Abstracts

Research Paradigms

Imaginary Middle vs Magic Circle: Conceptualizing the Medial Architectonics of Projective Spaces

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Abstracts
The article analyzes the concept of the imaginary middle as a basic mechanism of social communication. It is shown that the magic circle used in game studies is its derived form, acting according to specific rules. The novelty lies in the interpretation of medial architectonics through the category of an imaginary middle, which makes it possible to reconsider the nature of collective media in gaming, ritual and digital environments.

Keywords: imaginary middle, magic circle, protomediality, social communication, media communication.

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Synthetic Content: Addressing the Classification Challenge

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Abstract

This article attempts to operationalize and conceptualize the concept of "synthetic content" in response to the current need to overcome the terminological ambiguity observed in contemporary academic and industrial discourse. The research aims to identify the systemic characteristics of the phenomenon and develop a classification. An original classification integrates three key criteria for systematization: 1) the degree of determinism and autonomy in the generation process, 2) the level of syntheticity and anthropogenic intervention, and 3) the functional purpose and communicative intention. The result of the work is a classification that eliminates the existing terminological ambiguity and forms a relevant methodological toolkit for subsequent research.

Keywords: synthetic content, generative content, AI content, artificial intelligence technologies, generative AI.

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Global Context

Convergence Theory: Key Development Trajectories in Russian Science

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Abstract

Within the last 30 years, media convergence has been a significant issue in the field of science, and only a few researchers have focused on its metatheoretical aspects. This paper examines the publication activity of Russian scientists on media convergence from 1999 to 2024, using data from the online library integrated with the Russian Science Citation Index (elibrary.ru). The author counts and analyzes the number of publications on media convergence (No 2229), and identifies trends in the Russian theory of media convergence. The results demonstrate the forming process of three key scientific directions in the Russian media studies.

Keywords: convergence, media convergence, convergent journalism, media studies.

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Agenda

Virtual Media Projects in Russia's Regional Museums: Prospects for Audience Engagement

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Abstract

The article examines the current state of virtual media projects of Russian museums and the demand for them, analyzing notable examples of virtual tours and virtual exhibitions, indicating qualitative shortcomings and describing the practical experience of using media projects as a means of promoting museums. Based on the results of the assessment of selected virtual tours and exhibitions, the authors have compiled a rating of virtual media projects. The highest-rated virtual tour is of the Tver Regional Art Gallery's exposition.. This project is highly informative: many exhibits are clickable, and, when selected, display high-quality digital copy of the artworks and supplementary thematic materials. The top-ranked virtual exhibition is the media project of the Ulyanovsk Regional Art Museum, published on the Artefact platform. Despite featuring a limited collection, each exhibit is accompanied by a considerable amount of additional multimedia content: information about the work, comments on the importance of individual details and an audio guide in Russian and English. The second place in the ranking, with a minimal gap, is occupied by virtual exhibitions of the Krasnoyarsk Art Museum named after V.I. Surikov. The study demonstrates the high importance of virtual media projects as both promotional and educational products, and as a component of the online activities of cultural institutions.

Keywords: media project, museum, virtual tour, promotion.

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Functional Characteristics of Jazz Hot Magazine's Readership
(analysis of Boris Vian's correspondence with the commenting and authoring readers)

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Abstract
The article examines the functions of correspondence between French writer and journalist Boris Vian and readers in the framework of his press reviews for *Jazz Hot* magazine. The author proposes a classification of the readership of these reviews. The research reveals how correspondence can be used as a tool for popularizing jazz, enabling Vian to create a community of "devoted readers" around a specialized music publication.

Keywords: Boris Vian, Jazz Hot, press review, audience, music journalism.

