

Abstracts

Research Paradigms

Public Relations in the Digital Economy Paradigm

© Vladimir M. Gorokhov

Doctor of Philology, Professor, Head of the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), reklama202@mail.ru

© Marina G. Shilina

Doctor of Philology, Professor at the Chair of Advertising, Public Relations and Design, Plekhanov Russian University of Economics (Moscow, Russia), marina.shilina@gmail.com

Abstract

Russian “marketing” public relations based on the quadro helix of the digital economy (state – business – science – public) are likely to transform into strategic ones. The theoretical and practical prerequisites show the diffusion of the basic parameters of the models of marketing, PR and strategic communication, primarily digital, and the destruction of both classical functions and the classical opposition of them. It means the seamlessness of such a transition and the emergence of a new omniprofessional model of social communication.

However, datification provokes communication asymmetry and the most effective paradigm of PR and data-driven trust as its strategy destruction which serves as the basis for the institutional data-driven digital divide in public relations. Thus, this contradicts the idea of institutionalization, and the hypothesis that the model of public relations in the digital economy is supposed to transform from a marketing one into a strategic one thereby increasing the institutional status of PR is refuted.

According to experts, despite the paradoxical nature of the research results, the formation of effective PR communication in the digital economy paradigm is real in the long term, in particular because in Russia digital economy projects are state paternalistic, which assumes the priority of public values.

Keywords: Russian model of data-driven convergence of economic and social relations, quadro helix of the digital economy, digital normative basic subject, seamless transformation, omniprofessional model of social communication.

Notes

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Global Context

New Media as Platforms for Political Discourse in Post-Soviet Countries: a Structural and Typological Review

© Andrey V. Vyrkovsky

Doctor of Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), a.v.vyrkovsky@gmail.com

© Aleksandr V. Kolesnichenko

PhD in Philology, Associate Professor at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), Apil-7@yandex.ru

Abstract

The problems of organizing the political process in new media in post-Soviet countries have been poorly studied in scientific literature: from time to time the Russian experience does become the subject of research, while the rest of the countries are largely disregarded by scholars. The lack of comprehensive comparative studies aimed at identifying country specifics is particularly obvious. This article presents the results of a structural and typological analysis of political discourse in Russia, Ukraine, Belarus and Kazakhstan. The authors identified the largest political groups and channels on the main social platforms in all the countries mentioned, systematized their owners / authors and monitored the political discourse. The study showed that the political discourse in the new media of the countries under consideration is significantly diverse: it is concentrated on different platforms, formed by different actors and devoted to different topics. There are also deeper distinctions related, in particular, to stylistic features. Fundamentally important is the question of the reasons for these differences; their identification, however, requires a number of further comprehensive studies.

Keywords: political discourse, post-Soviet countries, new media, social networks.

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Motivation Factors for Television Consumption by Russian Children and Teenagers (a case study of Moscow, Nizhny Novgorod and Rostov-on-Don)

© Gelia S. Filatkina

PhD in Philology, Senior Lecturer at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), geliafilatkina@gmail.com

© Maya I. Davletshina

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), majsondav@gmail.com

Abstract

The article discusses the motivation factors for turning to television and the specifics of young people's media consumption in Russia. The "digital generation" in Russia is the least studied because the media meters do not segment it into different age groups, which is necessary because of the dissimilar needs of children, teenagers and young adults. The respondents of the survey conducted by the authors were residents of three Russian cities: Moscow, Nizhny Novgorod and Rostov-on-Don. Using the method of in-depth interviews with 24 respondents, the authors classified the motives for accessing television and identified the distinctions based on the respondents' different geographical locations and age. It is concluded that despite the rise of digital media the younger generation still watches television to satisfy their needs for entertainment, socialization, information, and education. However, most of the respondents consider television as a secondary source of information. They also actively practice background television viewing. The youngsters living in the capital of Russia (Moscow) are less inclined to watch television purposefully, while residents of Nizhny Novgorod and Rostov-on-Don use this type of media far more often.

Keywords: youth, television, media consumption, Russia, motivation.

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Para-Information Media Techniques and Strategies for Covering Natural Disasters

© Maria N. Koroleva

PhD student at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), mary-1993_93@mail.ru

Abstract

Previous research has shown that today's media abound with reports on natural disasters, largely displacing other events. In some theoretical studies, this is accounted for by the inborn interest of people in the information which has strong impact on their feelings, primarily fear.

