

Articles Summary

Research Paradigms

Changes in the Nature of News in the Digital Era: Theoretical Understanding of the Forces of Influence

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Abstract

The authors of the research hypothesize the modification of news structure in the digital era and the changes in the level of trust in the news on social networks. They raise the question of the transformation in the theoretical understanding of news in the digital era as a key product of the media industry and the central concept of the classic journalism theory.

The genesis of the theoretical and conceptual framework pertaining to the study of news in the 20th – 21st century was examined. It was found that the critical time in the conceptualization of news came in the 2000s, when, in response to the development of new digital media, the theory of agenda setting, the news lifecycle and the forces of influence on the news process were reconsidered. In addition, there was a transformation in the assessment of new media's contribution from a clearly positive to a wholly negative one.

Social networks and their users are of special interest for the analysis of the news process. Social networks as realia which are relatively new for the media theory have turned to be at the heart of modern new media theory and the concept of news lifecycle, forever changing the classic paradigm of news discourse.

Lastly, the authors focus on the problem of trust in the media in general and new media in particular. It is notable that new media not only outperform all the other mass media in terms of the audience's trust in news but frequently serve as major information sources.

Keywords: news, news lifecycle, agenda, journalism theory, trust.

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Global Context

Executive Power and the Media: the Notions of the Due and the Real

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Abstract

The paper focuses on one of the directions in the first stage of the research project “Journalism in the Information Field of Modern Russia: the Due and the Real”, namely on considering the activity products of some representatives of the executive power in order to identify their views on the functions of journalism in society and its relations with power. In the introduction, the objective of the research is formulated, its tasks are defined and the sampling is characterized. The key research method, expert text analysis, is closely examined, its constituent procedures and relevant documentation are described. The main part of the paper deals with the results of the expert analysis. These are presented in two ways: verbally and in the form of tables with comments. The data obtained indicate that representatives of the executive power regard the media primarily as a subject of law enforcement. The understanding of media functions is determined by the provisions of the legislation. Those prohibitive for the media are of top priority for supervision, which is an essential part of the executive power. No notices to the violators of the law provisions which stipulate responsibility for obstructing journalists’ professional activity are detected. Accordingly, notions of the media functions reflected in these provisions are not detected either. The relations with power are viewed unambiguously: the media must be under the control of the power called upon to regulate them through the legislation. Media activities are assessed on the basis of these attitudes. The authors conclude that the due for journalists from the viewpoint of the supervisory service turns out to be a narrower concept than can be inferred from the provisions of journalism deontology.

Keywords: Roskomnadzor, media functions, media relations with power, legislation, notices to editors.

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Transformation of Journalism Ethical Principles in the Conditions of Media Convergence

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Abstract

The process of media convergence has been studied from different angles. So far, however, the issue of the transformation of journalism ethical standards in the conditions of media convergence has been properly regarded. The paper is an attempt to consider the stated theme in an integrated manner. It involves the issues of plagiarism and copyright infringement; the problems arising due to the publication of unverified information; the ethical standards of journalists' behavior in blogs and social networks; the questions arising in the work with user-generated content; and also the global problem of journalistic content increasingly becoming a commodity which must be sold by all means, even at the expense of ethics. This problem is related to the new principles journalists confront when choosing and working out the themes. Journalists today are focused not so much on the ethical standards their articles are supposed to meet but on the number of comments and likes and whether the readers would like to repost them. All these problems are generated by the process of media convergence.

The author of the paper draws a conclusion that today, when technologies are rapidly developing and media convergence is directly related to the digital revolution, man's moral deterioration is evident, and the role the media play in this process is far from being the least.

Keywords: media convergence, journalism ethical standards, digital media ethics.

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Coverage of the Caribbean Crisis in American and Soviet Newspapers (a case study of The New York Times and Pravda)

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Abstract

The paper describes how the Soviet Union and the United States used print media for their propaganda campaigns during the Caribbean Crisis. The author aims to highlight the techniques and methods used by print media in both countries in response to the ongoing developments and identify the more successful model of newspaper propaganda. For

this purpose, the author analyzes more than 50 articles from the Pravda and The New York Times newspapers published in 1962.

