

# Abstracts

## Research Paradigms

### **Social Networks: Subcommunication or a Tool for the Formation of Mass Consciousness? Towards a Classification of Social Networks**

@ Elena A. Samsonova

PhD degree-seeking student at the Chair of Stylistics of the Russian Language, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), elena.girl@inbox.ru

#### **Abstract**

The article considers a completely new classification of social networks. The author identifies two types of social networks. The first type includes social networks forming subcommunication and leading users to the virtual world. The second type is associated with the platforms that actively affect the audience and form in people's minds the picture of the world necessary to achieve certain goals. Such social networks act as a collective organizer and contribute to the formation of mass consciousness and behavior, despite the personalistic nature of communication on these networks. Thus, this type of social media often affects the real life of users. The most typical functions of each particular social network represent a very important aspect in the context of identifying these types. The research was conducted on the material of three social networks: Ask.ru, Ask.fm and VKontakte. Ask.ru and Ask.fm are considered to be platforms that form subcommunication. VKontakte exemplifies social networks affecting the users' life.

Keywords: social networks, classification of social networks, types of social networks, social network picture of the world.

#### **Note**

Mediapredpochteniya detskoj auditorii v Rossii [Media Preferences of the Children's Audience in Russia]. Mediascope. Available at: <https://mediascope.net/news/1097967> (accessed: 14.04.2020).

#### **References**

Anisimova E.E. (1996) O tselostnosti i svyaznosti kreolizovannogo teksta [On the Integrity and Connectivity of Creolized Texts]. *Filologicheskiye nauki* 5: 74–85.

Annenkova I. V. (2011) *Mediadiskurs XXI veka. Lingvofilosofskiy aspekt yazyka SMI* [Media Discourse of the 21st Century. Linguophilosophical Aspect of Media Language]. Moscow: Moscow St. Univ. Publ.

Argentova T.E. (2015) *Sotsial'naya psikhologiya molodezhi: uchebnoye posobiye* [Social Psychology of Youth: a Study Guide]. Kemerovo: Kemerovo St. Univ. Publ.

Bezbogova M.S. (2016) *Sotsial'nyye seti kak faktor formirovaniya sotsial'nykh ustanovok sovremennoy molodezhi: dis. ...kand. filol. nauk* [Social Networks as a Factor in the Formation of Social Attitudes of Modern Youth: PhD philol. sci. diss.]. Moscow.

Dukin R.A. (2017) *Institut sotsial'nykh media v regional'nom prostranstve kommunikatsionnykh praktik: dis. ...kand. sotsiol. nauk* [Institute of Social Media in the Regional Space of Communication Practices: PhD sociol. sci. diss.]. Saransk.

Efimov E.G. (2014) Sotsial'nyye gruppy v strukture sotsial'nykh setey (na primere «VKontakte») [Social Groups in the Structure of Social Networks (a case study of 'VKontakte')]. *Izvestiya Volgogradskogo gosudarstvennogo tekhnicheskogo universiteta* 5: 63–67.

Gureeva A.N. (2016) Mediakommunikatsionnaya praktika rossiyskikh vuzov v novykh media: sotsial'nye seti [Media Communication Practice of Russian Universities in the New Media: Social Networks]. *Mediascope* 3. Available at: <http://www.mediascope.ru/node/2150> (accessed: 02.04.2020).

Manoylo A.V. (2015) Ubit' kotenka, ili tekhnologii konfliktnoy mobilizatsii v sotsial'nykh setyakh [To Kill a Kitten, or Conflict Mobilization Technologies on Social Networks]. *Mirovaya politika* 3: 1–12. DOI: 10.7256/2409-8671.2015.3.15973

Mansurova V.D. (2002) *Zhurnalistskaya kartina mira kak faktor sotsial'noy determinatsii: Monografiya* [Journalistic Picture of the World as a Factor of Social Determination: a Monograph]. Barnaul: Altai Univ. Publ.

Matusevich A.A. (2015) Aktual'naya leksika sotsial'nykh setey kak otrazheniye razvitiya internet-tekhnologiy [Current Vocabulary of Social Networks as a Reflection of the Development of Internet Technologies]. *Vestnik Vyatskogo gosudarstvennogo gumanitarnogo universiteta* 7: 74–79.

Morozova A.A. (2014) Problemnyye momenty kommunikativnogo vzaimodeystviya v sotsial'nykh setyakh [Problem Points of Communicative Interaction on Social Networks]. *Vestnik Chelyabinskogo gosudarstvennogo universiteta* 26: 76–80.

Muronets O.V. (2015) Kontent sotsial'nykh setey: tendentsii i zakonomernosti [Content of Social Networks: Trends and Patterns]. *Mediascope* 3. Available at: <http://www.mediascope.ru/1812#25> (accessed: 04.04.2020).

Pershina E.D. (2017) Printsipy vybora rossiyskimi novostnymi media ploshchadok dlya sozdaniya grupp v sotsial'nykh setyakh [Russian News Media Principles in Selection of Platforms for Creating Groups in Social Networks]. *Mediascope* 2. (in Russian). Available at: <http://www.mediascope.ru/2304>

Sadygova T.S. (2012) Sotsial'no-psikhologicheskiye funktsii sotsial'nykh setey [Social and Psychological Functions of Social Networks]. *Vestnik nauki TGU* 3 (10): 192–194.

Zharkova A.A. (2016) Sotsial'nyye seti: pochemu starsheklassniki predpochitayut zhivomu obshcheniyu virtual'noye [Social Networks: Why High School Students Prefer Virtual Communication to Real-Life One]. *Proflaktika zavisimostey* 2 (6): 103–122.

Zuykina K.L., Sokolova D.V. (2019) Social'nye media v period parlamentskikh vyborov 2019 g. na Ukraine [Social Media During Ukrainian Parliamentary Elections 2019]. *Mediascope* 4. (in Russian). Available at: <http://www.mediascope.ru/2594DOI: 10.30547/mediascope.4.2019.9>

## Global Context

### Media Education of Schoolchildren in Russia: from Proto Formats to a Consensual Approach

@ Daniil A. Lapin

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

#### Abstract

This article presents a historical analysis of domestic academic approaches to film education and information literacy as predecessors of modern media education. Because of the historical dispute

among pedagogues, librarians and media researchers, there is no conventional definition of media education and media literacy in Russia. In the article, the author makes an attempt to combine the existing definitions of film education, information literacy and media literacy to compose a new definition of media education. Each part of the article describes one of the media educational concepts in the context of pedagogical practices at different periods of history: genesis, practical utilitarian period, aesthetic period and social-cultural concepts. In conclusion, the author sums up the analysis combining the historical practices. And at the very end, the possibility of cooperation of film education, information literacy and media education is discussed.

Keywords: media education, media literacy, film education, information literacy.

### Note

Postanovlenie kollegii Narodnogo komiteta prosveshhenija «O razrabotke meroprijatij po detskomu kino» [Provision of the Panel of People's Commissariat of Education "On the Activities in the Area of Children's Cinema]. Available at: <https://ifap.ru/library/book545.pdf>

### References

Berdjaev N.A. (1989) *Filosofija svobody. Smysl tvorchestva* [Philosophy of Freedom. The Idea of Creativity]. Moscow: Pravda Publ.

Fedorov A.V. (2015) *Mediaobrazovanie: istorija i teorija* [Media Education: History and Theory]. Moscow: MOO «Informacija dlja vseh» Publ.

Gendina N.I. (2007) *Informacionnaja gramotnost' i informacionnaja kul'tura lichnosti: mezhdunarodnyj i rossijskij podhody k resheniju problemy* [Information Literacy and Information Culture of Personality: International and Russian Approaches to the Solution of the Problem]. *Otkrytoe obrazovanie* 5 (64): 58–69.

Gendina N.I. (2013) Informacionnaja kul'tura i mediagramotnost' v Rossii [Information Culture and Media Literacy in Russia]. *Informacionnoe obshhestvo* 4: 77–83.

Kapralova A.N. (1949) *Ezhednevnaia shkol'naja stennaja gazeta* [Daily School Wall Newspapers]. Moscow: APN RSFSR Publ.

