

Articles Summary

Research Paradigms

Complementarity of Critical Approaches to the Analysis of Media Ideology

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Abstract

A study of ideology in the media is primarily based on the critical approaches formulated by the following scientific schools: the Frankfurt School, the School of British Cultural Studies, the School of Political Economy of Communication and the School of Critical Discourse Analysis. As these schools vary in terms of theoretical foundation, methods and scientific interests, they arrive at different and even contradictory conclusions. Using comparative analysis, the author of this paper proves that their controversy is based on the simplified dichotomies “subjective structure – objective activity” and “base – superstructure”. The overcoming of this drawback will make it possible to reveal the complementarity of the four approaches. From this viewpoint, the ideological role of the media is defined by the interaction of political and economic factors, symbolic production of media products and audience perception of media messages. This dynamic process reproduces and renews not only the ideology but the relation of power as well. In modern scholarly science, an integrated comprehensive study of media ideology is possible only on the basis of a synthesis of these approaches.

Keywords: media, critical approaches, audience subjectivity, autonomy of ideology.

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Global Context

Mobile Advertising in Russia: Expert Analysis

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Abstract

The paper examines mobile advertising, one of the fastest growing segments of online advertising. As the number of sources on the Russian market does not suffice, the authors conducted quality in-depth interviews of experts which served as a basis for revealing the major problems faced by mobile advertising development in this country.

So far the market participants are not unanimous on whether mobile advertising should be understood as media and contextual advertising on mobile websites, mobile application advertising or bulk SMS advertising. This disagreement affects market size estimation. The Russian Association of Communication Agencies provides information on the whole segment of online advertising while the specific data on mobile advertising are given by all kinds of analytical companies, and sometimes they vary considerably. It was not until fairly recently that the data on the mobile Internet audience appeared in the market with the launch of the TNS Russia research panel. To this day, there is no clear system of estimating the effectiveness of mobile Internet advertising campaigns. More often than not, advertising agencies offer their clients mobile advertising only as an addition to advertising placement on the desktop Internet. This is partly accounted for by advertisers' conservative attitude to mobile platforms. At year end of 2015, IAB Russia analysts estimated the size of the mobile advertising market at 24 billion dollars, which amounts to 25% of online advertising as a whole. However, the mobile advertising market in Russia is still lagging behind the global industries: according to eMarketer's projections, in the total rating of countries' expenses on mobile advertising Russia ranks number fifteen.

Keywords: mobile Internet, mobile advertising, targeting, market estimation, advertisers.

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Pseudoreality on the Internet:

Mechanisms of Reference Transformations in News Headlines

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Abstract

The problem of virtual reality of the Internet has many aspects. One of such aspects is the transformation of event reality into "virtual pseudoreality" in the headlines of Internet news. The goal of the research was to discover the main linguistic mechanisms of transforming the picture of reality into the news headlines of the Internet. The research was conducted within the framework of the semantic theory of reference, linguopragmatics and cognitive linguistics in a case study of the Russian-speaking segment of the Internet. Three groups of cognitive transformations were identified, namely in the spheres of nomination, predication and location. With regard to nomination, annihilating, indefiniting, faking and modal conversions were distinguished. As to predication, the substitutions based upon verbal polysemy, morphological categories and propositional transformations were revealed. In the sphere of location, the elimination of temporal and local markers were detected. It was established that the general mechanism of constructing pseudoreality in the headlines of Internet news consists in presenting as a semantic presupposition the information which actualizes in the recipient's mind certain meanings other than those contained in the text message. The revealed transformations defy the principles of equal communication between a sender and a recipient of information and infringe upon the user's right to get authentic objective information.

Keywords: news internet discourse, text reference, authenticity of information.

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Knowledge on Request.

New Media as a Learning Environment for Present-Day School Children

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Abstract

A positive attitude to the role of the Internet in children's education and overall development is not too common in Russia today. Yet the author of this article suggests looking at the facts from a new angle and highlights the positive sides of Russian school children's interaction with network resources. The article provides relevant statistical data along with survey results, which reflect the degree of school children's integration into the digital space. It also offers a brief review of network content that is used or could be used by learners for educational purposes.

The author comes to a conclusion that school children's information needs vary greatly depending on their age and develops her own technique to consistently introduce children to the information resources of the Internet. This technique, on the one hand, is driven by the age gradation corresponding to the three stages of Russian general education (primary school, secondary school and high school); on the other, it correlates with age-related classification of media content, aimed to protect children's interests,

formalized in Russian legislation (Federal law On Protecting Children from Information Harmful to Their Health and Development). This approach enables the author to give parents and teachers a number of quite specific recommendations on how to guide children when it comes to their introduction to the information resources of the Internet during schooling.

Keywords: Internet and children, Internet as a learning environment, school education, positive Internet.

