cloud Will Be the Centerpiece of New Digital Experiences. *Gartner*, 10 November. Available at: <https://www.gartner.com/en/newsroom/press-releases/2021-11-10-gartner-says-cloud-will-be-the-centerpiece-of-new-digital-experiences> (accessed: 12.05.2025).

References

- Evstaf'yev V.A., Tyukov M.A. (2024) *Iskusstvennyy intellekt i neyroseti: praktika primeneniya v reklame: uchebnoye posobiye* [Artificial Intelligence and Neural Networks: Practices of Applying in Advertising: A Textbook]. Moscow: Dashkov i K Publ.
- Hu Y., Yin Z., Chen S., Bucher B. et al. (2025) Multi-Agent Systems in the Era of Foundation Models: Opportunities, Challenges and Futures. In: *Proceedings of the 39th International Conference on Machine Learning. Workshop*. Available at: <https://icml.cc/virtual/2025/workshop/39955> (accessed: 18.07.2025).
- Li S., Stenzel L., Eickhoff C., Bahrainian S.A. (2025) Enhancing Retrieval-Augmented Generation: A Study of Best Practices. In: *Proceedings of the 31st International Conference on Computational Linguistics*. Abu Dhabi, UAE: Association for Computational Linguistics, pp. 6705–6717.
- Nguyen T., Chin P., Tai Y.-W. (2025) MA-RAG: Multi-Agent Retrieval-Augmented Generation via Collaborative Chain-of-Thought Reasoning. Available at: <https://arxiv.org/pdf/2505.20096> (accessed: 12.05.2025).
- Singh M. (2025) Multi-Agent Systems: The Future of Distributed AI Platforms for Complex Task Management. *World Journal of Advanced Research and Reviews* 26 (3): 48–55. DOI: 10.30574/wjarr.2025.26.3.1985
- Sustaining Trust in the Future of Internal Communication: AI Ethics Charter (2025). *Institute of Internal Communication*. Available at: <Downloads/IoICAI-Ethics-Charter.pdf> (accessed: 12.05.2025).
- UNESCO (2025) *The 3rd UNESCO Global Forum on the Ethics of AI 2025* (Bangkok, Thailand, 24–27 June 2025). Available at: <https://unesdoc.unesco.org/ark:/48223/pf0000393655> (accessed: 29.06.2025).

Neural Networks as a Factor of Digital Transformation of Traditional Value-Semantic Spaces

© Sergey V. Volodenkov

Doctor of Political Science, Professor at the Chair of Public Policy, Faculty of Political Science, Lomonosov Moscow State University (Moscow, Russia), s.v.cyber@gmail.com

Abstract

The study examines the socio-political consequences of the systemic integration of self-learning neural networks into contemporary processes of informational exchange. The primary focus lies in identifying risks associated with the impact of such technologies on the revision of traditional value-semantic models and systems of collective consciousness. The author substantiates the thesis that digital transformation acts as a catalyst for profound shifts in the structure of ideological frameworks, thereby threatening the integrity of traditional value-semantic and worldview-based spaces. It is argued that the pervasive influence of AI-driven algorithms accelerates the reconfiguration of socio-cultural paradigms, necessitating a critical reassessment of mechanisms for preserving cultural and ethical continuity in the context of infosphere determinism.

Keywords: neural network algorithms, algorithmic governance, value-semantic systems, collective consciousness, synthetic ideologies.

References

- Abiteboul S., Dowek G. (2020) *The Age of Algorithms*. Cambridge: Cambridge Univ. Press.
- Aneesh A. (2006) *Virtual Migration: The Programming of Globalization* Durham, NC; London: Duke University Press. DOI: 10.2307/125jms5
- Castells M. (2004) *Galaktika Internet: razmyshleniya ob Internete, biznese i obshchestve* [The Internet Galaxy: Reflections on the Internet, Business, and Society]. Ekaterinburg: U-Factoria Publ.
- Dragu T., Lupu Y. (2021) Digital Authoritarianism and the Future of Human Rights. *International Organization* 75 (4): 991–1017. DOI: 10.1017/S0020818320000624
- Guryanova A.V., Smotrova I.V. (2020) Transformation of Worldview Orientations in the Digital Era: Humanism vs Anti-, Post- and Trans-Humanism. In: *Lecture Notes in Networks and Systems*. Vol 84. Cham: Springer, pp. 47–53. DOI: 10.1007/978-3-030-27015-5_6
- Ioseliani A.D. (2019) "Iskusstvennyy intellekt" vs chelovecheskiy razum ["Artificial Intelligence" vs Human Mind]. *Manuscript* 12 (4): 102–107. DOI: 10.30853/manuscript.2019.4.21
- Marx K., Engels F. (1955) *Nemetskaya ideologiya* [German Ideology]. In: *Sochineniya* [Collected Works]: in 39 v. Vol. 1. The 2nd ed. Moscow: Polytizdat Publ.
- Neuberger Ch., Bartsch F., Fröhlich R., Hanitzsch T. et al. (2023) The digital transformation of knowledge order: a model for the analysis of the epistemic crisis. *Annals of the International Communication Association* 47 (2): 180–201. DOI: 10.1080/23808985.2023.2169950
- Sevignani S. (2022) Digital Transformations and the Ideological Formation of the Public Sphere: Hegemonic, Populist, or Popular Communication? *Theory, Culture & Society* 39 (4): 91–109. DOI: 10.1177/02632764221103516
- Volodenkov S.V. (2024) Neyrosetevyye algoritmy v aktual'nykh protsessakh transformatsii traditsionnykh mirovozzrencheskikh i ideologicheskikh sistem [Neural Network Algorithms in Current Processes of Transformation of Traditional Worldview and Ideological Systems]. *Kontury global'nykh transformatsiy: politika, ekonomika, pravo* 17 (2): 6–30. DOI: 10.31249/kgt/2024.02.01
- Zuboff Sh. (2022) *Epokha nadzornogo kapitalizma Bitva za chelovecheskoye budushcheye na novykh rubezhakh vlasti* [The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power]. Moscow: Gaidar Institute Publ.

Managing Communication Effectiveness in the Context of Platformization of Media Space

© Sergey V. Vodopetov

PhD in Political Science, Associate Professor, Department of Mass Communication, Philological Faculty, Peoples' Friendship University of Russia (RUDN University) (Moscow, Russia), vodopetov@mail.ru

Abstract

This article explores the role of *mediadata* – a system of meta-parameters, behavioral metrics, and algorithmic patterns that enables the management of digital communications. The author introduces

the interdisciplinary concept of media data, which synthesizes approaches from the digital humanities and influences communication processes within the context of the platformization of media. The article describes the transition to a new model of platform-based consumption, where the value of content is determined by its degree of integration into algorithmic ecosystems.

Keywords: mediadata, algorithmic patterns, platformization of media, digital media consumption.

Notes

Digital 2025: Global Overview Report (2025). *Datareportal*, 05 February. Available at: <https://datareportal.com/reports/digital-2025-global-overview-report> (accessed: 22.05.2025).

Law R., Guan X., Soulo T. (2025) 74% of New Webpages Include AI Content (Study of 900k Pages). *AhrefsBlog*, 19 May. Available at: <https://ahrefs.com/blog/what-percentage-of-new-content-is-ai-generated/> (accessed: 22.05.2025).

Mordayev P. (2025) Mediaprostranstvo. *Mediascope*. Available at: <https://clk.li/jwje> (accessed: 25.05.2025).

Ob izdanii IA "Panorama" [About the NA "Panorama" Publication]. Available at: <https://panorama.pub/about> (accessed: 22.05.2025).

References

Alpatov A.N., Popov K.S., Chesalin A.N. (2022) Analiz tochnosti modeley mashinnogo obucheniya s ispol'zovaniyem metodov vektorizatsii dlya zadach klassifikatsii raznorodnykh tekstovykh dannykh [Analysis of the Accuracy of Machine Learning Models Using Vectorization Methods for the Classification of Heterogeneous Text Data]. *International Journal of Open Information Technologies* 10 (7): 47–53.