The study deals with the special features of covering natural disasters on the online platforms of modern Russian media. There is a special category of para-information techniques that allow not only to report facts about natural disasters, but also to define the perception of such events through the emotional characteristics and assessments.

During the preliminary research, the following para-information techniques were identified: lexical and semantic ones and narrative ones.

On the basis of probabilistic and statistical processing of the database obtained through the content analysis of publications on three online platforms (RG.ru, KP.ru, Lenta.ru), the author revealed some special features in their coverage of natural disasters, specifically focusing on their use of traumatic strategies known as "information sadism".

The study aims to identify the proportion of and reasons for the use of para-information techniques in various online publications, whose excessive use can affect the mental health of the audience.

Keywords: media psychology, mass media, user-generated content, para-information techniques, natural disasters.

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Agenda

Print Media Design: Evolution of the Concept of Composition

© Stanislav I. Galkin

PhD in Philology, Associate Professor at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), kafedrafoto208@gmail.com

Abstract

Composition as an important aspect of visualizing newspaper content came to the front half a century ago. In the late 1970s – early 1980s, researchers of periodical design started to deal with magazines. In the textbook “Periodical Design” (1988), composition was considered from the standpoint of high art. The main focus was on magazine composition, while newspapers were represented only in the illustrations to respective chapters. These days, in the textbook “Design of Periodicals” the emphasis is also on magazine composition, only several aspects of newspaper composition being investigated. This paper attempts to compare two approaches to analyzing periodicals considering the interconnections of such categories as structure, internal form and content, composition and external form. Newspaper composition is studied on the following levels: complex, material, page and issue. Magazines are represented by block composition, subsystems (meta-rubrics consisting of several magazine spreads), issue and publication. The analysis showed that the newspaper and the magazine are so different in these terms that it is unwise to investigate the composition of various types of publications as an integral whole possessing common principles and common characteristics.

Keywords: newspaper and magazine, composition and structure of print media, complex, material, page.

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Healthy Lifestyle Values: Promotional Media Practices (a case study of the mass press)

© Elizaveta A. Striga

PhD student at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), striga_elizaveta@mail.ru

Abstract

The relevance of the study is determined by the low life expectancy of the Russian population, which involves risks to the economic and intellectual development of the country. The article describes the results of a content analysis of the mass periodical press in Russia, whose aim was to assess the practices and effectiveness of the promotion of healthy lifestyle values.

The content analysis conducted over the period 2018-2019 showed that the methods and approaches used to form a value orientation for healthy lifestyles are ineffective for the following reasons:

- Journalists describe events and actions but do not observe the daily, unnoticeable work of fostering a healthy lifestyle

- Newspapers inadequately reflect the level of the real impact of politicians, doctors, athletes, psychologists, teachers and journalists on the promotion of healthy lifestyle values in society, creating a false impression of reality. This is the result of the publishing policy determined by the owners, the socio-economic and political situation in the country and the rules of the market

- Although the quality and content of publications is interesting for the audience, however, they do not meet the objective needs of individuals and society in maintaining and enhancing healthy lifestyle.

Keywords: healthy lifestyle values, mass press, media practices, content analysis.

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Mass Media in Russia

F.M. Dostoevsky and A.S. Suvorin's Newspaper Novoe Vremya (a statistical analysis)

© Anastasia A. Proshchenko

Lecturer at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), a9851825663@gmail.com

Abstract

This paper presents a statistical study on the intensity, quantity and subject matter of the materials about F.M. Dostoevsky published in A.S. Suvorin's newspaper *Novoe Vremya*. The author of the paper investigated the composition of the authors who wrote about Dostoevsky and tried to identify the ways they used to characterize the writer during more than 40 years of the newspaper's existence. The text presents an external, generalized analysis of a large array of new data designed to show the need for further research in this area. The results of the work are expected to stimulate the development of historical-journalistic and literary studies. The new knowledge obtained as a result of the work substantially enriches our ideas about the *Novoye Vremya* newspaper and its role in shaping the image of F.M. Dostoevsky in the public mind. In this paper, the author tried to reconstruct the history of *Novoe Vremya* to a fuller extent and, with the help of the materials obtained, unravel F.M. Dostoevsky's presence in the public consciousness (including the press).

No other newspaper wrote about Dostoevsky as much and as often as Suvorin's *Novoe Vremya*, no other newspaper played such a role in preserving his memory. Despite the fact that it was not until Dostoevsky's death that the realization of the true meaning of the writer's literary merit came to society, the authors of *Novoe Vremya* largely supported his ideas and undertakings when he was alive.

