

# Articles Summary

## Research Paradigms

### Media Visualistics in the Big Data and Virtual Reality Paradigm

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#### Abstract

Nowadays the media continue to be in crisis, so publishers are looking for new economic and content strategies, primarily online ones, and the concepts of visual media and visual journalism have emerged. Recent studies of the visual are governed by the idea of “media visual data turn”. But in humanities no systematic theory or universal method for the study of the visual has been offered. The author proposes a synergistic approach to the visual media studies within the new “media visualistic” framework and defines the visual media communication as a system of interaction among media actors for the exchange, transfer and development of new meanings between the subject (mass media professionals), who receives the initial information and images, creates and broadcasts the new images, making them perceptible, and the object (audience), which receives the images and can also change them and broadcast. The image within the non-classical paradigm is interpreted as a phenomenon and an event, visual media communication occurs in a dynamic interaction between the subject and the object, and the prosumer can also act as the subject of communication, which transforms the essence of visual communication and the parameters of its research.

The author focuses on the empirical research of the newest forms of journalism, such as data journalism (sample: 25, The New York Times Upshot and The Guardian Data Blog, 2015–2016) and virtual reality journalism (sample: 25, The New York Times, 2015–2016) and maintains that visualization and unique imagery based on both visual and factual information are the determining factors in the representation of digital information. Innovative visual models of media communication on big data and virtual reality paradigm involve the audience to interact with the media, and the rational and emotional involvement of the audience causes the growth of confidence in the media, and such media function as the mobilization of citizens and civic participation and control activates.

Digital data-driven visual communication becomes the main condition for the effective implementation of media communications, interactive audience engagement etc., which defines the situation of specific “media visual data turn”.

Keywords: crisis of media, visual media communications, data journalism, virtual reality journalism, media visual data turn.

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## Global Context

### Creative Industries in European Countries. State Policy

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## Abstract

The article is devoted to the state policy in the field of creative industries. Like empires, creative industries go from development and prosperity to stagnation and decline. In many developed European countries, the share of creative industries in national economy is disproportionate. There is a bias in favor of the entertainment industry to the detriment of the development of large and medium-sized industrial production. Some 10–15 years ago, many countries supported creative industries (for example, mapping in the UK and Germany, which resulted in the state program of support for various cultural sectors in the region; the participation of the state in the gallery business in Switzerland and the Nordic countries, in Finland in particular; the activities of three public funds in Hungary in the 2000s, which provided assistance to the cultural industry in general and the broadcasting sector in particular, none of them, however, pursuing a policy of subsidizing newspapers, and so on). Nowadays, they are forced to revise the policy in their relationship with the media business. Bollywood success, the emergence of “Chindia” (China + India), the growth of soap operas production and at the same time the crisis of public television in Europe, a dramatic decline in the subscription to dailies and retail sales as well (even in the Nordic countries and Switzerland, the traditional leaders in the number of daily newspapers per capita) – all these signs entail discussions about the role of governments in the media sector, in the building of branches according to which the media will develop in the future. Can we predict the beginning of the decline in creative industries? Or will the share of creative industries in the economy be growing? What will be the role of governments in developing creative industries? The authors attempt to analyze the situation illustrating their findings with cases from practices in different European countries.

Keywords: creative industries, creative economy, state programs for the development of creative sectors, European countries, stagnation of creative sectors.

## Notes

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topic illustrate an increase in experts' anxiety about new threats in the information and communication field and the issues of ensuring professional responsibility. Substantiating the need for examining the challenges to the media in the context of the key points of media transformations, the author of the paper solves the problems associated with an analysis of the newest trends in the processes of journalists' recognition of their professional responsibility, current changes in the systems of media responsibility, the influence of systemic "reloading" of the national institution on the development of international discourse regarding media self-regulation.

Special attention is given to the study of the grounds for revising the long-established forms of journalism accountability. In a case study of the British media self-regulation institutions as a foreign experience, the author isolates the features of creating new self-regulation institutions.

The results of the study, which has lasted for five years, confirm the need to develop professional standards and increase the potential for self-regulation, in particular the inevitability of reforming the media regulation models regarded as global exemplars. This is encouraged, on the one hand, by an increased social interest in the creation of new forms of journalism accountability and, on the other, by the striving of the professional community to reconsider the habitual forms of self-control. In turn, these factors contribute to the fact that the national media systems that used to be exemplars in the field of self-regulation are now in search of new structures, forms and tools of optimizing their operation.

Keywords: media self-regulation, professional responsibility, journalism accountability, Press Council, transnational transformations.

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## Technologies of Using New Media in Promoting Sports Brands

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## Abstract

The article considers the new media models and technologies in sports. The author examines the brand in sports as a complex information and communication structure, which

accumulates not only professionally significant sports criteria, but also social values making it possible to influence the solution of sociocultural problems of sports, the positioning of sports powers and the like.

The need to promote the social significance and image of the World Cup (Russia, 2018) in the framework of national geobranding projects brings into focus the relevance of different approaches and strategies for media communications of global sports brands.