Koldunov Ja.I. (1955) *Shkol'nye gazety kak sredstvo kommunisticheskogo vospitaniia uchashhihsja srednej shkoly: dis. ... kand. ped. nauk* [School Newspapers as a Tool for the Communist Upbringing of Pupils: PhD pedagog. sci. diss.]. Moscow.

McLuhan M. (1964) *Understanding Media: the Extensions of Man*. New York: McGraw-Hill.

Paramonova K.K. (1962) *Rozhdenie fil'ma dlja detei* [The Birth of a Children's Film]. Moscow: VGIK Publ.

Penzin S.N. (1967) *Nekotorye problemy teorii i praktiki televizionnoi propagandy kinoiskusstva: avtoref. dis. ... kand. iskusstvovedeniia* [Some Theoretical and Practical Problems of Television Propaganda of Cinematic Art: an extended Abstract of PhD in arts diss.]. Moscow.

Polujehtova I.A. (1998) *Televidenie v razvitii hudozhestvennoj kul'tury shkol'nikov* [The Role of Television in the Development of Schoolchildren's Artistic Culture]. In: *Sodruzhestvo shkoly i uchrezhdenij kul'tury v hudozhestvennom vospitanii uchashhihsja* [The Union of School and Cultural Institutions in the Artistic Upbringing of Pupils]. Moscow: RAO MK RF Publ., pp. 65–84.

Sharikov A.V. (1990) *Mediaobrazovanie: mirovoi i otechestvennyi opyt* [Media Education: Global and Russian Experience]. Moscow: USSR Academy of Pedagogical Sciences Publ.

Sharikov A.V. (1989) *Vozrastnye osobennosti televizionnyh orientacij shkol'nikov: avtoref. dis. ... kand. ped. nauk* [Age Characteristics of Schoolchildren's Television Preferences: an extended Abstract of PhD pedagog. sci. diss.]. Moscow.

Shkol'nik A.Ja. (1999) *Detskaja samodejatel'naja pressa kak faktor social'nogo vospitaniya podro- stkov: dis. ... kand. ped. nauk* [Children's Amateur Press as a Factor of Social Upbringing of Teenagers: PhD pedagog. sci. diss.]. Kostroma.

Solov'jov V.S. (1991) *Filosofija iskusstva i literaturnaja kritika* [Philosophy of Art and Literary Criticism]. Moscow: Iskusstvo Publ.

Spichkin A.V. (1999) *Chto takoe mediaobrazovanie* [What Media Education Is]. Kurgan: Inst. of Advanced Training and Retraining of Educational Workers Publ.

Spichkin A.V. (1993) Gosudarstvo, sredstva massovoj informacii i obrazovanie [The State, Mass Media and Education]. In: Chernjaev P.I., Levshina I.S. (eds.) *Problemy sovremennoj kinopedagogiki* [Problems of Modern Film Pedagogy]. Moscow: Association of Film Education Workers of the RF Publ., pp. 85–87.

Stroeveva A.S. (1962) *Deti, kino i televidenie* [Children, Cinema and Television]. Moscow: Znanie Publ.

Surtaev V.Ja. (2000) *Sociokul'turnoe tvorchestvo molodezhi: metodologija, teorija, praktika* [Socio-Cultural Creativity of Youth: Methodology, Theory and Practice]. St. Petersburg: St. Petersburg St. Univ. of Culture and Arts Publ.

Usov Ju.N. (1998) Mediaobrazovanie. Programma dlja uchashhihsja desjatogo-odinnadcatogo klassa obshheobrazovatel'noj shkoly [Media Education. The Program for 10-Graders and 11-Graders of a Secondary School]. In: *Osnovy jekrannoj kul'tury* [Foundations of Screen Culture]. Moscow: Russian Academy of Education Publ., pp. 55–59.

Usov Ju.N. (1980) *Metodika ispol'zovanija kinoiskusstva v ideino-esteticheskom vospitanii uchashhihsja 8–10 klassov* [Methods of Using Cinematic Art in Ideological and Aesthetic Upbringing of 8-Graders and 10-Graders]. Tallin: Ministry of Education Publ.

Vajsfel'd I.V. (1993) Evoljucija ekrana, evoljucija vosprijatija [Evolution of the Screen, Evolution of Perception]. *Specialist* 5: 3–6.

Vajsfel'd I.V. (1988) *Razvitie kinoobrazovanija v uslovijah perestrojki* [Film Education in Response to Perestroika]. Moscow: Society of Film Friends Publ., pp. 8–9.

Vartanova E.L. (ed.) (2019) *Otechestvennaja teorija media: osnovnye ponjatija. Slovar'* [Domestic Media Theory: Basic Concepts. Dictionary]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Vartanova E.L., Frolova T.I. (ed.) (2018) *Media v obrazovatel'noi srede: kommunikacii i bezopasnost' detei: kolektivnaja monografija* [Media in the Educational Environment: Communications and Safety of Children: a Collective Monograph]. Moscow: Faculty of Journalism, Lomonosov Moscow St. Univ. Publ.

Vartanova E.L., Smirnova O.V. (ed.) (2010) *Mediaobrazovanie v shkole: sbornik programm prepodavanija discipline* [Media Education in Schools: a Collection of Teaching Programs]. Moscow: Media-Mir Publ.

Vartanova E.L., Zasurskij Ja.N. (2003) Rossijskij modul' mediaobrazovanija: koncepcii, principy, modeli [The Russian Module of Media Education: Concepts, Principles and Models]. *Informacionnoe obshhestvo* 3: 5–10.

Zaznobina L.S. (1998) Standart mediaobrazovanija, integrirovannogo s razlichnymi shkol'nymi disciplinami [The Standard of Media Education Integrated with Various School Disciplines]. *Standarty i monitoring v obrazovanii* 3: 26–34.

## **International News Coverage of Foreign Countries: Cases of Russian and US Quality Newspapers**

@ Victoria G. Kolesnichenko

Graduate PhD student of the Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), victoria.kolesnichenko@mail.ru

## Abstract

This article considers the characteristics of representation of foreign states in Russian and US foreign reporting in 1995 and 2015. Based on the content analysis of American (The Los Angeles Times and The Philadelphia Inquirer) and Russian newspapers (Rossiyskaya Gazeta, Izvestia, Novaya Gazeta and Kommersant) the author attempts to find out the preferences of the media when it comes to the choice of the covered countries. The results of this research demonstrate different approaches to the coverage of foreign states by the press of the two countries that represent different media systems. Overall, the countries most actively covered by the US press were mainly countries that were involved in conflicts, as well as countries that were going through major crises. The press in Russia mostly focused on events in a geographically, culturally and historically close country – Ukraine, which also struggled from an internal armed conflict in 2015. The author also notes that ‘elite’ states generally dominate the agenda of Russian newspapers in 1995 and 2015, however this trend is not observed in American foreign reporting. In the press of both countries, there is a noticeable increase in the tendency to select foreign news corresponding to Russia’s / US geopolitical interests.

Keywords: foreign reporting, quality press, content analysis, news flow.

