

Abstracts

Research Paradigms

Developing Barrier-Free Communication Environment in Real and Virtual Types of Space

@ Sergey M. Abramov

Corresponding Member of RAS, Doctor of Physics and Mathematics, Director at Ailamazjan Institute of Software Systems RAS (Moscow, Russia), abram@botik.ru

@ Sergey A. Amelkin

PhD in Technical Sciences, Leading Specialist at Moscow State Linguistic University (Moscow, Russia), amelkin@ist.education

@ Larisa G. Gagarina

Doctor of Technical Sciences, Professor, Director of the Institute of Systemic and Software Engineering and Information Technologies, National Research University MIET, gagar@bk.ru

@ Innara A. Guseinova

Doctor of Philology, Associate Professor, Vice Rector of Moscow State Linguistic University (Moscow, Russia), ginnap@mail.ru

@ Elena N. Kornilova

Doctor of Philology, Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ekornilova@mail.ru

Abstract

This article discusses the problem of identifying and describing ways to overcome communication barriers in different types of space. Communication is interpreted as a cognitive process that accompanies information exchange, the latter including transmission, perception, assessment as well as emotional and rational information processing. In the course of analyzing the specifics of the communicative environment, it was found that each of the stages of the above information exchange processes is characterized by the presence of its own barriers that restrict the information flow, redistribute the content along the corresponding communication channels of distribution, thus controlling the information flows in the communicative space. The solution to the problem is extremely important for the media environment developing in the virtual space and performing educational, communicative and axiological functions. The formation of a barrier-free communicative environment contributes to the formation of resistance in various target groups of information recipients to teleological types of influence. To create conditions for ensuring objective control of information flows, one should take into account:

- a) the need to form complex competencies to solve the problems of social management of content, including media texts, with the consideration of the optimal distribution of information flows;
- b) the need to introduce informal algorithms in the organization of virtual space;
- c) the need to develop approaches that support the resistance of information exchange participants to multidirectional content.

Keywords: communication, virtual environment, digitalization, mediated communication, communicative and discursive space.

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Global Context

The Phenomenon of Hashtag Activism of Modern Youth (a Case Study of Socio-Political Developments in 2019–2020)

@ Anna N. Gureeva

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

@ Elina V. Samorodova

Researcher at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), elina_samorodova@mail.ru

@ Polina A. Bakalyuk

Master student at the Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), apbakalyuk@mail.ru

Abstract

Due to the rapid digitalization of the media space, new media platforms have become a mechanism for users to express their opinions, including their civic position. Young people are the most active in today's digital media environment, expressing their socio-political views in social media. This article attempts to theorise and analyse the Russian practice of hashtag activism, a phenomenon that has become part of media activism. An important thing to note is that hashtags appear in social media and spread so quickly that they become slogans at actual protests. There have been several political events in Russia that received a wide public response and are actively discussed in the media space. Based on the results of a student survey conducted as part of the study, seven of the most high-profile socio-political events that took place in 2019–2020 were identified. The article explores the role of key hashtags in these events and presents the results of a comparative analysis of media activism and real activism.

Keywords: media activism, mediatization of politics, youth, hashtag, political communication.

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Media Education in Russia and the USA: Analysis of Historical Development

@ Georgy V. Mezentsev

Director of Vladimir Mezentsev School of Journalism at the Central House of Journalists, Member of the Union of Journalists of Russia (Moscow, Russia), Georgy-Mezentsev@yandex.ru

Abstract

Media education becomes both an individual and state necessity with the development of mass media communication and the increased role of information in the life of society. Media competence could be seen as the ‘continuation’ of functional literacy. Children have an opportunity to create media texts in user-generated media and to obtain information through the Internet from the moment of acquiring reading and writing skills. At the same time, media education and formation of media culture starts in the very early age in families, even before young media consumers have learned how to read and write. Such a significant change in the media environment affects society as a whole, not only individual families. In the 20th century, illiteracy affected the competitiveness of states, and the level of media literacy will affect the possibility of forming effective institutions of state and societal development in the 21st century. Neither Russia, nor the United States hold leading positions in terms of media education. At the same time, our media pedagogy is twice as old as the American one. The analysis of Russian and American media education experience made it possible to formulate proposals that can help us improve the level of media literacy. We also identified five factors that impeded the formation of effective media education models in our countries.

