

# Articles Summary

## Research Paradigms

### Academic Media Discourse: Current Development Trends in Russia

© Denis V. Dunas

Senior Researcher at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [denisdunas@gmail.com](mailto:denisdunas@gmail.com)

#### Abstract

Journalism and media research in Russia has developed in a special way. The period preceding 1991 could be characterized as a confrontation of the Soviet media and propaganda theory based on the Marxist-Leninist postulates with foreign media studies resting on the American sociology of mass communication. With the advent of glasnost in the late 1980s and most notably after 1991 when the USSR collapsed, a renewal of the Russian media theory came up. The author believes that the renewal took place in the context of desovietization, internationalization, dewesternization and fermentation.

A rethinking of the Soviet media and propaganda theory in favor of democracy contributed to a comprehensive reconsideration of the Soviet legacy in journalism and media research and acquired the name of **desovietization**.

The process of borrowing foreign theories, concepts, approaches and terms as progressive, advanced and meeting the needs of the new, democratic Russia, its science and its journalism theory was defined as **internationalization**.

Becoming aware of the particular role and particular place of the Russian school of journalism and media research in world science came to be referred to as **dewesternization**.

The national schools' drive for self-identification, the emergence of new concepts and redefinition of old ones, the stepping up of academic discussions, increased doubts about the adequacy of the previous approaches were designated as **fermentation** (on the analogy with the term used abroad in the 1980s).

An important task today is to distinguish between Soviet, foreign and national components in contemporary journalism and media research

**Keywords:** desovietization, internationalization, dewesternization, fermentation, journalism and media research.

#### References

Akopov A.I. (1985) *Metodika tipologicheskogo issledovaniya periodicheskikh izdaniy* [Methods of Typological Research into Periodicals]. Irkutsk: Irkutsk St. Univ. Publ.

Akopov A.I., Kornilov E.A. (1975) *Klassifikatsiya v teorii i praktike zhurnalistiki* [Classification in Journalism Theory and Practice]. *Filologicheskie etyudy. Seriya. Zhurnalistika* [Philological etudes. Journalism Series]. Vol. 3. Rostov na Donu: Rostov St. Univ. Publ.

Antyukhin G.V. *Osnovnye etapy istorii i nekotorye zakonomernosti razvitiya mestnoy pechati Rossii XIX – nachala XX vekov: avtoref. ... dokt. dis.* [Major Stages of History and Some De-

velopmental Regularities of the Local Press in Russia in the 19<sup>th</sup> – early 20<sup>th</sup> century. Dr. thesis. Dr. philol. sci. diss.], Moscow, 1981.

Beglov S.I. (1984) *Vneshnepoliticheskaya propaganda. Ocherk teorii i praktiki* [Foreign Policy Propaganda. An Essay on Theory and Practice]. Moscow: Vysshaya shkola Publ.

Berezhnoy A.F. (1989) *Leninskaya zhurnalistika: nekotorye voprosy teorii i fakty istorii* [Lenin's Journalism: Some Theoretical Issues and Historical Facts]. Leningrad: Lenizdat Publ.

Downing J. (1996) *Internationalizing Media Theory: Transition, Power, Culture; Reflections on Media in Russia, Poland and Hungary, 1980–1995*. London: Sage.

Ekecrantz J. (2007) *Media and Communication Studies Going Global*. Nordicom Review. Jubilee Issue, pp. 169–181.

Ferment in the Field [Special issue] (1983) *Journal of Communications* 33 (3).

Firsov B.M. (1977) *Puti razvitiya sredstv massovoy kommunikatsii* [Development Trends in Mass Communication]. Leningrad: Nauka Publ.

Gorokhov V.M. (1975) *Zakonomernosti publitsisticheskogo tvorchestva* [Regularities of Journalistic Work]. Moscow: Mysl' Publ.

Gorokhov V.M. (1980) *Teoriya i praktika sovetskoj periodicheskoy pechati* [Theory and Practice of Soviet Periodical Press]. Moscow: Vysshaya shkola Publ.

Grabel'nikov A.A., Minaeva O.D. (2004) *Istoriya russkoj periodicheskoy pechati (1703–2003): bibliograficheskij spravochnik: v 2 t.* [History of Russian Periodical Press (1703–2003): a bibliographical guide in 2 vol.] Moscow: RIP-kholding Publ.

Grushin B.A. (1979) *Effektivnost' massovoy informatsii i propagandy: ponyatie i problemy izmereniya* [Effectiveness of Mass Information and Propaganda: the Concept and Problems of Measurement]. Moscow: Znanie Publ.

Ivanitskiy V.L. (2011) *Modernizatsiya zhurnalistiki: metodologicheskij etyud* [Modernization of Journalism: a Methodological Essay]. Moscow: Moscow St. Univ. Publ.

Korkonosenko S.G. (2015) Global De-Westernization Trend in Media Studies and Russian Journalism Theory. *Central European Journal of Communication* 2: 175–185.

Korkonosenko S.G. (2011) Journalism in Russia as a National Cultural Value. *Russian Journal of Communication* 3/4: 159–176.

Korobeynikov V.S. (1983) *Redaktsiya i auditoriya: sotsiologicheskij analiz* [Editorial Board and the Audience: a Sociological Analysis]. Moscow: Mysl' Publ.

Lazutina G.V. (2012) Terminy – khranilishche kontseptsii [Terms as a Depository of the Concept]. *Vestnik Moskovskogo universiteta. Seriya 10, Zhurnalistika* 1: 41–59.

Lenin V.I. (1901) S chego nachat' ? [What to Begin with?]. *Iskra*, No 4.

Lomonosov M.V. (2011) *Izbrannye proizvedeniya* [Selected Works]. Moscow: Faculty of journalism Publ.; Moscow St. Univ. Publ.

Magay I.P. (1979) *Metodologicheskie problemy zhurnalistskogo masterstva* [Methodological Problems of Journalistic Skill]. Moscow: Moscow St. Univ. Publ.

Minaeva O.D. (2015) *Zhurnaly «Rabotnitsa» i «Krest'yanka» v reshenii «zhenskogo voprosa v SSSR v 1920–1930-e gg.: model' propagandistskogo obespecheniya sotsial'nykh reform* [The Rabotnitsa and Krestyanka Magazines in Solving the Women's Issue in the USSR in the 1920s – 1930s: a Model of Propaganda Support for Social Reforms]. Moscow: MediaMir Publ.

Nordenstreng K. (2004) Ferment in the Field: Notes on the Evolution of Communication Studies and Its Disciplinary Nature. *Javnost – The Public* 11 (3): 5–18.

Pel't V.D. (ed.) (1973) *Problemy teorii pechati* [Issues of the Press Theory]. Moscow: Moscow St. Univ. Publ.

Prokhorov E.P. (2006) *Istoriya prepodavaniya i razrabotki teorii zhurnalistiki* [History of Teaching and Developing Journalism Theory]. *Mediascope* 1. Available at: <http://www.mediascope.ru/?q=node/177>

Prokhorov E.P. (2011) *Vvedenie v teoriyu zhurnalistiki* [Introduction to Journalism Theory]. Moscow: Aspekt Press Publ.

Prokhorov E.P. (2004) *Nauka o zhurnalistike dolzhna imet' chetkuyu strukturu (interv'y u, provedennoe O.V. Ustimovoy)* [Science of Journalism Must Have a Clear Structure (an interview conducted by Ustimova O.V.)]. *Medi@al'manakh* 2–3: 6–9.

Prokhorov E.P. (1973) *Osnovy marksistsko-leninskoy teorii zhurnalistiki* [Fundamentals of Marxist-Leninist Journalism Theory]. Moscow: Moscow St. Univ. Publ.

Semikov V.S. *Osobennosti vozniknoveniya i razvitiya dorevolyutsionnoy podgotovki zhurnalisticheskikh kadrov (1880–1917 gg.)*: avtoref. dis. ... kand. filol. nauk [Emergence and Development of Pre-Revolutionary Training Programs for Journalists (1880–1917)]. PhD thesis. PhD. philol. sci. diss.]. Moscow, 2006.

Sibert F., Shramm U., Piterson T. (1998) *Chetyre teorii pressy* [Four Theories of the Press]. Moscow: National Press Institute Publ., VAGRIUS Publ.

Shkondin M.V. (1986) *Sistema sredstv massovoy informatsii i propagandy v SSSR* [Media and Propaganda System in the USSR]. Moscow: Moscow St. Univ. Publ.