## Notes

Anderson S. (2020) Trump Cuts Legal Immigrants by Half and He’s Not Done Yet. *Forbes*. July, 21 Available at: <https://www.forbes.com/sites/stuartanderson/2020/07/21/trump-cuts-legal-immigrants-by-half-and-hes-not-done-yet/#1fa58eea6168>

Bentley C.H. *The World at a Distance: Exploring Web-Based Foreign Correspondence*. Available at: [https://www.academia.edu/32381247/The\\_world\\_at\\_a\\_distance\\_Exploring\\_Web\\_based\\_foreign\\_correspondence](https://www.academia.edu/32381247/The_world_at_a_distance_Exploring_Web_based_foreign_correspondence)

Cision Ltd. Available at: <https://www.cision.com/us/2019/01/top-ten-us-daily-newspapers/>

Harcup T. (2014) *Philadelphia Inquirer*. A *Dictionary of Journalism*. Available at: <http://www.oxfordreference.com.ezp.sub.su.se/view/10.1093/acref/9780199646241.001.0001/acref-9780199646241-e-1028>  
‘International Reporting in 29 Countries’ – Final report of the ‘Foreign Images’ study undertaken for UNESCO by the IAMCR, Available at: <http://unesdoc.unesco.org/images/0006/000652/065257eo.pdf>

Great Russian Encyclopedia. Available at: [https://bigenc.ru/military\\_science/text/2690509](https://bigenc.ru/military_science/text/2690509)

The Website of the State Organization ‘Gagarin Research&Test Cosmonaut Training Center’. Available at: <http://www.gctc.ru/main.php?id=1461>

Tsoi D. (2014) Three Al-Jazeera journalists sentenced to prison in Cairo. *Izvestia*. June 23. Available at: <https://www.forbes.com/sites/stuartanderson/2020/07/21/trump-cuts-legal-immigrants-by-half-and-hes-not-done-yet/#1fa58eea6168>

## References

Aalberg T., Papathanassopoulos S., Soroka S., Curran et al. (2013) International TV News, Foreign Affairs Interest and Public Knowledge. *Journalism Studies* 14 (3): 387–406. DOI: 10.1080/1461670x.2013.765636

Altmeppen K.D. (2010) The Gradual Disappearance of Foreign News on German Television: Is There a Future for Global, International, World or Foreign News? *Journalism Studies* 11 (4): 567–576. DOI: 10.1080/14616701003638459

Cassara C. (1993) International News in Six American Newspapers: Last Look at a Bipolar World? Proceedings of the Annual Meeting of the Association for Education in Journalism and Mass Communication (76th, Kansas City, Missouri, August 11–14, 1993). Part III: Newspapers, pp. 434–513.

- Chang T.K. (1998) All Countries Not Created Equal to Be News: World System and International Communication. *Communication Research* 25 (5): 528–563. DOI: <https://doi.org/10.1177/009365098025005004>
- Dupree J.D. (1971) International Communication: View from “a Window on the World”. *Gazette* 17 (4): 224–235.
- Galtung J., Ruge M.H. (1965) The Structure of Foreign News: The Presentation of the Congo, Cuba and Cyprus Crises in Four Norwegian Newspapers. *Journal of Peace Research* 25 (5): 528–563. DOI: <https://doi.org/10.1177/002234336500200104>
- Grasland, C. (2020) International News Flow Theory Revisited through a Space–time Interaction Model: Application to a Sample of 320,000 International News Stories Published through RSS Flows by 31 Daily Newspapers in 2015. *International Communication Gazette* 82 (3): 231–59.
- Enda J. (2010) Retreating from the World. *American Journalism Review* 32 (4): 14–29. Available at: <http://ajrarchive.org/article.asp?id=4985>
- Kalyagin B. A. (2012) *Kharakternyye cherty sovremennoy pressy SShA* [Characteristics of the Modern US Press]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 3: 116–131.
- Kazun A.P., Kazun A.D. (2019) Mesto novostey o Rossii v global'noy povestke dnya: sravnitel'nyy analiz pechatnoy pressy stran G20 [Place of News about Russia on the Global Agenda: a Comparative Analysis of the Print Press of the G20 Countries]. *Vestnik obshchestvennogo mneniya. Dannyye. Analiz. Diskussii* 128 (12): 137–146.
- Kolesnichenko V. G. (2020) *Istochniki mezhdunarodnoy informatsii v kachestvennykh gazetakh Rossii i SShA 1995 i 2015 gg.* [News Sources in Foreign Reporting: a Case Study of Russian and US Quality Newspapers in 1995 and 2015]. *Vestnik Moskovskogo universiteta. Seriya 10: Zhurnalistika* 4: 123–147. DOI: 10.30547/vestnik.journ.4.2020.123147
- Peterson S. (1981) International News Selection by the Elite Press: A Case Study. *Public Opinion Quarterly* 45 (2): 143–163. DOI: 10.1086/268647
- Rosengren K.E. (1977) Four types of tables. *Journal of Communication* 27 (1): 67–75.
- Shanor D. R. (2003) News From Abroad. *Columbia University Press*.
- Weaver D.H., Wilhoit G.C. (1981) Foreign News Coverage in Two U S. Wire Services. *Journal of Communication* 31: 55–63. DOI: 10.1111/j.1460-2466.1981.tb01228.x
- Wu H.D. (2007) A Brave New World for International News?: Exploring the Determinants of the Coverage of Foreign Nations on US Websites. *International Communication Gazette*, vol. 69, no. 6. Dec. 1. 539–551.
- Yakova T.S., Yanglyayeva M.M. (2019). *Mediageografiya* [Media Geography]. Moscow: IKAR Publ.

## Agenda

### Photographic Report in the Modern Press

@ Nikolaj I. Voron

PhD in Philology, Senior Researcher at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), [nikpinskij@mail.ru](mailto:nikpinskij@mail.ru)

#### Abstract

This paper looks into the operation of a photographic report in art and photojournalism and the practice of using one in the periodical press. The author highlights new elements in the illustration of the modern press. He also identifies in photographs certain semantic aspects and their correlation with the genre of photographic report.

Keywords: photojournalism, photographic report, photography method, genre, photographic illustration.

### Note

Chudakov G.M. Fotografija v presse: sodержanie, forma, zhanrovaja struktura [Photographs in the Press: Content, Form, Genre Structure]. *Sovetskoe foto* 1982, no. 8; no. 10; no. 12; 1983, no. 1.

### References

- Ageev V.N. (2002) *Semiotika* [Semiotics]. Moscow: Ves' Mir Publ.
- Bahtin M.M. (1979) *Eстетика словесного творчества* [Aesthetics of Verbal Creativity]. Moscow: Iskusstvo Publ.
- Bal'termanc I.D. (1981) *Specifika sodержanija i formy fotozhurnalistiki* [Content and Forms of Photojournalism]. Moscow: Moscow St. Univ. Publ.
- Belen'kij A.I. (2016) *Fotozhurnalistika v sovremennyh SMI* [Photojournalism in Modern Mass Media]. St. Petersburg: St. Petersburg Univ. Publ.
- Berezin V.M. (2016) *Fotozhurnalistika* [Photojournalism]. Moscow: Jurajt Publ.
- Dyko L.P., Iofis E.A. (1960) *Fotografija, ee tehnika i iskusstvo* [Photography, Its Technique and Art]. Moscow: Iskusstvo Publ.
- Koposov G.V., Sherstennikov L.N. (1967) *V fokuse – fotoreporter* [It is a Photo Reporter Who Is in Focus]. Moscow: Molodaja gvardija Publ.
- Lapin A.I. (2015) *Fotografija kak...* [Photography as ...]. Moscow: Trimedia Publ.
- Losev A.F. (1995) *Problema simvola i realisticheskoe iskusstvo* [The Problem of Symbol and Realistic Art]. Moscow: Iskusstvo Publ.
- Mihalkovich V.I., Stigineev V.T. (1989) *Pojetika fotografii* [Poetics of Photography]. Moscow: Iskusstvo Publ.
- Morozov S.A. (1985) *Tvorcheskaja fotografija* [Creative Photography]. Moscow: Planeta Publ.
- Mzhel'skaja E.L. (2005) *Redaktorskaja podgotovka fotoizdanij* [Editorial Preparation of Photographic Publications]. Moscow: Aspekt Press Publ.
- Peskov V.M. (2003) *Ljubov' fotografija* [Love Is Photography]. Moscow: TERRA – Knizhnyj klub Publ.
- Pronin E.I., Pronina E.E. (1988) Sociokul'turnaja funkcija fotoreportazha [Socio-Cultural Function of a Photographic Report]. In: *Fotografija i zhurnalistika* [Photography and Journalism]. Riga: Scientific and Methodological center. E. Melngailis Publ.
- Vartanov A.S. (1983) *Fotografija: dokument i obraz* [A Photograph: a Document and an Image]. Moscow: Planeta Publ.
- Volkov-Lannit L.F. (1967) *Iskusstvo fotoportreta* [The Art of a Photographic Portrait]. Moscow: Iskusstvo Publ.
- Voron N.I. (2012) *Zhanry fotozhurnalistiki* [Genres of Photojournalism]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

## Towards the Effectiveness of Crowdfunding in Photojournalism (a Case Study of the Kickstarter Site)

@ Igor V. Anisimov

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

## Abstract

The use of crowdfunding can enable authors to solve one of the most complex problems arising at the time of start-up: that of financing. In response to the long-lasting financial crisis, the traditional ways of fund raising are becoming less available and less attractive, and the “crowd” can be a good alternative. The analysis of crowdfunding projects in photojournalism on the Kickstarter platform, which was conducted by the author of this study, showed the still positive dynamics of financing growth and the comparableness of the obtained data with the general tendencies of the site under consideration. In spite of the fact that the most part of the analyzed projects were launched by American authors, the geography of crowdfunding is really wide and covers practically all the regions. Notably, this applies to both authors and donors. The study defines the threshold values of the raised money and their importance for predicting the campaign success. Only 6% of the campaigns which reached the milestone of 20% of the required sum become failures.