Keywords: media literacy, media education, media education model, media education in Russia and the USA, media literacy level.

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Student Radio Station: Student Radio Station: Experience of Media Educational Project (a case study of radio 'Mokhovaya 9')

@ Julia A. Duntze

PhD degree-seeking student, Lecturer at the Chair of Television and Radio Broadcasting, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), duntze@mail.ru

Abstract

In modern technological conditions, student broadcasting continues to develop and converge with other types of media. The article discusses the history of the formation and development of the radio station of the Faculty of Journalism of Moscow State University radio "Mokhovaya, 9", the features of its functioning as an educational media communication project, identifies problem areas, analyzes the most popular programs and forms, as well as their specifics. As a result of the analysis of media educational activities of radio "Mokhovaya, 9", it was revealed that the student radio station enhances the student's ability to implement their own audio content in any format of online broadcasting, given the increased interest in this type of information. Radio "Mokhovaya, 9" is part of the Joint Editorial Board of Student Media of the Faculty of Journalism. Unlike the rest of the faculty media, radio "Mokhovaya, 9" is integrated into the educational process. Students who study at the radio department have an opportunity to practice without interruption from the educational process. Work at the university radio station helps them to develop professional skills, ensure effectiveness and further demand for media education.

Keywords: media education, radio broadcasting, new media, social networks, student media outlet.

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Agenda

Russian Segment of Youtube During the Pandemic: Content and Genre Structure Transformation

@ Elena G. Lebedeva

PhD in Philology, Associate Professor at the Chair of Journalism and Mass Communications, Institute of Contemporary Art (Moscow, Russia), elena@elseproduction.ru

Abstract

The topics of coronavirus, quarantine and self-isolation have captured the entire information field in a short time. The content of all information channels has changed, including television, social networks and video hostings. The importance of media has also increased significantly. The article discusses the changes that have occurred in various directions of Russian YouTube over the last 2 or 3 months. It is shown how bloggers used the topics of quarantine and COVID-19 to attract the audience and create new, relevant content. In this study, a classification of YouTube channels was made, and conclusions were drawn on how journalists had to work during the pandemic. It was revealed that the transformation of the web content from April to June 2020 was rooted in the needs of the audience in self-isolation and in its positive part was aimed at building resilience to overcome medical, economic, psychological and social problems that arose during the pandemic.

Keywords: COVID-19, pandemic, classification of Russian YouTube, YouTube, Internet, video blogging.

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Presenter's Work in a Morning Live TV Show (a case study of 'Good morning' program on Channel One)

@ Dilbar M. Faizieva

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

Abstract

The specifics of the presenter's work in the morning live TV show was studied on the basis of interviews with 10 presenters of the 'Good Morning' TV show on Channel One Russia. The age of the

presenters ranged from 36 to 46 years. There were four men and six women among them. The study revealed the main methods of working on the air, features of the presenters' appearance, principles of interaction with partners and with viewers, the psychological aspect of working live. Voice, diction, tempo and manner of speech are also important for the presenter on television. The specifics of working in the morning live television broadcast, according to the respondents, is closely related to the perception of information at this time of the day. The key presenter's characteristics are the ability to speak correctly, charisma, broad outlook, respect and interest in the problems of the audience. The psychological aspect plays an important role: 8 out of 10 respondents indicated that the presenter needs psychological preparation before broadcasting live.

Keywords: TV presenter, morning show, live broadcasting, television.

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Professional Health of Crimean Journalists: Causes of Stress and Motivation

@ Egor R. Zharovskij

PhD student at the Chair of Sociology of Mass Communications, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), egor.heat@mail.ru

Abstract

This article represents the results of a study into Crimean journalists' professional health during their work in an editorial office. Today, many mass media researchers argue that journalists themselves and the effectiveness of their work strongly depend on the personal attitude to the working conditions and relationships among journalists within any particular team of media workers. As a result, the emergence of journalists' failures affecting editorial work may be a direct consequence of the psychological climate with adverse conditions characteristic of this or that editorial office. This is why the socio-psychological traits of journalistic activity should be thoroughly studied by researchers.

