

# Articles Summary

## Global Context

### Transformation of the Notion of Mass Communication Audience in Russian Scientific Articles

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#### Abstract

In the article, for the first time in Russia, the author traces the transformations of the notion of mass communication audience since its emergence in Russian scientific discourse. It is shown that this notion was preceded by the notions of “audience” and “mass audience”. The term “mass communication audience”, which appeared in the Russian language in the late 1950s, was initially associated with the notions of “mass audience” and “population”. In the mid-1970s, the concept of “non-audience” was introduced, which allowed the mass communication audience to be singled out as an independent category. In the 1980s, it was interpreted as a stable integrity formed on the basis of information needs; in the 1990s, it was defined as a “communicative commonality” and as a group of media consumers. In Russian dictionaries and encyclopedias of psychology, the definition of mass communication audience appeared only at the end of the 20th century. Among modern scientific publications in Russia, the author distinguishes at least four different approaches defining the notion of mass communication audience: psychological, sociological, communicative and “industrial” (pragmatic).

Keywords: audience, mass audience, mass communication, mass communications, mass communication audience.

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## **Legal Framework of Mass Media: the Trends of Recent Years**

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### **Abstract**

In this paper, the legislative and law enforcement practice in the sphere of the regulation of Russian media in recent years is analyzed. The authors discuss the new trends in the field of intellectual property protection that influence journalists' work or affect the interests of citizens whose content is used in the media. In several case studies, they examine the efforts of the government to strengthen control of the dissemination of inappropriate information over the Internet. In particular, new aspects of journalists' use of materials from social networks and foreign media are highlighted and the coverage of some socially negative phenomena, including suicide and violence in schools, is considered.

Keywords: copyright, mass media, blogger, Roskomnadzor, foreign agent, social networks.

### **Notes**

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## Agenda

### Systemic Modernization of the Information and Communication Environment of the Transport System in Moscow

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#### Abstract

This paper is an overview of foreign and Russian researchers' works on different aspects of the information and communication environment. The author examines the modernization of the transport system in Moscow and the degree to which its information environment has been studied so far. The aim of the work is to analyze the communication channels of information distribution in the transport system of the metropolis. The novelty of the work lies in the fact that in a case study of the Moscow Underground the author explores the well-established information models of interaction between carrier companies and passengers. New information distribution channels are also revealed. The integration of information and communication technologies has contributed to the development of individualized means of information sharing this work focuses on. The author substantiates the importance of present-day mechanisms of information distribution such as special mobile applications and official groups of the Moscow Underground on social networks and analyzes the results

of a survey conducted in such a group on the VKontakte social network indicating in what ways passengers would prefer to be informed.

The author maintains that both in the transport system in Moscow in general and the Moscow Underground in particular passengers are informed in a multi-faceted way and puts forward the idea of establishing an integrated information center to unite all the information flows of the transport system in Moscow and distribute new communication models.

Keywords: transport system modernization, information distribution channels, the Moscow Underground, mass communication, passengers' information needs.

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## Specifics of Crowdfunding Strategies: the Russian Experience

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### Abstract

In the Russian market, it is common for enterprises (particularly in the media segment) to master alternative tools for receiving investment bypassing the major players of the financial market. Crowdfunding as a new monetization technique is an understudied phenomenon in the Russian media market. Crowdfunding in Russia has a good growth potential, the market volume has been increasing annually: in 2016 it amounted to 2 bln rubles, while in 2017 – to 4 bln rubles. At present, the fastest growing sectors are crowdinvesting and crowdlending, which implement the strategies of financial rewards.

A misunderstanding of how crowdfunding works, a complicated social and economic situation in the country, a lack of competition and the absence of legal framework are the main deterrents for the development of this segment of the Russian market. However, an increasing interest of large corporations and the state in the segment contributes to its positive growth dynamics.

The paper analyzes the functions of crowdfunding (including hidden ones), provides a classification of crowd strategies and considers the Russian experience of using them on specialized multi-thematic crowd platforms and media channels.

Through the analysis of various projects, it was found out that crowdfunding in Russia is mostly used for creative decisions, so the prevailing categories are films, music and society. Thus, the alternative funding tools tend to make the support for arts and culture more democratic and generate additional revenues for the entertainment industry, while the funding of its, technological projects and business projects is still at the early stage.

Keywords: crowdfunding, crowdfunding strategies, backers, crowdinvesting, crowdlending, startup.