This study indicates that crowdfunding as a model of financing photographic projects proves its worth and can equip photojournalists with an effective tool for raising money.

Keywords: photojournalism, crowdfunding, Kickstarter, financing, photographic project.

## Notes

*Frame by Frame*. Available at: [https://www.kickstarter.com/projects/framebyframe/frame-by-frame?ref=discovery\\_category](https://www.kickstarter.com/projects/framebyframe/frame-by-frame?ref=discovery_category) (accessed: 19.01.2020).

*Kickstarter.Stats*. Available at: <https://www.kickstarter.com/help/stats> (accessed: 18.01.2020).

Love money: The case for asking friends and family for the cash to start a business. *Financial post* 2015. Available at: <https://business.financialpost.com/entrepreneur/fp-startups/the-dos-and-donts-of-raising-friends-and-family-funding> (accessed: 21.03.2020).

Occupation outlook handbook. *U.S. Bureau of labor statistics 2019*. Available at: <https://www.bls.gov/ooh/media-and-communication/photographers.htm> (accessed: 22.07.2020).

Statistika [Statistics]. Available at: <https://www.kickstarter.com/help/stats> (accessed: 09.01.2020).

Televidenie i internet pochti unichtozhili fotozhurnalistiku – Vjatkin [Television and the Internet Have Almost Destroyed Photojournalism – Vyatkin]. *RIA Novosti*, 2009. Available at: <https://ria.ru/20091102/191627380.html> (accessed: 22.07.2020).

Through Our Eyes: Photojournalism for Women Around the World. Available at: [https://www.kickstarter.com/projects/1477211729/through-our-eyes-photojournalism-for-women-around?ref=discovery\\_newest&term=photojournalism](https://www.kickstarter.com/projects/1477211729/through-our-eyes-photojournalism-for-women-around?ref=discovery_newest&term=photojournalism) (accessed: 22.04.2020).

*18KFrames*. Available at: [https://www.kickstarter.com/projects/534270004/18kframes?ref=discovery\\_newest&term=photojournalism](https://www.kickstarter.com/projects/534270004/18kframes?ref=discovery_newest&term=photojournalism) (accessed: 22.03.2020).

## References

Bagheri A., Chitsazan H., Ebrahimi A. (2019) Crowdfunding Motivations: A Focus on Donors' Perspectives. *Technological Forecasting and Social Change* 146 (C): 218–232.

Berger A.N., Udell G.F. (2005) The Economics of Small Business Finance: The Roles of Private Equity and Debt Markets in the Financial Growth Cycle. *SSRN Electronic Journal*. DOI: 10.2139/ssrn.137991

Borrero-Domínguez C., Cordon-Lagares E., Hernández-Garrido R. (2020) Analysis of Success Factors in Crowdfunding Projects Based on Rewards: A Way to Obtain Financing for Socially Committed Projects. *Heliyon* 6 (4): 1–9. DOI: 10.1016/j.heliyon.2020.e03744



Etter V., Grossglauser M., Thiran P. (2013) Launch Hard or Go Home! Predicting the Success of Kickstarter Campaigns. *COSN 2013 Proceedings of the 2013 Conference on Online Social Networks*, pp. 177–182. DOI: 10.1145/2512938.2512957

Huang L., Knight A.P. (2017) Resources and Relationships in Entrepreneurship: An Exchange Theory of the Development and Effects of the Entrepreneur-Investor Relationship. *Academy of Management Review* 42 (1): 80–102.

Jian L., Shin J. (2015) Motivations Behind Donors' Contributions to Crowdfunded Journalism. *Mass Communication and Society* 18 (2): 165–185. DOI: 10.1080/15205436.2014.911328

Kaye, J., Quinn S. (2010). Funding Journalism in the Digital Age: Business Models, Strategies, Issues and Trends. *Peter Lan*, pp. 0-185. ISBN 143310685X, 9781433106859

Kim K., Viswanathan S. (2019). The Experts in the Crowd: The Role of Experienced Investors in a Crowdfunding Market. *MIS Quarterly: Management Information Systems* 43 (2): 347–372. DOI: 10.25300/MISQ/2019/13758

Kopeć K.D. (2017). Crowdfunding scheme in journalism. *Zeszyty Naukowe Wyższej Szkoły Humanitas Zarządzanie*, 18 (1), 119–0. <https://doi.org/10.5604/01.3001.0010.2885>

Kostyukov D.A. (2011) Osnovnye tendencii razvitiya sovremennoĭ fotozhurnalistiki. Razmyshleniya fotoreportera [Major Development Trends in Photojournalism. A Photojournalist's Reflections]. In: Bakulin O.A., Semova L.V. (eds.) *V masterskoi fotozhurnalista. Sbornik statej* [In the Photojournalist's Workshop. A Collection of Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 133–146.

Maksymski K., Gutermyth S., Hansen-Schirra S. (2015) *Translation and Comprehensibility*. Berlin: Frank & Timme.

Pashchenko N.M. (2018) Osobennosti ispol'zovaniya biznes-idiom v anglijskom jazyke [The Use of Business Idioms in English]. *Filologicheskiye nauki. Voprosy teorii i praktiki. Tambov: Gramota* 11–1 (89), part 1, pp. 150–155. DOI: 10.30853/filnauki.2018-11-1.31

Schwienbacher A., Larralde B. (2012) Crowdfunding of Small Entrepreneurial Ventures. *SSRN Electronic Journal*, (September 2010). DOI: 10.2139/ssrn.1699183

Valeyeva R.R. (2016) *Butstrjipping: opredelenie i vozmozhnosti. Luchshaja nauchno-issledovatel'skaja rabota. Sbornik statej pobeditelej V Mezhdunarodnogo nauchno-prakticheskogo konkursa «Nauka i prosveshhenie»* [Bootstrapping: Definition and Potential. The Best Research Paper. A Collection of Articles by the Winners of the 5th International Research-to-Practice Competition "Science and Education"]. Penza, pp. 66–67.

Zaripova A. (2017) "My Boss is 18,000 People": Journalism Practices in Crowdfunded Media Organizations. *MedieKultur: Journal of Media and Communication Research* 33 (62): 19. DOI: 10.7146/mediekultur.v33i62.24767

## Mass Media in Russia

### To the History of Creating Bodies of State Management of Photographing in the First Years of Soviet Power (a Case Study of G.M. Boltyansky's Publications)

@ Oleg A. Bakulin

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

## Abstract

This paper considers the works of the first historian of Soviet photography G.M. Boltjansky devoted to the history of creating bodies of state management of photographing in the years of the Civil War in Russia. Along with the historian's published works, the author of the paper focuses on the analysis of the draft of Boltjansky's flagship book "Essays on the History of Photography in the USSR" kept in the funds of the Russian State Archive of Literature and Arts.

Keywords: G.M. Boltjansky, photography, state management, photographing, Civil War.

## Notes

*Fotograf*. 1927. № 11–12. S. 350–351. [The Fotograf Magazine. 1927. № 11–12. Pp. 350–351].

Boltjanskij Grigorij Moiseevich. In: *Grazhdanskaja vojna i voennaja intervencija v SSSR. Enciklopedija* [The Civil War and Military Intervention in the USSR. An Encyclopedia]. Moscow: Sovetskaja Enciklopedija Publ., 1983, p. 70.

