

Articles Summary

Research Paradigms

Political Storytelling in the Context of the New Media Ecology

© Yulia A. Chernenko

PhD student at the Chair of Advertising and Public Relations, Faculty of Journalism, Griboedov Institute of International Law and Economics (Moscow, Russia), decadancing696@gmail.com

Abstract

The research presented in this paper examines the influence of the new media ecology on political communications and the effects this influence causes. The paper analyzes the current state of the new media ecology and its major features: a loss of control over information distribution, a departure from the unilateral speaker-audience model and anonymity of communication participants. The author comments on the list of new challenges facing the media and political communications under new conditions. Politicians can no longer master the new media ecology, so they have to adapt to it and search for new tools to attract attention to their agenda. This is why turning to political storytelling and wandering stories as one of its major tools is so common today.

The author analyzes some examples from modern political communication, in particular on the 2016 election campaign in the USA, and, drawing on these examples, isolates the factors that should be taken into account when dealing with storytelling. The paper elicits some features of a culture hero in the images of Donald Trump and Hillary Clinton associated with initiation stories. The author gives examples of Trump turning to the stories creating the image of Trickster and Clinton turning to the stories of Great Mother. Both candidates extensively used wandering stories at the level of micro-stories and, communicating against the opponent, appealed to the negative characteristics of each other's images.

Keywords: storytelling, political communications, new media ecology, wandering stories, election campaign in the USA.

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Global Context

Television in Sevastopol: Regional Specificity

© Galina G. Schepilova

Doctor of Philology, Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), shgg@yandex.ru

© Dmitry V. Zhukov

Senior Lecturer at the Chair of Journalism, MSU branch in Sevastopol; PhD degree-seeking student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Sevastopol, Russia), d-zhukov@nts.com

Abstract

The paper examines television broadcasting in Sevastopol. Of all the media segments in Sevastopol, television is most highly developed; as distinct from print media and radio, it is much in demand and seen as a reliable source of information. The authors dwell on

the particularities of television development in the city associated with both the historical past and contemporary legal and technological problems. They analyze the current state of four city TV channels, which, unlike television in many other regions, are full broadcast channels, i.e. they are not partners of network stations but produce broadcasting content on their own.

As Sevastopol is a new region of Russia, its television has not so far been examined in scientific articles, monographs and study guides or reflected in industry reports of the Federal Agency for Press and Mass Communications. This is why this paper is an altogether new endeavor, whose aim is to analyze the television field of Hero City Sevastopol, reveal the regional specificity of its development and outline the challenges facing its integration into the Russian media system.

Keywords: television, legal framework, full broadcast programming, development bottlenecks.

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Marketing Communications in Tourism (a case study of the Republic of Crimea, 2014–2016)

© Ksenia S. Kornilova

PhD in Philology, Researcher at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University, US Education Advisor, Study-America.info (Moscow, Russia), k.kornilova84@gmail.com

Abstract

The paper provides the results of a research into the use of various marketing communications in the Republic of Crimea during the change of power in 2014–2016, analyzes the challenges facing the tourism business in the republic and offers some recommendations on how to solve them through effective marketing communications.

Today, one can hardly think of a perfect and undoubtedly effective marketing communication tool. Each of them has its advantages and disadvantages. This is why the choice of the tool from the marketing communication mix largely depends on the market situation, the characteristics of the company and the goals of its marketing activities.

Along with advertising, marketing communications in tourism include different forms of promoting tourism products with due regard to the contemporary trends in the enterprises' competitive power and with the use of new information technologies in the form of branding and online marketing.

Among the main communication technologies for promoting the Republic of Crimea as an attractive tourism region, the following ones should be listed: presenting the sanatorium-resort potential of the Republic of Crimea at national, regional and international exhibitions, fairs, conferences and other events on tourism, creating a high-quality photo and video bank, blogging and providing international tours for bloggers and members of the media, launching an official channel on YouTube and official pages on social networks (Facebook, Google+, LinkedIn) and microblogs (Twitter, Tumblr), and the like.

Keywords: Crimea, marketing communications, tourism policy.

