

Articles Summary

Global Context

Television Format as a Generative Model

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Abstract

The article explores the history of theoretical debates over one of the most controversial Russian media terms at the turn of the millennium – the concept of “format”. The commercialization of Russian TV, its transition to an industrial basis, the replacement of the director primacy paradigm by the producer paradigm, increasing rivalry and deep changes in the TV audience required a quick and efficient reconsideration of the key concept of show creation in favor of a repeating generative model, which in practice received the name “format”. The lexical flexibility of the term has led to discrepancies in its understanding and heated debates about the legitimacy of its scientific use. Begun as a discussion of the alternativeness of “format” and “genre”, the dispute developed into a clash of two positions concerning the assessment of the artistic viability of television works in general. The first one, historically more traditional for Russian critics, refused to admit the cultural value of format programs, applying the criteria of modern aesthetics with its demands for uniqueness and singularity of screen works and considering them as aesthetically secondary. The second position, focused on the criteria of postmodern aesthetics, recognized the format as having the non-content value of the repeating model, which allows creating an infinite number of semantic variations while retaining the overall effective dramaturgical mechanism. Unfortunately, at the time of the discussion itself, its subject was no longer relevant because of the migration of a large part of the audience to the Internet and the advent of network technologies.

Keywords: television, format, genre, dramaturgy, generative model.

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Visualization of a Politician's Image in Graphic Illustrations of Periodicals

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Abstract

The article discusses the genre features, methods and techniques of visualization of a politician's image in Russian and foreign media. Modern news, socio-political and business media that specialize in political and economic topics pay great attention to the visualization of the images of political figures, which made the study of this topic relevant. Russian magazines prefer individual cartoons and hand-drawn portraits, avoiding political caricatures; foreign media actively print political caricatures and group cartoons, less often using hand-drawn portraits. The main methods of creating the image of a politician in Russian publications are modification and deformation (exaggeration, understatement) of individual features of politicians. The favorite techniques of foreign illustrators are parodying, juxtaposing, contrasting characters, ideas, ideologies, cultures and using grotesque imagery. The visualization of politicians' images in foreign media is most diverse in terms of genres, methods and techniques presented. The analysis of illustrations in the Russian and foreign press showed that periodicals actively respond to changes in the political climate worldwide, which is reflected in the dynamics of indicators for the visualization of politicians in recent years. The 2016 election campaign in the United States and the 2018 presidential election in Russia changed the subject of graphic illustrations: the number of political ones increased, and the current presidents of the United States and Russia became the most frequently visualized political figures.

Keywords: visualization, media illustration, politician, cartoon, portrait, caricature.

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Agenda

Public Pages in VKontakte: Content Strategies

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Abstract

This paper considers the content strategies of the public pages in the VKontakte social network. The choice of objects of empirical analysis, namely the news public Lentach and the entertainment public MDK, was conditioned by the fact that each of them is in the lead in its typological group both in terms of audience reach and according to open expert evaluations of monitoring systems of social media (Medialogy, Brand Analytics, Similar Web and some others).

Each of the publics is characterized by its own approach to content organization. MDK contains a lot of user-generated content while Lentach uses UGC to a lesser extent. In both publics, an important role is played by photographs and videos. Text posts are also popular enough. Those items which involve personalization, oralization and dialogization receive the widest audience. This content strategy is equally used by Lentach and MDK. The language is relaxed and resembles oral speech. The most effective content strategy in VKontakte is Internet memes. In entertainment communities, memes present the main type of content.

Online communities have become a prominent phenomenon of modern communication. Having assembled a quality audience, a public starts to earn profit for its owner. But audience attraction depends on the content strategies used by the newsroom. The most effective ones are isolated in this paper.

Keywords: Internet, social networks, online communities, publics, public pages, content strategies, monetization.

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Shows for Teenagers as Hype Media

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Abstract

In recent years, the number of media outlets for teenagers has decreased while the existing media do not always meet the expectations and interests of the teenage audience. The Hype Camp reality show featuring teenagers claims to be a new youth medium. However, the negative societal response to the new project raises the issue of the influence of such a medium on juniors, their psychological safety and the red lines in mass communications. This paper aims to identify the type of the new medium, its tasks and potential influence on the audience. Using the case study method, the author considers the structure of the first installment of the Hype Camp reality show, its expressive means and psychotechnologies. Scenes of humiliating, bullying and suppressing the teenagers are central to the project. The participants are psychologically abused, which may lead to anxiety, depression and even suicidal behavior.

The commercialization of the childhood theme results in the creation of hype shows, where the major element is breaking the taboo associated with teenagers' personal immunity. The development of this type of media threatens children's psychological safety. Youth media must be guided only by a cautious and respectful attitude to childhood and youth.

Keywords: youth media, teenagers, children, blogging, psychological safety.

