

Abstracts

Research Paradigms

A Development of Understanding Media: from Technologies to Social Space

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Abstract

This paper attempts to identify the main and most consensual theoretical definitions and approaches to understanding media in historical dynamics phrased by Russian and foreign researchers.

The search for the definition of 'media' goes back to the technocratic works of Marshall McLuhan. Among the foreign scientific schools which contributed to the formation of theoretical approach to media, the school of technological determinism played the greatest role. This school has roots stretching back to the mid-20th century, the time when a new mass medium, television, arrived. McLuhan conceptualized media, previously understood as technologies for content distribution, as a new technological and, importantly, cultural environment which transforms life practices and human values. Setting himself the task of formulating 'understanding media' McLuhan suggested that media should be viewed as communication media but closely related to man. This approach greatly influenced academic thought because it stressed such important components of media as channel, message and audience.

From technologies and content, theoretical understanding of media moved towards their conceptualization as a social institution, space or industry. Media integrate various social environments, strata of social and individual communication, which results in the emergence in society of an indispensable component of social reality, the public sphere. This understanding of media was much influenced by Jurgen Habermas.

Nowadays, more and more often researchers articulate the role of media as a habitat, as an environment in which modern man exists, as an indispensable part of human being and of the rise of homo mediatus, a new social guise conditioned by close relationships of an individual with media and even by his dependence on them. Media as a significant social institution are included in the process of socialization, which is especially true of young people, and this attaches them a special status among other key social institutions influencing upbringing and education of future generations.

As the expansion of the field of media continues and their importance in modern information and communication societal practices increases, understanding media will keep developing.

Keywords: media theory, media research, journalism, mass media, "media communications, digital transformation.

Notes

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Socialization and Self-Fulfillment as Key Motifs of Media Consumption (the Experience of Studying Generation Z in Russia)

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Abstract

This paper describes the results of a study into youth media consumption in Russia conducted in the frames of a project funded by Russian Scientific Foundation. The researchers focused on the motifs of media consumption among residents of three Russian cities: Moscow, Nizhny Novgorod and Rostov-on-Don. The theory of use of media and satisfaction of needs underlies the study. The evolution of this theory is outlined in the paper: from the satisfaction of needs related to the information nature of media in the process of mediation to the satisfaction of needs related to the social nature of man and media themselves in the process of mediatization. The sample included members of the "digital" generation of Russians, generation Z, aged from 10 to 19. The empirical data were collected through in-depth interviews and surveys.

The results of the study indicate that when young Russians use media they seek to satisfy needs related to socialization and self-fulfillment. Changing from a social institution, which mass media used to be, into social space and a radically new habitat, media develop a somewhat different potential of audience socialization, especially when it comes to youth audience. The characteristics of media as an environment intensify media socialization making them an influential agent of primary socialization.

Young people tend to search for a community of like-minded people, both in real and virtual life. They create and distribute media content, and when it is approved by community members, young people not only socialize in the media space but find self-fulfillment. Therefore, successful media socialization guarantees the implementation of the first stages of media self-fulfillment as a process of actualization of different aspects of the personality in the media space, which brings life satisfaction.

Keywords: media consumption, generation Z, socialization, self-fulfillment, youth.

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Global Context

Ethical Component of Strategic Communications in a Mediatized Society

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Abstract

This paper deals with the ethical component in strategic communications in a mediatized society. The author suggests some principles of shaping the ethical conception of strategic communications in modern conditions, analyzes the concepts of strategic communications and mediatized society, makes an attempt to define the role of ethics in strategic communications and its influence on their development. The aim of the study is to identify the trends in the development of the ethical dimension of strategic communications. Strategic communications are part of the social tissue of society which enables the social system to develop integrity. Ethics promotes economic and social relations and is implemented in the process of communication.

The development of strategic communications in a modern mediatized technological society transforms the major channels of communication with the target audience, more and more communications take place on digital platforms. It is in this new information environment that the focus on the ethical component becomes especially important.

Keywords: strategic communications, mediatized society, ethics.

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Digital Divide: from a Technological Problem to a Social Challenge

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Abstract

This paper brings to light meaningful insights into digital divide as a technological and complex problem – in theoretical and practice-oriented context. It discusses the three levels of digital divide (access, skills and benefits from using ICTs). Based on a multilevel (three levels of digital divide) and multi-sectional approach (the interplay of different types of inequalities), this paper contributes to an overall better understanding of the digital inequalities phenomenon. We argue that the digital divide problem retains its importance today and should be approached also through digital inclusion and digital capital perspectives. We also stress that inequalities should be approached not as a one-sided phenomenon but rather as a multilayer and multifaceted one, embracing many different kinds of divisions and divides. In this paper, we address digital inequalities as a part of a bigger phenomenon of inequalities, and discuss how digital inequalities contribute to creating and/or reducing other types of inequalities. Furthermore, we examine the role digital technologies, Internet and ICTs play in existing digital divides, which in their turn are also subject to thoughtful reconsideration today (moving on from pure access problem to inequalities in benefits and life chances in the digitized world).