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Agenda

USSR – USA Space Bridges as a Visible Sign of Perestroika (Part II)

© Larisa N. Fedotova

Doctor of Sociology, Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), fedotova117437@mail.ru

© Irina A. Krasavchenko

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

Abstract

The article considers the experience of a complex sociological study into the “USSR – USA Space Bridge” television programs, whose 30th anniversary is celebrated this year. These programs were organized in the form of communication between ordinary citizens of the two countries, which made 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 – USA space bridges, complex sociological study, content analysis.

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Music Radio: a History Review

© Alexander V. Chernyshov

Doctor of Arts, Professor at the Russian Academy of Natural History, Head of the Study Support Center “Media Music” (Moscow, Russia), info@mediamus.ru

Abstract

The article briefly describes the history of music radio and consists of three sections. The first section deals with music programs in the context of large-format radio representing all journalistic genres such as information, analytical, political, artistic, musical and promotional ones. Terrestrial music radio began in the era of rock ‘n’ roll (the 1960s) when broadcasting staffs were officially permitted to use gramophone records and when the audience began to use portable radio receivers. The song became the major musical genre on the air, and the duration of music radio broadcasting reached 24 hours a day. These issues are considered in the second section of the article. Here, first of all, the causes and conditions of commercial speech/music radio are examined (storecasting, play records, opposition to mass television, etc.). And the third section is devoted to the modern multimedia reincarnation of speech/music radio as questions about the visualization of audio materials

in streaming internet radios are bound to arise now. Assessments of aesthetic quality and the level of radio journalism in commercial music radio (which is often connected with the performances of DJs) are given in parallel with historical descriptions.

Keywords: radio, music, radio concert, DJ, playlist.

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Mass Media in Russia

On the Features of Media Research in the Context of Particular Historical Periods (the first Soviet decade, 1917–1927)

© Nina M. Toboltseva

PhD in History, Associate Professor at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), iprosmi@yandex.ru

Abstract

The article deals with the features of media research conducted in different periods of Russian history. Because of the changing historical reality, there arises a need to modernize and correct the media system. This calls for theoretical understanding, accumulated practical experience and research. In the post-Soviet period, it became possible to introduce new historical and political information into the scientific sphere. Besides, researchers of Soviet history could reconsider the traditional views and the principles of media operations in Soviet society. These new approaches shifted the focus in studying the history of the Bolshevik Party and revealed the specific features in the formation and development of domestic journalism in the first decade of the Soviet power. In order to frame a comprehensive conceptual view of these processes, it is essential to take into account the typology of the Soviet press. In the first Soviet years, the dominant type of periodicals was the one intended to exercise administrative pressure of the highly centralized power. The main feature of journalism in the first half of the 1920s was the modernization of its theoretical framework. As a result, a new type of the press known as “mass newspapers” appeared.

Keywords: period features, media research, political regime, concept of journalism, party propaganda.

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Measures Taken by the Soviet Power to Establish Control over the Printed Word (1917–1922)

© Anastasia M. Sarycheva

PhD student at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), sarycheva.anastasia@yandex.ru

Abstract

The article contains an analysis of the legislative measures taken by Bolsheviks in relation to the press in the period from 1917 to 1922. In the first five years after the October Revolution, the apparatus of state censorship in the USSR was at the stage of formation. The party's policy in relation to the press was built in such a way as to establish an integral system of party and subordinated state persuasion and propaganda bodies, a system covering all levels of government and based on the legislative framework developed in the first years of the Soviet power. During this period, Bolsheviks tried to decide how to create such a mechanism for controlling the media that would fully correspond to the principle of literary partisanship proclaimed by V. Lenin in 1905. The article deals with the main decrees and resolutions concerning media issues which subsequently formed the legislative framework for the formation of a centralized apparatus of state censorship and the establishment of full control over the media.

Keywords: censorship, decree, resolution, control, the press in the USSR.