Svitich L.G. (2014) *Rossiyskaya zhurnalistika v kontekste tsivilizatsionnykh paradigm* [Russian Journalism in the Context of Civilizational Paradigms]. In: V.V. Vasil'eva (ed.) *Petersburgskie chteniya: tezisy 53-y mezhdunar. nauch.-prakt. konf. 23–25 aprelya 2014 g.* [Petersburg Readings: theses of the 53d International Scientific and Practical Conference held on April 23–25, 2014. Editor-in-charge Vasilyeva V.V.]. St. Petersburg: Institute "Higher School of Journalism and Mass Communication" St. Petersburg Univ. Publ.

Svitich L.G., Shiryayeva A.A. (1979) *Zhurnalist i ego rabota: metodologicheskie osnovy i rezul'taty konkretno-sotsiologicheskogo issledovaniya* [Journalist and His Work: Methodological Foundations of a Sociological Case Study]. Moscow: Moscow St. Univ. Publ.

The Future of the Field I [Special issue] (1993) *Journal of Communication* 43 (3).

The Future of the Field II [Special issue] (1993) *Journal of Communication* 43 (4).

Thussu D. K. (2009) (ed.) *Internationalizing Media Studies*. London: Routledge.

Tunstall J. (1977) *The Media are American*. London: Constable.

Uchenova V.V. (2009) *Tri grani teorii zhurnalistiki: Gnoseologicheskie problemy publitsistiki* [Three Dimensions of Journalism Theory: Gnoseological Problems of Opinion Journalism]. Moscow: Aspekt Press Publ.

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

Vartanova E.L. (2015) *Sovremennye rossiyskie issledovaniya SMI: obnovlenie teoreticheskikh podkhodov* [Modern Russian Media Research: a Renewal of Theoretical Approaches]. *Vestnik Moskovskogo universiteta. Seriya 10, Zhurnalistika* 6: 5–26.

Vartanova E. (2009) *De-Sovietizing Russian Media Studies*. In: Thussu D. K. (ed.) *Internationalizing Media Studies*. London: Routledge.

Zasurskiy I.I. (2001) *Rekonstruktsiya Rossii. Mass-media i politika v 90-e gody* [Reconstruction of Russia. Mass Media and Politics in the 90s]. Moscow: Moscow St. Univ. Publ.

Zasurskiy Ya.N. (2007) *Iskushenie svobodoy. Rossiyskaya zhurnalistika: 1990–2007* [Temptation of Freedom. Russian Journalism: 1990–2007]. Moscow: Moscow St. Univ. Publ.

Zasurskiy Ya.N. (2003) *Kolonka redaktora: 50 let destalinizatsii* [Editorial: 50 Years of De-Stalinization]. *Vestnik Moskovskogo universiteta. Seriya 10, Zhurnalistika* 6: 3–6.

Zhirkov G.V. (2016) *Zhurnalistika stalinskoy epokhi: 1928–1950-e gody* [Journalism of the Stalin Era: 1928 – the 1950s]. Moscow: Flinta: Nauka Publ.

Zhirkov G.V. (2011) *Zhurnalisticheskaya nauka: ispytanie ideologiy i politikoy* [Science of Journalism: the Challenge of Ideology and Politics]. In: Feshchenko L.G. *Bibliograficheskiy ukazatel' dissertatsiy po zhurnalistike: 1990–2008* [Bibliographical Index of Dissertations in Journalism: 1990–2008]. St. Peterburg: Faculty of Philology St. Peterburg Univ. Publ.

Zhirkov G.V. (2001) *Istoriya tsenzury v Rossii XIX–XX vv.* [History of Censorship in 19<sup>th</sup> – 20<sup>th</sup> century Russia] Moscow: Aspekt Press Publ.

## **Semiological Theory and Practices of Constructing Strategic Communications in the Social Sphere**

© Nina V. Starykh

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

### **Abstract**

The heated public discussion of the 1970s on whether advertising is an science or an art is still echoed in theorists' disagreements about the interpretations of the communication strategy. On the one hand, the American school of communication management advocates the principle of pragmatic relatedness of the marketing and communication strategy objectives. According to this school, communication strategy is a synonym of the term "positioning", a model of influencing the cognitive processes of decision making that can be identified through surveys of target audiences. On the other hand, there are a number of advertising schools which appeal to the European scientific tradition of Gestalt psychology and use the categories of codes of the unconscious, imagination and meaning.

The paper examines the potential of semiology and the methods of structural analysis for constructing a communication strategy in a case study of advertising practices in the social sphere. Seeing communication as a semiotic system makes it possible to remove the contradictions between the positivist and postmodernist approaches to understanding what a communication strategy is. Communication is an activity involving the creation of a single semantic space ensuring a mutual understanding of the participants involved. This activity is extended in time, and each stage is characterized by its own level of mutual understanding among the counteragents of communication. Modeling the cognitive processes of decision making and identifying the axiological component in the perception of the counteragents of communication are two different stages in the strategists' understanding of their audience. The semiological approach to constructing a communication strategy integrates both types of knowledge. The semantic structure of communication as a semiotic system is oriented along two axes: the syntagm and paradigm. In this scheme, the cognitive model of prosocial behavior performs the function of the syntagm. It enables the strategist to focus on the problem zones in the parties' understanding of the issue under discussion. After that, structural and semiotic methods of analysis come into play. The

paper studies the effects of asymmetrical reaction of outrageous social campaigns and suggests the typology of communication strategies in the social sphere.

**Keywords:** semantic structure of communication, communication strategies, prosocial behavior, public service advertising.

## Notes

Barnardo shocking ads gets complaints. Available at: <http://adland.tv/content/barnardo-shocking-ads-gets-complaints>

Belyaev A. (2010) Zatssepilo! V Ekaterinburge tushat okurki v tele mladentsev [Cut to the Quick! In Ekaterinburg, They Put Out Cigarettes in Babies' Bodies]. *Komsomol'skaya Pravda*, 19 March. Available at: <http://www.ural.kp.ru/daily/24458/620733/>

Ofitsial'nyy sayt khudozhestvennogo tsentra «Deti Marii» [Official website of the Art Centre "Maria's Children"]. Available at: <http://mariaschildren.ru/ru>

Sotsial'naya reklama shokirovala britantsev [Public Service Advertising Shocked the British]. *RBK*. 2003. 3 December. Available at: <http://top.rbc.ru/wildworld/03/12/2003/54899.shtml>

The Dangers of Cause Marketing. 2014. 3 September. Available at: <http://www.bloomberg.com/bw/articles/2014-09-03/the-dangers-of-cause-marketing> (accessed: 18.09.2015).

## References

Alekseev N.G. (2002) Proektirovanie i reflektivnoe myshlenie [Projecting and Reflexive Thinking]. *Razvitie lichnosti* 2: 85–103.

Delez Zh. (1998) Seriya 24. Kommunikatsiya sobytiy [Series 24. Communication of Events] In: Zh. Delez. *Logika smysla* [Logic of Sense]. Moscow; Ekaterinburg: Raritet Publ., Delovaya kniga Publ., pp. 225–235.

Delez Zh. (1998) Seriya 32. Razlichnye vidy seriy [Series 32. Different kinds of series]. In: Zh. Delez. *Logika smysla* [Logic of Sense]. Moscow; Ekaterinburg: Raritet Publ., Delovaya kniga Publ., pp. 293–307.

Eko U. (1998) *Otsutstvuyushchaya struktura. Vvedenie v semiologiyu* [Missing Structure. Introduction to Semiology]. St-Peterburg: Petropolis Publ.

Frankl V. (1990) *Chelovek v poiskakh smysla* [Man's Search for Meaning]. Moscow: Progress Publ.

Fromm E. (2006) *Zdorovoe obshchestvo* [The Sane Society]. Moscow: AST Publ.

Il'in E.P. (2013) *Psikhologiya pomoshchi. Al'truizm, egoizm, empatiya* [Psychology of Help. Altruism, Egoism, Empathy]. St-Peterburg: Piter Publ.

Izard K.E. (1999) *Psikhologiya emotsiy* [Psychology of Emotions]. St-Peterburg: Piter Publ.

Kelli A. Dzh. (2000) *Teoriya lichnosti. Psikhologiya lichnykh konstruktov* [A Theory of Personality: Psychology of Personal Constructs]. St-Peterburg: Rech' Publ.

Klyukanov I. (2010) *Kommunikativnyy universum* [Communication Universum]. Moscow: Rossiyskaya politicheskaya entsiklopediya Publ.

Maslow A. (1997) *Dal'nie predely chelovecheskoy psikhiki* [The Farther Reaches of Human Nature]. St-Peterburg: Evraziya Publ.

Metod voprosaniya [Method of Inquiring]. In: *Tekhnika filosofstvovaniya* [Technology of philosophizing]. Available at: <http://www.businesslearning.ru/CoursFrm.asp?actid=68>

Morris Ch.U. (1983) *Semiotika* [Semiotics]. Moscow: Raduga Publ.

