

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

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.

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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.

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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

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.

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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

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.

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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.

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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

Abstract

Business television journalism has existed in the world for several decades. Its emergence in the 20th 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.

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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.

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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.

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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.

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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.

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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.

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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

© 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

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

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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

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.

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Book Review

In Defense of the Profession

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© 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

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© 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