

# Articles Summary

## Research Paradigms

### The Concept of Confucianism in Political Communications and the Media

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#### Abstract

This article considers Confucianism as an ideology which is not only an ideological tool of politics, but also a political goal of rulers. The ideas of Confucianism are far from being obsolete: they have positive practical significance for the advancement of progressive ideas providing useful ideological support to other countries and peoples in creating a single harmonious world. Drawing on the analysis of media practice, the author of the article examines the possibility of using Confucianism in modern political communication. The author believes that the ideology of harmonious coexistence is a recipe given to the world by China for resolving contradictions and disagreements and eliminating riots, which means rejection of political malicious intentions of the Western world (“The strong eat the weak”) and the transformation of humane Confucian ideas (“Do not impose on others what you yourself do not desire”) into the elementary principles of world politics and political communication.

The principles of Confucianism presuppose the multichannel dissemination of Chinese culture using information platforms of traditional and new media, which can promote the intensification of cultural exchanges with other countries. The media should present to the world an advanced Chinese culture with its traditional roots and epochal characteristics.

Keywords: Chinese harmonious culture, tradition, “soft” power, Confucianism, political communication, international relations.

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## Communication Effect of the ALBC Model

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## Abstract

The research described in this paper is based on the phenomenon of ALBC (Arts-Luxury Brand Collaborations), which is relatively new for the premium sphere. This phenomenon is manifested in the collaboration of premium brands with members of modern art community in creating both new

luxury products and a creative platform for positioning. The novelty of this research stems from the fact that so far experts have focused their attention on the role of ALBC in premium brand management while its communication effect has remained largely disregarded.

The aim of the research is to analyze media communication strategies for premium brand promotion. The main objective is to describe and identify the influence of the ALBC model on the premium brand audience. The methodology of the research is based on the application of a currently used approach to the study of media communication in haute couture, which rests on the examination of the role of art in building premium brand intangible assets.

As a result of the research, an instrumental ALBC model is suggested as a comprehensive communication model, wherein the use of works of art is a key contemporary trend. The author concludes that the ALBC model is a new efficient and unique platform able to ensure premium brand positioning.

Keywords: ALBC model, premium brands, art, communication, positioning, audience.

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## Global Context

### Media Managers' and Journalists' Views on the Functions and Role of Journalism in Contemporary Russian Society: Results of a Survey

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#### Abstract

*Introduction.* Although journalism has existed as a profession for centuries, there has been no consensus in the journalistic community about its role and functions in society. Besides, different actors of the information field have different perspectives on the role of journalism, which leads to disruptive trends. That is why a group of researchers from the Faculty of Journalism Lomonosov Moscow State University decided to find out how different actors of the information field see the role and functions of journalism today and how this affects the communication process. *Methodology.* The article presents some preliminary results of the research project “Journalism in the Information Field of Russia: the Due and the Real”. Part of the study is devoted to the way journalists and media managers see their role in society. The data were collected using a survey held among correspondents working for various federal print media outlets, as well as among media managers. *Conclusions.* The results of the study show that there is no shared vision of the journalist's role in contemporary society even within the professional community.

Keywords: journalist's mission, journalism functions, due and real state of journalism in society, actors of the information field, journalism as a social institute.

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## Newsrooms' Marketing Strategies Under Convergence

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## Abstract

This article is part of a large complex study on the transformation of newsroom work under convergence. The results of the examination of changes in the working processes of Russian journalists

and editors are presented. The authors of the study interviewed more than 20 editorial staff members. Every respondent has an experience of working in the media for at least 10 years. The main change (according to the respondents' observations) is much more intensive work of journalists and editors on social networks intended to optimize communication with the audience.

The rapid digitalization in recent years has produced an obvious, although not so large, scale effect on the practice of interaction with the external environment. We believe that in the near future this trend will only increase.

Keywords: digitalization, editorial staff, external environment, interaction, social networks, audience, content.

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## Russian Schoolchildren's Media Consumption: the Center and the Regions

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## Abstract

The article describes the features of schoolchildren's media consumption identified in a quantitative survey of 2108 respondents conducted in 2013–2015 in six Russian regions. This group self-filling survey aimed to study the structure of teenagers' leisure, the nature and context of media consumption, the choice of information and communication sources. The sample is not representative in the statistical sense, but the sampling procedure implements the principles of availability and equal representation of two age subgroups: middle and high school children.

The survey found small difference between teenage information behavior in Moscow and the other studied regions. Nevertheless, its results make it possible to formulate an assumption about a certain influence of the geographical factor on the profile of teenagers' media consumption rooted in the specifics of regional media landscapes as well as economic, social and cultural contexts. The project demonstrates the dominance of television and the Internet as information sources, shows that socialization affects the structure of daily media consumption (consequently older pupils appear to be more pragmatic online media users). The data prove that Russian teenagers are lonely information consumers – quite often they watch TV, read print media and use the Internet alone with no chance to discuss the content with other people. This fact questions the possibility of creating a favorable context for media culture development.