Noymann E. (2008) *Glubinnaya psikhologiya i novaya etika* [Depth Psychology and the New Ethics]. St-Peterburg: Azbuka-klassika Publ.

Pirs Ch. (2000) *Nachala pragmatizma* [The Origins of Pragmatism]. St-Peterburg:

Laboratoriya metafizicheskikh issledovaniy filosofskogo fakul'teta [Laboratory for Metaphysical Research at the Faculty of Philosophy] St. Peterburg Univ. Publ.; Alteyya Publ.

Rodzher K.R. (1994) *Vzglyad na psikhoterapiyu. Stanovlenie cheloveka* [On Becoming a Person: a Therapist's View of Psychotherapy]. Moscow: Progress Publ.; Univer Publ.

Schwartz S. H., Howard J. A. (1982) Helping and Cooperation: A Self-Based Motivational Model. In: V.J. Derlega, J. Grzelack (eds.) *Cooperation and Helping Behaviour: Theories and Research*. New York, Academic Press.

Sossyur F. de. (1999) *Kurs obshchey lingvistiki* [Course in General Linguistics]. Ekaterinburg: Uralian St. Univ. Publ.

Yakobson R.O. (1987) *Raboty po poetike* [Works on Poetics]. Moscow: Progress Publ.

## Global Context

### Magazine Content as a Development Tool for the Collaboration between the Media and Media Prosumers

© Ekaterina A. Zvereva

PhD, Associate Professor at the Chair of Russian Philology and Journalism, Derzhavin Tambov State University, Head of the Main Educational Programme in Journalism (Tambov, Russia), [Katya9\\_2001@mail.ru](mailto:Katya9_2001@mail.ru)

#### Abstract

The current importance of the paper is accounted for by the fact that the author studies the transformation in the role of the audience whose members have become active participants in the formation of the media landscape, which makes it possible to state that contemporary users are consumers and prosumers (social authors) rolled into one. The objective of the research is a complex study of the tools for the collaboration between the media and media prosumers. The subject of the research is a number of leading glossies that involve interactive forms of collaboration with the audience and introduce innovations aimed at establishing more lasting relationships between the reader and the publication. The research results in a classification of magazine content as a tool to encourage prosumers to participate in shaping the media landscape, as a tool for discussing events and keeping up interest in the subject.

One of the author's conclusions is that since the emergence of new tools for the cooperation between the media and prosumers the focus in journalism has become different, with an individual user at the fore instead of an impersonal mass audience. Media prosumers tend to be involved in discussing, analyzing and distributing media information and need specialized content tuned to them.

Thus, the introduction of interactive technologies takes publications to the next level transforming the media from information sources to a means of communication with readers. An improved translation of media products changes the potentialities of publications: a traditional magazine format has become open for the audience replacing passive content consumption by creative collaboration.

**Keywords:** media prosumer, content, magazines, collaboration tools.



## Notes

Afisha dlya iOS [Afisha for iOS]. Available at: <http://www.afisha.ru/iphone/> (accessed: 08.05.2015).

«Afisha» zapustila novyy onlayn-zhurnal [Afisha Launched a New Online Magazine]. *MediaAtlas*. 2010. 2 November. Available at: <http://media-atlas.ru/news/?id=29025> (accessed: 15.07.2011).

Alekseeva A. (2008) Novaya volna bogatstva [A New Wave of Wealth]. *Ekspert* 2. Available at: <http://www.jur-jur.ru/articles/articles491.html> (accessed: 10.07.2011).

Analiz otrasli: kak razvivayutsya zhurnaly. Gil'diya izdateley periodicheskoy pechati [Industry Analysis: the Way Magazines Develop. Guild of Periodical Press Publishers]. 2012. 13 June. Available at: <http://www.gipp.ru/opennews.php?id=41194> (accessed: 03.04.2015).

Marie Claire otmetit 15-letie zapuskom sayta [Marie Claire will Mark Its 15<sup>th</sup> Anniversary with the Launch of a Website]. *MediaAtlas*. 2012. 5 December. Available at: <http://media-atlas.ru/news/?id=32336> (accessed: 03.05.2015).

Rossiyskiy rynek periodicheskoy pechati [Russian Market for Periodical Press] (2012). In: Grigor'eva V.V. (ed.) Sostoyanie, tendentsii i perspektivy razvitiya: Otrasleyvyy doklad. Federal'noe agentstvo po pechati i massovym kommunikatsiyam [Condition, Trends and Development Prospects: Industry report. Federal Agency for Press and Mass Communications]. Moscow: Nauka Publ., pp. 40–41.

Sayt «Afisha» [The Afisha website]. Available at: [http://www.afisha.ru/magazine/afisha\\_site/about/](http://www.afisha.ru/magazine/afisha_site/about/) (accessed: 15.05.2015).

Zelenaya kniga adresov. Psikhologiya. Psychologies [Green Book of Addresses. Psychology. Psychologies]. Available at: <http://www.psychologies.ru/int/ecomap/> (accessed: 16.04.2015).

Zhurnal «Telenedelya» zapustil novyy sayt www.Tele.Ru [The Telenedelya Magazine Has Launched a New Website www.Tele.Ru]. *MediaAtlas*. 2012. 5 April. Available at: <http://media-atlas.ru/items/?id=20179&cat=companynews> (accessed: 03.05.2015).

## References

Alekseeva A.O. *Novye interaktivnye media v kontekste teorii informatsionnogo obshchestva*: avtoref. dis. ... kand. filol. nauk [New Interactive Media in the Context of Information Society Theories. PhD thesis. PhD. philol. sci. diss.]. Moscow, 2006.

Andreeva E.V. (2009) Pros'yumery – novyy vid potrebiteley informatsionnoy tsivilizatsii. *Potreblenie kak kommunikatsiya-2009: Materialy 5 mezhdunarodnoy konferentsii 26–27 iyunya 2009 g.* [Prosumers as a New Kind of Consumers of Information Civilization // Consumption as Communication-2009: Materials of the 5<sup>th</sup> International Conference held on June 26-27, 2009]. St. Petersburg: Intersotsis Publ., pp. 13–15.

Baranova E.A. (2011) *Osobennosti razvitiya gazetnykh redaktsiy v usloviyakh mediakonvergentsii*: avtoref. dis. ... kand. filol. nauk [Development of Newspaper Newsrooms under Media Convergence. PhD thesis. PhD philol. sci. diss.]. Moscow, 2011.

Bodriyyar Zh. (2006) *Obshchestvo potrebleniya. Ego mify i struktury* [Consumption Society. Its Myths and Structures]. Moscow, Kul'turnaya revolyutsiya, Respublika Publ.

Il'in V.I. (2008) *Potreblenie kak diskurs: Uchebnoe posobie* [Consumption as a Discourse: Manual]. St. Petersburg: Intersotsis Publ.

Kalmykov A.A., Kokhanova L.A. (2005) *Internet-zhurnalistika. Uchebnoe posobie dlya studentov vuzov, obuchayushchikhsya po spetsial'nosti 021400 «Zhurnalistika»* [Internet Jour-

nalism. Manual for university students educated in the specialty 021400 "Journalism"]. Moscow: Yuniti-Dana Publ.

Lyotard J.-F. (1983) Answering the Question: What is Postmodernism? In: Hassan I., Hassan S. Madison (eds.) *Innovation/Renovation: New perspectives on the humanities*. Madison: University of Wisconsin Press, pp. 329–341.

Ortega-i-Gasset Kh. (2003) *Vosstanie mass* [The Revolt of the Masses]. Moscow: AST Publ.

Sibruk Dzh. (2012) *Nobrow. Kul'tura marketinga. Marketing kul'tury* [The Culture of Marketing. The Marketing of Culture]. Moscow: Ad Marginem Press Publ.

Toffler E., Toffler Kh. (2008) *Revolutsionnoe bogatstvo* [Revolutionary Wealth]. Moscow: ACT Publ.

Toffler E. (2010) *Tret'ya volna* [The Third Wave]. Moscow: ACT Publ.

Shesterina A.M. (2008) *Grazhdanskaya zhurnalistika i traditsionnye SMI: problemy vzaimodeystviya. Sredstva massovoy informatsii v sovremennom mire. Peterburgskie chteniya. Materialy mezhdvuzovskoy nauchno-prakticheskoy konferentsii* [Citizen Journalism and Traditional Media: Problems of Interaction // Mass Media in the Modern World. Petersburg Readings. Materials of the Inter-University Scientific and Practical Conference]. St. Petersburg: Roza mira Publ., pp. 58–59.

