

Articles Summary

Global Context

Children's Television Broadcasting: Monitoring the Segment in View of Further Linguistic Analysis

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Abstract

The paper describes the results of the first stage of a study aiming to analyze Russian television programs for children in terms of speech culture. Television in Russia is still the major mass medium of the country. Due to its mass reach, the broadcast word is extremely powerful and, as the authors of the paper maintain, exerts considerable influence on the development of speech etiquette in young people.

It is undoubtedly impossible to analyze all television content in Russia: more than 500 channels broadcast across the country, most of which operate round the clock. So it was important to make a list of programs for further linguistic examination. The paper describes in detail the process of selecting programs of the first multiplex RTRN based on the criteria distinguished by the authors: the coverage and accessibility of the channel, orientation of the program to an audience under 16 years of age, type and themes of content, presence of an adult presenter and regularity of program broadcasts.

The selected programs for children are to undergo a further linguistic analysis aimed to reveal the errors typical of television broadcasting and identify those presenters who could serve as a speech model for young viewers. The overall result of the study will consist in practical recommendations for the makers of programs for children on how to improve speech culture.

Keywords: monitoring, Russian television, television programs for children, culture codes, language policy.

Notes

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Speech Culture of a Television Text (a case study of programs marked 0+ and 12+)

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Abstract

The paper describes the results of a monitoring done while preparing for the conference "Let us Learn to Speak Russian. Problems of Modern Language in Electronic Media" held at the Faculty of Journalism, Lomonosov Moscow State University, on September 27-28, 2017. Nine projects of the first multiplex marked 0+ and 12+ served as an empirical material for the study. The list included: "Smart Boys and Girls" (Channel One), "Entertaining Science. 'Clear Head'" (OTR), "From the Mouths of Babes" (NTV), "Live Stories with Ivan Zatevakhin" (Rossiya 1), "Good Night, Babies!" (Rossiya K), "ABC for Kids" (TVTs), as well as "The Visible Invisible", "The Impossible Is Possible" and "'Skilled Hands' Workshop" (Karusel). The main issues in studying the language component of television broadcasting for children were as follows: description parameters and evaluation criteria of text culture and the verbal portraits of the presenters. The study showed that in order to measure the level of speech culture of a television person, it is reasonable to draw on the concept that implies a combination of a level-by-level description of the material (phonetics, vocabulary, grammar) with an aspect-by-aspect one (normative, communicative, ethical). The analysis and consideration of the above-mentioned programs indicate that very few texts could serve at least as a model if not a gold standard for using language resources. This means that to improve the quality of television products for children it is necessary to undertake a linguistic assessment, which should be conducted as early as at the preparation stage.

Keywords: television for children, aspects of speech culture (normative, communicative, ethical), communication effectiveness.

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Agenda

The Internet: Consumption Parameters

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Abstract

The article looks at the forms of Internet communication from the viewpoint of consumers' involvement in the process. The cases on the use of the Internet at work and for work, for online games, for communication in social networks make it possible to isolate that portion of Internet content that is comparable to what was and remains a prerogative of mass information channels, namely professional activities on collecting, processing by their standards and multiplying information and analytics about facts and events in the country and worldwide, consequently given the status of socially significant information. The data from public opinion polls provide an idea of the place of consumption of such information on the Internet and trust in it in comparison with other information sources.

Keywords: number of consumers, forms of the consumed, the Internet for work, games and communication in social networks, method of sociological measurements of Internet contacts with consumers, comparison of the Internet with other media, trust in the Internet.

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The Positioning of a Dating Website User (a case study of Tinder)

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Abstract

In this article, an account on a dating website is considered to be a tool of self-presentation. Interviews with active Tinder users confirm our hypothesis: content selection influences the first

impression and either encourages or hinders further conversion with sincerity being the primary criterion of successful self-presentation, as communication implies projections of people's images.

The first (ontological) part of the article explores the history of computerized dating services – from the 1965 experiment at Harvard which involved IBM 1401 machines to Match.com (1995) and the DNA company GenePartner (2008) – to help trace the origins of Tinder and distinguish its unique properties that make the service stand out among other LBRTD (location-based real-time dating) apps.

The second (theoretical) part defines Tinder with its one-profile-at-a-time, “swipe and it's gone” setup as a virtual playground, which operates under the economic rules of perfect competition. Tinder users interact in the environment of perfectly inelastic supply with constant cost-benefit analysis. With users left to regulate the market, the coefficient of cross elasticity of demand tends to infinity. Coupled with the gamification of the app disguising the act of choosing or dismissing a partner in simple, intuitive gestures, this results in reduced responsibility among users, which often leads to a phenomenon commonly known as ghosting.

