

# Articles Summary

## Global Context

### The Media Text of the Future: “Sensotext”

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#### Abstract

This article examines the functions of a modern media text, their correspondence to the information needs of society at different stages of its development. The author analyzes the models of communication and summarizes the various functions of the text in terms of their rational or emotional nature. The article provides an overview of the development of writing that meets the requirements of communication. The author shows how rational and emotional information needs are satisfied with the help of different media and texts of different degrees of creolization.

The author analyzes the development of writing in terms of its influence on the nature of the information contained in the text. Over time, man has learned, by using various types of writing, to accurately transmit both rational and emotional information. The work notes that technical progress has also contributed to the development of a modern media text by making it more accessible to large audiences, allowing it to move from verblativity to creolization, and also strengthening realism, dynamism and imagery. The author draws attention to the fact that experiments with the creation of new media texts are not only continuing, but also entering the stage of commercial application.

Based on the analysis of the development of a modern media text and modern technologies, the author predicts the emergence of a new type of text in modern communication (*sensotext*) that satisfies those information needs of man that have not been satisfied until recently. The author concludes that understanding changes in modern communication will allow the media to carry it out more effectively.

Keywords: communication, text, media, creolization, *sensotext*.

#### Notes

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## **The Issue of European Identity on Global News Television**

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### **Abstract**

This article presents the results of a study on the issue of European identity as it is seen by global news channels (namely CNN International, BBC World News, China Global Television Network, RT News and Al Jazeera English). The issue of European identity is considered on the basis of content analysis and within five major aspects: coverage of the question of the eastern border of Europe, of the status of unrecognized and partially recognized European states and that of European dependent territories, the use of the concepts “European Union”, “Eurozone” and “Schengen zone” and its derivatives and the level of global news TV channels’ information activity in terms of covering European sub-regions. The study shows that modern Europe is represented by the global news channels as an association of 45 states with uniform distribution of information on leading countries in different regions, mostly formed with political and cultural relations prevailing over European institutional system and individual cases of territorial fragmentation.

Keywords: global television, Europe, European borders, TV information strategies.

### **Notes**

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## **Towards Theoretical Understanding of Russia's Media Policy**

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### **Abstract**

Media in a democracy is an essential tool for providing citizens with information, shaping opinions and communication between public authorities and civil society. Current public demands increasingly set requirements for media and media regulation at the state and professional levels. The relations between media and the state are important for domestic and foreign studies today. So, modern researchers drawing on classical theories of media regulation and taking into account national characteristics of their countries increasingly accept and improve new concepts of media policy. Theoretical understanding of the place and role of media in the socio-political process demonstrates the importance of establishing media regulation tools, as well as of creating a comprehensive and competent system of media policy at the levels of state and self-regulation. The article attempts to consider the main theoretical approaches to the relationship between media and society, information policy and media policy. The theoretical concepts are analyzed in relation to the Russian experience.

Keywords: media, media policy, information policy, media accountability.

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## Agenda

### New Technologies in the Practice of Russian Regional Newspaper Journalists

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#### Abstract

The article presents the results of a study into the use of convergent technologies in the work of Russian regional journalists. On the basis of a survey of almost 100 journalists (26 publications from 13 regions), the authors of the article conclude that the journalists consider the changes in the job to be significant, but the core of this job remains traditional: writing and editing texts and taking part in editorial conferences. Almost all of the journalists write articles for the online edition, but few are involved in website administration and produce video and audio content. The main online activities of the journalists are information search and communication on social networks and messengers, while video or audio editing programs, task managers or update scanners are used only by a minority of them. Notably, the digital competences of young (under 35 years of age) and of elderly (above 55) journalists are nearly the same. The digital leaders are middle-aged (35-54) journalists. In general, the changes in the job are seen by the respondents as positive, although they admit that creativity has declined and work intensity has increased.

Keywords: media convergence, journalism transformation, regional media, digital technologies, social networks.

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## Sports in the Geobranding of Russian Regions (a case study of the Chechen Republic)

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### Abstract

Nowadays the subject of geobranding in Russia is currently important as under the conditions of mass population migration to metropolitan areas the regions have to create successful brands. Notably, there could be a variety of strategies for creating such a successful regional brand. This paper provides an analysis of the possibility of sports application in the Chechen Republic branding. It contains a review of literature on geobranding and sports application in Russian geobranding. The objective of the paper is to determine the place of sports articles in the attempts to create the Chechen brand. By means of content analysis, more than 5000 materials published by leading Russian media were analyzed. In addition, 1400 contributions made to his blogs by Chechen Republic President Ramzan Kadyrov were considered. The result shows that a great number of media materials on Chechnya and the regional head's blogs are concerned with sports. The author concludes that sports articles take an important place in the attempts to create the Chechen Republic brand.

Keywords: branding, regional brand, geobranding in Russia, Chechen Republic, content analysis.