Shilina M.G. *Internet-kommunikatsiya kak faktor transformatsii informatsionnoy sfery: avtoref. dis. ... dr. filol. nauk* [Internet Communication as a Factor in the Transformation of the Information Sphere. Dr. thesis. Dr. philol. sci. diss.]. St. Petersburg, 2012.

Shilina M.G. (2009) *Mediakommunikatsiya: tendentsii transformatsii. Novye paradigmy issledovaniy massovykh kommunikatsiy* [Media Communication: Transformation Trends. New Paradigms in Mass Communication Studies]. *Mediascope 3*. Available at: <http://www.mediascope.ru/?q=node/404> (accessed: 20.09.2010).

## **Potentialities of Crowdsourcing Platforms in the Process of Communication**

© Alla Yu. Gorcheva

PhD, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Moscow State University (Moscow, Russia), [allagorcheva@gmail.com](mailto:allagorcheva@gmail.com)

### **Abstract**

The practice of using crowdsourcing shows that over recent years a number of Russian companies have emerged which render services in the areas of crowdsourcing, crowdfunding and crowdinvesting. An increase in their business activity is indicative of their efficiency, which was discussed at the First International Online Conference on Crowdsourcing held in Moscow in December 2013. Members of such companies, who arrived from different countries, shared their experience of using these communication technologies in business and problem solving in the political, social and other spheres. The Planeta.ru, Dobro@mail.ru, Webinar.ru and many other companies took part in the conference. The exchange of best practices showed: when citizens solve problems together, suggest and analyze the technologies for these solutions, this is a formula for success.

**Keywords:** crowdsourcing, crowdfunding, public collaboration.



## Notes

Aleksandr Bel'skiy: «Pervaya zadacha – kommersializirovat' sozdannuyu tekhnologiyu» [Alexander Belsky: "Task Number One Is to Commercialize the Designed Technology"]. Available at: <http://www.millionagents.com/ru/about/mass-media/crowdsourcingru/>

Chto takoe kraudsorsing? [What Is Crowdsourcing?] Available at: [http://crowdsourcing.ru/article/what\\_is\\_the\\_crowdsourcing](http://crowdsourcing.ru/article/what_is_the_crowdsourcing)

Ispol'zovanie kraudsorsinga v internet-zhurnalistike [Use of Crowdsourcing in Online Journalism]. Available at: <http://ezarabotok.info/ispolzovanie-kraudsorsinga-v-internet-zhurnalistike/>

German Gref: Effektivnost' rossiyskoy vlasti i modernizatsiya. Neravnodushnye i kompetentnye grazhdane mogut stat' narodnymi ekspertami v sfere gosupravleniya [German Gref: Effectiveness of Russian Power and Modernization. Caring and Competent Citizens Can Become People's Experts in State Administration]. *Vedomosti*, 2012. 13 April. Available at: [http://www.vedomosti.ru/opinion/articles/2012/04/13/effektivnost\\_vlasti1](http://www.vedomosti.ru/opinion/articles/2012/04/13/effektivnost_vlasti1)

Karta Kraudsorsinga v Rossii [Map of Crowdsourcing in Russia]. Available at: <http://crowdsourcing.ru/crowdmap>

Kopusova Yu. Putin, Gref, Nabiullina, Oslon i Belousov o kraudsorsinge [Putin, Gref, Nabiullina, Oslon and Belousov on Crowdsourcing]. 2012. 28 June. Available at: <http://witology.com/blog/kopysova/203/>

Kraudsorsing v Sberbanke [Crowdsourcing in Sberbank]. Available at: <http://smb.sberbank21.ru/sbercrowd>

Motorina Yu. (2012) Obshchestvenniki prokontroliuyut razvitie moskovskikh poliklinik [Social Activists Will Take Moscow Outpatient Clinics under Control]. *Nezavisimaya gazeta*, No 67–68.

Oslon A. (2012) Apologiya umnoy tolpy [Apologia of a Smart Crowd]. *Nezavisimaya gazeta*, 28 February. Available at: [http://www.ng.ru/scenario/2012-02-28/9\\_apologia.html](http://www.ng.ru/scenario/2012-02-28/9_apologia.html)

Podrobnyy otchet o mirovom rynke kraudfandinga [Detailed Report on the World Crowdfunding Market]. Available at: <http://www.crowdsourcing.org/editorial/global-crowdfunding-market-to-reach-344b-in-2015-predicts-massolutions-2015cf-industry-report/45376>

S miru po nitke [Every Little Bit Helps]. Available at: <http://smipon.ru/>

Kruglikova M. (2016) Russkiy narodnyy sbor. Kak v krizis rastet kraudfanding [Money Raising in Russia. During the Crisis Crowdfunding Grows]. *Kommersant.ru*. 8 February. Available at: <http://www.kommersant.ru/doc/2901386>

Voropay E. Liza Alert – poisk propavshikh detey [Liza Alert – a Search for Missing Children]. 2012. 6 June. Available at: <https://te-st.ru/apps/liza-alert/>

## References

Pankrukhin A.P. (2011) Kraudsorsing – soblaznitel'nyy marketingovyy agressor: printsipy, sodержanie, tekhnologii [Crowdsourcing as an Attractive Marketing Aggressor: Principles, Content, Technologies]. *Prakticheskiy marketing* 1 (167): 3–10.

Howe J. (2012) *Kraudsorsing. Kollektivnyy razum kak instrument razvitiya biznesa* [Crowdsourcing. Collective Mind as a Tool of Business Development]. Moscow: Al'pina Publisher Publ.

## Agenda

### Development of the Largest Regional Media Holdings in Russia (Moscow and Sankt-Petersburg)

© Sergey S. Smirnov

PhD, Associate Professor of the Chair of Media Theory and Economics, Faculty of Journalism  
Lomonosov Moscow State University (Moscow, Russia), smirnov\_s@rambler.ru

#### Abstract

In the context of high concentration of all economic resources on the national level of the media market, the current task is to analyze the developmental challenges and characteristics of the media businesses operating, in one form or another, in the constituent members of the Russian Federation. This paper, which is the first step in a multi-stage research, presents the results of a study into the operation of the largest media holdings in Moscow and Saint Petersburg: Moscow Media and Baltic Media Group. The author has found that the leading media holdings of the two capital cities have a common development vector: in both cases diagonal media concentration is observed. Another characteristic they have in common is that both regional media holdings are influenced by large national players. In the first case, it is at least a matter of production and personnel cooperation with All-Russian State Television and Radio Broadcasting Company; in the second – of operational and property affiliation with National Media Group. The author of the paper also examines the specificity of the ownership structures of Moscow Media and Baltic Media Group and evaluates their financial health.

In the frames of the research, two conventional developmental models of a regional media holding have been tentatively formulated: the Moscow model is initially oriented towards property control by the executive powers of the constituent member of the RF, budget financial aid and support from state media agencies, while the Petersburg model does not involve direct economic dependence on the regional government and is rather oriented towards commercial practicality and a search for strategic partners among the largest private media investors; in Moscow, the holding scheme of urban media management has been virtually rejected, whereas in Saint Petersburg a full-fledged collaboration of parent and affiliate organizations is apparent. The research into local media holdings will continue by extending the sample to other Russian regions.

**Keywords:** region, media holding, legal entity, founder, profit.

#### References

Ershov Yu.M. (2012) *Televidenie regionov v poiske modelei razvitiya* [Regional Television in Search for Development Models]. Moscow: Moscow St. Univ. Publ.

Gavriuchenkova M.G. (2003) *Osobennosti protsessa kontsentratsii SMI v rossiyskom regione (na primere Nizhegorodskoi oblasti)* [Process of Media Concentration in Russian Regions (a case study of the Nizhny Novgorod region)]. *Vestnik Nizhegorodskogo universiteta* 1: 235–241.

Ivanitsky V.L. (2010) *Modernizatsiya zhurnalistiki: metodologicheskii etiid* [Modernization of Journalism: a Methodological Essay]. Moscow: Moscow St. Univ. Publ.

Kiriya I.V. (2013) *Sotsialnye media kak instrument politicheskoi izolyatsii v Rossii* [Social Media as a Tool of Political Isolation in Russia]. In: A.G. Kachkaeva (ed.) *Smeyuschayasya nerevolutsiya: dvizhenie protesta i media* [Laughing Non-Revolution: Protest Movement and

the Media]. Moscow: Fond «Liberal'naya Missiya» Publ. Available at: [http://www.liberal.ru/upload/files/Smeuschayasya\\_revolutziya.pdf](http://www.liberal.ru/upload/files/Smeuschayasya_revolutziya.pdf)

Kiriya I.V., Dovbysh O.S. (2014) Regionalnye disproportsii v razvitii mediasistem v Rossii [Regional Disproportions in the Development of Russian Media Systems]. *Vestnik Moskovskogo universiteta. Seriya 10, Zhurnalistika* 3: 4–14; 4: 84–104.