The novelty of the research lies in two facts. Firstly, the study of this period has not been previously possible in this country due to the lack of detailed information and, in the case of the USSR, rigid ideological censorship. Secondly, US researchers have viewed the chronology of the events in the Caribbean only in line with diplomatic relations.

The basic research method used by the author is the comparative-historical analysis, the additional one is cause and effect analysis.

The conclusion drawn at the end of the paper is as follows: the newspapers' approaches to highlighting the same events significantly differed in accordance with the ideological courses of the two countries. The event coverage in The New York Times was more objective and historically accurate. Soviet propaganda was not so successful during the Caribbean Crisis and tended to silence the chronology of events. This led to the defeat of the USSR in the propaganda war and Nikita Khrushchev's subsequent removal from power.

Keywords: the Caribbean Crisis, Pravda, The New York Times, Soviet propaganda, American propaganda.

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Agenda

Development of the Largest Regional Media Holdings in Russia (cities of one million). Part 2

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Abstract

Part II of this paper, which continues the multi-stage research on media concentration in the constituent members of the Russian Federation, presents the completion of

the analysis into the operation of the media holdings that have developed in the regions whose capitals are cities of one million. The second part of the sample comprised seven out of the fifteen constituent members of the Russian Federation: the Omsk, Rostov, Samara, Sverdlovsk and Chelyabinsk Regions, the Krasnoyarsk and Perm Territories. The specificity of the ownership structures of seven media holdings was examined and their financial health was evaluated (MKR-Media, Media Group Southern Region, Media-Samara, OTV, Media Holding OTV, Yunitmedia and Ural-Inform).

In the course of a comparative analysis, which took into account all the previously obtained results, several different organizational models of a regional media holding in Russia were tentatively formulated: the *Bashkortostan-Novosibirsk* model (the Republic of Bashkortostan, the Voronezh Region, the Novosibirsk Region), the *Volgograd* model (the Volgograd Region), the *Moscow-Tatarstan* model (Moscow, the Republic of Tatarstan, the Leningrad Region, the Moscow Region, the Sverdlovsk Region), the *Nizhni Novgorod* model (the Nizhni Novgorod Region), the *Petersburg-Krasnoyarsk* model (Saint Petersburg, the Rostov region, the Samara Region, the Krasnoyarsk Territory, the Perm Territory) and the *Chelyabinsk* one (the Chelyabinsk Region). The research will continue by extending the sample to all Russian regions.

Keywords: region, media holding, legal entity, founder, revenue, profit, loss, model.

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Development Trends in Russian Film Distribution. Part 2.

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Abstract

In the second part of the paper dealing with modern Russian film distribution the author studies the secondary market represented by electronic media and online cinemas. Analyzing the home video market in Russia the author concludes that it develops in line with global trends: the DVD sector is shrinking while the video on demand sector is growing. The development of information technologies promotes the legal use of films although the process is quite complicated as the market was initially controlled by video pirates.

The home video cassette market (VHS market) flourished in the USSR in the early 1980s. At the beginning, the main access channel to video was group viewings in private and state-owned video salons, later the video rental system made its contribution. From the very start, this was a pirate market because in the absence of licensing and copyright there was a technical possibility for mass video copying. The statutory regulation of copyright in the Russian Federation emerged in 1993 with the adoption of the Law "On Copyright and Related Rights" and Russia's accession to the Berne Convention for the protection of Literary and Artistic Works in 1995.

The year of 1996 saw the rapid growth of the market for licensed video cassettes. However, a sharp decrease in the consumer demand for discs and the development of online video brought down the video business based on physical media. One of the most attractive and promising segments in today's world is Video on Demand (VoD). The VoD services can be transmitted via the satellite, cable and Internet Protocol Television (IPTV). In addition, Video on Demand develops within the Internet itself—online video services (Over the Top, or OTT), which makes it possible to deliver the video signal to the user's receiver via the Internet without the direct participation of communication providers.