Keywords: digital divide, digital technologies, ICTs, Russia.

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Transformation of Scientific Communication in the Context of Mediatization: a Theoretical Framework and Practical Applicability

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Abstract

The phenomenon of mediatization that affects modern society is leading to prospective expansion and increase of scientific communication. By penetrating more and more into societal structures, media have a distinct communicative value for science. This article discusses and theoretically justifies the transformation of traditional formats of scientific communication as a result of science mediatization. Such formats as public lectures, popular science books, scientific museums and centres and science festivals are analysed as practical examples of science mediatization. The results of the analysis show that scientific communication, traditionally carried out offline, is transformed under the influence of media and becomes mediatized. Media platforms and technologies are more and more used to improve communication between science and its audience, which, in turn, increasingly prefers to receive any information through media.

Keywords: media, mediatization, science mediatization, scientific communication, science popularization.

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Agenda

Health Preservation Models in Russian Regional Media

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Abstract

The relevance of the research, the results of which are presented in this article, is determined by society's need for effective media practices of health preservation, especially significant for regional media due to their typological status, which contributes to their proximity to the audience and knowledge of its needs and interests. The empirical research was carried out in two stages – a content analysis of the regional press and a survey of regional journalists. The practices of the newspapers selected for analysis are quite variable. The article reflects a variety of health preservation models, shows the similarities and differences, presents the assessment of practices from the standpoint of the proper and the real ratio and formulates recommendations. Comparing the obtained values in different projections, the authors of the article obtained consistent results. Thus, it was possible to identify both the strengths and weaknesses of the journalistic practice of regional media in the field of promoting healthy lifestyle values. The study showed that in order to solve the most important professional task – effective media representation of healthy lifestyle values – the modern information space requires from the journalist deeper knowledge and new skills, the need to increase the credibility of the information offered to the audience, take care of its attractiveness and see about its accessibility.

Keywords: health, health preservation, healthy lifestyle, regional newspapers, comparative analysis.

Notes

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Patriotic Discourse in the Youth Environment: in Search of an Optimal Communication Model

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Abstract

In the context of globalization, digitalization and widespread dissemination of network communication technologies, young people are transforming their media practices and are rapidly changing themselves. The national strategy of the Russian Federation in youth policy is to ensure competitiveness for the young generation of Russians, including such important qualities as 'patriotism', 'citizenship' and 'national-state identity'. On what models to form these moral qualities and how to establish a dialogue with youth in the context of patriotic and civic education? This just became the research problem of our project. One must understand how historical memory works in modern conditions and how historical memory is revealed in young minds. Today, more and more often, the demand on working with youth is to rethink historical experience and turn to military heroics as a sociocultural phenomenon, cementing the integrity and unity of society. The aim of the study is to develop an optimal model of patriotic communication for schoolchildren and students based on an analysis of the topic of military heroics in the press and analysis of its perception by modern Russian youth, taking into account age and mental characteristics of receiving information of a patriotic nature. In our sociological study, we identified problems associated with a lack of education and stu-

dents' citizenship. Based on the data of the sociological study, a model of youth patriotic communication is proposed for discussion and implementation, which can be carried out taking into account the age-specific characteristics of the audience at two major sites—media and educational ones.

Keywords: media discourse, patriotism, youth, education, upbringing.

Notes

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Mass Media in Russia

Opinion Journalism on the Emancipation of Women in the 1920s–1930s: Ideas, Their Implementation and the Feminists' Fate

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Abstract

This article deals with the concept of emancipation of Soviet women developed in the works of Marxist feminists and implemented in the press system for women in the 1920s and 1930s. The or-

ganizers of propaganda in the press of new gender concepts and leading opinion journalists writing on the 'women's issue' were the activists of the division of work among women of the Central Committee of AUCP (b) (Women's Section).

Keywords: history of Russia, history of the Soviet press, Women's Section of the Central Committee of the CPSU (b), the Soviet press for women.

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Development of the Largest Cross-Regional Holdings in Russia

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Abstract

This paper complementing the multi-stage study of media concentration in the constituent members of the Russian Federation presents an analysis of media holdings operating across several Russian regions. The sample includes seven associations, whose major organizations are not situated in the capital (Moscow) but are notable beyond the media market of their basic region.

The study focused on the following cross-regional media holdings: Abak-Press, Altapress, Choose Radio, Media Invest, Radio Si, Federal Press, and PrimaMedia. Using open sources and Roskomnadzor and Rosstat databases, the author of the paper identified the ownership structure of these media associations, defined the key directions of their activity and their financial health. In all cases, the basic economic data proved to be available. According to the results of the study, two current development models of a Russian cross-regional media holding were isolated: the commercial off-budget closed one (5 instances) and the commercial off-budget open one (2 instances).

The parameters used as indicators of the model were as follows: form of business organization of the parent legal entity, presence or absence of economic support from the state, and the selected activities in the media market (the holding's own media brands or federal franchises). The results obtained in 2020 are by no means constant: in time the continuous transformations of the Russian media system will call for their updating.