Kiriya I.V., Dovbysh O.S. (2015) Vliyanie informatsionnykh kontraktov na model regionalnykh mediarynkov: opyt issledovaniya [Influence of Information Contracts on the Model of Regional Media Markets: an Experience of Research]. *International Media Management Academic Association (IMMAA). Annual Conference: Abstracts (2015)*. Moscow: Moscow St. Univ. Publ.

Smirnov S.S. (2014) *Mediaholdingi Rossii: natsionalnyi opyt kontsentratsii SMI* [Media Holdings in Russia: National Experience of Media Concentration]. Moscow: MediaMir Publ.

Smirnov S.S. (2012) Mediaholding: k voprosu o primenenii termina v Rossii [Media Holding: towards the Use of the Term in Russia]. In: *Ekonomika i menedzhment SMI. Ezhegodnik 2011* [Media Economics and Management. Yearbook 2011]. Moscow: MediaMir Publ.

Shitkina I.S. (2006) *Kholdingi: pravovoye regulirovanie i korporativnoe upravlenie* [Holdings: Legal Regulation and Corporate Management]. Moscow: Volters Kluver Publ.

Svitich L.G., Smirnova O.V., Shyryaeva A.A., Shkondin M.V. (2014) Gazety srednikh i mal'nykh gorodov Rossii v 2010-kh gg. [Newspapers of Small Cities and Towns of Russia in the 2010s]. *Vestnik Moskovskogo universiteta. Seriya 10, Zhurnalistika* 5: 3–25; 6: 52–75.

Svitich L.G., Smirnova O.V., Shyryaeva A.A., Shkondin M.V. (2015) Gazety srednikh i mal'nykh gorodov v dialoge s auditoriei (po rezul'tatam sotsiologicheskogo issledovaniya) [Newspapers of Small Cities and Towns in a Dialogue with the Audience (based on a sociological research)]. *Medi@lmanah* 6: 48–58.

Vartanova E.L. (2013) *Postsovetskie transformatsii rossiyskikh SMI i zhurnalistiki* [Post-Soviet Transformations in Russian Media and Journalism]. Moscow: MediaMir Publ.

Vyrkovsky A.V., Makeenko M.I. (2014) *Regionalnoye televidenie Rossii na poroge tsyfrovoy epokhi* [Russian Regional Television at the Forefront of the Digital Era]. Moscow: MediaMir Publ.

### **Emergence and Development of Business Television Journalism:**

#### **the Experience of the USA and Russia**

© Ekaterina A. Polishchuk

PhD student at the Chair of Television and Radio Broadcasting, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [ng255@mail.ru](mailto:ng255@mail.ru)

#### **Abstract**

Business television journalism has existed in the world for several decades. Its emergence in the 20<sup>th</sup> century and its further progressive development were accounted for by technological and economic progress. The objective of the paper is to identify and review the developmental stages of business television journalism in the USA and Russia. The need to investigate the history of business television journalism in the USA arises from the fact that this is the country of its birth. Business television journalism in Russia is a phenomenon which is fairly more recent and interesting from the viewpoint of foreign format adaptation and development prospects.

The development of business journalism on American and Russian television is likely to fall into the following periods:

- The first period. The emergence of business television journalism and its early development. The advent of individual pieces in news and op-ed programs.
- The second period. Rapid development of business television journalism, a growing popularity of covering critical economic and social issues, the advent of specialized programs dealing with economics and finance.
- The third period. The advent of the first specialized business television channels. The growth of thematic diversity of business television journalism and its becoming increasingly widespread.

In the course of its formation, business television journalism in the USA and Russia underwent similar developmental stages, although Russia was in a catch up position. Today, business television journalism in the USA no longer experiences dynamic qualitative and quantitative growth. As for Russia, it is too early to speak about the completion of creating national business television journalism.

**Keywords:** business television journalism, television of the USSR and Russia, history of journalism, television of the USA.

## Notes

Bloomberg L.P. History. Available at: <http://www.fundinguniverse.com/company-histories/bloomberg-l-p-history/>

Dollar hits record low against euro, oil prices rally. 2008. 27 February. Available at: [http://news.xinhuanet.com/english/2008-02/27/content\\_7679604.htm](http://news.xinhuanet.com/english/2008-02/27/content_7679604.htm)

Edward R. Murrow's biography. Available at: <http://ncpedia.org/biography/murrow-edward>

Perry M.J. U.S. Share of World GDP Remains Remarkably Constant. 2009. 20 November. Available at: <http://seekingalpha.com/article/174447-u-s-share-of-world-gdp-remains-remarkably-constant>

Zakon Sojuza Sovetskikh Socialisticheskikh Respublik o kooperacii v SSSR(1998) [Law of the Union of Soviet Socialist Republics On Cooperation in the USSR (1998)]. Moscow: Izvestija sovetov narodnyh deputatov SSSR Publ., p. 3.

Ofitsial'nyy sayt telekanala «RBK-TV» [Official website of the RBC-TV television channel]. Available at: <http://tv.rbc.ru/>

K federal'nyy kanal dobavilsya «RBK-TV» [RBC-TV Has Been Added to Federal Channels]. 2012. 2 November. Available at: <http://lenta.ru/news/2012/11/02/federal/>

Ofitsial'nyy sayt telekana «PRO Biznes» [Official website of the PRO Business television channel]. Available at: <http://probusinessstv.ru>

Ofitsial'nyy sayt telekanala «World Biznes Chennel» [Official website of the World Business Channel]. Available at: <http://wbc.com.ru>

Ofitsial'nyy sayt telekanala «Uspek» [Official website of the Uspek television channel]. Available at: <http://uspeh-tv.ru>

Ofitsial'nyy sayt telekanala «Volgogradskoe delovoe televidenie» [Official website of the Volgogradskoye Delovoe Televidenie ]. Available at: <http://vd-tv.ru>

Oficial'nyj sajtv telekanala «Delovoj Ural» [Official website of the Delovoj Ural television channel]. Available at: <http://delur.tv>

<http://rbctv.rbc.ru/tvprogram>

## References

Arrese A. (2001) *Economic and Financial Press*. Pamplona: Ediciones Universidad de Navarra Publ.

Berezhnaya M.A. (2009) *Problemy social'noj sfery v algoritmah televizionnoj zhurnalistiki* [Problems of the Social Sphere in the Algorithms of Television Journalism]. St. Petersburg: Publishing house of St. Petersburg St. Univ.

Egorov V., Kisun'ko V. (1999) *Razvitie i stagnacija sovetskogo televidenija. 1970–1985. Ocherki po istorii Rossijskogo televidenija* [Development and Stagnation of Soviet Television. 1970–1985. In: An Outline of History of Russian Television]. Moscow: Voskresen'e Publ.

Eremenko A.V. *Delovaja pressa v Rossii: istorija, tipologija, modelirovanie, izdanij: dis. ... kand. fil. nauk* [Business Press in Russia: History, Typology, Modelling Publications. PhD philol. sci. diss.]. Rostov-na-Donu, 2006.

Gavra D.P. (2008) *Teoreticheskaja koncepcii struktury delovoj zhurnalistiki* [Theoretical Concept of Business Journalism Structure]. In: D.P. Gavra (ed.) *Otchet po proektu «Delovaja zhurnalistika i biznes-kommunikacija» Nacional'nogo proekta «Obrazovanie»* [Report on the Project "Business Journalism and Business Communication" of the National Project "Education". Headed by Prof. Gavra D.P.]. St. Petersburg: St. Petersburg Univ. Publ.

Kynaston D. (1988) *The Financial Times: a Centenary History*. London: Viking.

Mordovskaja E.I. *Delovoe izdanie v sisteme periodicheskoy pechati: Tipobrazujushhie faktory, karakter stanovlenija i razvitija: dis. ... kand. filol. nauk* [Business Publication in the System of Periodical Press: Type-Forming Factors, the Nature of Formation and Development. PhD. philol. sci. diss.]. Moscow, 1998.

Sergachev V.Ya. *Delovaja pressa regiona: sostojanie i perspektivy razvitija: dis. ... d-r. filol. nauk* [Business Press in the Regions: Condition and Development Prospects. Dr. philol. sci. diss.]. St. Petersburg, 2000.

Roush C. (2006) *Profits and Losses: Business Journalism and its Role in Society*. Chapel Hill: University of North Carolina, Oak Park.