Keywords: teenage audience, survey, media consumption, socialization, media culture.

## Notes

Kalashnikova N. Ty kidalt: kogda zakanchivaetsya detstvo, ili otkuda berutsya infantil'nye vzroslye [You Are a Kidult: When Childhood Ends, or Where Infantile Adults Come From]. *Theory and practice*. Available at: <https://theoryandpractice.ru/posts/14565-ty-kidalt-kogda-zakanchivaetsya-detstvo-ili-otkuda-berutsya-infantilnye-vzroslye> (accessed: 24.01.2017).

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## **Specifics of Sports Content Consumption Among Russian Students: the Experience of a Local Research**

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### **Abstract**

The article discusses the features of sports media consumption among Russian students revealed in a study conducted in 2016 among Moscow State University students who had chosen subjects related to sports and sports media. The study is based on an anonymous survey of students on their consumption of sports content and the ways of receiving sports information. Drawing on this study, the author claims that students who are actively interested in sports usually use online media or combine traditional and new media for the latest information. Meanwhile, most students use pirate channels to gain access to the broadcasts of Russian and international sports competitions. Most of those who buy legal sports content still use the services of pirate software and websites since these provide more opportunities to receive quality and relevant information. This situation appears to be related to the fact that the audience is often not fully satisfied with the quality and nature of the presentation of sports content in the Russian media.

Keywords: sports, media, content, media consumption.

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## Agenda

### Linguistic and Stylistic Characteristics of Political and Administrative Media Discourse on the Internet

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#### Abstract

The paper examines the realization of linguistic means in microblog texts of political and administrative network of media discourse. Scholars' attention to the language and style of mass media has given rise to a diversity of approaches to their study, yet most scholars agree that the language of a media text should be studied in an integrated and interdisciplinary way. The language and style of the political and administrative segment of media communication on the Internet realizes the intentions of narrating and informing, stating and reasoning, arguing and proving, and the like.

Blogs and/or microblogs represent a new type of political and administrative online media discourse having such genre-forming features as lexical and syntactic conversationality, incompleteness of syntactic constructions, expressivity manifested in both linguistic and extra-linguistic ways, a great number of modal phrases expressing imperativeness, obligation or assertion and figures of speech like metaphors, epithets, allusions, phraseologisms, catch phrases and stable lexical units of social and political nature. The polycodeness of information presentation with a combination of verbal and visual components is a characteristic feature of the genre. The revealed linguistic and stylistic characteristics make it possible to assert that they prove to be genre dominants of political and administrative communication on the Internet.

Keywords: genre, political and administrative discourse, microblog, language, style, speech, the Internet.

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## **The Images of Communists in the Obituaries of the Pravda Newspaper as an Aspect of the Image of the Soviet Power in the Party Press of the Early 1920s**

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### **Abstract**

In this article, the author analyzes a communist's image in obituaries of the Pravda newspaper as an important aspect in the creation of a positive image of Soviet power. The obituary appears to be a genre that allowed to effectively deliver important propaganda messages to the audience. Both the images of Communists with pre-revolutionary experience and the images of rank-and-file Communists of the post-revolutionary period are explored. The author suggests a correlation between the simultaneous use of the image of an ordinary communist and the image of an underground party member in the Bolshevik press and their exploitation to help legitimize the power of the RCP (b) in the public consciousness in the 1920s.

The images of the heads of the RCP (b) and ordinary communist workers created a multidimensional image of public authority in the party press. Bolsheviks sought to implement the concept of power that emerged from grassroots and relied on masses. Wishing to legitimize the right to rule the country, the party aimed to show to masses its commitment to Lenin's model of the relationship between power and people: the party as vanguard directing and setting the pace and the worker as the real master of his own country, who, inspired by the examples of outstanding Communists, does his duty in good faith putting Lenin's precepts into practice.

Keywords: power, press, image, RCP (b).

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## The Image of Russia in Modern Foreign Documentary Films

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### Abstract

This research aims to bring out a system of images created in foreign documentary films about Russia. The study of over 50 films, produced abroad and included into the strand Ino\_DOC presented by Russian television channel 24DOC, was based on the methods of quantitative and hermeneutic analysis. The study showed that foreign directors tend to construct the image of Russia on the basis of the antithesis between Russia and the West, which can be explained by the phenomena of national stereotypes well studied by cultural discourse researchers. The contraposition includes democracy and dictatorship, nationalism and globalization, the value of human life and the value of state's interests, human rights and violence, action and passive escapism. The research also resulted in identifying the most frequent topics (Russian government's policies regarding home and international affairs, the country's controversial past, social injustice and stories of ordinary people coping with harsh reality) and images, which include the images of the president, a "little man" and key historical figures.