Atayeva O.M., Massel' L.V., Serebryakov V.A., Tuchkova N.P (2024) Intel'ektual'nyy analiz dannykh pri postroyenii grafa znaniy mul'tidistsiplinarnogo zhurnala [Data Mining in Building a Knowledge Graph for a Multidisciplinary Journal]. *Informatsionnyye i matematicheskiye tekhnologii v nauke i upravlenii* 3 (35): 5–19. DOI: 10.25729/ESI.2024.35.3.001

Barabash V.V., Vodopetov S.V., Bulgarova B.A. (2021) Zhurnalistika dannykh [Data Journalism]. *Sovremennyye informatsionnyye tekhnologii i IT-obrazovaniye* 17 (4): 871–879. DOI: 10.25559/SITITO.17.202104.871-879

Carnovalini F., Rodà A., Wiggins G.A. (2025) Popularity Bias in Recommender Systems: The Search for Fairness in the Long Tail. *Information* 16 (2): 1–26. DOI: 10.3390/info16020151

Fournier E., Yvert B. (2020) Digital Normativity: A Challenge for Human Subjectivation. *Frontiers in Artificial Intelligence* 3: 27. Available at: <https://www.frontiersin.org/journals/artificial-intelligence/articles/10.3389/frai.2020.00027/full> (accessed: 22.05.2025).

Glazkova S.N. (2021) Zagolovok v Yandeks. dzen: kvantitativnyy pokazatel' kak dispenser informatsii [Headline in Yandex.Zen: A Quantitative Indicator as an Information Dispenser]. *Znak: problemnoye pole mediaobrazovaniya* 1 (39): 134–140. DOI: 10.47475/2070-0695-2021-10114

Klementsova N.N. (2018) Tekstotsentrizm v gumanitarnom znanii: kognitivno-diskursivnyy podkhod [Textocentrism in Humanitarian Knowledge: A Cognitive-Discursive Approach]. *Kognitivnyye issledovaniya yazyka* 32: 344–353.

Kolozaridi P.V., Belyak G.N. (2024) Tsifrovaya gumanitaristika kak stadiya nauchnogo znaniya: chetyre metafory [Digital Humanities as a Stage of Scientific Knowledge: Four Metaphors]. *Logos* 34 (6): 179–202. DOI: 10.17323/0869-5377-2024-6-179-199

Lasswell H.D. (1948) The Structure and Function of Communication in Society. In: Bryson L. (ed.) *The Communication of Ideas: A Series of Addresses*. New York: The Institute for Religious and Social Studies, pp. 37–51.

Mejias U.A., Couldry N. (2024) *Data Grab: The New Colonialism of Big Tech and How to Fight Back*. Chicago: Univ. of Chicago Press.

Nazarov M.M. (2022) Privatnost' v seti i tsifrovaya pokornost': issledovaniye auditorii internet [Online Privacy and Digital Resignation: A Study of the Internet Audience]. *Vestnik Instituta sotsiologii* 13 (3): 87–107. DOI: 10.19181/vis.2022.13.3.832

Platonova S.I. (2020) "Chetvertaya paradigma" nauchnykh issledovaniy i sotsiologicheskikh nauk [The "Fourth Paradigm" of Scientific Research and the Social Sciences and Humanities]. *Zhurnal sotsiologii i sotsial'noy antropologii* 23 (3): 7–24. DOI: 10.31119/jssa.2020.23.3.1

Shilina M.G., Shilina A.G. (2018) Data i Data Turn v publichnoy kommunikatsii [Data and the Data Turn in Public Communication]. *Rossiyskaya piarologiya-6: trendy i drayvery: sbornik nauchnykh trudov*. St. Petersburg: SPbGU Publ., pp. 42–46.

Volkova I.I., Budovskaya Yu.V. (2012) Rasprostraneniye mediakontenta v sotsial'nykh media i sotsial'nykh setyakh: teoriya igr protiv viral'nosti [The Spread of Media Content in Social Media and Social Networks: Game Theory vs. Virality]. *Vestnik Moskovskogo gosudarstvennogo universiteta kul'tury i iskusstv* 5 (49): 69–74.

Zyryanova I.N., Chernavskiy A.S. (2024) Potentsial primeneniya generativnykh yazykovykh modeley v sovremennoy mediakommunikatsii i zhurnalistike (na primere Claude i Yalm 2.0) [The Potential of Using Generative Language Models in Modern Media Communication and Journalism (Using Claude and Yalm 2.0 as Examples)]. *Znak: problemnoye pole mediaobrazovaniya* 3 (53): 108–121. DOI: 10.47475/2070-0695-2024-53-3-108-121

Agenda

Typology of Advertising and Public Relations Genres: Management Approach and Creative Solutions

© Nina V. Staryh

Senior Researcher at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), staryh@mail.ru

Abstract

This study examines how cognitive advertising theory integrates behaviorist psychology and communication management to enhance strategic positioning and genre-based ad design. It addresses the gap in creative planning within positivist models. Analyzing 256 Cannes Lions Grand Prix cases, the research identifies 11 positioning strategies and genre subsystems, demonstrating how genre models link managerial objectives with creative execution.

Keywords: advertising genres, cognitive theory of advertising, positioning strategies, creativity, communication management.

References

Abelson R.P. (1987) Struktury ubezhdenii [The Structures of Beliefs]. In: *Yazyk i modelirovaniye sotsial'nogo vzaimodeistviya: sbornik statey* [Language and Modelling of Social Interaction: Collected Papers]. Moscow: Progress Publ., pp. 287–339.

Bakhtin M.M. (1979) Problema rechevykh zhanrov [The Problem of Speech Genres]. In: Bakhtin M.M. *Voprosy literatury i estetiki. Issledovaniya raznykh let* [Questions of Literature and Aesthetics. Studies of Different Years]. Moscow: Khudozhestvennaya literatura Publ., pp. 237–280.

Barthes R. (2010) *Mifologii* [Mythologies]. Moscow: Akademicheskiiy proekt Publ.

Bex T. (1993) The Genre of Advertising. *Revue Belge de Philologie et D'histoire* 71 (3): 719–732.

Blackwell R., Miniard P., Engel J. (2007) *Povedenie potrebitelei* [Consumer Behavior]. 10th ed. St. Petersburg: Piter Publ.

Carter A.E., Hoy M.G. (2024) We're All Friends Here: Examining Transparasocial Interaction on Twitch and Its Effects on Strategic Communications. *Journal of Interactive Advertising* 24 (2): 127–142. DOI: 10.1080/15252019.2024.2320343

Catlipp S.M., Senter A.H., Broom G.M. (2000) *Pablik rileyshnz. Teoriya i praktika* [Public Relations: Theory and Practice]. 8th ed. Moscow: Williams Publ.