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Brand Communication Tools in Social Networks

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Abstract

The paper examines the development of brand communications in social networks through public relations. The operation of social media is analyzed and the opportunities they provide for an effective promotion of companies and brands on the Internet are considered. Social media make it possible to use various methods when creating brand communications, such as building communities of brand fans, working with the blogosphere, brand reputation management, personal branding and the like. Special attention is given to the target audience of various social networks and its interests, which affect the strategy for running effective PR campaigns. The author examines the methods enabling brands to achieve important marketing goals like brand awareness, the provision of information about goods and services, trust relationships with consumers, attracting clients to the company's main website, which contributes to ousting the traditional forms of marketing communications from the market. On the basis of the results obtained, fashion brands of different segments represented in social networks are analyzed. The author concludes that one of the optimal platforms for brand promotion is the Instagram social network, which enables one to demonstrate the beauty of the product design. Thus, PR tools of social networks appear to be currently important as they make it possible, without significant resources, to increase brand awareness and the number of references to it in the media as well as to organize an effective communication with the brand audience.

Keywords: brand communications, social networks, promotion in social networks, target audience of social networks.

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Specific Features of Advertising Content in Women's Online Mass Media

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Abstract

The article provides the results of a research into advertising content in women's online mass media. The relevance of the work consists in the fact that the analysis of advertising content of competitive women's online mass media makes it possible to isolate the kinds of advertising that are most popular with advertisers as well as to segment advertisers. The goal of the research is to discover the correlation between the size of audience for women's online mass media and the amount of advertising. The author's hypothesis is

that the websites with the largest audience will not necessarily have the largest pool of advertisers.

Within the framework of this research, the following women's media were analyzed: Lady.mail.ru, Woman.ru, Cosmo.ru, ELLE.ru. The data on the number of advertisers in each edition are given in the paper along with most popular kinds of online advertising. Most often, advertisers favor banner advertising, commercial articles and special projects.

All advertisements were divided in terms of product categories, which resulted in identifying the most widely advertised segments. The largest advertisers in women's online mass media are pharmaceutical, cosmetics, perfume, clothing and footwear producers, organizers of mass cultural events and media companies. The correlations between editorial content and the product categories are discovered.

Keywords: online advertising, online mass media, advertisers, women's media.

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Agenda

Development of the Largest Regional Media Holdings in Russia (cities of one million). Part 1

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Abstract

This paper, which continues the multi-stage research on media concentration in the constituent members of the Russian Federation, provides an analysis into the operation of the media holdings that have developed in the regions whose capitals are cities of one million. In 2015, there were 15 of them. On the basis of the matrix introduced by N. Zubarevich, the regions were divided into two groups: the relatively developed ones (9 out of 15) and the average ones (6 out of 15). In each region, one media holding claiming to be the largest player in the local media market was selected for analysis. The main objective of the research was to identify the basic developmental models of regional media holdings taking into account the previously examined Moscow and Petersburg models.

In Part I of the paper, the sample comprised eight constituent members of the Russian Federation: the Republic of Bashkortostan, the Republic of Tatarstan, the Volgograd, Voronezh, Leningrad, Moscow, Nizhni Novgorod and Novosibirsk Regions. The specificity of the ownership structures of eight respective media holdings was examined and their financial health was evaluated (the Bashkortostan Information Company, Tatmedia, Volga-Media, RIA Voronezh, LOT, Media Podmoskovya, MS Holding and OTS). At the first stage, it was found out that the research into the operation of media holdings in Russian cities of one million produced tangible results as in most cases the basic economic data were available. After studying the second part of the sample, the conceptual conclusions of the research will be made.

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

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Perception of the Quality of Media Texts by Journalists and Media Editors

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Abstract

The article shows the results of a study that examines the perception of media texts by journalists and editors working in federal and local media of the Russian Federation. Identifying the differences in the evaluation of media products by their producers and top managers as well as by members of editorial boards has never been the aim of any study before despite the relevance of the topic and its practical value. The study showed that the journalists that work in the Russian media are confident that they produce high quality content and also think that the quality of Russian media texts is constantly improving. The authors of the article identified that the evaluations of media texts by various groups of journalists can sometimes be significantly different. As the conclusions of the research are debatable, the results of the study need verification.

Keywords: quality, journalism, media text, information product, correspondents, editors.

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Development Trends in Russian Film Distribution: the Primary Market

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Abstract

In the first part of the paper dealing with modern Russian film distribution the author examines the primary market represented by theatrical distribution and exhibition. The author analyzes the activities of major Russian film distributors, theatre chains and the dynamic of film releases.

Modern Russian film distribution is a state-independent economic sector. Unlike the area of film production represented by private companies involving both commercial and state-owned film studios, this is a purely private sector. Film distribution includes theatrical distribution and exhibition as well as the home video market. After the theatrical distribution and exhibition (the primary market), it comes to pay rights to TV showing, the publication of new video films on physical media (DVD and BD disks) and posting them on demand in an electronic format (via pay TV platforms and video services on the Internet).