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## Mass Media in Russia

### Data Journalism in the Russian Press: Characteristics of Information Sources

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#### Abstract

The distribution of new digital information formats, in particular big data, implies new ways of finding, processing, analyzing information and presenting it in journalism. These changes should be reflected in the journalistic materials prepared in the format of data journalism. However, the results of the research show that in the mid-2010s the impact of using big data in leading Russian journalistic organizations remained minimal. This paper presents the main results of the study of data journalism articles in the Russian quality press (2014–2016). The analysis reveals their similar characteristics: big data are not a mandatory component, although in most materials containing big data it is they that serve as information sources for writing the material. Less than half of them are analyzed with the use of special data processing tools by the authors themselves: for the most part Russian journalists use ready data obtained from state and public organizations, analytical companies, other media, social networks and search engines. The specificity of Russian data journalism is that the processed data are often commented on by the authorities.

Keywords: the Russian press, open data, big data, quantitative data, data journalism.

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## **Women's Publications Within Russian Media of the Early 20<sup>th</sup> Century (a case study of the *Damskiy Mir* Magazine)**

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### **Abstract**

This article presents a description of the place of women's magazines in the Russian periodical press of the early 20th century. The text gives detailed information on the magazines designed for a wide audience and at the same time having a social and political orientation. Special attention is drawn to the content and thematic features of the *Damskiy Mir* magazine (1907–1916) and its place among other women's periodicals. It is noted that *Damskiy Mir* was an aristocratic magazine praising "beauty" in the beginning, but in the latter half of its life it also focused on topics related to the new role of women in society. The inclusion of feminist discourse in its content became a necessary condition for the magazine's success, as is shown in the conclusion. Thus, the model encompassing both entertaining and serious topics proved to be most effective.

Keywords: *Damskiy Mir*, A.Z. Muravjova, women's magazines, the Russian press of the early 20th century, women's liberation movement.

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## Literature and Essays

### “A Duty Bequeathed by God...”: on A.S. Pushkin's Poetological Thought in the Historical Tragedy “Boris Godunov”

© Liudmila V. Stebeneva

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#### Abstract

Traditionally, the idea of A.S. Pushkin's “Boris Godunov” has been interpreted as the tragedy of power and the tragedy of the people. The author of this paper examines the tragedy of Grigory Otrepyev as a poet who repudiated his poetic destiny. The words describing Grigory Otrepyev as a skillful compiler of canons devoted to saints, used by imperial historiographer N.M. Karamzin in “A History of the Russian State”, were quoted by A.S. Pushkin in the remark belonging to a fictional character, Abbot of the Chudov Monastery, and served as an impetus to the emergence of poetic themes and motifs in the tragedy. The theme of the Poet and devotion to poetry is particularly evident in the scene “Krakov. Vishnevetsky's House”. The analysis of this scene shows that there is a contradiction between the behavior of the versifier bowing to the Pretender and the precept of A.S. Pushkin's Poet found in his lyric poetry: the lyre must obey God's will, it does not bow its head to idols. Answering the versifier, who flatters and is therefore devoid of the vision of a prophet, with

an elegant dictum the Pretender proclaims a happy tsar's fate for himself. However, the words of Grigory Otrepyev, a poet-monk, who gave up the blessing of serving God and chose false royalty, do not have prophetic power. In addition, the author explains the richness of poetic connotations in the image of Grigory Otrepyev with a metaphoric relationship between the Tsar and the Poet in Pushkin's creative mind.

Keywords: A.S. Pushkin, "Boris Godunov", tragedy, poetology, poet.

### Note

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## **The Category of Transparency in the Optical System of O. Slavnikova’s Novel “2017”**

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### **Abstract**

In this article, the artistic functions of the category of transparency in O. Slavnikova’s novel “2017” are examined. With the help of such elements of the optical system of this novel as a precious stone, a window or a splinter of glass the researcher proves that transparency is interpreted not only as light transmission ability but also as a metaphor of a metaphysical nature, an antithesis to illusoriness and simulation of being where Slavnikova’s characters are plunged. Besides, transparency in the context of the novel is a pledge of clairvoyance and the capacity to see clearly the true foundation of the universe through window dressing. Finally, transparency becomes (according to Slavnikova) the main principle of jewelry work with words: improving succinct metaphors and masterfully faceting style to achieve superior accuracy.

Keywords: transparency, gem stone, symbolism, metaphor.

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## In Memoriam

### Boris, You Are Right!

(To the 90<sup>th</sup> Anniversary of B.A. Grushin's Birth)

© Boris Z. Doktorov

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## Book Review

### Communicators in the Digital Era: How to Gain Complicity Ex Machina in French

(A review of the book: Adary A., Mas C., Westphalen M.-H. (2018) *Communicator*. 8th ed.: All Communication Is Digital! Paris: Dunod.)

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