-
- Cutlip S.M., Center A.H., Broom G.M. (2000) *Pablik rileyshnz. Teoriya i praktika* [Public Relations: Theory and Practice]. 8th ed. Moscow: Williams Publ.
- Eco U. (1998) *Otsutstvuyushchaya struktura: Vvedenie v semiologiyu* [The Absent Structure: Introduction to Semiotics]. St. Petersburg: Petropolis Publ.
- Evstaf'ev V.A., Abaev A.L., Tyukov M.A. (2023) *Kreativ v reklame: uchebnik* [Creativity in Advertising: A Textbook]. Moscow: Dashkov i K Publ.
- Ezhova E.N. (2018) *Lingvistika reklamnogo teksta* [Linguistics of the Advertising Text]. Stavropol: SKFU Publ.
- Glaser B.G., Strauss A.L. (1967) *The Discovery of Grounded Theory: Strategies for Qualitative Research*. Chicago: Aldine.
- Goncharova L.M., Ksenzko O.A., Marchenko E.P. (eds) (2023) *Marketingovaya lingvistika: uchebnik* [Marketing Linguistics: A Textbook]. Moscow: INFRA-M Publ.
- Johnson C.M., Nithya M., Niyas M. (2024) Brand-Activistic Videos on YouTube: The Effectiveness of Character Facial Emotions and LGBTQ Focus on Popularity. *Journal of Current Issues & Research in Advertising* 45 (4): 423–440. DOI: 10.1080/10641734.2024.2310051
- Kara-Murza E.S. (2015) Sistema zhanrov russkoi kommercheskoi reklamy [The System of Genres in Russian Commercial Advertising]. In: *Russkii yazyk segodnya. Rechevye zhanry sovremen-nogo obshcheniya: sbornik dokladov mezhdunarodnoy konferentsii "Odinnadtsatye Shmelevskie chteniya"* [Russian Language Today. Speech Genres of Modern Communication: Proceedings of the International Conference "11th Shmelev Readings"]. Moscow: Flinta: Nauka Publ., pp. 118–134.
- Lou C, Taylor C.R., Zhou X. (2023) Influencer Marketing on Social Media: How Different Social Media Platforms Afford Influencer–Follower Relation and Drive Advertising Effectiveness. *Journal of Current Issues & Research in Advertising* 44 (1): 60–87. DOI: 10.1080/10641734.2022.2124471
- Manovich L. (2014) *Yazyk novykh media* [The Language of New Media]. Moscow: Ad Marginem Publ.
- Miller C. (1984) Genre as Social Action. *Quarterly Journal of Speech* 70 (2): 151–167. DOI: 10.1080/00335638409383686
- Mironova A.A. (2012) Zhanry reklamy: k probleme kvalifikatsii [Genres of Advertising: on the Problem of Classification]. *Vestnik Chelyabinskogo gosudarstvennogo universiteta* 32 (286): 67–71.
- Porter M.E. (2005) *Konkurentsiya* [Competition]. Moscow: Williams Publ.
- Ross L., Nisbett R.E. (1991) *The Person and the Situation: Perspectives of Social Psychology*. New York: McGraw-Hill.
- Rossiter J.R., Percy L. (1987) *Advertising and Promotion Management*. New York: McGraw-Hill.
- Schultz D.E., Tannenbaum S.I., Lauterborn R.F. (1993) *The New Paradigm in Marketing*. New Jersey: Prentice Hall.
- Tolman E.C. (1922) A New Formula for Behaviorism. *Psychological Review* 29 (1): 44–53.
- Trompenaars F., Koeberg P.H. (2020) *100 klyuchevykh modelei i kontseptsii upravleniya* [100+ Management Models]. Moscow: MIF Publ.
- Uchenova V.V., Shomova S.A. (2003) *Polifoniya tekstov v kul'ture* [Polyphony of Texts in Culture]. Moscow: Omega-L Publ.; IMPE Publ.
- Uchenova V.V., Shomova S.A., Grinberg T.E., Konanykhin K.V. (2004) *Reklama: palitra zhanrov* [Advertising: Palette of Genres]. Moscow: Gella-Print Publ.
- Uchenova V.V., Strykh N.V. (2002) *Istoriya reklamy* [History of Advertising]. 2nd ed. St. Petersburg: Piter Publ.
- Uznadze D.N. (1961) *Eksperimental'nye osnovy psikhologii ustanovki* [Experimental Foundations of Set Psychology]. Tbilisi: Academy of Sciences of Georgian SSR Publ.
- Vaughn R. (1980) How Advertising Works: A Planning Model. *Journal of Advertising Research* 20 (5): 27–33.
- Yun J.T., Strycharz J. (2023) Building the Future of Digital Advertising One Block at a Time: How Blockchain Technology Can Change Advertising Practice and Research. *Journal of Current Issues & Research in Advertising* 44 (1): 24–37. DOI: 10.1080/10641734.2022.2090464

Corporate Social Responsibility as a Strategic Vector of Business Development

© Veronika A. Prostyakova

Junior Researcher at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), vpostyakova@mail.ru

Abstract

The article examines the principal vectors of corporate social responsibility (CSR) development in modern-day realities. Corporate social responsibility is not only essential for communication and accountability to stakeholders, but also functions as a component of the company's communication and marketing strategy, in the context of the new technological aspects of digitalization, which must be considered when building communication. The article correlates the core theoretical frameworks elaborated on the chosen topic with practical decisions taken in the field of CSR development, highlighting the key prerequisites for its development in the context of digitalization.

Keywords: digitalization, corporate social responsibility, sustainable development, ESG, ECG.

Notes

Briskin A., Grekova Yu., Chukov V., Aliyev T. et al. (2023) Chto proiskhodilo s ESG v rossiyskikh kompaniyakh v 2022 godu i k chemu gotovit'sya dal'she? [What Happened with ESG in Russian Companies in 2022 and What to Expect Next?]. *Mikhaylov i partner*, March. Available at: <https://m-p.ru/ESG-Russia-2023.pdf> (accessed: 12.05.2025).

EKG reyting otvetstvennogo biznesa [EKG Responsible Business Rating]. Available at: <https://ekg-reyting.rf/> (accessed: 12.05.2025).

KSO biznesa: vyzovy 2024 goda [Business CSR: Challenges of 2024] (2024). *VTsIOM*, 12 January. Available at: <https://wciom.ru/expertise/kso-biznesa-vyzovy-2024-goda> (accessed: 12.05.2025).

Mikhaylova E. (2024) Rabotodateli kak sub'yekty realizatsii demograficheskoy politiki: luchshiye praktiki korporativnoy semeynoy politiki rossiyskogo biznesa [Employers as Subjects of Demographic Policy Implementation: Best Practices of Corporate Family Policy in Russian Business]. *VTsIOM*, 05 April. Available at: <https://expert.wciom.ru/release/rabotodateli-kak-subekty-realizatsii-demograficheskoi-politiki-politiki-luchshie-praktiki-korporativnoi-semeinoi-politiki-rossiiskogo-biznesa> (accessed: 12.05.2025).

Rodin K. (2023) Sotsial'naya otvetstvennost' biznesa: mneniye rossiyan [Social Responsibility of Business: The Opinion of Russians]. *VTsIOM*, 03 March. Available at: <https://wciom.ru/presentation/prezentatsii/socialnaja-otvetstvennost-biznesa> (accessed: 12.05.2025).

Tablitsa Biblioteki korporativnykh nefinansovykh otchetov po sostoyaniyu na segodnya v RSPP [Table of the Corporate Non-Financial Reports Library as of Today at RSPP]. Available at: <https://rspp.ru/tables/non-financial-reports-library/> (accessed: 12.05.2025).

Ukaz Prezidenta Rossiyskoy Federatsii ot 07.05.2024 g. №309 "O natsional'nykh tselyakh razvitiya Rossiyskoy Federatsii na period do 2030 goda i na perspektivu do 2036 goda" [Decree of the President of the Russian Federation Dated 07.05.2024 №309 "On the National Development Goals of the Russian Federation for the Period up to 2030 and for the Future up to 2036"]. Available at: <http://www.kremlin.ru/acts/bank/50542> (accessed: 12.05.2025).

References

Aladyshkina A.S., Leonova L.A., Suchkova E.O. (2025) *Korporativnaya sotsial'naya otvetstvennost' finansovogo sektora i kompaniy: monografiya* [Corporate Social Responsibility of the Financial Sector and Companies: Monograph]. Moscow: KnoRus Publ.

Azarova L.V., Achkasova V.A., Sharakhina L.V. (2021) *Korporativnaya mediatizatsiya kak strategicheskii resurs rossiyskikh kompaniy: na puti k korporativnomu grazhdanstvu* [Corporate Mediatization as a Strategic Resource of Russian Companies: On the Way to Corporate Citizenship]. *Vestnik RUDN. Seriya: Literaturovedeniye. Zhurnalistika* 26 (4): 713–721. DOI: 10.22363/2312-9220-2021-26-4-713-721

Blagov Yu.E. (2024) ESG: transformatsiya interpretatsiy [ESG: Transformation of Interpretations]. *Rossiyskiy zhurnal menedzhmenta* 22 (2): 289–301. DOI: 10.21638/spbu18.2024.206