Keywords: film distribution, home video market, Video on Demand, OTT, video piracy.

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Russian Video Service Market: Characteristics of Monetization

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Abstract

Until fairly recently, viewers were able to watch video content only through television and fully depended on schedule planning. Now they have an alternative to linear viewing – Video on Demand, or VoD.

Today, two methods of technical delivery of video on demand are distinguished. The first one involves the infrastructure of pay TV operators or internet providers, who create video content packages and offer an access to them by means of a video player. Video delivery through mediators is designated Through-the-Middle (TTM). The second method of delivering video on demand is referred to as Over-the-Top (OTT). In this case, an electronic device providing access to the Internet and the viewing of video content will do.

The paper focuses on the development of Russian OTT video services and classifies them along several lines: content saturation, an agreement with the copyright holder, the method of providing access to viewing, servicing services and sources of income.

The authors examine the ways to monetize OTT services. They conclude that the most widely spread monetization model is the advertising one. Unlike television OTT services and video hostings, online cinemas, along with advertising sales, tend to monetize content in any other possible way (rendering rental, purchasing and subscription services).

Keywords: non-linear video content, video on demand, OTT services, monetization potential.

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Mass Media in Russia

Headlines in Local Newspapers: Tradition vs Creativity

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Abstract

The article presents the results of content analysis of newspapers in medium-sized and small cities of Russia. One of the essential elements of the analysis is the study of the role of headlines in the perception of media content. Russian and foreign research into the newspaper audience confirms that people spend most of the time scanning headlines rather than reading texts, a fact that proves the importance of headlines in newspapers. Today, there is an obvious trend for headlines to attract greater attention of newspaper writers and become more and more creative, which means an increased size of the headline, a focus on its communication function, a fancy for wordplay and puns and an active use of irony. However, the above-mentioned creative trends hardly apply to newspapers of medium-sized and small cities. Complex headlines are used rather seldom, precedence is given to simple descriptive, assertive, rational headlines and leads are not very common either. So the proportion of creative headlines in the newspapers under consideration is quite small.

The general conclusion made by the authors of the article is as follows: despite the fact that newspaper writers normally do realize the importance of headlines as a vital means of communication with readers, most headlines in local newspapers display apparent conservatism.

Keywords: headlines, local press, newspapers of medium-sized and small cities.

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Photographs in Print Media: the Genre Aspect

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Abstract

The paper analyzes the practice of illustrating the modern Russian press and the factors influencing this practice. It also studies the use of the genres of photojournalism and some innovative aspects of the presentation of pictorial material in currently published periodicals.

Keywords: photojournalism, photo illustration, genre, design, form of presentation.

Photography in the Ogonyok Magazine: from Social Themes to Social Problems

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Abstract

The author conducted a complex analysis of photographs published in the leading illustrated weekly Ogonyok during forty years, from the last years of I.V. Stalin's reign until and including *perestroika*. The paper examines the changes in these photographs and their causes. The dynamic was as follows: in the 1950s-1960s the themes of the photographs were limited to industrial successes, socialist con-

struction and the heroics of labor; later, in the 1970s and 1980s, photojournalists focused on more specific manifestations of positive changes in the life of Soviet people; in the mid-1980s social themes in the *Ogonyok* magazine evolved into social problems.

Keywords: *Ogonyok* magazine, photography, photograph, photo essay, theme, symbol and image.

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Old Believers' Periodicals in the Late 19th – Early 20th Century: Publications, Authors and Range of Problems (a brief review)

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Abstract

The paper covers the issue of Old Believers' periodicals published in the late 19th – early 20th century. There was an official ban on printing Old Believers' periodicals but in 1905 Nikolai II issued a decree abolishing the ban, and after that Old Believers' journalism enjoyed its "golden age" which continued up to 1917. During this period, more than 17 Old Believers' periodicals were published.