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Language Distortion in the Post-Revolutionary Era

© Tatiana V. Kuznetsova

PhD in Philology, Associate Professor at the Chair of Stylistics of the Russian Language, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), tatyana.stil@gmail.com

Abstract

The paper deals with the transformations in the Russian language during the first post-revolutionary decade and describes the social processes that contributed to those changes. Analyzing the language policy of the ruling party, the author concludes that the Soviet power considered the language to be a major tool of ideological influence on people's minds. By getting society under control, the new power created specific stylistics, cultivated the image of reality whose nature was revolutionary struggle. The paper examines the measures taken by the power in the area of language engineering. The main conclusion made by the author is that the language transformations that determined the emergence of "the Russian language of the Soviet era" resulted from the proletarian revolution and the respective social and economic processes. The major factor underlying the rise of the Soviet language is ideology as a determining factor of the Soviet system.

Keywords: illiteracy eradication, Bolsheviks' discourse, abbreviation, focus on the future.

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"Pasta" as a Type of Internet Communication Text: the Experience of Phenomenological Description and the Problem of Classification

© Ivan A. Aslanov

PhD student at the Chair of Sociology of Mass Communications, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ivaslanov@gmail.com

Abstract

The article analyzes the text phenomenon which is known on the Russian Internet as "pasta". It appeared in imageboards and has since been developed and changed under conditions of other communication platforms (such as social networks); nevertheless, it is still associated with the culture of anonymous forums. The author examines the problem of the Internet texts typology and explicates the main approaches to the Internet genre theory. Two main groups of typologies are educed: the first one tends to connect the communication platform, i.e. a website (such as a blog) or a service (such as e-mail), with the text genre; the second one offers a system of criteria to describe the text; from this point of view the type of the communication platform is of less importance. The second approach is

supposed to be more relevant to distinguish the particularities of the text under conditions of convergence and mutual integration of different social media. The theoretical study provides measures to characterize the “pasta”; the article gives the corresponding description of the formal and content aspects. The author considers the “pasta” to be just a “type” of texts but not a genre since it does not show inherent stability of genre features.

Keywords: the Internet, “pasta”, Internet genre studies, Internet communication.

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Promoting a Sports Club Brand in Multimedia Genres

© Valery Yu. Kostikov

Senior Lecturer at the Chair of Journalism, Moscow Institute of Television and Radio Broadcasting Ostankino; PhD degree-seeking student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), garlen21@mail.ru

Abstract

The paper examines the genres in the sports media sphere in order to isolate the genre models contributing to a successful promotion of a club brand. Using the methods of content analysis, comparison and systematization, the author studies the genre models of the websites of Manchester United and Spartak football clubs and finds out that a complex use of interactive technologies and genres makes it possible to provide support for the brand and its development.

The analytics conducted by the author revealed some general regularities in defining the content of football clubs' websites which directly influence the reputation, image and investment components of the club brand. In the news content, the prevailing genres

are illustrative, multimedia and video ones. The genre palette is oriented towards those genres which meet the criteria of promptness, accuracy, compressibility and emotional intensity. These are reports, news items, statistical selections and interviews, not least because sports themes are inherently event-related. The web content of e-commerce is oriented towards advertising, sales, goods and membership information. Interactive web content includes elements of transmitting sound, color and video images able to create a vivid picture of the tensest moments in football matches, which does not distract viewers' attention from the game, an approach that appears to be new in media sports transmission.

In conclusion, the author dwells on the two ways of a club brand development in relation to the possibilities of multimedia genres. For top club brands multimedia genres are essential as they can satisfy the audience's need for rich and diverse information varying from a video of a training to a press conference on sponsorship projects. For ordinary football clubs the traditional model of covering sporting events will do: news, current events, predictions and the like.

The research in question makes it possible to positively assess the development of the sports segment on the Internet and acknowledge the potential of multimedia genres in the effective promotion of a club brand.

Keywords: multimedia communication, multimedia genres, e-branding in sports.