RGALI. F. 2057. Op.1. DD. 38–41. [Russian State Archive of Literature and Arts. F. 2057. Inv. 1. RR. 38–41].

RGALI. F. 2057. Op.1. D. 39. L. 95. [Russian State Archive of Literature and Arts. F. 2057. Inv. 1. R. 39. Sh. 95].

RGALI. F. 2639. Op. 1. D. 65. [Russian State Archive of Literature and Arts. F. 2639. Inv. 1. R. 65].

## References

Boltjanskij G. (1928) Fotoreportazh v Rossii [Photo Report in Russia]. *Fotograficheskiy Al'manah*, pp. 182–193.

Boltjanskij G. (1927) Fotoreportazh za 10 let [Photo Reports for 10 Years]. *Fotograf*, no. 11–12, pp. 347–353.

Boltjanskij G. (1925) *Lenin i kino* [Lenin and Cinema]. Moscow; Leningrad: State Publ. House.

Boltjanskij G. (1939) *Očerki po istorii fotografii v SSSR* [Essays in the History of Photography in the USSR]. Moscow: Goskinoizdat Publ.

Boltjanskij G. (1937) Sovetskij fotoreportazh v gody Grazhdanskoj vojny [Soviet Photo Report in the Years of the Civil War]. *Sovetskoe foto*, no. 11, pp. 8–9.

Bonch-Bruevich V.D. (1927) Lenin i kino – po lichnym vospominanijam [Lenin and Cinema (Personal Recollections)]. *Kino-front*, no. 7–8, pp. 2–5.

Litvin A.A. (2018) Rossijskaja fotografija v gody Grazhdanskoj vojny [Russian Photography in the Years of the Civil War] In: *Grazhdanskaja vojna v Rossii v fotografijah i kinohronike. 1917–1922: Al'bom* [The Civil War in Russia in Photographs and Newsreel. 1917–1922: an Album]. Moscow: Federal Archival Agency Russian State Archive of Film and Photo Documents Publ., pp. 33–40.

Ot redakcii. A.V. (1926) Lunacharskij i fotografija [Editorial Note. A.V. Lunacharsky and Photography]. *Fotograf*, no. 3–4, pp. 3–8.

Stasjulevich N.A. (2012) Russkaja istoriografija fotografii [Russian Historiography of Photography]. *Klio*, no. 9 (69), pp. 85–87.

## Towards the Radiofication of the Republic of Buryatia in the 1920s

@ Bayarma B. Shagdarova

PhD in History, Associate Professor at the Chair of Journalism and Advertising, Institute of Philology, Foreign Languages and Mass Communications, Banzarov Buryat State University (Ulan-Ude, Russia), bayarma70@mail.ru

@ Olga V. Tikhonova

PhD in Philology, Associate Professor at the Chair of Television and Radio Broadcasting, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), tikhonovao@list.ru

### Abstract

The article presents the results of a historiographic study into the initial stage of the formation of domestic broadcasting on the example of Buryat radio. The 1920s in science have not yet been sufficiently studied in terms of the stated topic, which is accounted for by a limited empirical base. Yet the documents preserved in the republican archives, as well as materials of press publications of that time, made it possible to restore in chronological order the important process of radiofication in this region, to reveal herein the special role of the radio amateur movement and the activities of the Society of Friends of Radio. A quantitative analysis of the thematic materials of the socio-political newspaper "Buryat-Mongolskaya Pravda" (1926–1929) showed that the peak of publication activity on the subject of radio communication occurred in 1927, when radio installation was put into operation in Verkhneudinsk. The events were mainly reported in news items, whose authors were for the most part members of the Society of Friends of Radio. In 1929, this organization significantly reduced its participation in the promotion of radio engineering and broadcasting in the local press. The experimental period of Buryatia's radio ended, the history of which was inextricably linked with the work of radio amateurs.

In the year of the 125th anniversary of the invention of radio, the topic of the research seems to be especially relevant.

Keywords: radio broadcasting, Buryatia, republic, audience, radio newspaper.

### Notes

Abramson (1926) Prostoy detektornyy radiopriyemnik i ego ustroystvo [A Simple Detector Radio Receiver and Its Arrangement]. *Buryat-Mongol'skaya pravda*, March 14.

«Allo! Allo! Allo! Govorit Moskva» ["Hello! Hello! Hello! Moscow Is Speaking"]. *Buryat-Mongol'skaya pravda*, 1927. November 22.

Anod (1928) Na radiofronte [On the Radio Front]. *Buryat-Mongol'skaya pravda*, December 28.

Bol'shakov (1927) V ugolke budet radio [There Will be a Radio in the Corner]. *Buryat-Mongol'skaya Pravda*, March 20.

Chuvyrlo. Vsem! Vsem! Vsem! [Chuvyrlo. To Everyone! Everyone! Everyone!]. *Buryat-Mongol'skaya Pravda*, 1927, March 27.

Kak ustanavlivayetsya radioustanovka [How to Install a Radio Set]. *Buryat-Mongol'skaya Pravda*, 1927, March 27.

K dvukhletiyu «Obshchestva družey radio» [On the Second Anniversary of the Society of Friends of Radio]. *Buryat-Mongol'skaya pravda*, 1928, March 25.

Kopylov. (1927) Pokupka radiopriyemnika [Buying a Radio Receiver]. *Buryat-Mongol'skaya pravda*, January 30.

Kursy radiolyubiteley [Amateur Radio Courses]. *Buryat-Mongol'skaya pravda*, 1929, March 29.

MIKH (1927) I est' ono, i net ego... [It Is There and It Is Not]. *Buryat-Mongol'skaya pravda*, April 12.

Pervaya konferentsiya «Obshchestva družey radio» [The First Conference of the Society of Friends of Radio]. *Buryat-Mongol'skaya pravda*, 1928, April 4.

Pervaya radioustanovka v Severo-Baykal'ye [The First Radio Set in North Baikal]. *Buryat-Mongol'skaya pravda*, 1928, November 11.

Podnyali machty radioustanovki [They Raised the Masts of the Radio Set]. *Buryat-Mongol'skaya pravda*, 1928, October 3.

Radio na sluzhbe u rabochikh i krest'yan [Radio in the Service of Workers and Peasants]. *Buryat-Mongol'skaya pravda*, 1926, April 1.

Slushayem s"yezd po radio [We Listen to the Congress on the Radio]. *Buryat-Mongol'skaya pravda*, 1927, March 25.

Slyshim Novosibirsk [We Hear Novosibirsk]. *Buryat-Mongol'skaya pravda*, 1927, February 2.

Tanganov F.P. (1929) Ustroili radio [Radio Has Been Pulled off]. *Buryat-Mongol'skaya pravda*, March 7.

V Irkutске stroitsya radiostantsiya [A Radio Station Is being Built in Irkutsk]. *Buryat-Mongol'skaya pravda*, 1928, April 4.

V obshchestvennykh organizatsiyakh: druz'ya radio v Buryatii [In Public Organizations: Friends of Radio in Buryatia]. *Buryat-Mongol'skaya pravda*, 1926, March 28.

Zinkov M. (1926) Chem my khuzhe? [Why Cannot We Be as Good as Them?]. *Buryat-Mongol'skaya Pravda*, March 14.

## References

Bykova O.V. (2008) Zarozhdeniye i stanovleniye radioveshchaniya v Tsentral'nom Chernozem'ye: na primere Belgorodchiny [Origin and Formation of Broadcasting in the Belgorod Land]. *Nauchnyye vedomosti BelGU. Seriya: Istoriya. Politologiya. Ekonomika* 5 (45): 129–135.

Dautova R.V. (2017) Stanovleniye i razvitiye radio v Tatarii v 1920–1930 gody [Formation and Development of Radio in Tatarstan in 1920–1930]. In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 167–176.

Gleyzer M.S. (1965) *Radio i televideniye v SSSR. 1917–1963* [Radio and Television in the USSR. 1917–1963]. Moscow: State Committee of the Council of Ministers of the USSR on Broadcasting and Television Publ.