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Structural and Content Characteristics of Advertising and PR texts (a case study of women's online media)

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Abstract

The paper provides a review of advertising and PR content in women's online media (Lady.Mail.ru, Wday.ru, Cosmo.ru). The target of the research is to determine the most effective approaches to advertising placement in women's online magazines. The features of an advertising article in women's online media are as follows: advertising markers, hyperlinks to the ad owner's website in the article, an article preview in a special section of the main page or a banner and slogans. The features of a PR article are: a reference to a respective PR service, the achievement of certain change in behavior or outlook without a direct call for action, a mention of multiple brands in a single article. The number of PR articles significantly exceeds that of advertising articles in women's online media. When publishing an advertising article, advertisers prefer a media outlet with an offline printed version. The most popular sections for advertising articles are fashion, beauty and health. Cosmo's approach to the publication of advertising and PR articles seems to be most reasonable as it attracted the majority of advertisers. The research could be interesting to women's online magazines and advertisers targeted on women audience.

Keywords: online advertising, online media, advertising text, PR text.

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Mediatext

Quasi-Arguments as a Tool for Speech Manipulation of the Media Audience

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Abstract

This paper attempts to study manipulative speech influence through the use of rhetorical tools in modern television media texts. Manipulation implies a hidden influence on the audience, its members having the illusion that they are independent in interpreting facts and making decisions based on them. This is why the major manipulative tool is quasi-arguments: statements with hidden defects simulating classical rhetorical arguments. Quasi-arguments operate within the frames of three dominant manipulation models: the reference model, the composition model and the elocution one.

Rich empirical material for the study of manipulation was provided by the television programs “News of the Week with Dmitry Kiselev”, “News on Saturday with Sergei Brilev”, “The Duel”, “Evening with Vladimir Soloviev” and “Sunday Evening with Vladimir Soloviev” over the 2010s. In the course of the study, the author conducted a rhetorical analysis of speech influence exercised not only by the presenter but also by the speakers of the listed programs.

The manipulators using quasi-argumentation capitalize on the low level of media literacy of the audience, which is often unable to identify the techniques of hidden psycholinguistic influence. The study can help the addressees of hidden influence to detect manipulative techniques and put up protection against them.

Keywords: rhetorical argumentation, speech manipulation, quasi-argument, propaganda.

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Literature and Essays

Dystopia “Brave New World” by A. Huxley: Explicit and Implicit Models of Civilization as a Dystopian Center

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Abstract

The article is devoted to the explicit and implicit models of dystopian space as presented in A. Huxley’s novel “Brave New World”. Close analysis of the three main space systems of the novel yielded the following findings: on the explicit level Civilization forms an opposition to Reservation building the “heaven – hell” model. On the implicit level, this opposition is destroyed through revealing the chthonic character of Civilization, thus transforming the opposition into the tripartite paradigm “hell (explicit) – hell (implicit) – heaven”. The counterpoint character of the divergence between the explicit and implicit levels of space structures acquires in the novel the status of a world-forming feature becoming the symbol of the inner emptiness of Civilization.

Keywords: dystopia, subspace, semantics of space, opposition, tripartite paradigm.

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In Memoriam

Legendary Yaroslavna of the Faculty of Journalism of Moscow State University

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Abstract

The article is devoted to Lyudmila Evdokimovna Tatarinova (1927–2017), PhD in Philology, Associate Professor at the Chair of History of Russian Literature and Journalism of the Faculty of Journalism, Moscow State University. She worked at the faculty for more than half a century (1954–2009). She lectured on the History of Ancient Russian Literature, History of Russian Literature and Journalism of the 18th Century, taught a special course “Herzen’s Ethical Views in Journalism in the 40s of the 19th century”, conducted special seminars “Literature and Art of Ancient Russia”, “Theater in the 18th Century”. Many generations of future journalists were her students.

Her textbook “Russian Literature and Journalism of the 18th century” is known not only in Russia but also abroad. It gives a broad perspective of Russian literature and journalism of the period, reveals the creative uniqueness of the most significant writers of the era, defines their roles in history and literature. The author’s great merit was to seek to combine literature and journalism in one book and, taking into account the specifics of the faculty, to focus on journalism, which was expressed in a detailed description of the most important periodicals of the 18th century.

In addition to presenting the material required within the curriculum, L.E. Tatarinova was able to awaken “good feelings” in her students. She maintained that while delving into a literary or journalistic work one should learn to love the word, the Motherland and the glory of ancestors long gone. She taught civility and patriotism. And, most importantly, she taught her listeners to be decent and honest people.

Lyudmila Evdokimovna always enjoyed the love and respect of students. She was not just a great, knowledgeable expert on ancient Russian literature, but also an excellent lecturer, Teacher with a

capital "T", author of about 40 scholarly works, Honored Teacher of Moscow State University and a legend of the Faculty of Journalism.

Keywords: L.E. Tatarinova, Moscow State University, Faculty of Journalism, scholar, History of Russian Literature.

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Book Review

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(A review of the book: 20th Century Russia in the Pages of the Spanish Press and Documentary Evidence (2018). Moscow: Ves' Mir Publ.)

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Media Education as a New Constituent of Human and Societal Development

(A review of the publication: E.L. Vartanova, M.E. Anikina, T.I. Frolova, A.Yu. Obratsova et al. (2018) *Media in the Educational Environment: Communications and Children's Safety. A Collective Monograph*. Moscow: Faculty of Journalism Moscow St. Univ. Publ.)

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