Vyrkovski A.V. *Sravnitel'nyy analiz modeley delovykh zhurnalov SShA i Rossii (na primere zhurnalov «Forchun», «Forbs», «Biznes Uik», «Ekspert», «Den'gi», «Smart Mani»: dis. ... kand. filol. nauk* [A Comparative Analysis of Business Magazine Models in the USA and Russia (a case study of the Fortune, Forbes, Business Week, Expert, Den'gi, Smart Money). PhD. philol. sci. diss.]. Moscow, 2007.

## Mass Media in Russia

### Typological Characteristics of the Leading Crimean Newspapers

© Darya A. Pushkareva

PhD, Associate Professor at the Chair of Journalism, Branch of Lomonosov Moscow State University in Sevastopol (Sevastopol', Russia), darya\_curious@me.com

### Abstract

In this research, the author focuses on the regional press in the Crimea. The press consistently covers the development of the Crimea, which appears to be of particular importance for examination in the context of the transition period the region undergoes.

In order to examine the characteristics of the Crimean regional press, the author assesses its leaders in terms of the fundamental typological attributes: technological, audience-

related and organizational, that of the publication concept and that of the target purpose of the media outlet.

The leadership of the newspapers under consideration (Krymskoye Vremya, Pervaya Krymskaya, Novyi Krym, Krymskaya Pravda, Krymskiy Telegraf and Krymskaya Gazeta) was revealed through an expert survey, a survey of newsstand people in Simferopol and Sevastopol and the industry report "Russian Periodical Press. Condition, Trends and Development Prospects" for 2015 of the Federal Agency for Press and Mass Communications.

To identify the typological characteristics of the newspapers, the author selected the subject matter analysis. The analysis is preceded by a description of the technological attributes of the newspapers under consideration. An important source of information for defining the audience characteristics was the online versions of the media in question. Letters to the editor published in the newspapers were also fairly valuable.

The analysis showed that the functions of the print media the author examined vary from informative and analytical to ideological, communicative, educational and recreational ones. However, the main purpose of the publications is information. Some readers regard local print media as the "fourth estate". For the most part, the target audience of the Crimean regional newspapers comprises people aged from 30 to 65, with higher education, average and above average income, as well as workers, public servants, heads of departments and companies and firm owners. Choosing both the issues and the means and aims of their coverage, the Crimean newspapers are guided by the principle of social responsibility.

**Keywords:** Crimean press, typological characteristics, target purpose of the media, concept, audience.

## Notes

Rossiyskaya periodicheskaya pechat'. Sostoyanie, tendentsii i perspektivy razvitiya. Otrasleyvyy doklad. 2015 [Russian Periodical Press. Condition, Trends and Development Prospects. Industry report. 2015]. Available at: <http://www.fapmc.ru/rospechat/activities/reports/2015/pechat.html>

Ofitsial'nyy sayt gazety «Novyy Krym» [Official website of the Novyi Krym newspaper]. Available at: <http://www.newc.info/aboutUs/>

Ofitsial'nyy sayt gazety «Pervaya Krymskaya» [Official website of the Pervaya Krymskaya newspaper]. Available at: <http://www.1k.com.ua/0/about>

Ofitsial'nyy sayt gazety «Krymskiy telegraf'''» [Official website of the Krymskiy Telegraf newspaper]. Available at: <http://ktelegraf.com.ru/about.html>

## References

Dzhaloshinskiy I.M., Dzhaloshinskaya M.I. (2012) *Kontseptsiya sovremennogo periodicheskogo izdaniya: uchebno-metodicheskoe posobie* [Concept of a Modern Periodical: study guide]. Moscow: MediaMir Publ.

Gurevich S.M. (2004) *Gazeta vchera, segodnya, zavtra. Uchebnoe posobie dlya vuzov* [Newspapers Yesterday, Today and Tomorrow. Manual for universities]. Moscow: Aspekt Press Publ.

Prokhorov E.P. (2009) *Vvedenie v teoriyu zhurnalistiki: Uchebnik dlya studentov vuzov* [Introduction to Journalism Theory: textbook for university students.] Moscow: Aspekt Press Publ.



Shkondin M.V., Resnyanskaya L.L. (2007) *Tipologiya periodicheskoy pechati: Uchebnoe posobie dlya studentov vuzov* [Typology of Periodical Press: Manual for university students]. Moscow: Aspekt Press Publ.

Vartanova E.L. (2014) *Postsovetskie transformatsii rossiyskikh SMI i zhurnalistiki* [Post-Soviet Transformations of Russian Media and Journalism]. Moscow: MediaMir Publ.

Zasurskiy Ya.N. (2011) Kolonka redaktora: Novaya dinamika razvitiya gazety [Editorial: New Dynamics of Newspaper Development]. *Vestnik Moskovskogo universiteta*. Seriya 10, Zhurnalistika 3: 6.

Zasurskiy Ya.N. (ed.) (2001) *Sistema sredstv massovoy informatsii Rossii. Uchebnoe posobie dlya vuzov* [Media System in Russia. Manual for universities]. Moscow: Aspekt Press Publ.

### **Development of Soviet Photojournalism during Perestroika (a case study of the Sovetskoye Foto magazine)**

© Maria A. Krashennnikova

PhD degree-seeking student at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), mashagarnova@gmail.com

#### **Abstract**

The years of perestroika in the USSR saw considerable changes in media activities. Glasnost and the freedom of speech contributed to a larger circulation of some print periodicals, to the emergence of new newspapers and magazines. Photojournalism of those days was increasingly notable for a less ceremonial depiction of reality, more daring forms of creative self-expression and appeals to some formerly forbidden topics. A trend towards social photography was apparent. Photojournalists could not afford to stand back from discussing the changes perestroika brought in their profession. The Sovetskoye Foto magazine was one of the most sought after professional forums where the problems of perestroika were debated. A study into the issues of the magazine for 1987–1982 showed that the most popular topics for discussion included new approaches to photojournalism, amateur photography, the challenges for media professionals in regional newspapers, international issues and technical complexities. The magazine covered such matters as the content of journalists' photographs, international cooperation and photographers' work in the regional press. As the changes occurring in society in those years were rapid and irreversible, photojournalists were often faced with an uneasy task of how to escape from the previously accepted standards of Soviet photo propaganda, how to understand the new reality and the difficulties it brings in the profession of a photojournalist. The Sovetskoye Foto magazine had been the most influential professional publication for several generations of Soviet photographers, and is not surprising therefore that it was in this magazine where heated discussions on the problems of perestroika took place.

**Keywords:** Soviet photojournalism, perestroika, new approaches, international cooperation.

#### **Notes**

Zhurnal «Sovetskoe foto» za 1987–1992 gg. [The Sovetskoye Foto magazine for 1987 – 1992]

*A Day in the Life of the Soviet Union*. New York: Collins Publishers, 1987.

## References

Ovsepyan R.P. (1999) *Istoriya noveyshey otechestvennoy zhurnalistiki. Uchebnoe posobie* [History of Modern Russian Journalism. Manual]. Moscow: Moscow St. Univ. Publ.

Stigneev V.T. (2011) *Vek fotografii 1884–1994. Ocherki istorii otechestvennoy fotografii* [Century of Photography. 1894–1994. Essays on the History of Russian Photography]. Moscow: Knizhnyy dom «Librokom» Publ.

## Profession of Screenwriter on Russian Television: Its Transformations with the Advent of Multimedia

© Irina N. Kemarskaya

PhD, Leading Researcher of FSEE CPE Media Industry Academy (Moscow, Russia),

ink0620@gmail.com

## Abstract

A traditional characteristic of Russian television drama is its long-standing existence in a closed ideologically driven non-profit system of media production disregarding the world trends in the development of television as a media institution. Accordingly, television screenwriters have always been trained like film writers, whose aim is to produce individual audiovisual pieces but not programs designed for numerous repetitions. This resulted in television screenwriters' inability to work for electronic media under market competition, a crisis in the profession. The objective of the paper is to identify new dimensions in the profession of a screenwriter, trace the genesis of differences of screen periodicals from single-piece cinematic works, uncover the structural characteristics of the dramaturgic models recurring from one installment to another and saturated in each of them with new original content.

In order to identify the so-called "format" screenplays underlying any long-lived television program, the author used the method of non-content approach to screen spectacles, a reduction of particular content of individual installments with the purpose of revealing the format construction. The research shows that the practice of audience-oriented screenwriting emerged as early as in the Soviet times but developed in full in the past two decades, which resulted in the formation of the Russian school of writers for television series. However, the instability of the media environment introduces new trends in the principles of small-screen drama, which destroys the traditional television screenwriting and sets new goals for the communication with the viewer.