Goryayeva T.M. (ed.) (1991) *Istoriya sovetskoy radiozhurnalistiki, 1917–1945: Dokumenty, teksty, vospominaniya* [History of Soviet Radio Journalism, 1917–1945: Documents, Texts, Recollections]. Moscow: Moscow St. Univ. Publ.

Goryayeva T.M. (2000) *Radio Rossii. Politicheskiy kontrol' sovetskogo radioveshchaniya v 1920–1930 godakh. Dokumentirovannaya istoriya*. [Radio of Russia. Political Control of Soviet Broadcasting in the 1920s–1930s. A Documented Story]. Moscow: Russian Political Encyclopedia Publ.

Gurevich P.S., Ruzhnikov V.N. (1976) *Sovetskoye radioveshchaniye: stranitsy istorii* [Soviet Broadcasting: Pages of History]. Moscow: Iskusstvo Publ.

Kovtun V.G., Tikhonova O.V. (2017) Kak eto bylo. Radiofikatsiya i radioveshchaniye v Leningrade i oblasti (1926–1928 gg.) [How It Was. Radiofication and Broadcasting in Leningrad and the Region (1926–1928)]. In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 115–139.

Kruglova L. A. (2017) O zarozhdenii radioveshchaniya: dokumenty, tsifry, daty (1914–1927) [About the Origin of Broadcasting: Documents, Numbers, Dates (1914–1927)]. In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 50–70.

Ovsepyan M. M. (2017) Respublikanskoye radio Armenii: etap stanovleniya [Republican Radio of Armenia: Formation Stage] In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism of Moscow St. Univ. Publ., pp. 156–166.

Pryazhennikova M. V. (2011) Stanovleniye i razvitiye radiofikatsii na territorii Vostochnogo Zabaykal'ya (1920–30-e gg.) [Formation and Development of Radiofication in the Territory of East Transbaikalia (the 1920s–30s)]. *Gumanitarnyy vektor* 3 (27): 100–104.

Ruzhnikov V. N. (1987) *Tak nachinalos': istoriko-teoreticheskiy ocherk sovetskogo radioveshchaniya, 1917–1928* [It Began This Way: Historical and Theoretical Essay on Soviet Broadcasting, 1917–1928]. Moscow: Iskusstvo Publ.

Shagdarova B.B. (2013) *Zhurnalistika Buryatii v pervoy polovine XX v.* [Buryat Journalism in the First Half of the 20th Century]. Ulan-Ude: Buryat St. Univ. Publ.

Shestopalova E.V. (2008) *Istoriya stanovleniya i razvitiya radioveshchaniya v Irkutskoy oblasti v 1920–1930-e gg.* [History of the Formation and Development of Radio Broadcasting in the Irkutsk Region in the 1920s–1930s: PhD sci. history diss.]. Irkutsk: Irkutsk St. Univ. Publ.

Shurkina M.V. (2002) Periodizatsiya istorii Altayskogo radioveshchaniya (1925–1991 gg.) [Periodization of the History of Altai Radio Broadcasting (1925–1991)]. In: Goloborodova N. (ed.) *PR v izmenyayushchemsya mire: regional'nyy aspekt: Sbornik nauchnykh statey* [PR in the Changing World: the Regional Aspect: a Collection of Scientific Articles]. Barnaul: Altai St. Univ. Publ., pp. 108–114.

Simonova I. N. (2019) Radioveshchaniye v Penzenskoy oblasti (1920–1930-e gg.) [Radio Broadcasting in the Penza Region (the 1920s–1930s)]. *Izvestiya vysshikh uchebnykh zavedeniy. Severo-Kavkazskiy region. Seriya: Obshchestvennyye nauki* 2: 94–97.

Tikhonova O.V. (2017) Radiogrammy i radiovestniki v Sovetskoy Rossii: znacheniy radiotelegrafa [Radiograms and Radio Bulletins in Soviet Russia: the Importance of Radio Telegraph] In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ., pp. 37–49.

Tsukanova M.I. (2017) Pervyye desyatiletiya Voronezhskogo radio: stroitel'stvo stantsii, radiofikatsiya oblasti i rol' radio v politicheskom prosveshchenii voronezhstsev [The First Decades of Voronezh Radio: the Construction of the Station, the Radiofication of the Region and the Role of Radio in the Political Education of Voronezh Citizens]. In: *Radio: nachalo istorii. K 120-letiyu: Sbornik nauchnykh statey* [Radio: the Beginning of History. To the 120th Anniversary: a Collection of Scientific Articles]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ. pp. 140–155.

Vorob'yev A.I., Kazakov G.A., Mel'nikov A.I. (1971) *Ocherki istorii sovetskogo radioveshchaniya i televideniya. Ch. I: 1917–194* [Essays on the History of Soviet Radio Broadcasting and Television. Part. 1: 1917–1941]. Moscow: Think Publ.

## Media Transit of the Theme of Social Orphanhood: Research Potential

@ Polina V. Nurilova

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

### Abstract

The ways of making media coverage of social problems more effective have become a real issue nowadays.

This article presents an innovative approach to the research of representations of social issues in mass media, within which it is supposed to create a research algorithm using the example of coverage of social orphanhood in Russian mass media based on such materials as newspaper articles, reviews, news items and the like. The problem of social orphanhood as one of the priority social problems in Russia has been considered to date. Mass media are presented as a tool for shaping public consciousness in relation to the problem. The article analyzes the role of mass media in the formation of media careers and media transit of the theme of social orphanhood. The article contains a brief overview of the pilot study publications and official statistical data. It also presents the prospects for the study of the problem. The author of the article believes that although there is a tendency for a decrease of social orphans in our country, the general scale of the issue calls for immediate actions. Media coverage is therefore to become one of the problem-solving sources.

Keywords: social orphanhood, mass media, media transit of social issues.

### Notes

Allenova O. (2017) Bez prava na igrushki [Without the Right to Toys]. *Kommersant*, September 18. Available at: <https://www.kommersant.ru/doc/3409185> (accessed: 15.02.2020).

Argemchuk A.N. (1997) Junye izgoi: social'nye siroty [Young Outcasts: Social Orphans]. *Trud*, December 23.

Federal'naja sluzhba gosudarstvennoj statistiki [Federal State Statistics Service]. Available at: <https://www.gks.ru/> (accessed: 22.01.2020).

Panjushkin V. (2002) Novyj god dlja sirot [New Year for Orphans]. *Kommersant*, December 18. Available at: <https://www.kommersant.ru/doc/356330> (accessed: 13.02.2020).

Pjatov G. (2010) Siroty, kotorye ne siroty [Orphans Who Are not Orphans]. *Argumenty i fakty*, November 30. Available at: <https://aif.ru/society/22123> (accessed: 12.01.2020).

Potapova K. (2019) Dve raznye sistemy [Two Different Systems]. *Kommersant*, November 22. Available at: <https://www.kommersant.ru/doc/4163599> (accessed: 12.01.2020).

Rudaja O. (2008) Sirotskij dolg [Orphan Debt]. *Rossijskaja gazeta*, March 18. Available at: <https://rg.ru/gazeta/rg/2008/03/18.html> (accessed: 22.02.2020).

Sirotstvo v Rossii: problemy i puti ih reshenija [Orphanhood in Russia: Problems and Solutions]. Moscow, 2011. Available at: [http://sirotinka.ru/download/sirotstvo\\_v\\_rossii.pdf](http://sirotinka.ru/download/sirotstvo_v_rossii.pdf) (accessed: 22.01.2020).

Skripnikova O. (2013) Mesto social'nyh sirot – tol'ko v sem'jah [The Place of Social Orphans – Only in Families]. *Nezavisimaja gazeta*, October 30. Available at: [http://www.ng.ru/ngregions/2013-10-30/15\\_sirot.html](http://www.ng.ru/ngregions/2013-10-30/15_sirot.html) (accessed: 12.01.2020).

Stepenin M. (1997) Detskij dom «Al'fa» byl shkoloj ubijc [The Alpha Orphanage Was a Killer School]. *Kommersant*, December 5. Available at: <https://www.kommersant.ru/doc/189069> (accessed: 15.02.2020).