-
- Finch N. (2005) The Motivations for Adopting Sustainability Disclosure. *MGSM Working paper* 17. Available at: <https://ssrn.com/abstract=798724> (accessed: 12.05.2025).
- Freeman R.E. (1984) *Strategic Management: A Stakeholder Approach*. Boston: Pitman.
- Gorokhov V.M., Prostyakova V.A. (2019) Gudvill-kommunikatsii v strukture korporativnoy sotsial'noy otvetstvennosti [Goodwill Communications within Corporate Social Responsibility]. *Medi@l'manakh* 6: 14–21. DOI: 10.30547/mediaalmanah.6.2019.1421
- Gorokhov V.M., Shilina M.G. (2020) Svyazi s obshchestvennost'yu v paradigme tsifrovoy ekonomiki [Public Relations in the Digital Economy Paradigm]. *Medi@l'manakh* 1: 22–45. DOI: 10.30547/mediaalmanah.1.2020.2245
- Korhonen J. (2003) Should We Measure Corporate Social Responsibility? *Corporate Social Responsibility and Environmental Management* 10 (1): 25–39.
- Morimoto R., Ash J., Hope C. (2005) Corporate Social Responsibility Audit: From Theory to Practice. *Journal for Business Ethics* 62 (4): 315–322. DOI: 10.1007/s10551-005-0274-5
- Morsing M., Schultz M. (2006) Corporate Social Responsibility Communication: Stakeholder Information, Response and Involvement Strategies. *Business Ethics: A European Review* 15: 323–338. DOI:10.1111/j.1467-8608.2006.00460.x
- Muzykant V.L., Komarov V.M., Shalnova O.A., Grinberg T.E. et al. (2020) Corporate Social Responsibility in the Digital Transformation of Business Ecosystems. *International Journal of Innovation, Creativity and Change* 14 (5): 1295–1313.
- Parakhina L.V., Dikareva I.A., Mal'sagova D.M. (2024) Korporativnaya sotsial'naya otvetstvennost' v upravlenii sovremennymi biznes-strukturami [Corporate Social Responsibility in the Management of Modern Business Structures]. *Estestvenno-gumanitarnyye issledovaniya* 6 (56): 1013–1018.
- Shilina M.G. (2017) Responsible Innovation, otvetstvennyye innovatsii kak faktor sotsial'noy otvetstvennosti korporatsii: formiruya kontseptual'nuyu ramku issledovaniya [Responsible Innovation as a Factor of Corporate Social Responsibility: Forming a Conceptual Framework of a Research]. *Mediascope* 2. Available at: <http://www.mediascope.ru/2313> (accessed: 12.05.2025).
- Shilina M.G., Vartanov S.A. (2019) Doveriye kak kategoriya teorii kommunikatsii v paradigme tsifrovoy ekonomiki (k postanovke nauchnoy problemy) [Trust as a Category of Communication Theory in Digital Economy: Towards Problem Statement]. *Medi@l'manakh* 1: 20–38. DOI: 10.30547/mediaalmanah.1.2019.2038
- Tsenzharik M.K., Krylova Yu.V., Steshenko V.I. (2020) Tsifrovaya transformatsiya kompaniy: strategicheskiy analiz, faktory vliyaniya i modeli [Digital Transformation of Companies: Strategic Analysis, Influencing Factors and Models]. *Vestnik Sankt-Peterburgskogo universiteta. Ekonomika* 36 (3): 390–420. DOI: 10.21638/spbu05.2020.303
- Tumilevich E.N. (2024) Analiz programm korporativnoy sotsial'noy otvetstvennosti v usloviyakh tsifrovoy transformatsii [Analysis of Corporate Social Responsibility Programs in the Context of Digital Transformation]. *Vestnik Buryatskogo gosudarstvennogo universiteta. Ekonomika i menedzhment* 1: 120–127. DOI: 10.18101/2304-4446-2024-1-120-127
- Vartanova E.L. (2024) Tri "perekhoda": o vozdeystvii tekhnologicheskikh proryvov media na sotsial'noye razvitiye [Three "Transitions": Impact of Technological Advance in Media on Social Development]. *Medi@l'manakh* 1: 8–16. DOI: 10.30547/mediaalmanah.1.2024.816
- Whitehouse L. (2006) Corporate Social Responsibility: Views from the Frontline. *Journal for Business Ethics* 62: 279–296. DOI: 10.1007/s10551-005-3243-0

Specifics of Applying Strategic Communications in Local Markets

© Maria A. Kuzmenkova

Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), 7686121@mail.ru

Abstract

This article presents the results of an empirical study aimed at testing the applicability of strategic communications (SC) theory at the local level – in small and medium-sized businesses (SMEs) in the

Moscow region. The study's objective is not only to establish or refute the application of strategic communications theory by SMEs but also to identify key barriers and prospects for implementing SC in SME communication practices. The study analyzes the relationship between SC and integrated marketing communications (IMC) and assesses the awareness of specialists and managers of these concepts.

The methodology includes two comparative surveys with a detailed sample and structured instruments.

The results demonstrate the absence of institutionalized SC practices in the studied segment, raising the question of barriers and ways to adapt SC theory to the specifics of SMEs.

Keywords: small and medium businesses (SMEs), Moscow region, strategic communications (SC), integrated marketing communications (IMC), barriers to the implementation of SC, adaptation of the SC theory.

References

Agafonova M.S., Poryadina V.L., Brezhneva Z.O. (2018) Kraud-marketing: resheniye problem s prodvizheniyem malogo biznesa [Crowd Marketing: Solving Small Business Promotion Problems]. In: *Sovremennyye nauchnyye issledovaniya v sfere ekonomiki: sbornik statey* [Modern Scientific Research in the Field of Economics: Collection of Articles]. Kirov: MTsITO Publ., pp. 153–161.

Balandina E.V., Pinkov E.V. (2023) Problemy razvitiya malogo biznesa v regione [Problems of Small Business Development in the Region]. *Sotsial'nyye i ekonomicheskiye sistemy* 3–2 (44): 155–164.

Bogdanov S.V. (2017) Strategicheskkiye kommunikatsii: kontseptual'nyye podkhody i modeli dlya gosudarstvennogo upravleniya [Strategic Communications: Conceptual Approaches and Models for Public Administration]. *Gosudarstvennoye upravleniye. Elektronnyy vestnik* 61: 132–152. DOI: 10.24411/2070-1381-2017-00023.

Evstaf'yev V.A., Grinberg T.E. (eds) (2023) Strategicheskkiye kommunikatsii. Teoriya i praktika [Strategic Communications. Theory and Practice: A Textbook]. Moscow: Aspekt Press Publ.

Filatova O.G. (2018) Sovremennyye strategicheskkiye kommunikatsii: osnovnyye podkhody, proyekty i initsiativy [Modern Strategic Communications: Main Approaches, Projects and Initiatives]. In: Krivonozov A.D. (ed.) *Peterburgskaya shkola PR: ot teorii k praktike: sbornik statey* [Petersburg School of PR: From Theory to Practice: Collection of Articles]. St. Petersburg: SPbGU Publ., pp. 47–55.

Fontaine S.L. (2016) Small Business, Shifting Boundaries: A Case Study of Strategic Communication in the Digital Age. *Prism* 13 (1): 1–12.

Gavra D.P. (2015) Kategoriya strategicheskoy kommunikatsii: sovremennoye sostoyaniye i bazovyye kharakteristiki [The Category of Strategic Communication: Current State and Basic Characteristics]. *Vek informatsii* 3 (4): 229–232.

Gavra D.P. (2021) Strategicheskkiye kommunikatsii i teksty strategicheskikh kommunikatsiy: k teoreticheskomu obosnovaniyu kategoriy [Strategic Communications and Strategic Communication Texts: Towards a Theoretical Justification of the Categories]. *Rossiyskaya shkola svyazey s obshchestvennost'yu* 2: 10–30.

Gorokhov V.M., Prostyakova V.A. (2020) Eticheskaya komponenta strategicheskikh kommunikatsiy v mediatizirovannom obshchestve [The Ethical Component of Strategic Communications in a Mediatized Society]. *Medi@'manakh* 5: 36–41. DOI: 10.30547/mediaalmanah.5.2020.3641

Gorokhov V.M., Kravchenko S.V., Prostyakova V.A. (2021) Strategicheskkiye kommunikatsii: imperativ mediatizirovannogo obshchestva [Strategic Communications: The Imperative of a Mediatized Society]. *Medi@'manakh* 4: 22–27. DOI: 10.30547/mediaalmanah.4.2021.2227

Gossel B.M. (2022) Analogies in Entrepreneurial Communication and Strategic Communication: Definition, Delimitation of Research Programs and Future Research. *International Journal of Strategic Communication* 16 (2): 134–156. DOI: 10.1080/1553118X.2021.2015689

Heide M., von Platen S., Simonsson C., Falkheimer J. (2018) Expanding the Scope of Strategic Communication: Towards a Holistic Understanding of Organizational Complexity. *International Journal of Strategic Communication* 12 (4): 452–468. DOI: 10.1080/1553118X.2018.1456434

Jorgensen J.J., Zuiker V.S., Manikowske L., LeHew M. (2022) Impact of Communication Technologies on Small Business Success. *Journal of Small Business Strategy* 32 (3): 142–157. DOI: 10.53703/001c.36359

Kalogiannidis S., Kagioglou F., Kalfas D., Kagioglou A. (2025) Business Communication Strategies as an Internal Locus of Sustainability in SMEs. A Case Study of Greece. *Discover Sustainability* 6: 91. DOI: 10.1007/s43621-025-00894-7

Karpova M.K., Dyatlova K.I. (2021) Reklamnyye kommunikatsii kak instrument razvitiya predpriyatiy malogo biznesa. [Advertising Communications as a Tool for the Development of Small Business Enterprises]. *Nauka. Obshchestvo. Gosudarstvo* 9 (2 (34)): 156–165. DOI: 10.21685/2307-9525-2021-9-2-18

Korzina M.I., Trapeznikova A.D. (2020) Tekhnologii internet-marketinga v deyatel'nosti po prodvizheniyu sub'yektov malogo biznesa konditerskoy sfery [Internet Marketing Technologies in the Promotion Activities of Small Business Entities in the Confectionery Sector]. In: *Aktual'nyye problemy sovremennoy nauki: vzglyad molodykh uchenykh: materialy mezhdunarodnoy nauchno-prakticheskoy konferentsii* [Current Problems of Modern Science: The View of Young Scientists: Proceedings of the International Scientific-Practical Conference]. Groznyy: Chechen St. Pedagogical Univ. Publ., pp. 482–486.