The author examines a number of Old Believers' publications such as the *Staroobryadets* newspaper published in the late 1870s and the famous magazines *Tserkov* (1908–1914) and *Slovo Tserkvi* (1914–1917). The research focuses on the evolution of periodicals, their authors and the main problems addressed. The review of the periodicals shows that there was a specific movement in Russian journalism in the late 19th – early 20th century important for both the religious and secular press.

The articles published in the Old Believers' newspapers and magazines dealt with the same problems as did the famous literary and art magazines *Vesy*, *Apollon*, *Zolotoe Runo* and *Noviy Put*. It appears that allegedly backward and ignorant Old Believers played a really important role in forming the most crucial cultural movements of the early 20th century.

Keywords: Old Belief, Old Believers' periodicals, censorship, enlightenment.

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Russian Journalism in the First Year after Nekrasov's Death

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Abstract

The paper focuses on the ambiguity and polemic nature of opinions expressed by the journalistic and literary community about the work of the great Russian poet, writer and journalist N.A. Nekrasov in the first year after his demise. There was a discussion on Nekrasov's poetry, his role in the literary and social life, the correct understanding of his work as a whole, his doings and principles. The author of the paper examines the pieces (obituaries, responses and the like) published in such magazines as *Otechestvennye Zapiski*, *Slovo*, *Vestnik Evropy*, *Russkiy Vestnik* and also the obituary of N.A. Nekrasov in the state-owned journal *Ukazatel po Delam Pechati*. The publication of the latter in the journal issued by the Censorate is in itself indicative of the recognition of Nekrasov's important role in Russian poetry and the press. Among the works published in the first year after Nekrasov's death, the author particularly notes the book "The Soul of the Poet" by Goremykin (pen-name) and stresses its importance for Nekrasov studies in the context of the polemic on N.A. Nekrasov's poetic legacy and journalistic activity that continues up to the present. The conclusion made by the author is that the brothers of the quill generally failed to express due reverence and devotion to the great people's poet who had passed away.

Keywords: Nekrasov, demise, Russian journalism, creative legacy, discussion.

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Mass media abroad

Key Development Trends in the Dutch Media Industry Today

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Abstract

The paper looks into the key trends in the media industry's development in the Netherlands today and outlines several ones which, as we argue, are typical not only of the Dutch media system, but also of media systems in other European countries. These trends include (but are not limited to) a gradual but rather substantial decrease of print media circulation rates, the transformation of the roles journalists and the audience have traditionally performed allowing for more active use of the audience in creating content, a shift to different business models due to the economic and financial crisis in Europe and other reasons, rapid digitalization of the media industry and much more. We believe that these trends also present in varying degrees in other European countries influence the way media systems of these countries are likely to develop in the future: possibly retaining some national specifics but generally following the similar trends.

Keywords: media, trends, the Netherlands, Europe, pillarization.

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Establishment and Development of State Broadcasting in Greece: Struggling for the Monopoly (1909-1982)

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Abstract

The paper deals with the history of establishment of state broadcasting in Greece from its emergence to becoming an absolute monopoly in the system of audiovisual media by 1982.

Until fairly recently, it was common to believe that the state radio station in Athens founded under the Metaxas regime was the first radio station in the country. Yet in reality, its establishment was preceded by quite a long period of development of radio culture and a number of isolated attempts at radio broadcasting. The paper focuses on Radio Tsigiridi as the first radio station in Greece and on the Balkans and its founder Christos Tsigiridis, who pioneered radio broadcasting in Greece and introduced the population of the country to the potential of radio. Despite its invaluable contribution, the radio station was closed in

1947 under the pretext that for well-organized state radio broadcasting it was impossible and unacceptable to go together with private radio stations. However, the same year saw the emergence of Armed Forces Radio, which remained a serious competitor to the state broadcaster for many years. Thus, in the course of its existence the state broadcaster was in a competitive environment giving it additional impetus for development.

In 1882, the state broadcaster at last succeeded in silencing its competitors and establishing a radio monopoly in the country for five years.

Keywords: Greece, history of radio broadcasting, state radio broadcasting, monopoly, ERT.

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The First “Modern” War in the Focus of Photo Cameras

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