Keywords: F.M. Dostoevsky, A.S. Suvorin, *Novoye Vremya* newspaper.

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Towards the Publication History of E.F. Korsh's Athenaeum Journal

© Anastasia G. Ivanova

PhD student at the Chair of History of Russian Literature and Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), aivanovamoskovskaya@gmail.com

Abstract

This article is aimed at specifying the communication between censorship and the liberal periodical press of the 1850s, in particular the Athenaeum journal published by E.F. Korsh. It also focuses on the position of Athenaeum in the press from the second half of the 1850s to the early 1860s and tries to characterize the debates of that time more precisely. The analysis of the sources (archival materials, memoirs) as well as historical studies into the pre-reform period and journalism history reveal that the journal was in high demand and had considerable influence; moreover, its program was largely original. The editorial staff set the task of introducing the basic humanitarian, liberal terms to the general public and urged to discuss the ways of Russia's modernization.

Keywords: E.F. Korsh, Athenaeum, B.N. Chicherin, liberal journalism, Russian periodicals of the 1950s.

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Mass Media Abroad

Multimedia Content in Swiss Online Media

© Maria G. Zaitseva

PhD student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), marimariorse@mail.ru

Abstract

Digitalization has dramatically changed the media landscape. Online platforms allow media to combine different elements, creating convergent and interactive materials that include text, visual and audio content. In this article, using the example of Swiss online media, the author shows the types of multimedia content used by modern media. Four German-language media were researched, whose traffic exceeds 400 thousand unique visitors per month. The sample included supra-regional and regional media: *Neue Zürcher Zeitung*, *Berner Zeitung*, *Tages Anzeiger* and *Südostschweiz*. 11 thousand materials published in the period from 1 to 31 October 2018 were analyzed, revealing what type of multimedia content they publish most often, how this is related to their audience and thematic agenda. The study also identified the most popular multimedia formats used by the media: photos and illustrations, video and audio content, maps, infographics, timelines, user-generated content and photo galleries.

The analysis of multimedia content of Swiss media showed that large supra-regional publications *Neue Zürcher Zeitung* and *Tages Anzeiger* more often use the capabilities of a technical platform: publish interactive infographics, produce their own video content and undertake independent multimedia projects. These publications have more opportunities to invest in the development of a digital platform and produce original content. The regional publications *Berner Zeitung* and *Südostschweiz*, however, have limited possibilities to use multimedia elements. They are characterized by the use of UGC published in social media. As a result of the research, the author defines the different patterns of Swiss media's use of convergent content.

Keywords: multimedia content, convergence, online media, new media, Switzerland, media text.

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Russia as a Party to International Conflicts on the Agenda of Swiss French-Language Mass Media

© Kristina O. Dolgolapteva

Master's student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), k.dolgolapteva@yandex.ru

Abstract

This paper considers the factors that affect the image of Russia as a party to international conflicts on the agenda of Swiss French-language mass media. The author relied on the results of an empirical study (chronological framework: March 2018 – February 2019; method: content analysis and an analysis in terms of J. Galtung's "peace journalism"; object of research: Swiss French-language newspapers *Le Temps*, *La Liberté*, *Le Courrier*; subject of research: materials covering the role of Russia as a party to international conflicts). Coverage of conflicts and confrontations, especially those in which Russia is involved, occupies a significant place in global mass media. The Swiss experience of journalistic work in the context of global information warfare aimed at creating the enemy image in the person of Russia is of great interest. Always being a neutral country, Switzerland should seek to impartially cover international conflicts in the national press. But in fact Swiss mass media assess Russia's behavior in the international arena in a biased manner. Several factors come into play: Swiss journalists' stereotypical thinking, the influence of anti-Russian rhetoric in the news agency releases and news coverage in Western mass media, the history of diplomatic relations between Russia and Switzerland, a flexible interpretation of the principle of neutrality and the prevalence of "war and violence journalism" over "peace journalism". The author concludes that foreign agenda setting in Swiss French-language mass media is related to the integration of the globalized media system of Switzerland into the global information process.

Keywords: image of Russia, Swiss mass media, international conflicts.

Notes

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Book Review

Photography Is Not about Cameras and Technology

(A review of the book: Pagter S. (2019) *The Essential Image. Photojournalism – Why and How?* / transl. from English by E. Chepurnova. Severnyi Zhurnalistsky Tsentr Publ.)

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PhD in History, Associate Professor, Head of the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), obakulin@yandex.ru