Kotler Ph. (1990) *Osnovy marketinga*. Transl. from Engl. by V. Bobrov. Moscow: Progress Publ.

Kuz'menkova M.A. (2024) Kollaboratsii IMK i strategicheskikh kommunikatsiy v mediatizirovanom obshchestve [Collaborations of IMC and Strategic Communications in a Mediatized Society]. In: Evstaf'yev V.A. (ed.) *Svyazi s obshchestvennost'yu i reklama v sisteme kommunikatsiy: sbornik statey kafedry reklamy i svyazey s obshchestvennost'yu* [Public Relations and Advertising in the Communication System: Collection of Articles of the Department of Advertising and Public Relations]. Vol. 13. Moscow: Faculty of Journalism MGU Publ., pp. 31–38.

Kuz'menkova M.A., Prostyakova V.A., Shutov A.N. (2021) Tsifrovoye razvitiye strategicheskikh korporativnykh kommunikatsiy rossiyskikh dobyvayushchikh kompaniy [Digital Development of Strategic Corporate Communications of Russian Mining Companies]. *Medi@l'manakh* 3: 91–101. DOI: 10.30547/mediaalmanah.3.2021.91101

Pashentsev E.N. (2014) *Kommunikatsionnyy menedzhment i strategicheskaya kommunikatsiya: sovremennyye tekhnologii global'nogo vliyaniya i upravleniya* [Communication Management and Strategic Communication: Modern Technologies of Global Influence and Management]. Moscow: MTsSPIK Publ.

Potapova V.A., Belova N.A. (2023) Setevoy marketing, kak sposob razvitiya malogo biznesa [Network Marketing as a Way of Developing Small Business]. *Nauchnyy Lider* 54 (99). Available at: <https://scilead.ru/article/3711-setevoy-marketing-kak-sposob-razvitiya-malogo> (accessed: 10.05.2025).

Shichkin I.A., Umnov V.A. (2025) Sovremennyye tendentsii razvitiya malogo i srednego predprinimatel'stva v Rossii [Modern Trends in the Development of Small and Medium-Sized Businesses in Russia]. *Ekonomika, predprinimatel'stvo i pravo* 15 (1): 61–84. DOI: 10.18334/epp.15.1.122513

Shilina M.G. (2013) Strategicheskaya kommunikatsiya v paradigme innovatsiy: kompleksnyy metodologicheskii podkhod [Strategic Communication in the Innovation Paradigm: An Integrated Methodological Approach]. *Medi@l'manakh* 2: 64–70.

Smit P., Berri K., Pulford A. (2001) *Kommunikatsii strategicheskogo marketinga: uchebnoe posobiye* [Strategic Marketing Communications: A Textbook]. Moscow: Yuniti Publ.

Starykh N.V. (2013) Strategicheskiiye kommunikatsii: bazovyye printsipy proyektirovaniya [Strategic Communications: Basic Design Principles]. *Vestnik Moskovskogo universiteta* 2: 5–26.

Tikhomirova E.I. (2015) Kommunikatsiya i strategicheskiiye kommunikatsii [Communication and Strategic Communications]. In: Shishkina M.A. (ed.) *Peterburgskaya shkola PR: ot teorii k praktike: sbornik statey* [Petersburg School of PR: From Theory to Practice: Collection of Articles]. St. Petersburg: SPbGU Publ., pp. 44–50.

Vartanova E.L. (2018) Media v kontekste obshchestvennykh transformatsiy: k postanovke problem [Media in the Context of Social Transformations: To the Problem Statement]. *Medi@l'manakh* 1: 8–12. DOI: 10.30547/mediaalmanah.1.2018.812

Yarushina E.V. (2021) Rol' marketinga v malom biznese [The Role of Marketing in Small Business]. In: *Ekonomika, biznes, innovatsii: sbornik statey XVI mezhdunarodnoy nauchno-prakticheskoy konferentsii* [Economics, Business, Innovations: Collection of Articles of the XVI International Scientific-Practical Conference]. Penza: MTsNS "Nauka i Prosveshcheniye" Publ., pp. 23–26.

Zemlyak S.V. (2004) *Spetsifika marketingovykh tekhnologiy v otraslyakh sfery malogo biznesa* [Specifics of Marketing Technologies in Small Business Industries]. Moscow: ITs "Marketing" Publ.

Communications in International Markets in Modern Conditions: Transformation of Interaction Channels (case-study of the largest Russian companies roadshows)

© Andrey P. Barannikov

General Director, SPN Communications (Moscow, Russia), a.barannikov@spncomms.com

Abstract

The article examines a new model of international communication developed by the Roscongress Foundation and SPN Communications in response to shifting geopolitical realities. It focuses on the strategic transformation of outreach channels used to attract foreign businesses and investors to Russia, particularly through international roadshow sessions. Based on practical implementation in 13 countries across Asia, the Middle East, Africa, and Latin America, the study highlights a comprehensive methodology that combines event-based promotion, targeted media engagement, and direct business dialogue. Special attention is given to audience segmentation, cultural adaptation, and regional strategies that address specific communication barriers. The results include measurable improvements in media coverage, business engagement, and long-term partnerships. The article concludes with practical recommendations for building trust-oriented, culturally sensitive communication strategies in emerging markets. This research contributes to the field of international economic communications and offers a replicable model for navigating business diplomacy under conditions of global political tension.

Keywords: international communications; investment promotion; business diplomacy; cross-cultural communication; roadshow; strategic communication; emerging markets; trust building.

Notes

Available at: https://roscongress.org/events/mezhdunarodnyy-biznes-forum-mir-vozmozhnostey-rossiya-asean/about/?utm_referrer=https%3A%2F%2Fyandex.ru%2F (accessed: 04.05.2025).

Global Roadshow Report 2025 (2025). *IR Magazine*, 30 January. Available at: <https://www.ir-impact.com/research/global-roadshow-report-2025/> (accessed: 04.05.2025).

References

Blankespoor E., Hendricks B., Miller G. (2023) The Pitch: Managers' Disclosure Choice during IPO Roadshows. *The Accounting Review* 98 (2): 1–33. DOI: 10.2308/TAR-2019-0265

Chumikov A.N. (2023) *Peregovory – fasilitatsiya – mediatsiya: uchebnoe posobiye* [Negotiations – Facilitation – Mediation: A Textbook]. Moscow: Prospekt Publ.

Doh J.P., Dahan N.M., Casario M. (2022) MNEs and the Practice of International Business Diplomacy. *International Business Review* 31 (1). DOI: 10.1016/j.ibusrev.2021.101926

Down A.K., Reiter N., Wahid A.S. (2023) *The Adaptability of Investor Relations in the Face of Disruption and the Effectiveness of Virtual Investor Engagement*. Available at: <https://ssrn.com/abstract=4175392> (accessed: 04.05.2025).

Gorokhov V.M. (ed.) (2019) *Svyazi s obshchestvennost'yu v sisteme kommunikatsiy: monografiya* [Public Relations in the Communications System: A Monograph]. Moscow: Faculty of Journalism MGU.

Gorokhov V.M., Grinberg T.E. (eds) (2018) *Svyazi s obshchestvennost'yu: teoriya, praktika, kommunikativnyye strategii: uchebnoe posobiye* [Public Relations: Theory, Practice, Communication Strategies: A Textbook]. 2nd ed. Moscow: Aspekt Press Publ.

Hartwell C.A., Ursprung D. (2024) Diplomacy and MNE Strategy: How International Relations Can Influence International Business. *Multinational Business Review* 32 (2): 226–240. DOI: 10.1108/MBR-12-2023-0199

Shilina M.G. (2021) Mediatizatsiya v «novoy normal'nosti»: reversivnyye paradigmy i provokatsii transgressii? [Mediatization in the «New Normal»: Reversal Paradigms and Provocations of Transgression?].