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

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Mass Media Abroad

The Film Industry in India: the Features of Modern Development

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Abstract

This paper examines the modern development of the film industry in India, one of the countries that lead the world in terms of cinema products. Some sections of the paper characterize the lines

of development of the Indian film industry illustrating both global trends and national identity. The author considers the activities of large film production centers of the country existing in the conditions of multiculturalism, a complex socio-cultural environment distinguished by considerable ethnic diversity. As a cultural phenomenon having a global significance, Indian films are close and understandable to millions of viewers. Today, distribution companies are actively acquiring them for exhibition abroad and on new media platforms.

Keywords: *film industry, media, distribution, spectacle, Indian culture, cinema, release, national color, masala film.*

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Migration Agenda in Italian Mass Media: the Deontological and Practical Aspects

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Abstract

The article examines the deontological context of migration coverage and relevant ethics control mechanisms in Italy. The Italian journalistic community has over time realized the problem of covering migration phenomena and the need to track and control it by ethical bodies. The creation of a special document (Carta di Roma and its annexes) and the organization associated with it indicates the importance given to this problem by the self-regulatory bodies of journalists. The association Carta di Roma in its activities protects the image and rights of migrants. It not only performs the function of media monitoring and shows the various ethical aspects of reporting on migration, but also provides journalists with practical tools to work more responsibly on a topic so sensitive for Italian society.

The article also examines the ways in which the migration phenomenon is presented in the two leading Italian newspapers – Corriere della Sera and La Repubblica. The research includes a content analysis of media publications on four significant migration-related events in 2018. The study aims to reveal and compare the image of migrants and migration in the two news outlets and to find the main tendencies in the media discussion on migration.

Keywords: Italy, Corriere della Sera, La Repubblica, migration, migrants.

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Development of the Press Concepts in Western Europe and the USA (a Brief Review)

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Abstract

This paper examines three press concepts: English, American and French one and their changes in the 19th and 20th century. The main factors of formation and impact of the systems and concepts as well as their features and interconnection are touched upon. The author studies the development stages and essential characteristics of the press concepts under consideration, which makes it possible to judge about their development. Through the prism of existence of the main types of media, the author arrives at an understanding of the press concepts, and this allows him to evaluate them accurately and objectively. The paper also deals with the problems of technical progress, political and economic influences on journalism, which enables one to assess the development of each system. This approach leads to a manifold and integrated comprehension of the existence of the press concepts.

Keywords: press concepts, the press, journalism, mass media, media.

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Mediatext

Spelling Mistakes Which Can Be Heard on Air

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Abstract

The article focuses on the correctness of the Russian language in broadcasts. Its goal is to draw the attention of radio and TV journalists to the mistakes they frequently make while on air. These mistakes are of such nature that (we can safely assume) they can also be found in the texts written by the same authors. Similar mistakes are often made by other categories of language professionals.

The article looks at spelling mistakes which can be detected in oral speech due to objective phonetic laws. What is more, these mistakes are heard in strong phonetic positions, i.e. in positions favorable for these or those sounds, in positions where their phonetic qualities are maximized and they therefore are most easily detected: for vowels it is the position under stress; for consonants it is when they precede vowels.

For example, mistakes based on confusing the particles *не* and *ни* are especially frequent: « Кто только *ни* был (correct: *не* был) членом этого английского клуба!» [A lot of people were members of this English club] (from a radio program).

«И в этом смысле, какой бы гость *не* был (correct: *ни* был), это дело корпорации» [And in this sense, no matter who the guest is, it is the business of the corporation] (from a comment by the editor-in-chief of a Moscow radio station).

Keywords: culture of speech on air, spelling mistake, weak phonetic position, strong phonetic position, rhetorical question.

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The Russian Language PRO

(some consequences of culture's media centrality)

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Abstract

The growth of interest in literacy issues is accompanied by the emergence on newly developed media sites of different forms and formats with answers to linguistic questions. Most of them are created by amateurs taking advantage of the audience's interest to its mother tongue. At the same time, the conservative academic community needs more time to react to the far-reaching irreversible changes that have taken place in society and Russian culture over the past 20 years in response to the digital revolution. This paper focuses on the absence of expert assessment on the resources popular with the audience. The overall tendency to trust what is published and immature critical thinking of active users places scientific knowledge into the hands of non-professionals. Media centrality of modern culture leads to the dangerous destruction of the traditions of profound analysis. The shift of the search for the language norm to the media space must make the academic community reconsider the approaches to scientific knowledge popularization. The author outlines two directions of awareness-raising activities of higher school: a systemic expansion of communication with citizens by means of developing new sites in the media space and fostering students' critical thinking, an ability to verify the obtained data, fast and accurately assess the trustworthiness of the source and the credibility of the information.

Keywords: Russian language, culture's media centrality, expert opinion, universities' media communications, science popularization.

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Book Review

The Russian Media System and Its Developmental Characteristics

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