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Mass Media Abroad

Online Media in Tajikistan: Legal Regulation in the Context of Digitalization

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Abstract
The emergence of new subjects, objects and processes characteristic of the digital environment has a significant impact on the functioning and transformation of the media system of the Republic of Tajikistan. In this regard, the article examines the current national legislation regulating media activities for compliance with the challenges arising from these changes. In particular, this concerns such regulatory legal acts as the law "On the periodical press and other mass media", "On television and radio broadcasting", as well as non-core industry documents of the republican level applied in certain cases. The authors conclude that in the context of changes in the structure of media consumption of the population of Tajikistan under the influence of external factors, ensuring information sovereignty in the national segment requires updating the work on improving and updating the legislation regulating the activities of the mass media. They also provide recommendations for its improvement given the growing popularity of online media.

Keywords: Tajikistan, online media, legal regulation, media system of Tajikistan, Central Asia, media law.

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Features of the Development of Armenia's Radio Broadcasting at the Present Stage

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Abstract

The author examines the state of Armenia's radio broadcasting system from 2020 to 2025 holistically: from the perspective of legal norms, self-regulation, and the period following the enactment of the new "Law on Audiovisual Media". Key shortcomings in the law are identified, including issues related to the placement of advertising content on radio, unjustified restrictions on broadcasting in the republic's border regions, and others. The study analyzes the thematic programming distribution of commercial radio stations in the capital and regions that are part of the public multiplex. The author also conducted research on digital content on radio station websites, identifying genre-specific features of convergent materials (video reports, text materials, photo content), their linguistic components, and tracing the connection between on-air content, website materials, and social media platforms of the radio stations.

Keywords: radio broadcasting, disclaimer, "Law on Audiovisual Media", convergent content.

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Mediatext

The Heroic Narrative in Media Discourse: An Analysis of Publications about SVO Participants — Heroes of Russia

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Abstract
The article analyzes the structure and rhetoric of the heroic narrative in texts about awarding the title of Hero of Russia to participants of the special military operation based on data from the Heroes of the Country project. Through a qualitative and quantitative analysis, the rhetorical and narrative features of a series of texts were assessed. The study identifies a tripartite narrative structure, aimed at constructing a heroic myth and an ideologically reinforced feat of a fighter. A socially significant function of the texts was delineated, namely, the consolidation of public opinion.

Keywords: heroism, narrative, SVO, rhetoric of heroism, public communication.

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Linguistic Features of Publications in the State Official Groups of the Republic of Tatarstan Municipal Districts

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Abstract

This article examines the linguistic features of publications in the official groups of 12 municipal districts in the Republic of Tatarstan and their effectiveness of interaction in the concept of "authority – population" by analyzing language specifics and audience reactions, employing a comparative textual analysis.

In Russia, the administration of official groups in social media has become a mandatory task since December 1, 2022. While research on government-citizen interaction is conducted from political, sociological, and philosophical perspectives, its linguistic aspects are often overlooked.

According to the results of the study, the communication effectiveness of municipal authorities with the population is currently low. This conclusion is supported by the analysis, as well as by the revealed ratio between the volume of text-based content and the corresponding levels of engagement (ER), reach, and views.

Keywords: state official group, social media, local government, language specifics, Internet communications, media text.

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Coverage of Notre-Dame de Paris Restoration in Russian-language Media Discourse

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Abstract
This article analyzes the specific features of the Russian-language media discourse on the restoration of Notre-Dame de Paris. Drawing on a corpus of 40 publications spanning from 2019 to 2024, sourced from news portals, social media, and specialized architectural outlets, the study employs content and genre analysis to identify the principal genre groups shaping this discourse. The research reveals that beyond its formal and content-labeling functions, genre dictates the "angle of perception" through which the restoration is presented. This process actively constructs a recognizable and often emotionally charged image of the restoration within the media landscape. The findings highlight how genre choice influences not only the narrative structure but also the audience's interpretation, underscoring its role in mediating cultural understanding and public opinion regarding significant historical preservation efforts.

Keywords: Media discourse, genre, restoration of Notre-Dame de Paris, authorial intent, hyper-textuality, multimedia.

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