Vartanova E.L., Dunas D.V. (2022) Rossiyskaya mediasistema v nachale 2020 gg.: vyzovy epokhi neopredelennosti [Russian Media System in the Early 2020s: Challenges in the Age of Uncertainty]. *Medi@l'manakh* 6: 8–17. DOI: 10.30547/mediaalmanah.6.2022.817

Competencies and Contexts as Components of the Transition from PR to Communications Management Concept

© Alexander N. Chumikov

Doctor of Political Science, Professor at the Chair of Communication Technologies, Moscow State Linguistic University, Chairman of the Committee on Professional Education of the Russian Public Relations Association (RPRA) (Moscow, Russia), chumikov@pr-club.com

Abstract

In Russia, advertising and public relations, both as an academic program in universities and as the field of professional practice, have existed since 1991. Several generations of federal state educational standards (FSES) in this field have been created since then. That has given rise to an emergence of qualitatively new issues, necessitating an examination of a number of parameters of communication education with their subsequent use in real-life situations.

The article presents conceptual answers to these challenging questions. Their essence lies in the change of the name of the academic program “Advertising and Public Relations” to a more relevant one, as well as in the establishing a connection between the competencies of the Federal State Educational Standard with the guidelines of the professional community and the situational contexts of practical usage.

Keywords: PR, advertising, educational standards, content and context of communications, communications management.

Notes

Federal'nyy gosudarstvennyy obrazovatel'nyy standart vysshego obrazovaniya – bakalavriat po napravleniyu podgotovki 42.03.01 “Reklama i svyazi s obshchestvennost'yu”. Utverzhden prikazom Ministerstva obrazovaniya i nauki Rossiyskoy Federatsii ot 8 iyunya 2017 g. № 512 [Federal State Educational Standard of Higher Education – Bachelor's Degree in the Field of Study 42.03.01 “Advertising and Public Relations”. Approved by Order of the Ministry of Education and Science of the Russian Federation dated June 8, 2017, № 512]. Available at: https://www2023.voenmeh.ru/images/docs/obraz_standart_trebov/fgos_3plusplus/fgos_2023_42_03_01.pdf (accessed: 10.04.2025).

FGOS – magistratura po napravleniyu podgotovki 42.04.01 “Reklama i svyazi s obshchestvennost'yu”. Utverzhden prikazom Ministerstva obrazovaniya i nauki Rossiyskoy Federatsii ot 8 iyunya 2017 g. № 528 [Federal State Educational Standard – Master's Degree in the Field of Study 42.04.01 “Advertising and Public Relations”. Approved by Order of the Ministry of Education and Science of the Russian Federation dated June 8, 2017, № 528]. Available at: https://fgosvo.ru/uploadfiles/FGOS%20VO%203++/Mag/420401_%D0%9C_3_17062021.pdf (accessed: 10.04.2025).

Prikaz Ministerstva nauki i vysshego obrazovaniya Rossiyskoy Federatsii ot 24.02.2021 № 118 “Ob utverzhdenii nomenklatury nauchnykh spetsial'nostey, po kotorym prisuzhdayutsya uchenyye stepeni, i vnosenii izmeneniya v Polozheniye o sovete po zashchite dissertatsiy na soiskaniye uchenoy stepeni kandidata nauk, na soiskaniye uchenoy stepeni doktora nauk, utverzhdennoye prikazom Ministerstva obrazovaniya i nauki Rossiyskoy Federatsii ot 10 noyabrya 2017 g. № 1093” [Order of the Ministry of Science and Higher Education of the Russian Federation №118 dated 24.02.2021 “On Approval of the Nomenclature of Scientific Specialties for Which Academic Degrees Are Awarded, and on Amending the Regulations on the Dissertation Council for the Defense of Dissertations for the Degree of Candidate of Sciences, for the Degree of Doctor of Sciences, Approved by Order of the Ministry of Education and Science of

the Russian Federation №1093, dated November 10, 2017”]. Available at: <https://iifrf.ru/wp-content/uploads/2023/11/8-prikaz-minobrnauki-rossii-ot-24.02.2021-n-118-red.-ot-24.07.pdf> (accessed: 10.04.2025).

Raspopova S. (2021) Nauchnaya spetsial'nost' "zhurnalistika" prevratilas' v "zhurnalistiku i mediakommunikatsii". Zachem? [The Scientific Specialty "Journalism" Transformed into "Journalism and Media Communications". Why?]. *Zhurnalst* 12. Available at: <https://jrnlst.ru/2021/12/09/2049/> (accessed: 10.04.2025).

References

Bernays E. (2015) *Kristallizatsiya obshchestvennogo mneniya* [Crystallizing of the Public Opinion]. Transl. from Engl. by N.A. Konevskaya, N.M. Makarova. Moscow: Vil'yams Publ.

Bernays E. (2019) *Svyazi s obshchestvennost'yu* [Public Relations]. Transl. from Engl. by A.E. Ayzenshtadt. Moscow: ID NIU VSh-E Publ.

Boroday A.D., Golova A.G. (2017) Diskussionnyye aspekty razrabotki professional'nykh standartov v sfere reklamy i svyazey s obshchestvennost'yu [Discussion Aspects of Developing Professional Standards in the Field of Advertising and Public Relations]. *Nauchnyye trudy Moskovskogo gumanitarnogo unistituta* 3: 5–36. DOI: 10.17805/trudy.2017.3.1

Chumikov A.N. (2025) *Mediakommunikatsii* [Media Communications]. Moscow: Prospekt Publ.

Chumikov A.N., Bocharov M.P. (2025) *Upravleniye kommunikatsiyami* [Communication Management]. Moscow: Dashkov i Ko Publ.

Chumikov A.N., Bocharov M.P., Samoylenko S.A. (2016) *Reklama i svyazi s obshchestvennost'yu: professional'nyye kompetentsii* [Advertising and Public Relations: Professional Competencies]. Moscow: Delo Publ.

Chumikova A.N., Shul'tsa E.E. (eds) (2022) *Upravleniye kommunikatsiyami: sbornik statey I mezh-dunarodnoy nauchno-prakticheskoy konferentsii* [Communication Management: Collection of Articles of the I International Scientific-Practical Conference]. Moscow: Blog-Print Publ.

Chumikova A.N., Shul'tsa E.E. (eds) (2023) *Upravleniye kommunikatsiyami – 2022: materialy II mezh-dunarodnoy nauchno-prakticheskoy konferentsii* [Communication Management – 2022: Proceedings of the II International Scientific-Practical Conference]. Moscow: Blog-Print Publ.

Chumikova A.N., Shul'tsa E.E. (eds) (2024) *Upravleniye kommunikatsiyami – 2023: materialy III mezh-dunarodnoy nauchno-prakticheskoy konferentsii* [Communication Management – 2023: Proceedings of the III International Scientific-Practical Conference]. Moscow: Blog-Print Publ.

Chumikova A.N., Shul'tsa E.E. (eds) (2025) *Upravleniye kommunikatsiyami – 2024: materialy IV mezh-dunarodnoy nauchno-prakticheskoy konferentsii* [Communication Management – 2024: Proceedings of the IV International Scientific-Practical Conference]. Moscow: Blog-Print Publ.

Glushchenko O.A., Grishanin N.V. (2020) Evolyutsiya spetsial'nosti "Reklama i svyazi s obshchestvennost'yu": istoriya formirovaniya, sovremennoye sostoyaniye i tendentsii razvitiya [Evolution of the Specialty "Advertising and Public Relations": History of Formation, Current State and Development Trends]. *Kommunikologiya* 8 (1): 34–52. DOI: 10.21453/2311-3065-2020-8-1-34-52

Krivososov A.D., Filatova O.G., Shishkina M.A. (2010) *Osnovy teorii svyazey s obshchestvennost'yu: uchebnik dlya vuzov* [Bases of Public Relations Theory]. St. Petersburg: Piter Publ.

Kuzheleva-Sagan I.P. (2011) *Nauchnoye znaniye o svyazyakh s obshchestvennost'yu (PR): filosofskiy analiz* [Scientific Knowledge about Public Relations (PR): A Philosophical Analysis]. Moscow: Librokom Publ.

Rogers E.M., Storey J.D. (1987) Communication Campaign. In: Berger C.R., Chaffee S.H. (eds) *Handbook of Communication Science*. Newbury Park, CA: Sage, pp. 817–846.

Sharkov F.I., Kashaf Sh.R. (2020) Razvitiye kommunikatsionnoy teorii v knigakh A. Chumikova i M. Bocharova [Development of Communication Theory in the Books of A. Chumikov and M. Bocharov]. *Kommunikologiya* 8 (4): 64–80. DOI: 10.21453 / 2311-3065-2020-8-4-64-79

Shishkin D.P., Gavra D.P., Brovko S.L. (2004) *PR-kampanii: metodologiya i tekhnologiya: monografiya* [PR Campaigns: Methodology and Technology]. Sankt Petersburg: Roza mira Publ.