Using the methods of comparative analysis into new media tools and technologies, the author derives the formula of driver communication between top football clubs and the audience. As exemplars for PR-offices of football clubs, some successful models of European and Russian top clubs are suggested, with their innovative strategies and key tactics of brand promotion on the Web.

Keywords: brand, brand platforms on the Web, driver communication model, stakeholders.

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## Agenda

### “USSR – US” Telebridges as a Visible Sign of Perestroika (Part I)

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## Abstract

The article considers the experience of a complex sociological study into the “USSR – US” telebridge television programs, whose 30<sup>th</sup> anniversary is celebrated this year. These programs were organized in the form of communication between ordinary citizens of the two countries, which makes it possible to capture the notions of the counterpart country

prevailing in the public mind. The article examines the factors promoting or preventing the changes in the opinions about each other held by both the participants of the video conferences and the viewers. Particular attention is paid to the possibilities and specifics of using content analysis as a method of studying the texts, which enables one to comprehend the intention of the author of the text and the possible reactions of the recipient.

Keywords: USSR – US telebridges, complex sociological study, content analysis.

## Note

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## Russian Overseas Broadcasting Today: from International Propaganda to “Alternative” News Broadcasting

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## Abstract

The paper examines the transformation in the concept of Russian overseas radio broadcasting: a transition from traditional propaganda and the mainstream communication channel to “alternative” news broadcasting. In 2014, the *Golos Rossii* radio was transformed into the multimedia *Sputnik* thus becoming part of the holding *Rossiya Segodnya International News Agency* and obtaining additional resources for the solution of the problems related to building and preserving the image of the country in the global information space. Today, *Sputnik* is making effective use of modern technological opportunities combining differ-

ent broadcasting formats through a complex website system and developing “alternative” news broadcasting in the context of the new media environment.

Keywords: Russian overseas broadcasting, international broadcasting, *Sputnik*, “alternative” news broadcasting, multimedia radio, media environment, mainstream media.

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## Mass media abroad

### The Press in Catalonia: at the Origins of National Identity

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#### Abstract

The paper examines the role of Catalan journalism in the development of Catalan national identity in the second half of the 19<sup>th</sup> century. Considering the stance of the Catalan-language and Spanish-language press of the region towards this issue, the author

concludes that during the Revolution of 1868–1874 national identity was largely formed by the press. On the one hand, it was the press that shaped the Catalan language, which, prior to the second half of the 19<sup>th</sup> century, had been a vernacular language failing to conform to literary norms. On the other, the Catalan press accelerated the emergence of the national movement: it contributed to the propaganda and dissemination of national and nationalist ideas in word and deed. In the paper, the author examines the history of the publications that had a large circulation and exerted the most influence on the institutionalization of Catalanism.

Keywords: Spain, Catalonia, self-determination, independence, referendum, Catalanism, the press.

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## Representation of the Beat Generation in the Life and Time Magazines in the 1960s Era

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### Abstract

In the 1960s, the American society underwent serious changes becoming more liberal in its morals and values. In the article, this process is examined through the representation of the Beat Generation in Life and Time, general interest magazines with a circulation of millions, during two periods: 1958–1962 and 1968–1972. We suppose that the media outlets with such a huge readership could reflect not only its editorial board's stance, but also the opinions of average Americans. This is why through the changes in the coverage of the Beat Generation in these magazines the changes in the American society as a whole during the 1960s can be traced. Content analysis of articles in the aforementioned periodicals demonstrates that the representation of the Beat Generation changed greatly for the better, which affirms the liberalization of morals in America in the 1960s.

The absence of studies into the media coverage of the beats and lack of opinion polls revealing people's attitude to them in the 1960s highlight the novelty of this research, which in fact offers a new approach to the 1960s.

Keywords: the Beat Generation, beats, the 1960s, Life, Time.

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## **Television News Magazines in Canada, the USA and Australia Under Format Transformation**

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### **Abstract**

The paper presents the results of content analysis of three television news magazines: The Fifth Estate (Canada), 60 Minutes (the USA) and 60 Minutes (Australia). The introduction contains a brief history of the format's emergence and development, provides its characteristics, analyzes the major approaches to the treatment of the genre of television news magazines within the frames of television content as a whole. The aim of the work is to find out whether news magazines belong to the news segment of television broadcasting. Several objectives are attained in the paper: television program plots are analyzed in terms of the promptness of information presentation, the correlation of news reports and analytical reports with thematic categories is identified. The study uses content analysis and the methods of comparison and systematization. According to the results of the study, news magazines do belong to the news segment of television broadcasting in terms of information relevance and similarity with classic newscasts in thematic prioritization. The work is of interest to both the scientific community and television practitioners as it helps to identify the format features of news magazines and understand which factors form the audience. The study enables one to comprehend the format development in the three Anglo-Saxon countries and analyze the similarities and differences between television news magazines and classic newscasts.