Ukolov R. (2006) Siroty na jeksport [Orphans for Export]. *Nezavisimaja gazeta*, February 2. Available at: [http://www.ng.ru/events/2006-02-02/6\\_sirot.html](http://www.ng.ru/events/2006-02-02/6_sirot.html) (accessed: 20.02.2020).

### References

Andrienko O.A. (2014) Rol' SMI v osveshhenii problem sirotstva (na primere osveshhenija rossijskimi SMI zakona «Dimy Jakovleva») [The Role of the Media in Highlighting the Problems of Orphanhood (on the example of Russian media coverage of the Dima Yakovlev law)]. *Vestnik universiteta* 21: 217–223.

Blumer G. (2001) Social'nye problemy kak kollektivnoe povedenie [Social Problems as Collective Behavior]. In: *Konteksty sovremennosti* [Contexts of Modernity]. Kazan': Kazan University Publ., pp. 150–159.

Cinchenko G.M. (2014) Social'noe sirotstvo kak fenomen sovremennogo detstva [Social Orphanhood as a Phenomenon of Modern Childhood]. *Vestnik Sankt-Peterburgskogo universiteta. Sociologija* 1: 207–213.

Dubinina O.I. (2015) Social'noe sirotstvo: prichiny voznikovenija i puti reshenija [Social Orphanhood: Causes and Solutions]. *Chelovek i obrazovanie* 2 (43): 122–124.

Elsukova N.A., Kupchinova T.V., Rjabaja G.S. (2010) Konstruirovanie social'noj problemy v pechatnyh SMI [Constructing a Social Problem in Print Media]. *Sociologija* 1: 119–125.

Erofeev S.A. (ed.) (2000) *Konteksty sovremennosti – I: Aktual'nye problemy obshhestva i kul'tury v zapadnoj social'noj teorii* [Contexts of Modernity – I: Current Problems of Society and Culture in Western Social Theory]. Kazan': Kazan': Kazan Univ. Publ.

Erofeev S.A. (ed.) (2001) *Konteksty sovremennosti – II* [Contexts of Modernity – II]. Kazan': Kazan Univ. Publ.

Frolova T.I. (2014) *Gumanitarnaja povestka rossijskih SMI. Zhurnalistika, chelovek, obshhestvo* [The Humanitarian Agenda of the Russian Media. Journalism, Man, Society]. Moscow: MediaMir Publ.

Frolova T.I. (2018) Mediakar'era social'nyh problem: k voprosu ob innovacionnyh metodah issledovanija SMI [Media Career of Social Issues: Towards Innovative Media Research Methods]. *Social'no-gumanitarnye znaniya* 8: 56–71.

Gerasimova S.A. (2014) Rol' rossijskogo televidenija v formirovanii diskursa social'noj spravedlivosti [The Role of Russian Television in Shaping the Discourse of Social Justice]. *Kul'tura i obrazovanie. Elektronnyj nauchno-prakticheskij zhurnal* 1 (5). Available at: <http://vestnik-rzi.ru/2014/01/1229/> (accessed: 28.02.2020).

Jasaveev I.G. (2004) Konstruirovanie social'nyh problem sredstvami massovoj kommunikacii [The Construction of Social Problems by Mass Communication]. Kazan': Kazan Univ. Publ.

Kirija I.V. (2010) Social'naja tematika v SMI v Rossii v kontekste «obshhestvennoj sluzhby» [Social Topics in Russian Media in the Context of “Public Service”]. *Reklama i pravo* 2: 30–32.

Markina I.V. (2011) Politika podderzhki sem'i kak strategija profilaktiki social'nogo sirotstva: dis. ... kand. sociol. nauk [Family Support Policy as a Strategy for Preventing Social Orphanhood: PhD sociol. sci. diss.] Saratov.

Morozova Ju.V. (2015) «Social'noe sirotstvo»: podhody SMI k ostroj teme [Social Orphanhood: Media Approaches to a Hot Topic]. *Issledovatel'skaja dejatel'nost' studentov: nauchnye i prikladnye aspekty obshhestvennyh i gumanitarnyh discipline*. Moscow: Pero Publ., pp. 199–205.

Sidorskaja I.V. (2018) Mediatranzit aktual'nyh social'nyh problem: rol' PR-soprovozhdenija v ih pozicionirovanii i reshenii [Media Transit of Current Social Problems: the Role of PR Support in Their Positioning and Solution]. *Znak: problemnoe pole mediaobrazovanija* 2 (28): 228–237.

Ushakova G.D., Filipenko T.V. (2010) Otrazhenie social'noj sfery na stranichah central'noj pressy v 90-e gody XX – pervoe desjatiletie XXI veka [The Reflection of the Social Sphere on the Pages of the Central Press in the 90s of the 20<sup>th</sup> – the First Decade of the 21st Century]. *Filologicheskij zhurnal* 1 (17): 130–136.

Vasil'eva L.L. (2014) Social'no-pedagogicheskaja harakteristika social'nogo sirotstva [Socio-Pedagogical Characteristic of Social Orphanhood]. *Izvestija Saratovskogo universiteta. Novaja serija. Ser. Akmeologija obrazovanija. Psihologija razvitija* 3 (2): 181–186.

## **Preserving Swiss National Identity Under Globalization (a Mediometric Analysis)**

@ Tamara S. Yakova

PhD in Philology, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), t-yakova@mail.ru

@ Darja S. Chuftaeva

Graduate PhD student of the Faculty of Journalism, Lomonosov Moscow State University, presenter at Russkoe Radio Komi (Moscow, Russia), dashchu@yandex.ru

### Abstract

The topic of preserving national identity occupies a significant place on the agenda of Swiss mass media and attracts the active attention of Internet users. The article presents the results of a study of audience requests on this topic in the Swiss segment of the Internet. The processing of the statistical data and the interpretation of the results of mediometric analysis was carried out on the basis of a media geographical approach focusing on the transformation of meanings in space and time in the process of constructing media reality. The empirical base of the study was made up of statistical data from Google Trends search engine and publications from Swiss mass media.

Keywords: national identity, Swiss mass media, mediometric analysis, Internet audience.

### Notes

Eidgenössische Migrationskommission. Identität und Nationalstaaten [Federal Migration Commission. Identity and National States]. Available at: [https://www.ekm.admin.ch/ekm/de/home/identitaet--zusammenhalt/identitaet/ident\\_natstaaten.html](https://www.ekm.admin.ch/ekm/de/home/identitaet--zusammenhalt/identitaet/ident_natstaaten.html) (accessed: 10.07.2020).

Shveysariya: tsifry i fakty [Switzerland: Figures and Facts]. Available at: <https://www.s-ge.com/sites/default/files/publication/free/ihb-01-switzerland-facts-and-figures-in-russian-s-ge-2018-07.pdf> (accessed: 20.07.2020).

Statista [Statesman]. Available at: <https://www.statista.com/statistics/1110530/coronavirus-covid-19-terms-media-google-search-switzerland/> (accessed: 30.07.2020).

Statistika po COVID-19 ot Ministerstva zdravookhraneniya Shveysarii [COVID-19 Statistics from the Swiss Federal Office of Public Health]. Available at: <https://covid-19-schweiz.bagapps.ch/de-2.html> (accessed: 16.09.2020).

### References

Astashova O.I. (2020) Konstruirovaniye regional'noy identichnosti v mediadiskurse: opyt sravnitel'nogo analiza [The Construction of Regional Identity in Media Discourse: the Experience of a Comparative Analysis]. *Politicheskaya lingvistika* 2 (80): 120–133. DOI 10.26170/pl20-02-13

Astashova O.I., Bulatova E.V., Enina L.V. et al. (2017) *Problemy konstruirovaniya identichnosti rossiyan v diskurse SMI pod vliyaniem kontsepta «informatsionnaya voyna»* [Problems of Constructing the Identity of Russians in the Media Discourse Under the Influence of the Concept of "Information Warfare"]. Moscow, Ekaterinburg: Kabinetnyy uchenyy Publ.