University Promotion Technologies: The Experience of the Russian State University for the Humanities

© Mikhail P. Bocharov

Doctor of Sociological Sciences, Professor at the Chair of Integrated Communications and Advertising, Faculty of Advertising and Public Relations, Russian State University for the Humanities (Moscow, Russia), bocharov@irpr.ru

Abstract

This article explores conceptual approaches to positioning the modern humanities university. The author proposes a technology for communicating the functional and emotional value of university promotion to stakeholders based on the *Hero-Hub-Hygiene* communication model and its underlying principles.

Key words: positioning, model *Hero-Hub-Hygiene*, storytelling.

References

Al'tbakh F. D., Salmi D. (eds) (2012) *Doroga k akademicheskomu sovershenstvu. Stanovleniye issledovatel'skikh universitetov mirovogo klassa* [The Road to Academic Excellence: The Making of World-Class Research Universities]. Moscow: Ves' Mir Publ.

Al'tbakh F.D. (2018) *Global'nyye perspektivy vysshego obrazovaniya* [Global Perspectives on Higher Education]. Transl. from Engl. by Yu. Kapturevskiy. Moscow: HSE University Publishing House Publ.

Cubbon K. (2018) Why the Hero-Hub-Hygiene Content Marketing Strategy Still Wins for DMOs. *Destination Think*, 26 October. Available at: <https://destinationthink.com/blog/hero-hub-hygiene-content-marketing-strategy-dmos/> (accessed: 14.04.2025).

Gnevasheva V.A., Lukov S.V. (2015) Rossiyskiy vuz glazami studentov [Russian University Through the Eyes of Students]. *Znaniye. Ponimaniye. Umeniye* 3: 322–332. DOI: 10.17805/zpu.2015.3.28

Vissema Y.G. (2010) *Universitet tret'ego pokoleniya: upravleniye universitetom v perekhodnyy period* [The Third Generation University: Managing the University in Transition]. Seriya: Biblioteka Sberbanka. Vol. 70. Moscow: Olimp-Biznes Publ.

Volkov A. (2013) *Nereshayemye zadachi kak osnova vysshego obrazovaniya. Interv'y u s A.E. Volkovym* [Unsolvable Problems as the Basis of Higher Education. Interview with A.E. Volkov]. *Voprosy obrazovaniya* 1: 273–277. DOI: 10.17323/1814-9545-2013-1-273-277

Architectonics of Academic Disciplines (the experience of the Chair of advertising and public relations of the Faculty of Journalism, MSU)

© Larisa N. Fedotova

Doctor of Sociological Sciences, Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), fedotova117437@mail.ru

Abstract

The article analyzes contemporary issues of education in the field of advertising and public relations, using the example of 35 years of activity of the corresponding department of the Faculty of Journalism, Lomonosov Moscow State University. The curriculum's methodological foundations are based on the set of disciplines, considering the needs of modern advertising and public relations practices (1); the state of scientific knowledge in these areas (2), and real socio-political changes in society (3).

These form a systemic principle of discipline formation in the training of the above-mentioned specialization, taking into account the concept of modernization. The curriculum is designed around key transformations in the advertising and public relations industry, including the markets for advertisers, media platforms, and consumers of goods and services as the basis of the relevant training courses.

The educational methodology aims to recreate the professional framework of advertising and public relations activities within the disciplines. Additionally, the country's socio-economic development priorities are integrated as essential components of the lecture content.

Keywords: teaching methodology, organization of training changes, the current state of the market as part of the educational process.

Notes

"Bazovoye vyssheye" vmesto bakalavriata: kak izmenitsya obrazovaniye v Rossii ["Basic Higher" Instead of Bachelor's: How Education Will Change in Russia] (2025). *Gazeta.ru*, 07 January. Available at: <https://www.gazeta.ru/social/2025/01/07/20347658.shtml> (accessed: 15.06.2025).

FAS priznala "Sberbank Rossii" narushivshim Zakon o reklame [FAS Recognized Sberbank Russia as Violating the Advertising Law]. Available at: <https://fas.gov.ru/news/33533> (accessed: 15.06.2025).

Federal'nyy zakon ot 26.12.2024 g. № 479-FZ "O vnesenii izmeneniy v Federal'nyy zakon "O reklame" i ot del'nyye zakonodatel'nyye akty Rossiyskoy Federatsii" [Federal Law № 479-FZ dated 26.12.2024 "On Amending the Federal Law 'On Advertising' and Certain Legislative Acts of the Russian Federation"]. Available at: <http://www.kremlin.ru/acts/bank/51473> (accessed: 15.06.2025).

Mintsifry nazvalo chislo podavshikh zayavleniya na registratsiyu blogerov [The Ministry of Digital Development Announced the Number of Applications Submitted for Blogger Registration] (2024). *RBK*, 05 November. Available at: <https://www.rbc.ru/rbcfreenews/672a39c79a79474a17274f1> (accessed: 15.06.2025).

Registratsiya blogerov s boleye 10 tysyach pol'zovateley [Registration of Bloggers with More Than 10 Thousand Subscribers] (2025). *Roskomnadzor*, 23 January. Available at: <https://05.rkn.gov.ru/news/news348722.htm> (accessed: 15.06.2025).

References

Metodicheskoye obespecheniye distsiplin bakalavriata i magistratury kafedry reklamy i svyazey s obshchestvennost'yu: 2024 [Methodological Support for Bachelor's and Master's Degree Programs of the Chair of Advertising and Public Relations: 2024] (2024). Moscow: Faculty of Journalism MSU Publ; Moscow St. Univ. Publ. Available at: https://www.journ.msu.ru/downloads/2025/pr_metodich_obespechenie.pdf (accessed: 10.04.2025).

Trudy sotrudnikov kafedry reklamy i svyazey s obshchestvennost'yu fakul'teta zhurnalistiki MGU imeni M.V. Lomonosova – k 35-letiyu kafedry reklamy i svyazey s obshchestvennost'yu [Works of the Staff of the Chair of Advertising and Public Relations of the Faculty of Journalism, Lomonosov Moscow State University – On the 35th Anniversary of the Chair of Advertising and Public Relations] (2024). Moscow: Faculty of Journalism MSU Publ.

Mass Media in Russia

PR Specialists' Telegram Channels as a Self-Promotion Tool in the Expert Community

© Marina I. Piskunova

PhD in Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), mpiskunova@mail.ru

© Olga V. Muronets

PhD in Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), muronets@yandex.ru

Abstract

The article examines the telegram channels of the specialists in the sphere of public relations, which the authors have been actively developing in recent years for self-promotion, client acquisition,

and building their own expert image. The authors' channels are diverse, yet they collectively form a specific professional thematic segment, which is of considerable interest for personalizing the public relations industry and capturing certain development trends.

Keywords: Author's telegram channels, social media, public relations, self-promotion, image of the PR profession

Notes

Available at: https://t.me/Ash_digitalForIT/124 (accessed: 11.06.2025).

Available at: <https://t.me/dbeskromny/5642> (accessed: 11.06.2025).

Available at: https://t.me/mokhova_pr/4399 (accessed: 11.06.2025).

Available at: <https://t.me/prbudni21/1163> (accessed: 11.06.2025).

Available at: <https://t.me/proPRinLife/97> (accessed: 11.06.2025.).

Available at: <https://t.me/prpioner/11> (accessed: 11.06.2025).

Available at: <https://t.me/ptichkamaman/924> (accessed: 11.06.2025).

Available at: <https://t.me/znaete/1483> (accessed: 11.06.2025).

Bedretdinov R. (2024) Osobennosti nacional'nykh inventov [Features of National Events]. *Sostav*, 11 November. Available at: <https://www.sostav.ru/publication/osobennosti-natsionalnykh-iventov-71461.html> (accessed: 11.06.2025).

Kanal "Beskromnyy" ["Beskromnyy" Channel]. *Telegram*. Available at: <https://t.me/dbeskromny> (accessed: 11.06.2025).

Kanal "Lobushkin" ["Lobushkin" Channel]. *Telegram*. Available at: <https://t.me/lobushkin> (accessed: 11.06.2025).

Kanal "Ptichki v golove" ["Birds in the Head" Channel]. *Telegram*. Available at: <https://t.me/ptichkamaman> (accessed: 11.06.2025).

Kanal Kristiny Petrovoj [Kristina Petrova's Channel]. *Telegram*. Available at: <https://t.me/byrperfect/130> (accessed: 11.06.2025).

Kanal Y. Meshalkina "YAR o PR" [Y. Meshalkin's Channel "YAR about PR"]. *Telegram*. Available at: <https://t.me/prbyar/1455> (accessed: 11.06.2025).

