

Articles Summary

Global Context

Media Carnival in an Era of Globalization

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Abstract

This paper analyzes one of the most apparent characteristics of modern global media, namely an increased share of media content highlighting various entertainments: sporting events, royal weddings, rescue actions, beauty contests and the like. The audience for such shows amounts to billions of viewers actively involved in what they see on the screen. Another characteristic of our time is that the social and media space has been flooded with games of all kinds. The scale of these processes gets one thinking about the causes of these events, the possible scenarios for development and the models of attitude to them. Drawing on the theoretical analysis of the existing approaches, the author presents his own concept of carnival culture, examines the characteristics of the carnivalization of reality in an era of globalization and mediatization. The paper concludes that the growing transformation of modern society generates in people increasing existential anxiety about their place in the changing world. A lack of answers to basic questions leads to an urge to lose oneself in a mass ecstatic experience. The author predicts that the further information and technological development of mankind will be accompanied by mass unemployment and, subsequently, an increase of free time in citizens living on social security. It might be reasonably suggested that they will focus on playing games. These games are likely to model the world of bright life, rich in sex and aggression, wherein people will find an opportunity to destroy robots and monsters and to assume any carnival shape without being responsible for their actions, especially when hidden behind a masquerade mask.

Keywords: carnival, media, mass media.

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Agenda

Creativity in Copywriting

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Abstract

This paper considers the approaches to defining creativity of modern copywriters, who create media, advertising, PR, SEO texts and the like, isolates the styles of creativity, provides the results of testing the students who study copywriting and identifies the creative characteristics common to them all.

Knowing the distinctive features of a particular type of creativity inherent to a copywriter gives him the freedom to express himself, make decisions, act confidently and boldly, understand his strengths and weaknesses as well as the natural differences in creativity, which make each copywriter unique. Original tests make it possible to reveal in copywriters the most important creative characteristics.

In the course of testing conducted at the Faculty of Journalism, Lomonosov Moscow State University, four creative types of students studying copywriting were isolated: the Muser, the Idea Mill, the Socializer and the Persuader. The knowledge of one's creative type is likely to help students choose their future profession, including that of copywriter. The tests of creativity and belonging to the group of four copywriting types may also help employers select applicants for copywriting jobs.

It is possible that creativity testing at "non-writing" faculties will bring to light the specific creative characteristics necessary for members of other professions (sociologists, economists, philosophers and so on).

Keywords: creativity, copywriting, copywriter, text, test.

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Split Screen and Multi Screen Photography in the 19th–21st Centuries

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Abstract

The article investigates a special kind of photography implying a multi frame arrangement of images within one sheet or plane. The author considers the process of formation of photographic polyimages in the historical perspective using, among other things, media texts. An analysis of the unique collection of photographic polyimages accumulated by the author demonstrates their diversity. Taking the transformation of the subject from frame to frame within the polyimage as the leading feature of the classification, we consider it expedient to distinguish four main groups. In group 1, several objects are shown simultaneously; in group 2, multiple points of view on a single

object are provided; in group 3, the movements of the object in time are fixed while the stillness of the point of view is maintained; in group 4, the object is shown in a fractional way, like a mosaic. All of these groups originated in 19th century photography and over time evolved from functionality to discursiveness expanding the boundaries of imagery of the photographic language. It is important to note that the initial emergence of the split screen in photography is associated with overcoming the spatial (groups 1, 2, 4) and temporal (groups 1, 3) limitations of a single photo frame.

Keywords: split screen, multi screen, photography, montage, visual language, mass media, media text.

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Mass Media in Russia

Development of the Largest Regional Media Holdings in Russia

(cites of one hundred thousand of the Southern, North Caucasian, Ural, Siberian and Far Eastern Federal Districts)

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Abstract

This paper concluding the multi-stage study of media concentration in the constituent members of the Russian Federation presents an activity analysis of the media holdings which developed in the regions whose capitals are cities with the population over one hundred thousand. The second part of the sample included the constituent members belonging within the Southern, North Caucasian, Ural, Siberian and Far Eastern Federal Districts. Using open sources and the databases of Roskomnadzor and Rosstat, the author identified the specifics of ownership structures of some media associations, highlighted the key directions of their activities and evaluated their financial health. In total, 28 re-

gional media holdings were studied (in most cases the relevant economic data were available). Based on the results of the whole study, which included a total of 60 cases, 6 latest development models of a Russian regional media holding were isolated: the Krasnoyarsk-Perm model, the Bashkortostan-Novosibirsk model, the Belgorod-Chelyabinsk model, the Vladimir-Tyumenk model, the Vologda-Nizhny Novgorod model and the Moscow-Tatarstan one. The parameters used as model indicators were as follows: the form of business ownership of the parent legal entity, presence or absence of government economic support as well as the selected activity areas in the media market (in-house media brands or federal franchises). The results obtained in 2018 are by no means constant; in time they will require updating because of continuous transformations of the Russian media market.

Keywords: region, media holding, legal entity and founder, franchise, model.

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Programming General-Interest Television Channels Under Intense Competition

(a case study of Pervyj Kanal and Rossiya 1)

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Abstract

The article analyzes the programming strategies of the leading channels on Russian television, Pervyj Kanal and Rossiya 1. The research focuses on content strategies and scheduling techniques to understand how the main TV channels divide the audience. It explores the performance of both channels during the fall season of 2018. It is evident that the channels are similar in content, but there are some differences. Socio-political, cognitive and entertainment programs take a significant share of both broadcasters' schedules. However, Rossiya 1 broadcasts more news and TV series, the latter being altogether absent on Pervyj Kanal. We expected that the main programming method would be "blunting" but found that counter-programming is used much more widely. Thus, what the channels want is not dividing the audience but attracting different segments of it. The scheduling techniques "seamlessness" and "bridge" are also often exploited to hold the audience.