Keywords: television news magazines, content analysis, The Fifth Estate, 60 Minutes, format

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## Mediatext

### **Sense-Making Principles of the Concept of Honor in the Language of Modern Military-Patriotic Press**

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#### **Abstract**

The current importance of the study is determined by the conceptualization of the perception of reality. Its novelty consists in a complex analysis of the concept concerned and identification of its sense-making and concept-making principles. So far, the categories of honor and dignity have been viewed by scientists from different standpoints. The author of this paper defines the sense-making and concept-making principles of the word “honor”, isolates its structural and semantic organization and gradual and evaluative nature. Considering the structural and semantic components of the interpretation of the word “honor”, it might be noted that the semantic content of the concept of honor is underlain by the scale of values serving as a moral guide of national culture: honor is an intrinsic moral dignity of man, his courage, honesty, nobility, reputation and conscience. The structural and semantic organization of the word “honor” contains the semes of measure and degree determining its qualitative character (the “highest value”). As regards the lexicographic description, explanatory dictionaries specify and elaborate the meanings and grammatical characteristics of the word “honor”, reflect its paradigmatic and syntagmatic features and provide examples of usage. The semantic structure of the word “honor” contains the conceptual semes of dignity, value and the archiseme of attitude. The characteristics of the concept of honor reveal its sense-making principles (dignity, morals, conscience), which vividly manifest themselves in the language of military-patriotic press. To summarize, the concept of honor is a concept, which reflects its complex moral, ethical and social apprehension: cultural or social traditions, personality values and the criteria of quality evaluation / business reputation.

Keywords: concept, scale of values, honor, dignity, nobility.



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**“People of Good Will”: the Image of the Recipient of the International Non-Governmental Organization Amnesty International  
(a case study of the Russian and French websites of the organization)**

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**Abstract**

The object of analysis in the paper is media texts dealing with the human rights activity of the international non-governmental organization Amnesty International, which have a great potential in shaping the consciousness of the mass recipient. A number of texts published on the Russian ([www.amnesty.org.ru](http://www.amnesty.org.ru)) and French ([www.amnesty.fr](http://www.amnesty.fr)) websites within the frames of the campaigns conducted by the organization in Russia and France are considered in terms of addressing. Special attention is given to modeling the generalized image of the Recipient as his social and psychological characteristics are an important pragmatic factor of effective communication activity of Amnesty International. This modeling is based on the typology of the image of a media recipient currently developed in linguistics.

The study of media texts and their comparative analysis show that the need to influence the multinational audience sharing humanitarian values determines a universal type of the Recipient designated by a set phrase existing in both Russian and French: “people of good will” (“*les hommes de bonne volonté*”). The paper provides a historical and cultural analysis of this precedent phenomenon illustrated with examples from Russian and French texts. The need to take into account the specifics of the national target audience is presented in the paper in terms of its age and gender differentiation. The authors analyze texts of the campaigns addressed to the youth and women's audience, which consider the national characteristics of the target audience differentiated according to age or gender. As examples, they regard age limitations (18+) present on the Russian website and absent on the French one, the hallmarks of campaigns for women's rights and the like.

Keywords: international non-governmental organization, image of the Recipient, age and gender differentiation, impact of speech and manipulation, “people of good will”.

## Notes

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## Literature and Essays

### Genre Characteristics of Pushkin's Poem "The Legend" in the Context of Medieval and Modern Miracle

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#### Abstract

The article examines the genre attribution of A. Pushkin's poem "The Legend" ("There Lived a Poor Knight"). In the studies devoted to the medieval sources of this poem, the common opinion expressed is that Pushkin, by using certain elements of different miracle stories of the Virgin Mary, created his own poem within the frames of this medieval genre. Drawing on one of the sources, a classical medieval miracle story, *El clérigo ignorante* by Gonzalo de Berceo, the author of the article points to its essential feature: the medieval poem is dedicated to the Virgin Mary and is intended to inspire the reader to worship her. "The Legend" is about the human dream, or rather capacity, to pursue one's ideal breaking with any earthly conventions and commitments. Pushkin did not write a miracle story, but a lyrical poem about a miracle.

In the second part of the article, the author examines the transformation of the image of the poor knight in "The Phaeton Driver" by O. Mandelstam and "Chevengur" by A. Platonov. The former contains various Pushkin's characters, while in the latter the image of Rosa Luxemburg signifies a formal return to the medieval model (absolute idealization), which results in a triumph of total absurdity.

Keywords: Pushkin, "The Legend", miracle, Berceo, Mandelstam, Platonov.

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## To the 65<sup>th</sup> Anniversary of the Faculty of Journalism, Moscow State University University Quarter in the Center of Moscow

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## Abstract

The article presents a survey of the surviving buildings and structures of the old University quarter of Moscow, describes the circumstances and time of their erection and the history of the departments of Moscow University, events and people associated with them in the period from 1755 to the end of the 20<sup>th</sup> century.

Keywords: Moscow, Moscow University, quarter, history.

## Note

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## **Book Review**

### **The Timeless**

(A review of the book: Lapshina G.S. (2017) *There Can Be No Oblivion. Articles on Russian Journalism*. Moscow: Flinta; Nauka Publ.)

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