The third (practical) part of the article describes real users' experience in their attempt to find common ground. Expert psychological interviews reveal how various self-presentation tactics influence interactions on Tinder and allow to formulate recommendations to improve the swipes/matches ratio.

Keywords: Tinder, online dating, social networks, social media, self-presentation.

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Mass Media in Russia

Mass Media of the Republic of Bashkortostan: Qualitative and Quantitative Analysis

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Abstract

The paper presents some results of qualitative and quantitative content analysis of print, audiovisual and online media in the Republic of Bashkortostan, conducted during a two-week period in 2016. The research revealed several interesting trends related to the choice of topics and genres for different types of media, the number of articles in Russian and Bashkir languages, the degree of content originality in different language versions and the like. Furthermore, the research contributes to the discussion about the role of ethnic media in strengthening interethnic relations in Russian society and implementing state national policy of the Russian Federation, specifically in terms of support for mass media.

Keywords: ethnic groups, audiovisual, print and electronic media, Russian Federation, Bashkortostan, state national policy of the RF.

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Typological Structure of Regional Mass Media in the Chechen Republic

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Abstract

The article examines the typological structure of the regional media system of the Chechen Republic at the present stage of its development. The purpose of the study is to identify the characteristics of different types of regional mass media in Chechnya. The methodological toolkit is based on the principles of a systematic approach and is represented by the methods of structural analysis and content analysis. As the main typological criteria the author uses both traditional ones, implying the division of mass media into television, radio, the press and online media, and specific ones, involving the division of mass media in terms of the form of ownership and language. Based on the analysis, a general description of different types of Chechen media according to the content and subject matter of the published materials is given. The study reveals the dominant role of regional news agencies in agenda setting, as well as the predominance of the state-owned mass media over private ones. A clear tendency is the distribution of Chechen materials in the Chechen language.

Keywords: regional media system, typological structure of mass media, mass media of the Chechen Republic.

Note

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Mass Media Abroad

The Influence of Digitalization on the Daily Press in France, the Netherlands and Great Britain: Major Trends

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Abstract

In this paper, the authors study the major trends in the development of the daily press in France, the Netherlands and Great Britain in response to digitalization over the past two decades. The study is based on open source data from mediometric organizations, official websites of media companies and mass media, National Bureaus of Statistics and the like. Particular attention is given to the analysis of individual parameters of a daily newspaper's operation (circulation, audience profile, characteristics of media consumption) in the digital environment in the countries under consideration. In the

course of the study, the authors made observations about a decrease in the circulation of the daily press in France, the Netherlands and Great Britain due to the development of digital technologies and distribution of free publications. Several trends were identified: the ageing of the traditional media audience, the growth in mobile media consumption and the development of online editions of print publications, which, however, still cannot compete with large national and global web portals.

The conclusion of the study is that despite the national specificity of the media landscape in each particular country, the daily paid newspapers of these countries develop today in about the same way (according to the parameters selected for evaluation).

Keywords: daily newspaper, digitalization, media consumption, online audience, France, the Netherlands, Great Britain.

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Development of the Schibsted Media Holding in the Early 21st Century

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Abstract

The Norwegian media company Schibsted arrived in the global media market in the mid-2000s, which was the result of the shift to new media and development of its core assets. The aim of this study is to examine the development stages of Schibsted in the Norwegian media market between 2000 and 2010. So the main objectives of the study were as follows: to consider the company's media assets, analyze the reasons for their transformation during the 2000s and the company's role in the media market of Norway. Using the comparative historical method, the author traced the media company's development strategies in the period under study and singled out its main goals: to use the Internet as a new platform for distributing its media products and firmly establish itself both in the domestic market and in external ones. The company was able to attain these goals: Schibsted owned a film studio, several television channels not only in Norway but also in the Baltic states and free advertising websites throughout the world.

Thus, in the period between 2000 and 2010 the media company focused on the introduction of digital products in combination with their economic adaptation in order to keep costs down as much as possible and monetize online resources, which eventually enabled Schibsted to reduce paper, printing and distribution costs.

Keywords: Schibsted, classified, media market, digitalization, diversification.