Batyrev D.N. (2007) Diskurs natsional'noy identichnosti v epokhu globalizatsii [Discourse of National Identity in the Era of Globalization]. *Gumanitarnyye i sotsial'no-gumanitarnyye nauki* 4 (35): 10–14. Available at: <https://www.elibrary.ru/item.asp?id=12159729> (accessed: 03.09.2020).

Elkhova O.I. (2017) Sokhraneniye rossiyskoy natsional'noy identichnosti v informatsionnom mire [Preservation of Russian National Identity in the Information World]. *Vestnik Bashkirskogo universiteta* 22 (2): 551–554. Available at: <https://cyberleninka.ru/article/n/sokhranenie-rossiyskoy-natsionalnoy-identichnosti-v-informatsionnom-mire-1/viewer> (accessed: 30.08.2020)

Kauganov E.L. (2013) Diskurs natsional'noy identichnosti v poslevoynennoy Germanii [Discourse of National Identity in Post-War Germany]. In: Martynovoy M.Y. (ed.) *Ocherki o evropeyskoy identichnosti i mnogokul'turnosti* [Essays on European Identity and Multiculturalism]. Moscow: IEA RAS Publ., pp. 11–73. Available at: [http://static.iea.ras.ru/books/Ocherki\\_identichnosti\\_Martynova.pdf](http://static.iea.ras.ru/books/Ocherki_identichnosti_Martynova.pdf) (accessed: 03.09.2020).



Mosyagina M.S. (2020) Natsional'naya identichnost' i eye verbal'noye otrazheniye v angloya-zychnom mediadiskurse [National Identity and Its Verbal Reflection in the English-Language Media Discourse]. *Vestnik Samarskogo universiteta* 26 (2): 169–175.

Nikolaychuk I.A., Yanglyayeva M.M., Yakova T.S. (2018) Natsional'naya identichnost' kak morfoskul'ptura i faktor mental'nogo obshchestvennogo landshafta v kontekste natsional'noy bezopasnosti. Mediageograficheskiy podkhod [National Identity as Morphosculpture and a Factor in the Mental Public Landscape in the Context of National Security. A Media Geographic Approach]. *Sotsial'no-gumanitarnyye znaniya* 12: 141–157.

Pruttskov G.V. (2016) Problema katalonskoy natsional'noy identichnosti na stranitsakh gazet «La Renayshensa» i «La Vanguardia» v kontse XIX – nachale XX vv. [The Problem of Catalan National Identity as Covered in La Renaixensa and La Vanguardia Newspapers in the Late 19th – Early 20th Century]. *MediaAlmanah* 1: 63–68.

Yakova T. S., Yanglyayeva M. M. (2019) Rol' massmedia v konstruirovanii regional'noy identichnosti: mediageograficheskiye podkhody [The Role of Mass Media in the Construction of Regional Identity: Media Geographic Approaches]. *Voprosy teorii i praktiki zhurnalistiki* 8 (3): 485–496.

## Scientific Reports

### Language Is a Basis of Societal Development

@ Olga Yu. Vasilieva

*Chairwoman of the Guardian Council of the Russian Academy of Education, Professor, Doctor of History, in 2016–2018 – Minister of Education and Science of RF, in 2018–2020 – Minister of Education of RF (Moscow, Russia)*

### No Language Can Exist in the Absence of Interaction with Other Languages

© Paul de Cinety

*Head of the National Office for the Promotion of the French Language and Languages of France, French Ministry of Culture (Paris, France)*

### We Do Realize the Challenges of Globalization

© Pierre Morel

*Co-chairman of the Russian-French forum of civil societies “Trianon Dialogue” (Paris, France)*

### Language Policy of the Russian Federation

© Vladimir I. Tolstoy

*Chairman of the Presidential Council for the Russian Language, Presidential Adviser for Culture, Chairman of the International Association of Teachers of Russian Language and Literature, Director of the museum-estate of Leo Tolstoy “Yasnaya Polyana” (Moscow, Russia)*

### Language Policy in France

© Bernard Cerquiglini

*Chairman of the Scientific Committee of the Francophone Dictionary (Paris, France)*

## Language Policy in Terms of Micro- and MacroSociolinguistics

© Tatiana V. Kortava

*Corresponding Member of RAO, Professor, Doctor of Philology, Head of the Chair of the Russian Language for Foreign Students of Natural Faculties, Faculty of Philology, Lomonosov Moscow State University, Vice-President of the Russian Society for Teachers of Russian Language and Literature and the International Association of Teachers of Russian Language and Literature, Vice-Rector – Head of the Department working with gifted students of Lomonosov Moscow State University (Moscow, Russia)*

## Language Policy of France: Some Legal Aspects

© Jean-Francois Baldi

*Deputy of the Special Representative of the French Ministry of Culture for the Promotion of the French Language (Paris, France)*

## Legal Requirements to the Use of the Russian Language in Russia

© Sergey A. Belov

*PhD in Law, Dean of the Faculty of Law, St. Petersburg State University, Director of the Research Institute for the State Language, St. Petersburg State University, Head of the Chair of Constitutional Law (St. Petersburg, Russia)*

## On the Evolution of the Language, External Influence and the School of Translation

© Artem V. Malgin

*Vice-Rector for General Matters in MGIMO, Coordinator of the Projects of the Russian-French Civil Society Forum "Trianon Dialogue" in Russia (Moscow, Russia)*

## France's Language Policy: the Historical Development Vector

@ Mikhail A. Marusenko

*Professor of St. Petersburg State University, Chief Researcher of Herzen Russian State Pedagogical University (St. Petersburg, Russia)*

## State Language in the Media Landscape: Problems of Speech Culture

@ Elena L. Vartanova

*Corresponding Member of RAO, Professor, Doctor of Philology, Dean of the Faculty of Journalism, Lomonosov Moscow State University, Head of the Chair of Media Theory and Economics at the Faculty of Journalism, Lomonosov Moscow State University, Editor-in-Chief of the MediaAlmanah journal (Moscow, Russia)*

## Adaptation of the French Language to Social Realities and Citizens' Needs: the Mechanism of Profiteering

© Etienne Quilliot

*Employee of the Principal Directorate of the French Language and Languages of France, the French Ministry of Culture (Paris, France)*

## Francophonie Is Our Future Shared with the Rest of the World

© Cecile Megie

*Director of Radio France International (Paris, France)*

## International Status of the French Language

© Nicolas Bergeret

*Deputy Representative for Francophonie, the French Ministry of Foreign Affairs (Paris, France)*

## The Russian Language in a French Secondary School: Challenges and Learning Prospects

© Katrin Odan

*Academic Inspector: Regional Pedagogical Inspector of the Russian Language (Paris, France)*

## Trends in Learning the French Language in Russia

© Alexander L. Arefiev

*Deputy Head of the Center for Studying Language Policy and International Education of Pushkin State Institute of the Russian Language (Moscow, Russia), alexander.arefiev@gmail.com*

## Languages of France

© Vincent Lorenzini

*Head of the Principal Directorate of the French Language and Languages of France, French Ministry of Culture (Paris, France)*

## Russophonie-Francophonie in the Context of Geopolitics.

### Linguosociocultural Markers in the System of International Relations

© Stepan G. Semenov

*Director of the Center of Francophone Studies of the Diplomatic Academy of the Russian Foreign Ministry (Moscow, Russia)*

## Book Review

### **“This Is a Man...” (Something New About Leo Tolstoy)**

(A review of the book: Zhirkov G.V. (2019) “This Is a Man...” Leo Tolstoy’s Journalistic Word to Man and Mankind. Moscow: Flinta Publ.)

*Irina V. Tolokonnikova*

*PhD in Philology, Senior Researcher at the Chair of History of Russian Literature and Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ivtol@mail.ru*

### **Live Heritage**

(A review of the book: Vannikova N.I. (2020) Selected Lectures. Foreign Literature of Middle Ages and Renaissance and the 17th-18th Centuries / co-editors and compilers Mikeladze N.E., Ignatyeva (Oganisyan) M.Yu. Moscow: IKAR Publ.; Faculty of Journalism, Moscow St. Univ. Publ.)

*Inna B. Gulyaeva*

*PhD in Philology, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), in.gulyaewa@yandex.ru*