

Articles Summary

The Journalism Model in CIS Countries as an Object of Research: Towards Problem Statement

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Abstract

The paper examines the method of modeling used in journalism theory as an effective tool of scientific cognition. The author maintains that the theoretical understanding of journalism in post-socialist societies lag behind the actual social practice and proposes the idea of constructing a contemporary journalism model in CIS countries by joint efforts of scholars from these countries. The author evaluates the methods of complex comparative research in a case study of the transformations in the typological structure of the periodical press, which started when the policy of *glasnost* was introduced in the USSR (in 1987) and continue until now. It is concluded that certain elements which are traditional for the Soviet journalism model have survived in some CIS countries. These elements have proved their resilience in the new social, political and economic conditions and become an indispensable part of the contemporary model. The paper points out the importance of further research into the national models of journalism and journalistic activity.

Keywords: journalism model, journalism in CIS countries, typological structure of mass media, periodical press, systemic transformation of Soviet journalism.

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Digital Divide in CIS Countries: Relevant Approaches to the Analysis of the Situation

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Abstract

The aim of this paper is to outline one of the areas for studying digital divide in the context of regional, national and cultural differences, for examining various situations, discerning trends and discovering long-term effects. A more specific task is to analyze the data on digital divide obtained from open sources and compare these data with economic, social and cultural characteristics in the countries of the Commonwealth of Independent States (CIS).

As an integrated body that emerged in the post-Soviet space and is situated in the middle of Eurasia, the CIS plays a significant role in world development. CIS countries are a unique object of study because, on the one hand, all of them shared legacies of Soviet infrastructure. On the other, these countries had very different socio-economic and, most importantly, cultural characteristics affecting their development after the collapse of the USSR. Notably, the analysis showed that in

these countries the internet penetration has been quite uneven, not only at the time of acquisition of political and economic independence but also today, under conditions of relative stabilization.

The search for factors and unique features of digital divide in the region under study appears to be quite relevant because it can take researchers to the new level of comprehending the processes occurring in the shared information space and also become a tool for finding a more effective model of interaction among CIS countries.

Keywords: digital divide, CIS, internet penetration, regional, national and cultural differences.

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Television in Crimea: Regional Characteristics of the New Constituent Entity of Russia

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Abstract

The three years which have passed since the secession of the Crimean peninsula from Ukraine and its re-union with Russia appear to be a period too short to speak about the termination of the processes in the Crimean media landscape, state the fact of modernization of the media system on the peninsula and its complete fusion with the Russian media system. However, these three years are enough to acknowledge the changes and become aware of mutual opportunities. In the Ukrainian period, television in Crimea and Sevastopol was largely disregarded by scientific and industrial research; since 2014 the situation has not improved. The paper describes the television segment of the media systems of the new constituent members of the Russian Federation in the process of historical development: the establishment of television channels in the Soviet, Ukrainian and Russian periods; the process of transition and adaptation to new conditions as well as the causes of migration of individual media outlets at that time; the characteristics of TV channels' distribution and content; regional specifics of television broadcasting and production.

The author of the paper pays tribute to the high degree of development of the Crimean television market and the rapid pace of its modernization and isolates the problem of a legal collision in the matters of licensing television broadcasters that arose after the secession of Crimea and Sevastopol from Ukraine.

Keywords: Crimean television, history of television, Crimean TV channels, legal collision, analog and digital broadcasting, full broadcast TV channels.

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Statistical Picture of Kazakh Newspaper Periodicals: Major Factors and Trends in the Post-Soviet Period

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Abstract

In this article, the condition and development of the newspaper business in post-Soviet Kazakhstan is considered and the main factors and trends are identified. Drawing on the press statistics be-

tween 1991 and 2016 and using a wide range of empirical materials of this period (newspaper files, materials of sociological studies and the like), the author attempts to build a holistic picture of the Kazakh newspaper market in the post-Soviet period. As research methodologies, systemic, factorial and statistical analysis and the methods of induction and deduction were used. On the basis of these methods, it was concluded that the newspaper market of post-Soviet Kazakhstan is also influenced by modern trends such as the processes of digitalization, convergence demassification and audience segmentation resulting in a decline in circulation and an increase in the number of publications, the gradual prevalence of electronic versions of newspapers over paper ones, a phased departure from operational information to analytics and so on.

Keywords: newspaper, information and communication subsystem of society, typology and classification of the press, classifier of print media, media statistics, circulation audit, language parallelism.