**Keywords:** drama, television screenwriter, media communication, television format, series, screenplay.

## Notes

Brennan L. Writing the TV Spec Script. Available at: <http://www.writing-world.com/screen/TV.shtml>

Muzej televideniya i radio v Internete [Online Museum of Television and Radio]. Available at: [http://www.tvmuseum.ru/catalog.asp?ob\\_no=4738](http://www.tvmuseum.ru/catalog.asp?ob_no=4738)

Ernandes P., Muin' o L. Za chto my tak lyubim serialy? [Why Do We Love Series So Much?] 2015. 5 January. Available at: <http://inosmi.ru/world/20150105/225193237.html>

<http://www.levada.ru/17-06-2014/rossiiskii-media-landshaft-televidenie-pressa-internet>

## References

Akopov A.Z. *Teleserial nachala XXI veka v kontekste traditsiy otechestvennoy kinodramaturgii*: avtoref. dis. ... kand. iskusstvovedeniya [Television Series of the Early 21<sup>st</sup> Century in the Context of Russian Film Drama Traditions. PhD thesis. PhD art. diss.]. Moscow, 2011.

Bagirov E.G. (ed.) (1975) *Televizionnyy stsensariy. Sbornik stsensariyev televizionnykh peregadach i fil'mov* [Television Screenplay. In: A Collection of Screenplays for Television Programs and Films]. Moscow: Moscow St. Univ. Publ.

Belen'kiy Yu.M. *Stanovlenie zhanrov otechestvennykh serialov (nachal'nyy etap formirovaniya sovremennoy struktury televeshchaniya)*: dis. ... kand. iskusstvovedeniya [Genre Formation of Russian Series (the Initial Development Stage of the Contemporary Structure of Television Broadcasting)]. PhD art. diss.]. Moscow, 2012.

Kachkaeva A.G. (ed.) (2010) *Zhurnalistika i konvergentsiya: pochemu i kak traditsionnye SMI prevrashchayutsya v mul'timediynye* [Journalism and Convergence: Why and How the Traditional Media Become Multimedia]. Moscow: Aspekt Press Publ.

Kachkaeva A.G. (ed.) (2008) *Teleradioefir: istoriya i sovremennost'* [Television and Radio Broadcasting: History and Modernity]. Moscow: Elitkomstar Publ.

## Literature and Essays

### Literary and Artistic Criticism of the Russian Emigration in the Far East

© Svetlana I. Yakimova

PhD, Head of the Chair of Journalism, Social and Humanities Faculty, Pacific State University (Khabarovsk, Russia), 005563@pnu.edu.ru

### Abstract

The paper examines the genre diversity of literary and artistic criticism of the Russian emigration in the Far East on the basis of archive literary and critical material obtained from periodical and non-periodical publications of the Russian emigration in the Far East and individual publications by Russian émigrés. A wide genre range of criticism as a synthesis of science, art and opinion journalism is presented in terms of interrelation between philosophical and idealistic and journalistic criticism, theoretical (theoretical articles, manifestos, treatises) and applied criticism (reviews, articles, abstracts) in the context of its increased communication function in an age of intercultural interaction between East and West, Russia and China. The genre modifications of the criticism under consideration are determined by its interpretation and prognostic function.

In the 1920s, writers' criticism, which embodies a whole range of issues related to life and work in exile, gained momentum. The author of the paper analyzes the theoretical and journalistic works of famous writer, journalist and critic Vsevolod Ivanov (1888, Volkovysk – 1971, Khabarovsk). In his philosophical and cultural book "A Man's Mission: the Experience in Philosophy of Culture" (Kharbin, 1933), Ivanov updates, in a new socio-cultural context, the basic classes of human cognition: science, art, history and religion, which defined the major lines of his work in his mother country and in the diaspora. The unique nature of journalistic genres in émigré criticism is identified on the basis of Ivanov's works in the genre of obituary in his articles "Privy to Mysteries (In Memory of A. Blok)" and "In Petrograd, the Bolsheviks Have Shot Down Poet Nikolai Gumilev" written as a response to the tragic losses to Russian literature in 1921.

**Keywords:** literary and artistic criticism, hierarchy and modification of genres, Russian emigration of the Far East, communication function, intercultural communication.

### Notes

Ivanov Vs. (1932) *Ogni v tumane: Dumy o russkom opyte* [Lights in the Fog: Reflections on the Russian Experience]. Kharbin: [n. p.].

Ivanov Vs. (1921) *Prichastnyy taynam (Pamyati A. Bloka)* [Privy to Mysteries (In Memory of A. Blok)]. *Vechernyaya gazeta. Vladivostok*, No 75, p. 2.

Ivanov Vs. (1931) *Aleksandr Blok (k ispolnivshemusya 7 avgusta desyatiletuyu smerti poeta)*

[Alexander Blok (towards the 10<sup>th</sup> Anniversary of the Poet's Death on August 7)]. *Rubezh. Kharbin*, No 35, pp. 9–10.

Ivanov Vs.N. (1921) *N.S. Gumilev (Rasstrelyan N.S. Gumilev)* [N.S. Gumilev (N.S. Gumilev Has Been Shot Down)]. *Russkiy kray. Vladivostok*, No 144, pp. 1–3.

Kogan P. (1898) *Dva biografa* [Two Biographers]. *Russkaya mysl'*, No 12, p. 34.

### References

Barakhov V. (1976) *Iskusstvo literaturnogo portreta* [The Art of Literary Portrayal]. Moscow: Nauka Publ.

Ivanov Vs. (1933) *Delo cheloveka: Opyt filosofii kul'tury* [A Man's Mission: the Experience in Philosophy of Culture]. Kharbin: [n. p.].

Grossman L.P. (2000) *Tsekh pera. Esseistika* [Men of Letters. Essays]. Moscow: Agraf Publ.

Kochetova S.A. (2006) *Literaturno-kriticheskoe tvorchestvo russkikh pisateley-modernistov: zhanrologiya, kompozitsiya, ritm, stil'* [Literary Critical Work of Russian Modernist Writers: Genrology, Composition, Rhythm, Style]. Donetsk: Nord-Press Publ.

Krylov V.N. (2005) *Russkaya simvolistskaya kritika: genezis, traditsiya, zhanry* [Russian Symbolist Criticism: Genesis, Tradition, Genres]. Kazan': Kazan' St. Univ. Publ.

Perkhin V.V. (2001) «*Otkryvat' krasoty i nedostatki...*»: *Literaturnaya kritika ot retsenzii do nekrologa. Serebryanny vek* ["Revealing the Beauties and Drawbacks...": Literary Criticism from a Review to an Obituary. The Silver Age]. Moscow: Litsey Publ.

Pis'ma K. *Chukovskogo raznykh let* (1972) [K. Chukovsky's Letter of Various Years. Opening article, publication, comments by I. Krysin (1972)]. *Voprosy literatury* 1: 152–182.

## Journalism Education

### Current Issue of Methods of Teaching the Russian Language

© *Lubov Ya. Shneiberg*

*Senior Lecturer at the Chair of Stylistics of the Russian Language, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), luberg@mail.ru*

### Abstract

The objective of the paper is to demonstrate that illiteracy can be overcome. The author uses a helpful systemic approach to studying the language at all levels, first and foremost at the morphemic and morphological and syntactic ones, whereon such practical divisions of the language as orthography and punctuation are based. The traditional school approach

to studying the language fails to represent it as an integral system in which the knowledge of purely academic issues is practically implemented in orthography and punctuation.

The paper falls into two parts. The first part shows the way morphemics helps to master orthography. There is good reason that the basic principle of Russian orthography is called morphemic, or morphological, which indicates the connection between the structure, the form of a word and its spelling. This principle must be realized consistently: not only in the spelling of roots (this is what usually happens) but also dealing with prefixes, suffixes and endings. A recognition of this connection enables the learner not to memorize a large number of rules but to arrive at the correct spelling by comparing words of the same word-building pattern.

The second part is concerned with the connection between punctuation and sentence structure. The three principles of Russian punctuation act in concert in order to express all the nuances of the author's idea as precisely as possible. However, it is essential to remember about the hierarchy of these principles and corresponding signs. Grammatical signs are basic ones but it is also important to explain in what way semantic and intonational signs operate. This is relevant for journalistic texts intended to have an emotional impact on the reader.

**Keywords:** principles of orthography and punctuation, language, system.

## References

Ivanova V.F. (1991) *Sovremennaya russkaya orfografiya: Uchebnoe posobie* [Modern Russian Orthography: Manual]. Moscow: Vysshaya shkola Publ.

Saussure F. de (1977) *Trudy po yazykoznaniiyu* [Works in Linguistics]. Moscow: Progress Publ.

Sharafutdinova N.S. (2012) *Teoriya i istoriya lingvisticheskoy nauki: uchebnyk* [Theory and History of Linguistic Science: textbook]. Ul'yanovsk: Ul'yanovsk St. Technical Univ. Publ.