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Sochi-2014 as a Sports Media Event Covered in Russian Online Media

© Maria N. Danilova

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, Leading Expert in Public Relations of the Ginza Project holding (Moscow, Russia), maria.danilova@outlook.com

Abstract

The article presents the results of an analysis of four national largest sports media that covered the 2014 Winter Olympics in Sochi. The purpose of the research was to identify the key features of the online media outlets in the coverage of major sporting events. The author conducted a frequency analysis of the main topics, an analysis of the intensity of covering the Olympics and an expert survey of the editors of the four selected media. The main results of the study were: conclusions on relevant editorial policies of covering major international sport games; finding a link between the presence of such a strategy and the website traffic; and an analysis of media managers' evaluation of the success of their working methods. The ideal model for successfully covering the international sports competitions in the country is a combination of three elements: the production of high-quality content in the optimal amount to meet the audience demands, attention to the segments of content interesting to the audience and the recognition of equal importance of the creative and business components in the overall editorial policy.

Keywords: Winter Olympics, sports journalism, editorial strategy, multimedia technologies.

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Journalism Education

International Public Relations Training: Didactic Concept and Applied Models

© Lydmila V. Minaeva

Doctor of Philology, Professor, Head of the Chair of International Communication, Faculty of World Politics, Lomonosov Moscow State University, Head of the Program "International Public Relations" (Moscow, Russia), liudmila.minaeva@gmail.com

© Tatiana Yu. Lebedeva

Doctor of Philology, Professor, Director of International Programs at the European Institute of Public Relations, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), phlebur@mail.ru

Abstract

The aim of the paper is to study the innovative didactics of teaching International Public Relations as an independent subject of university programs.

Given the evolution of the system of international public relations consulting, the development of network communication, the transformation of national and territorial brands into an intangible asset, the training must take these challenges into account and meet the level and pace of the profession's evolution and applied practical tasks.

Ideally, the content, theoretical and technological components of training must be oriented towards the evolutionary model of modern international consulting. In the first

place, this applies to the teaching of a certain block of themes and subjects but also to the development of education technologies.

On the basis of cognitive training techniques, the authors of the paper build up a model of the “ecosystem” of the educational process. Notably, the constructive and technological function of didactics is implemented through the scenario construct in the educational process.

The paper focuses on the innovative models of establishing communication with learners intended to depart from the authoritarian didactic model and considers the parameters of using meta-techniques.

Special attention is given to the cognitive constructs making it possible to maximally integrate the educational process with consulting practice. The examined models of collective project engineering are based on the brainstorming format, which allows to involve the maximum number of interested people in the creative process.

The paper provides the concept and the systemic applied formula for the didactics of teaching International Public Relations on the basis of professional and meta-project training and of the interpretation of innovative techniques.

Keywords: international consulting, International Public Relations, didactic concept, systemic applied models, meta-project training.

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To the 65th Anniversary of the Faculty of Journalism, Moscow State University

University Quarter around the Classroom Building

© Dmitry A. Gutnov

Doctor of History, Professor at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), gutnov@yandex.ru

Abstract

The article reconstructs the history of the Classroom building, examines the circumstances of its purchase for the needs of Moscow University and the history of its reconstruction. The author highlights the role of this academic building in the history of the University and the University quarter on Mokhovaya Street.

Keywords: Moscow, Moscow University, quarter, history of the Classroom building.

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Tatiana's Day as the Birthday of Moscow University. The Making of Tradition.

© Grigory V. Pruttskov

PhD in Philology, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), pruttskov@gmail.com

Abstract

The author examines a number of articles in the January issues of the *Moskovskie Vedomosti* newspaper, published under the auspices of the Imperial Moscow University, from 1756 to 1917 and reveals that Tatiana's Day as the birthday of the oldest Russian university was first mentioned in the press in 1827, while the regular tradition of celebration goes back to 1851. The findings disprove the widespread assumption that Nicolas I issued a decree which allegedly made January 12 (25) the celebration day of the foundation of Moscow University.

Keywords: MSU, Moscow University, Tatiana's Day, *Moskovskie Vedomosti*.

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Book Review

Public Relations: Teaching through Reflection

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© Marina I. Piskunova

PhD in Philology, Associate Professor at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), mpiskunova@me.com