Keywords: documentary cinema, image of Russia, 24DOC, foreign documentary films.

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## **Monologue as a Means of Creating the Image of the Heroine in Oleg Dorman's Documentary Film "Word for Word Translation"**

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## Abstract

The article is focused on monologue as an expressive means of the screen making it possible to reveal the character of Lilianna Lungina in the documentary film “Word for Word Translation”, which is considered to be a phenomenon on Russian television. Monologue is considered in the context of its formation in other arts and the specifics of its use on the television screen. A critical analysis of this expressive means allows to find out that Oleg Dorman’s innovative approach enriched monologue as a method, that is why “Word for Word Translation” could be regarded as an important work for the evolution of the portrait genre. Monologue helps to introduce Lilianna Lungina by portraying her emotive, intellectual and social images. Her speech combines the journalistic and lyrical aspects, she answers “the last questions”, and this brings more reliability to the story. The use of this technique obliterates the distinction between the subject and object of the film.

Keywords: documentary film, monologue, portrait.

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## **The Image of a Sports Coach: Tools and Methods of Its Construction**

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### **Abstract**

This paper presents a research into the brand of the world famous Manchester United football club, the brand's power and reputation being among the major issues. The Manchester United brand is closely associated with the image of England, its players and coaches are a sort of national heroes like the Queen of England or the Beatles.

The players'/coaches' driver must have an absolutely unique image potential to be identified by target audiences. The outstanding players of Manchester United Academy and their long-standing coach Sir Alex Fergusson, known as coach № 1 in world football, became such a driver in the club's brand. Their images, as elements of the communication strategy, entered the public space and created a steady wave of public interest in sports in general. In this connection, the image driver of a personality in sports is critical: building a steady circle of brand fans it precipitates another wave of global interest managed by means of new media technologies and genres.

As a result of the analysis conducted, it is found that the effectiveness of building and supporting the image of the coach can be improved if one takes into account the component organization of the structural model of the image in accordance with the degree of their significance and, first and foremost, the development of the model reflecting the system of personal and professional characteristics. Under the globalization of sports processes, regular contacts with mass media and communications with the brand community are of special importance.

Keywords: image in sports, driver characteristics of an image, Sir Alex Fergusson.

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## Mass Media in Russia

### Ethnic Audiovisual Media in the Russian Media Landscape (as exemplified by the Republics of Tatarstan, Bashkortostan and Chuvashia)

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### Abstract

The paper examines TV and radio broadcasting in the Republics of Tatarstan, Bashkortostan and Chuvashia and provides a general overview of its current state, the main challenges and trends. The authors believe that the role of ethnic media, i.e. media in ethnic languages aimed primarily at members of particular ethnic groups, is undoubtedly important for preserving linguistic and cultural diversity in Russia as well as for providing ethnic groups with an opportunity to air their views and

interests in public. The paper therefore aims at discussing how well broadcasting in the Tatar, Bashkir and Chuvash languages is currently developed, what the key themes and topics in TV and radio programs are, to what extent TV and radio programs in ethnic languages differ from those in the Russian language in a situation when both languages are equally used in media outlets and the like.

Keywords: television, radio, Tatarstan, Bashkortostan, Chuvashia.

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## **Institutionalization of the Media Market and the Creation of the Information Space in the Republic of Sakha (Yakutia)**

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### **Abstract**

Mass media have a key role to play in the formation of a single information space of the region. The article attempts to analyze the state and conditions of the modern media industry as part of the information space, to structure and systematize the Yakut media market in the context of mass media development in the Russian Federation. The article shows such trends of the institutionalization of the media market as the strengthening of the power vertical, the development of the media market and the transformation of the press institution in the region. The author points out the ethno-regional features in the operation of the modern media system in the Republic of Sakha (Yakutia), which occupies one fifth of the territory of Russia and possess strategic, geopolitical, industrial and ecological potential from in terms of the country's national security. In response to print media stagnation and new media development, regional media have undergone significant transformation. At the same time, local media have to survive in difficult conditions and rely more on state contracts than on their own resources or commercial projects. The most important thing is that most media outlets do not have enough resources to invest in their own development.

Keywords: mass media, Yakut media market, trends of the media industry, institutionalization, information space, media policy.

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## **In Memoriam**

### **Boris Grushin. This Will Last Long. To the 10<sup>th</sup> Anniversary of B. A. Grushin's Death**

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### **“To Think About the Ending”. In Remembrance of Ninel Ivanovna Vannikova**

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## **Book Review**

### **The Media Image of Power: Not Only the Verbal Aspect**

*(A review of the book: Suzdaltseva V. N. (2017) The Image of Power in Modern Russian Media: the Verbal Aspect. Moscow: Faculty of Journalism Moscow St. Univ. Publ.)*

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