Keywords: programming, broadcast schedule, general-interest channel, content strategy, blunting, counterprogramming.

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Mass Media Abroad

FIFA World Cup 2018 in the Italian Media Landscape

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Abstract

This article describes the characteristics of Italian media coverage of FIFA World Cup 2018. The Championship held a significant place in the Italian media landscape. It was covered in information and sports mass media, both traditional and online, using various formats and platforms. The features of the Championship coverage are mostly determined by the fact that the Italian national team was not represented in the final and that the Championship was held in Russia for the first time.

The empirical base of the research is drawn from the front pages of leading Italian information and sports newspapers. Particular attention is paid to the consideration of several online mass media and special projects, each of them taking a special place in the media landscape.

The data on specifics and themes of information concerning the Championship as a prominent sporting event was obtained by the methods of quantitative and qualitative analysis. The issues connected with unexpected failures and outstanding achievements of some teams were predominant. It is remarkable that, in general, the Championship information did not decrease attention to the strained situation in Italian football. The image of Russia as the Championship host had a wide range of ratings and depended significantly on the political stance of the mass media outlet.

The research results make it possible to conclude that, on the one hand, the role of emotional overtone prevails over analytics in Italian mass media content, and on the other, the political factor still influences the coverage of sporting events in foreign countries, especially Russia.

Keywords: football, FIFA World Cup 2018, Russia, Italian mass media.

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The Image of the King of Spain Felipe VI in the Light of the Catalan Independence Referendum (a case study of El País, ABC and El Periódico newspapers)

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Abstract

This article considers the materials of the leading Spanish newspapers El País, ABC and El Periódico, in which an analysis is done of the image of King Felipe VI in the light of the Catalan crisis caused by the referendum on the region's independence from Spain conducted by the Catalan authorities on October 1, 2017. The study covers the period from October 1 to October 31, 2017, when journalists focused on Felipe VI's response to the events going on in the country as a consequence of the Catalan independence referendum. The authors of the article conclude that in the complicated political situation wherein the country found itself the King, by outlining his attitude and making a number of hard statements, continues to maintain the traditional image of a ruler, a collective image reflecting national ideas, the country's mission and views of a fair society.

While El País and ABC newspapers supported the King's stance, El Periódico sidestepped sharp assessments of the monarch's statements. His hard stance on the Catalan independence referendum and its organizers significantly diminished his popularity among the Catalans, who envision their region to be a republic, not a monarchy like Spain. At the same time, the monarch's uncompromising aspiration for the country's territorial integrity commented by leading journalists contributed to his political success in Spain. In the eyes of Spaniards, the King still retains the image of the father of the country and referee in disputes.

Keywords: Felipe VI, Spain, constitutional monarchy, the press, El País, ABC, El Periódico.

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Youth Media Consumption: a Theoretical Review of Research (a case study of Spain, Brazil, Argentina and Mexico)

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Abstract

Media consumption of “digital youth” is of great interest for researchers from Spain and Latin America due to political, economic and cultural changes in these countries. This article considers more than 40 papers on the subject in Spanish, Portuguese and English from the leading scientific journals for the period of 2013–2018. The papers were examined using content analysis. The aim of this article is twofold. First, the authors attempt to classify the studies according to the subject, methods, theoretical approaches and conclusions found by the researchers. Second, they point to the similarities and differences in the research approaches adopted by the Spanish and Latin American scholars. The findings support the prediction that the researchers focus on a lot of similar topics such as young people's behavior on social media, the reasons for their choice of the particular type of media and also the impact of online media on the educational process. The most common methods used by the researchers are surveys and interviews. There is also a tendency to conduct research with practical implications for school teachers, parents/guardians and the like.

Keywords: media consumption, digital youth, social networks, the Internet, Ibero-American countries.

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Literature and Essays

A.S. Pushkin in Late Journalism, Poetry and Diaries of A.A. Blok

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Abstract

“Pushkin” speeches by A.A. Blok, his diary and notebooks (1919–1921) need additional comments. The poet refers to the legacy of A.A. Potebnya, as well as to the poetry of A.S. Pushkin and A.A. Fet, to substantiate the idea of “secret freedom” as the artist’s right to create. Blok equates the Tsarist government, the Provisional Government and the Bolshevik one, equals the Pravda and Novoe Vremya newspapers and eventually draws a clear parallel between the 1830s and his modern times.

Keywords: A.A. Blok, A.S. Pushkin, A.A. Potebnya, A.A. Fet, Pravda, Novoe Vremya.

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Blok A.A. (1963) *Sobranie sochineniy: v 8 t.* [Collected works: in 8 vol.] Moscow; Leningrad: State Publishing House “Khudozhestvennaya literatura”. Vol. 7, pp. 399, 400, 403; vol. 8, p. 414.

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In Memoriam

Vl. A. Kovalev as a Person and as a Scholar (1922–1991)

© Irina V. Tolokonnikova

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Abstract

This article is devoted to the biography and creative path of Vladislav Antonovich Kovalev, Doctor of Philology, Professor of Moscow State University, who can be considered one of the founders of the Faculty of Journalism of Moscow State University: he worked at the faculty from its very foundation to the last days of his life. A veteran of the faculty, Professor Kovalev was known not only as a

brilliant lecturer, but also as a talented literary critic, author and reviewer of many academic papers. The article considers his scholarly ideas, the range of his interests and presents the memories of this outstanding person.

Keywords: Vl. A. Kovalev, Moscow State University, Faculty of Journalism, scholar, history of Russian literature.

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Book Review

Drafting Standard as a Tool to Combat Defamation and Fakes in the Media

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