Luk'yanova A. (2024) Auditoriya social'nykh media [Social Media Audience]. *Mediascope*. Available at: https://mediascope.net/upload/iblock/438/37qf2vk4di1n4ncguevk3mufyzb11qfx/Auditoriya_social'nykh_media_Mediascope.pdf (accessed: 10.06.2025)

Stogova E. (2025) "VKontakte" v pervye oboshla YouTube po okhvatu sredi rossiiyan ["VKontakte" for the First Time Surpassed YouTube in Reach Among Russians]. *RBK*, 15 January. Available at: https://www.rbc.ru/technology_and_media/15/01/2025/6786315b9a79476fac9a1bd6 (accessed: 11.06.2025)

Zubov. P. (2025) V Kreml'e Telegram nazvali glavnyim istochnikom informatsii [In the Kremlin, Telegram Was Called the Main Source of Information]. *Gazeta.ru*, 11 March. Available at: <https://www.gazeta.ru/tech/news/2025/03/11/25282004.shtml> (accessed: 11.06.2025).

References

Kolomiyets V.P. (2024) Zhurnalistska i mediakommunikatsiya: artikulyatsiya issledovatel'skikh prostanstv [Journalism and Media Communication: Articulation of Research Spaces]. *Medi@l'manakh* 2: 18–26. DOI: 10.30547/medialmanah.2.2024.1826

Konoplev D.E. (2017) Telegram kak novaya sreda kommunikatsii v SMI i socsetyakh [Telegram as a New Medium of Communication in the Media and Social Networks]. *Znak: problemnoe pole mediaobrazovaniya* 3 (25): 198–199.

Korkonosenko S.G. (2012) Zhurnalistska setevykh SMI: smena issledovatel'skikh paradigmat ili prodolzhenie traditsii? [Online Media Journalism: Changing Research Paradigms or Continuing Traditions]. *Uchenyye zapiski ZabGGPU* 2: 234–239.

Lasswell H. (1966) The Structure and Function of Communication in Society. In: Berelson B., Janowitz M. (eds) *Reader in Public Opinion and Communication*. New York: Free Press, pp. 178–189.

Lasswell H. (1966) The Structure and Function of Communication in Society. In: Berelson B., Janowitz M. (eds) *Reader in Public Opinion and Communication*. New York: Free Press, pp. 178–189.

Nigmatullina K.R. (2021) Mesto social'nykh setej v razvitii regional'noj zhurnalistiki v Rossii [The Place of Social Media in the Development of Regional Journalism in Russia]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 1: 30–51. DOI: 10.30547/vestnik.journ.1.2021.3051

Pavlova A.N. (2015) Social'nye seti kak istochnik informacii o zhizni oblastnykh rossijskikh gorodov [Social Media as a Source of Information about the Life of Regional Russian Cities]. *Vestnik VUIT* 4(19). Available at: <https://cyberleninka.ru/article/n/sotsialnye-seti-kak-istochnik-informatsii-o-zhizni-oblastnyh-rossijskikh-gorodov> (accessed:10.05.2025).

Vartanova E.L. (2019) *Teoriya media: otechestvennyj diskurs* [Media Theory: National Discourse]. Moscow: Faculty of Journalism MSU Publ; Moscow St. Univ. Publ.

Watson J. (2008) *Nursing the Philosophy and Science of Caring*. Revised Ed. Boulder: Univ. Press of Colorado.

Zelentsov M.V. (2015) Gorodskie media: usloviya funkcionirovaniya [Urban Media: Operating Conditions]. *Voprosy teorii i praktiki zhurnalistiki* 3 (4): 262–272. DOI: 10.17150/2308-6203.2015.4(3).262-272

Zemlyanova L.M. (2007) Modernizatsiya sovremennogo zhurnalistiskogo obrazovaniya – znachenie nauchnogo opyta zarubezhnoj kommunikativistiki [Modernization of Modern Journalistic Education – the Importance of the Scientific Experience of Foreign Communication Studies]. *Mediascope* 1. Available at: <http://www.mediascope.ru/modernizatsiya-sovremennogo-zhurnalistiskogo-obrazovaniya---znachenie-nauchnogo-opyta-zarubezhnoj> (accessed:10.05.2025).

Mediatext

The Fabulous as a Construct of the Symbolic Space of Creative Advertising

© Anush A. Davtyan

PhD in Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), danush@yandex.ru

Abstract

This article examines, from both theoretical and practical perspectives, the precedent-setting presence of fairy-tale plotlines, images, and elements in advertising texts. The author categorizes messages based on the degree of transformation applied to the fairy-tale narrative and its protagonist, investigates complex forms of layering fairy-tale plots, as well as advertising series that utilize recognizable fairy-tale imagery. The article also establishes connections between the advertised object, as a meaning-forming element of the advertising text, and the fairy-tale character integrated into the advertising narrative.

Keywords: fairy-tale hero, fairy-tale narrative, precedent text, intertextuality, creativity, creative advertising, advertising character.

References

Averyanova V. (2010) Effektivnaya reklama prishla k nam iz skazki [Effective Advertising Came to us from a Fairy Tale]. *Reklama. Teoriya i praktika* 1: 48–60.

Boden M.A. (2004) *The Creative Mind: Myths and Mechanisms*. 2nd ed. London; New York: Routledge.

Bono E. (2006) *Nestandartnoye myshleniye* [Non-standard Thinking]. Minsk: Popurri Publ.

Borovinskaya D.N. (2014) K voprosu o klassifikatsii teorii kreativnosti [On the Classification of Theories of Creativity]. *Vestnik Tomskego gosudarstvennogo universiteta. Filosofiya. Sotsiologiya. Politologiya* 385: 50–56.

Chiksentmikhayi M. (2015) *Kreativnost'. Potok i psikhologiya otkrytiy i izobreteniy* [Creativity. The Flow and Psychology of Discoveries and Inventions]. Moscow: Career Press Publ.

Elkina M.V., Valitova N.R. (2014) Skazochnyy fol'klor v kontekste zarubezhnoy reklamy [Fairy-tale Folklore in the Context of Foreign Advertising]. *Nauka o cheloveke: gumanitarnyye issledovaniya* 2 (16): 225–229.

Esplund L. (2021) *Iskusstvo videt'. Kak ponimat' sovremennoye iskusstvo* [The Art of Seeing. How to Understand Contemporary Art] Moscow: Ad Marginem Press Publ; ABCdesign Publ.

Florida R., Tinagli I. (2004) *Europe in the Creative Age*. Pittsburgh: Carnegie Mellon SIC. Available at: https://creativeclass.com/rfcgdb/articles/Europe_in_the_Creative_Age_2004.pdf (accessed: 20.05.2025).

Nadein A. (2005) Syuzhetopostroyeniye ot Pol'ti do Proppa [Plot-building from Polti to Propp]. *Reklamnyye Idei* 2: 97–101.

Nikiforov A.I. (1930) Skazka, eye bytovaniye i nositeli [Fairy Tale, Its Existence and Bearers]. In: Kapitsa O.I. (comp.) *Russkiye narodnyye skazki* [Russian Folk Tales]. Moscow; Leningrad: St. Publ.

Propp V.Ya. (1984) *Russkaya skazka* [Russian Fairy Tale]. Leningrad: LGU Publ.

Savchenko D.G. (2020) Rol' skazochnogo diskursa v sozdanii reklamnykh tekstov [The Role of Fairy Tale Discourse in the Creation of Advertising Texts]. *Vestnik MGLU. Gumanitarnyye nauki* 2 (831): 147–157.

Shchepilova, G., Shchepilov, K. (2013) Modeli effektivnosti reklamy i eye vozdeystviye na potrebitelya [Models of Advertising Effectiveness and its Impact on Consumers]. *Medi@l'manakh* 3: 5–14.

Terskikh M.V. (2019) Intertekstual'nost' kak instrument sozdaniya kreativnoy reklamy [Intertextuality as a Tool for Creating Creative Advertising]. *Nauchnyy dialog* 10: 232–248. DOI: 10.24224/2227-1295-2019-10-232-248.

Uchenova V.V., Starush M.I. (1996) *"Filosofskiy kameshek" reklamnogo tvorchestva. Kul'turologiya i gnoseologiya reklamy* [The Philosophical Pebble of Advertising Creativity. Cultural Studies and the Epistemology of Advertising]. Moscow: Maxim Publ.

Yagolkovskiy S.R. (2007) *Psikhologiya kreativnosti i innovatsiy* [Psychology of Creativity and Innovation]. Moscow: Publ. HSE Publishing House Publ.