Shvartskopf B.S. (1988) *Sovremennaya russkaya punktuatsiya: sistema i ee funktsionirovanie* [Modern Russian Punctuation: the System and Its Operation]. Moscow: Nauka Publ.

Valgina N.S. (2004) *Aktual'nye problemy sovremennoy russkoy punktuatsii* [Current Problems of Modern Russian Punctuation]. Moscow: Vysshaya shkola Publ.

## On Developing the Course "A Journalist in Extreme Situations" and Its Approbation at the Faculty of Journalism, Moscow State University

© Irina N. Denisova

PhD, Associate Professor at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [irina\\_denisowa@mail.ru](mailto:irina_denisowa@mail.ru)

© Maria A. Krashennikova

PhD degree-seeking student at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [mashagarnova@gmail.com](mailto:mashagarnova@gmail.com)

## Abstract

A study of journalistic experience in extreme situations is important for training modern journalists. The practical training courses that exist are unable to meet the need and they are not compulsory for journalists. As it is essential to train journalists to work in extreme situations, at the Faculty of Journalism of Moscow State University a lecture course

was developed aimed at informing students about the work of journalists in hot spots. The course is intended for students of faculties and departments of journalism in Russian higher education institutions. The name of the course is "A Journalist in Extreme Situations". Within the frames of the course, the following themes are discussed: journalists' training for an assignment, accreditation, outfit and individual protective gear, the coverage of disasters, stress factors, ethical issues. While preparing the lecture material, the authors used expert interviews with the journalists that had worked in hot spots. After the pilot launch of the course, an anonymous survey of students was conducted, whose aim was to get their feedback as regards the form, content and presentation of the project. The course received general approval, although the authors became aware of some weaknesses in their work. The recommendations given by the students will be taken into account in the further elaboration of the course. While training journalists for an assignment to a hot spot is not compulsory, the course in question proves to be the only safeguard for student journalists, who are likely to be sent on an assignment to a hot spot even tomorrow.

**Keywords:** extreme journalism, hot spots, crisis situations.

### Note

Dlya zhurnalistov organizovali trening po bezopasnosti v usloviyakh ChS [An Emergency Situation Safety Training Has Been Arranged for Journalists]. *TV-Tsentr*. 2015. 3 September. Available at: <http://www.tvc.ru/news/show/id/75716> (accessed: 03.09.2015).

### References

Dzyuba G.G. (ed.) (2008) *Rabota zhurnalistov v ekstremal'nykh situatsiyakh: Sbornik rekomendatsiy* [Work of Journalists in Extreme Situations: A collection of recommendations] Moscow: Redaktsionno-izdatel'skiy kompleks OOO «Vtoroy Variant» Publ.

Petrenko O.P., Gorbachev A.M. (2014) *Massmedia v situatsiyakh teraktov: uchebnoe posobie* [Mass Media in Terrorist Acts: manual]. Stavropol': North-Caucasian Federal Univ. Publ.

Vartanova E.L., Smirnova O.V. (eds.) (2009) *Zhurnalistika i SMI protiv terror* [Journalism and Media against Terror]. Moscow: MediaMir Publ.

*Rol' sredstv massovoy informatsii v profilaktike terrorizma. Materialy Pervoy – Sed'moy mezhdunarodnoy nauchnoy konferentsii po problemam bezopasnosti i protivodeystviya terrorizmu* [Role of the Media in the Prevention of Terrorism. Materials of the First – Seventh International Scientific Conference on Safety and Counteraction to Terrorism]. 2007–2012. Moscow St. Univ. Publ.

### **Motives and Values of a Journalist's Vocational Guidance: a Media Psychological Analysis**

© Anna S. Deryabina

PhD student at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [anna\\_deryabina@rbc.ru](mailto:anna_deryabina@rbc.ru)

### Abstract

The paper examines the motives which students of faculties of journalism act from in their career choice. Understanding what makes people decide to become journalists it is possible to foretell the way journalism is likely to develop and what public demands it is going to meet. For the research purposes, a questionnaire was developed. 179 students



of faculties of journalism from different countries took part in the survey. Mathematical processing was carried out using the SPSS Statistics program.

The researchers identified eight personality traits, each of which could make a person into a journalist. Thus, eight groups were isolated which corresponded to the following integral personality traits: ambitiousness, sociability, originality, civility, adventurism, erudition, nonconformity and carelessness. The question of which group among the suggested ones a student would like to belong to became central to the questionnaire. Depending on the respondents' answers to the other questions, the profiles of all the groups were compiled.

The research results indicated that most students who choose journalism aim to realize their own ambitious plans, wish to make more money and build up a career, value the opportunity to influence public opinion. These motives are overriding for the groups of the ambitious and sociable, adventurers and nonconformists, whose total number amounts to 48% of all the respondents.

Creative implementation is important for 26% of the students: the groups of originals and the careless. A wish to deal with their own audience is also manifested by 26% of the respondents: the groups of erudites and civil ones.

It can be seen that carrying out the professional mission is a secondary task for students of faculties of journalism. For them, top priorities are career, money and status.

**Keywords:** profession, motive and professional values, mission of journalism, type-forming factors, media psychology.

## Note

Psikhologicheskaya sluzhba redaksii gazety «Rossiyskie Vesti». Grazhdane, poslushayte [Psychological Service in the Rossiyskie Vesti Newspaper. Listen Everybody]. *Rossiyskie Vesti*. 1995. No 2, p. 3.

## References

Avraamov D.S. (1999) *Professional'naya etika zhurnalista* [Professional Ethics of a Journalist]. Moscow: Moscow St. Univ. Publ.

Buravleva N.A. (2011) Tsennostnye orientatsii studentov [Value Orientations of Students]. *Vestnik Tomskogo gosudarstvennogo pedagogicheskogo universiteta* 6 (108): 124–129.

Byuyul' A., Tsefel' P. (2005) *SPSS: iskusstvo obrabotki informatsii* [SPSS: the Art of Information Processing]. Moscow: DiaSoft Publ.

Dzhaloshinskiy I.M. (2013) *Mediaprostranstvo Rossii: kommunikatsionnye strategii sotsial'nykh institutov* [Media Landscape of Russia: Communication Strategies of Social Institutions]. Moscow: APK i PPRO Publ.

Dzhaloshinskiy I.M. (1996) *Rossiyskiy zhurnalist v posttotalitarnuyu epokhu. Nekotorye osobennosti lichnosti i professional'noy deyatel'nosti* [A Russian Journalist in the Post-Totalitarian Era. Some Characteristics of Personality and Professional Activity]. Moscow: Vostok Publ.

Erikson E. (1996) *Identichnost': yunost' i krizis* [Identity: Youth and Crisis]. Moscow: Progress Publ.

Iberla K. (1980) *Faktornyy analiz* [Factorial Analysis]. Moscow: Statistika Publ.

Maslow A. (a) (1999) *Dal'nie predely chelovecheskoy psikhiki* [The Farther Reaches of Human Nature]. St-Peterburg: Evraziya Publ.

Maslow A. (6) (1999) *Motivatsiya i lichnost'* [Motivation and Personality]. St-Peterburg: Evraziya Publ.

Pronin E.I., Pronina E.E. (2013) *Mediapsikhologiya: noveyshie informatsionnye tekhnologii i fenomen cheloveka* [Media Psychology: Recent Information Technologies and the Phenomenon of Man]. *Obshchestvennye nauki i sovremennost'* 2: 151–162.

Pronina E.E. *Psikhologiya zhurnalistitskogo tvorchestva* [Psychology of Journalistic Work]. Moscow: Moscow St. Univ. Publ.

Sidorenko E.V. (2000) *Metody matematicheskoy obrabotki v psikhologii* [Methods of Mathematical Processing in Psychology]. St-Peterburg: Rech' Publ.

Yung K. (2006) *Psikhologiya bessoznatel'nogo* [Psychology of the Unconscious]. Moscow: Kogito-tsentr Publ.

## **Book Review**

### **In Defense of the Profession**

(Lazutina G.V. (2016) A review of the book "Journalism in the Life of Society—through the Pens of Theorists and Practitioners". Moscow: Faculty of Journalism Publ.)

© Ivan A. Pankeev

*PhD, Professor at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University, iap2007@mail.ru*

### **Towards a History of the International Movement of Journalists: from Fighting for Personal Rights to Maintaining the Power Balance in the Bipolar World**

(Nordenstreng K., Björk U.J., Beyersdorf F., Høyer S., Lauk E. (2016) A review of the book *A History of the International Movement of Journalists: Professionalism Versus Politics*. London: Palgrave MacMillan)

© Denis V. Dunas

*Senior Researcher at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), denisdunas@gmail.com*