## Notes

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## **Media as a Tool for Enhancing Financial Literacy of Russian Adults**

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### **Abstract**

In modern conditions, basic financial education of citizens is an integral component of stable and dynamic development of any state. Unfortunately, for the adult population deprived of free time and excluded from the education system mastering the basic financial knowledge becomes an impossible task to overcome unless special conditions are created. Being in the information field deformed by all kinds of advertising materials, under the influence of the distorted system of values characteristic of consumer society, citizens take excessive loans, become victims of fraudulent actions and make numerous financial mistakes.

According to the author of this article, domestic media can not only normalize the deformed information field but also help the adult population to develop skills of reasonable financial behavior and a responsible attitude to personal finances. They can also eliminate the widespread illusion of citizens' lack of rights in the increasingly complicated world of monetary and business relations. However, for this, work with materials related to financial and economic topics should be conducted by trained experts fully aware of the possible errors which can lead to negative financial consequences for households and cause real material damage to the audience.

While considering the issue of enhancing financial literacy of adult Russians, the author of the article highlights for the first time the special role of the media in this process and offers a classification of mistakes made by journalists when they prepare financial and economic materials on the basis of an analysis of materials in unspecialized classical and online media.

Keywords: enhancing financial literacy, media and financial literacy, financial education, distortion of the information field.

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## **Problems of Using Social Media Faced by People with Visual Disabilities**

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### **Abstract**

In the given article, social media are considered from the viewpoint of accessibility for people with visual disabilities (the blind and the visually impaired). The author analyses different documents, reports and research findings in order to describe the characteristics related to the presence of visually disabled people in the communication space and offers to get acquainted with the results of her own research. The goal of this research is to reveal the problems people with visual disabilities face while using social media.

The communicative situation related to the use of social media by blind and visually impaired people can be considered as problematic. The proportion of visual content is increasing and complicates this situation. Particular attention should be also given to the problems caused by changes in social media design. The two tendencies make this environment less comfortable for them and so have a negative impact on the presence of the blind and the visually impaired on social media.

The main conclusion of the article is as follows: communication of people with visual disabilities and specifically communication by means of social media should be a subject of thorough theoretical research and requires attention of social media designers.

Keywords: communication, social media, people with visual disabilities, the blind and the visually impaired.

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## Mass Media in Russia

### The Severnyi Vestnik Journal and Censorship

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#### Abstract

This paper describes the history of relationships of St. Petersburg Censorship Commission and the Main Administration for the Press with the Severnyi Vestnik journal, the history which rather deserves to be called “the chronicle of censorial persecution”. The author analyzes in detail some archive materials which so far have not been introduced into scientific use by the journal’s researchers. These materials significantly broaden our understanding of Severnyi Vestnik, which, as in E.V. Ivanova’s essay in the three-volume edition published by the Institute of World Literature under the title “Literary Process and Russian Journalism of the Late 19th – Early 20th Century” and in P.V. Kupriyanovsky’s works, has been largely presented as a literary journal. The published archive documents contribute to the overall picture of the legal standing of the Russian press in the 1880s – 1890s.

The paper consists of two parts corresponding to the censorship history of Severnyi Vestnik during the first and second periods of its publication. The period between 1885 and the early 1891 is associated with the editorial activities of A.M. Evreinova, who aroused the suspicions of E.M. Feoktistov, the head of the Main Administration for the Press, from the very start. The harsh attitude of the authorities continued as long as she was in charge of the journal. From May 1891 and up until the closure of Severnyi Vestnik, it was headed by L.Ya. Gurevich; at this time censorial persecution

increased. P.A. Vakar, an official of the Main Administration for the Press, was particularly intolerant to the journal.

Keywords: *Severnyi Vestnik*, A.M. Evreinova, A.V. Sabashnikova, L.Ya. Gurevich, N.K. Mikhailovsky, L.N. Tolstoy.

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## Strategies of Crimean Online News Media During the Russian Spring

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### Abstract

As a matter of fact, several reasons could be given for writing this paper. First, the media system of the Crimean peninsula as a new segment of Russian information space has been understudied. Second, there is an apparent lack of knowledge on the information activities of Crimean media during the Russian Spring. Third, for technological reasons online news media provide rapid all-round coverage of events.

The aim of the study is to reveal the specifics of the content strategies used by online news media in Crimea during the Russian Spring. The selected method was content analysis, using which one

can identify the semantic content of a media text. The articles of two online media outlets (Novosti Kryma and Tavrika) served as the empirical basis of the study.

The data obtained in the course of the content analysis indicate that the attitude of the two Crimean media outlets to different subjects of the socio-political process in Crimea during the transfer of the peninsula from Ukraine to Russia changed repeatedly. The analyzed journalistic materials showed a direct correlation between the key events of the Russian Spring and a sudden disloyalty of both outlets for some subjects.