Summing up the results of the research into the primary market of Russian film distribution, the author of the paper points out that two thirds of the earnings of the Russian film industry are accounted for by the box office returns from theatrical exhibition, which is, according to international standards, a rather high rate. In many developed countries, theatrical exhibition amounts to only 40% of the total revenues from the distribution of a new film, while most revenues come from the secondary rights market. However, because in Russia content distribution in the form of home video on physical media and in an electronic format was from the very start controlled by the pirate business, the legal sector of secondary rights is relatively poorly developed.

Keywords: film distribution, theatrical distribution, theatrical exhibition, release, box office returns.

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PR Technologies in the Modern Sports Industry (a case study of the 2014 Sochi Olympics)

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Abstract

Nowadays, any event bound to be of worldwide importance involves modern PR technologies. Modern sports is a full-fledged industry, which needs PR communications. To

promote sports in the market, an effective strategy using PR technologies is essential. The characteristics of PR technologies in sports are examined in this paper in a case study of the 2014 Winter Olympics in Sochi. The authors isolate the PR technologies that are used, analyze the results and give recommendations on how to develop a communication strategy in a sports organization. The relevance of the paper is determined by the lack of scientific research into PR technologies in sports, which is true of such big sporting events as the Olympics.

Keywords: PR technologies in sports, sports industry, international sports competitions, Olympic marketing, mediatization, mass media, PR technologies of the 2014 Sochi Olympics.

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Towards the History of the Origin of War Photography (a historiographical aspect)

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Abstract

This paper is a historiographical review of the researches into the history of the origin of war photography. The author of the paper focuses on the researchers' views on the time when war photography originated and on the works of John McCosh, Stephano Lecchi, Carol Szathmari and Roger Fenton, the photographers whose names in historical literature are normally associated with the emergence of this direction. The author identifies the disagreements on these matters among the researchers and analyzes their possible causes.

Keywords: war photography, war, history, daguerreotype, Crimean war.

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Mass Media in Russia

Media Landscape of St. Petersburg: the Changing of the Guard (Some notes about how and why the media space of the northern capital has been actually and fundamentally renewed)

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Abstract

The author of the paper examines the situation in the media which has taken shape in St. Petersburg. Over a relatively short period of time, the media landscape of the northern capital has undergone considerable transformations related to both the withdrawal from the St. Petersburg market of several influential players and the arrival of new ones. The author draws the conclusion that one of the reasons why the changes have occurred is the economic and managerial conditions of the regional media market performance.

Keywords: St. Petersburg, media, transformation, media owners.

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Digital Collection of Texts Published in Russian Periodicals

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Abstract

The advent of online resources representing collections of artefacts and phenomena which reflect a variety of human activities is one of the major development directions in modern museum practices. The development history of Russian periodicals can be viewed as a continuous process, a uniform cultural phenomenon, starting from the earliest print publications of the first half of the 18th century. The online resource Museum of the Russian Press (URL: <http://mediamuseum.guru.ru>) represents publicly available digitized copies of 18th–20th century newspapers and magazines, whose originals are preserved in the Scientific Library of Lomonosov Moscow State University, historical notes on each publication, authors' and publishers' biographies, archival records and other reference sources. The arranged pool of data represented in the Museum of the Russian Press forms a *complex digital collection* perfectly reflecting the evolution of Russian periodicals. The online publication of a corpus of texts from Russian periodicals significantly expands the research base on the history of journalism and other related subjects. The multidimensionality of the presented materials contributes to the development of the scientific information environment, stimulation of young people's awareness-raising and

educational activities, popularization of historical knowledge and preservation of the cultural heritage of outstanding scientific and academic figures of Moscow University.

Keywords: modern information technologies, culture, journalism, history, authentic publication, Moscow University.

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Mass media abroad

The Role of the *Diari Catala* Daily Newspaper (1879–1881) in the Development of Catalan National Consciousness

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Abstract

The last quarter of the 19th century was a time which saw the vigorous development of national consciousness and the formation of the movement for political independence of the region from Spain. In this struggle, an important part was played by the Catalan press, in particular by the *Diari Catala* newspaper, the first daily periodical in Catalonia. The article examines the two year history of the *Diari Catala* and analyzes its content.

The active public stance of the newspaper and its awareness raising activities played a significant part in the consolidation of the literary Catalan language and development of literary norms. For the first time in history, *Diari Catala* was a unified all-Catalan newspaper; not only residents of Barcelona but also residents of the other Catalan provinces felt strong solidarity with it. Much of the credit for this is goes to its founder Valenti Almirall, a journalist and a politician, who was one of the ideologists of Catalan nationalism. *Diari Catala* made the first steps towards the standard Catalan language, published Catalan-language books in the form of supplements to the newspaper, organized public discussions on the unified literary language, initiated the Catalan Congress and arranged the publication of provincial newspapers in the Catalan language.

The *Diari Catala* newspaper came to be a platform for the development of Catalan national consciousness, Catalanism (a literary movement at the start, it later grew into a political one) and Catalan national consciousness in the late 19th – early 20th century.

Keywords: Spain, Catalonia, Catalanism, the press, Catalan language, language norms.

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Book Review

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Towards the Biography of the "World's Greatest War Photographer"
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