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Place and Role of the Local Daily Press in the Italian Media System

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Abstract

This article presents the results of a study on the system of the local daily press in Italy. At the first stage of the study, the data about the urban and regional daily press were analyzed, and the scale of the phenomenon and its structural features were identified. At the second stage (March–June 2017), 37 journalists from 8 Italian daily newspapers were interviewed. Based on the results of the work, it was determined which characteristics of the system of the local daily press in Italy are similar to the experience of other countries and which characteristics are the specific features of this media system. The author revealed the following regularities: the most popular daily publication in any region, city or province is a local newspaper (not a national one); in provinces the local press has a greater significance than in regional centers; the national daily press also has regional characteristics and specific features of allocation. In addition, the main functions of the local daily press in the urban community life were defined: informing, referential, supporting discussion in society, fighting for the interests of the local community (the organizational function) and creating the feeling of belonging to the particular territory. The author concludes that the functional model of the local daily press is being transformed right now.

Keywords: local press, daily newspapers, Italy, media system, media functions.

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The Weekly L'Express: a Response to the Identity Crisis (on some characteristics of the magazine's new content strategy in 2016–2018)

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Abstract

Over the past few years, the French print media have faced economic difficulties, and the traditionally stable segment of news weeklies is not an exception. Against this background, observers point to the identity crisis the publications of this typological group have been going through. The fact that the news magazines *L'Express* and *Le Nouvel Observateur* have repeatedly attempted to change their editorial strategies is indicative of the crisis situation. The former undertook renovation after the change of ownership in 2016, while the latter made this attempt after the transition to a new owner in 2014.

This study focuses on the content strategy of *L'Express* magazine, which has most often been the object of experimentation. The empirical basis is the weekly's archive for 2015–2018. The author compares the content of the 2015 issues with that of the 2016–2018 issues, when the new owner decided to change the “editorial formula”. It is concluded that the new policies of the weekly do not involve radical changes. Moreover, in *L'Express* some instances of content identical with the content of its competitors can be found. The author of the paper was able to interview J. Trentesaux, the former managing editor of *L'Express*, and E. Mettout, the current managing editor of the magazine.

Keywords: France, news weeklies, the magazine press, telecommunications, content strategy.

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Literature and Essays

Depiction of the Trickster in J. Updike's Novel "Rabbit, Run"

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Abstract

In his early novel "Rabbit, Run", John Updike was already interested in mythology. Like his predecessors of the early 20th century (F. Kafka, T. Mann, H. Hesse, J.-P. Sartre, A. Camus, to name but a few), he used myths in this novel. In particular, it was the trickster myth, which he significantly reinterpreted. In the writer's conception, the trickster (the protagonist Harry Angstrom nicknamed Rabbit is associated with him) is deprived of his basic properties such as constructive actions, an ability to renew the world, or a successful activity in his native elemental surrounding of Chaos. The originality of the article is based on the exploration of the mythological references, other than Christian ones as in most theoretical works about Updike. The author of the article also tries to explain the essence of Rabbit's mythological "run", which in fact represents the movement from Chaos to Eminentness.

Keywords: Updike, American novel, "Rabbit, Run", trickster, ghost.

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Parodying Media Texts in the Author's Song (Towards the Intertextuality of Bard Poetry)

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Abstract

The author's song became a major synthetic phenomenon of Russian poetry in the middle of the 20th century. This type of art involves a combination of the roles of the author, accompanist and performer in one person; it has its own style, poetry, aesthetics and tradition. The synthetic nature of the genre is theoretically justified by both researchers and bards themselves. Researchers note the exceptional openness of the structure of the author's song genre to the development of various forms of creativity that are not traditional for poetry but rather characteristic of the media. The article contains an analysis of a number of texts by Soviet poets and an identification of journalistic features in them (journalistic language and style) by the method of content analysis and discourse analysis. As can be seen, authors parodied media texts in order to enhance the artistic expression of a literary work. We can notice the creative development of information, analytical and artistic-journalistic genres in bards' texts. The category of information is present in bards' texts to create a pseudo-documentary effect. At the same time, when using journalistic genres and the so-called media language in the works of the bard song genre, the portrait of the author-narrator can be artistically exaggerated.

Keywords: author's song, parody, media text, media discourse, bards.

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Book Review

“Circling the Square”: Toward New Paradigms of Communication Theory and Philosophy in the 21st Century

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(A review of the book: Requejo F. (2017) *El tren de les 17:14. Democràcia, pluralism, benestar, independència* [The 17:14 Train. Democracy, Pluralism, Welfare, Independence]. Barcelona, Tibidabo Edicions.

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