The results of the study show that the Crimean online media under consideration used different content strategies during February-March 2014. Thus, Novosti Kryma tended to adapt to the changing political situation while Tavrika demonstrated its detachment from the information agenda in Crimea and chose to focus on the coverage of international events.

Keywords: Crimea, information strategy, content analysis, online media

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## Literature and Essays

### **“The Power of Darkness” in “The Whirlpool”: Tolstoy’s Drama as a Pretext and Reason for a Journalistic Writing of a District Mayor**

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#### **Abstract**

The article is devoted to a little-known case of journalistic response to Tolstoy’s play “The Power of Darkness”, namely to the brochure “The Whirlpool ...” (1888) written by Ivan Milyutin, the mayor of Cherepovets, the chief town of a district. It was the theatrical production of this play on the stage of the Théâtre Libre that induced Milyutin to write the brochure, in which the commentary on Tolstoy’s play turns into a socio-economic analysis of the crisis of rural life influenced by “tinsel education”. The text is particularly interesting, firstly, as an extended response of an unknown journalist to Tolstoy’s play and, secondly, as an illustration of the views of an authoritative local community leader on the post-reform situation and on the role of such institutions as zemstvo (country council), peasant community, church and the like. The text under analysis is an example of literary centrality of mentality common to an educated person living at the end of the 19th century. Within the framework of cultural studies and socio-historical approach, the author of the article reveals the model of assessing important social phenomena by Milyutin’s contemporaries in terms of values formed by “opinion leaders”, as well as the key contradictions of Russian “catch-up modernization”. Milyutin stressed that these contradictions can be seen in the dramatic gaps between the worldview and actual practices of various social groups that blurred conventional values and hierarchies and devalued the traditional social capital of the communities.

Keywords: Lev Tolstoy, “The Power of Darkness”, Ivan Milyutin and “The Whirlpool”, Russia of the late 19th century, journalism and social history.

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## Journalists and Journalism of the First International in the Era of Early Globalization (to the 200th anniversary of the birth of Karl Marx)

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### Abstract

This article consists of four sections. The introductory ones are devoted to the historical and cultural prerequisites of the activity of the First International in the context of global processes and trends of the mid-19th century. The author singles out the ideological reasons and social circumstances of the organization of the International Workers' Association and also notes its role in the revolutionary and national liberation movements, which opposed the power of capital

and imperial thinking. In the main section, special attention is given to scores of journalists of the German, Russian and French sections of the International, as well as to the periodicals most fully reflecting the social democratic and anarcho-syndicalist beliefs of the time. Among the leading journalists of the organization were K. Marx, M. Bakunin and P.J. Proudhon, the leaders of the three main internal ideological platforms of the First International, who were most noticeable in the social and political journalism and controversies of the mid-19th century. In the final section, the author examines the main stages of the Social Democratic movement's development in the course of the annual congresses of the International, as well as the main circumstances of the latter's dissolution.

Keywords: internationalism, journalism, social democracy, anarchism, revolution.

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## Oscar Wilde's Literary-Critical Articles in Pall Mall Gazette (1886–1889)

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### Abstract

The paper analyzes the texts of Oscar Wilde's literary-critical articles published in Pall Mall Gazette (1886-1889). The novelty of the research is in the use of the methodology based on the theoretical investigations by outstanding philologist S. Bocharov, the author of the concept of "artistic worlds", which communicate through "dialogues" and "echoes". Oscar Wilde's creative approach proved to be related to this concept because his critical reviews are a kind of "dialogues" with eminent 19th century writers and poets, the only exception being Ben Johnson, Shakespeare's contemporary. In Wilde's articles, their "artistic worlds" reflect the integration of the past and the present. Wilde's "interlocutors" belong to different national cultures: George Sand and Balzac – to French culture, Ben Johnson, Dickens and Swinburne – to English culture, Dostoevsky – to Russian culture and Whitman – to American one. Through "dialogues" and "echoes", these writers and poets create a common cultural space, wherein they exert mutual influence on each other but preserve their national identity.

The personality of writer Oscar Wilde is unique in itself. But his immersion into the "artistic worlds" of writers and poets significantly influenced him and his creative work. His critical reviews in Pall Mall Gazette became a platform for his further activities as a critic and writer.

Keywords: Wilde, Bocharov, text, researching reader, "artistic worlds"

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## **Book Review**

### **Transformation of the Russian Media System in 1917–1945**

(A review of the book: Minaeva O.D. (2018) *History of Russian Journalism (1917–1945)*: study guide. Moscow: Aspekt Press Publ.)

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