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Crisis of Cultural and Educational Journalism in Kazakhstan

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Abstract

The idea of preserving the national code of the nation in the context of globalization through the development of mass media devoted to culture and art is important for Kazakhstan. But the information process inside the country contradicts the given trend because there is an apparent tendency to reduce the cultural and educational space in the media. In order to identify the causes of the crisis situation of cultural journalism in Kazakhstan, a case study, a content analysis of TV channels and a historical review of the media about culture and art were made.

It was revealed that the topic of education and culture is not in demand by a wide audience because of the lack of creativity in content production in media outlets and the objective reasons for the outflow of the audience to the Internet. The new formats of information delivery have reduced the role of journalists to a minimum. Hence the deficit of qualified journalistic staff, which leads to creative stagnation in specialized media.

Cultural and art professionals are experiencing a shortage of analytical information. This is why many media projects are privately initiated by members of creative intelligentsia, who attempt to build communication platforms for a professional exchange of opinions. They do not have much awareness of the media business and therefore need support. However, the state and the business are not interested in investing in cultural and educational projects because of their low popularity and an invariably reduced interest of advertisers. As a consequence, cultural and educational journalism gives way to entertainment content, which is profitable for media owners.

Keywords: Kazakhstan, culture, art, mass media, Bilim Zhane Madeniet.

Notes

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Online Media in the Armenian Media System

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Abstract

In the course of a complex study into the current condition of Armenian online media, the author of the paper examines three predominant interrelated spheres immediately affecting the operation of online journalism: the development of the Internet, legal norms in ICTs and the content of Armenian online media. In the first part, the author goes into the history of development and popularization of the Internet in the republic. In the second part, he considers the current state of online media from the viewpoint of legal norms and enactments, points to the existing shortcomings and identifies the laws calling for amendments and changes. In the third part, the following typical features of an online media outlet are analyzed: its relationships with traditional media, the availability of information about the editor or owner of the resource, its registration as a mass medium, coverage of themes in terms of geographical belonging of the resource, genre characteristics of the posted material, its content, rubrics and the work of the editorial board. The research showed that the Internet and online media in Armenia have been influenced by the collapse of the monopoly of the Armentel company, the processes relating to domestic policy and the diaspora factor. Many drawbacks still exist in the legislative sphere. The Law of the Republic of Armenia on Mass Media passed in 2003 needs new amendments and changes referring, in particular, to bloggers' activities. As in many other countries worldwide, the printed press in Armenia is dying out gradually going online.

Keywords: media system, online media, internet environment.

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Media Component of Financial Literacy Programs in the EAEU Countries

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Abstract

According to the data of the Supreme Eurasian Economic Council, one of the main directions for strengthening the integration processes in the EAEU for the coming years is shaping the business environment and a single financial market.

To ensure a sufficient level of financial knowledge and to achieve the necessary awareness of the population, active interstate information cooperation should be established in the EAEU, implying

a permanent cross-border information exchange with the aim of continuously improving and updating financial knowledge of citizens, as well as the organization of targeted interaction between the media and other actors in the cultural industries of the allied countries. In view of the absence of a single information space in the post-Soviet territory, within which the above-mentioned processes could be organized, the restoration of this space becomes a strategically important area for regional cooperation, and it is expedient to start developing it from the organization of a single thematic information space (STIS) of the Union.

Having analyzed the experience and achievements of the member countries of the Eurasian Economic Union in the field of implementation of national programs to improve financial literacy of the population and the possibility of coordinating their media component, the author concludes that this component can be a key tool for the formation of the STIS facilitating the integration of the population of the EAEU countries into a single financial space of the Union and suggests possible directions for interstate cooperation in this field.

Keywords: the Eurasian Economic Union, single information space, single financial space, financial literacy in the EAEU, national financial literacy programs, Eurasian integration.

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Place and Role of Photography in Promoting Information About CIS Activities (a case study of Russian media)

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Abstract

This paper attempts to conduct a genre and thematic analysis of photographs used by a number of Russian media publishing materials about the activities of CIS institutions and the decisions associated with the activities of the Commonwealth. Particular attention is given to the challenges (e.g. the use of stereotyped and trite images, the correlation between the headline of the article, its text and the photograph, the publication of works that are not technically perfect and the like) whose solutions by some of the examined media outlets might contribute to a more effective coverage of CIS activities.

Keywords: CIS, photography, media, source.

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