The author of this article generally focuses on the working conditions and interpersonal perception of Crimean journalists, which may disclose their state of physical and mental health when performing editorial work. The interviews with 95 journalists paradoxically show that most of them optimistically perceive their work and colleagues despite having significant financial problems and, in some cases, an extremely heavy workload. The author concludes that Crimean journalists have a sufficient potential to overcome such difficulties but it may take years.

Keywords: Crimea, journalist, professional health, workload, motivation.

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Mass Media in Russia

Za Leninyum Newspaper Published by the 2nd Moscow State University: Methods of Forming the Reading Audience

@ Natal'ja V. Kodola

PhD in Pedagogy, Associate Professor at the Chair of Journalism and Media Communications, Moscow State Pedagogical University, (Moscow, Russia), nkodola@mail.ru

Abstract

The article analyzes the history of the insufficiently explored newspaper *Za Leninyum* published by the 2nd Moscow State University, studies the first years of its publication, particularly the methods of forming its readership. The university press of the 1920s had a tendency for relevant, high-quality journalism, so the editorial boards tried to teach and educate the student audience.

Za Leninyum newspaper is a good example of the student press of the 1920s. The authors and readers of the newspaper were students and professors, this is why its content was of great importance to them. In the competition for readers, all contemporary methods of working with the audience were used, such as the involvement of student correspondents, meetings of student correspondent clubs, "trials" over the newspaper, getting feedbacks from readers through letters and reviews. All these methods led not only to an increase of the newspaper's readership, but also to an increase of its circulation from 1000 in 1926 to 5000 by 1930. It is important to mention that from issue to issue the publication "*Za Leninyum*" was transformed according to the requirements of the time, which contributed to its further development.

Keywords: history of journalism, *Za Leninyum* newspaper, audience for the medium, student media, history of the 2nd Moscow State University.

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Transformation of Monetization Models of Business Media Websites: a Retrospective View

@ Natalia P. Ilyina

Graduate student of the Faculty of Communications, Media and Design, National Research University Higher School of Economics, correspondent of the Economics and Finance Section at Izvestia newspaper (Moscow, Russia), natalya_ilyina_97@mail.ru

Abstract

The research is dedicated to the transformation of the online versions of the most valuable Russian business publications between 2000 and 2018. The author focuses on case studies of Vedomosti, RBC and Kommersant newspapers. The objective of the research is to identify the causes of the process of transformation and to detect the main features of each stage of transformation. The study consists of the analysis of the websites' archival versions and a series of interviews with experts – representatives of the commercial departments of the newspapers under study. The method of retrospective in-depth interviews is used to gather information from competent media specialists and the method of content analysis is used to reveal the logic of transformation. On the basis of the data obtained, four main monetization models are identified. In addition, the transformation process is divided into four stages and the reasons for the changes are considered. Besides, the transformation of each monetization model is analyzed and described. Moreover, the main challenges of the digital environment and experts' forecasts on the further development of monetization models are featured.

Keywords: monetization, business publications, online versions, history of the Internet

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Mass Media Abroad

Albanian Media in the Digital Age

@ Anna E. Bazanova

PhD in Philology, Associate Professor at the Chair of Journalism Theory and History, Faculty of Philology, Russian University of People's Friendship (Moscow, Russia), baza@kmail.ru

@ Blerina Makhmutai

PhD student at the Chair of Journalism Theory and History, Faculty of Philology, Russian University of People's Friendship (Tirana, Albania), bleri23bleri@gmail.com

Abstract

In recent times, social networks, blogs, information websites and the like have become an important and relevant element influencing the political and socio-economic development of various societies.

Contributors to this article describe fresh concepts such as de-differentiation, circulation, news networks and spatiality to explain Albanian journalism in the digital age and provide concepts which further theorize technology as a fundamental part of journalism, such as actants and materiality in Albanian media. In addition, the article provides theoretical tools helping to understand, in different social and cultural contexts, the evolving practices of journalism, including innovation, dispersed gatekeeping, and mediatized interdependency.

Finally, the article examines the factors driving the growth of online and social media in Albania as an innovation that has appeared in the traditional media scene.

Keywords: Albanian media, technologies, online media, social networks, Internet.

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In Memoriam

A.A. Tertychny's Scientific Legacy in the Context of Development of Moscow School of Media Studies

@ Olga V. Smirnova

PhD in Philology, Head of the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), smirnova.olga@smi.msu.ru

@ Irina N. Denisova

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

@ Sofia B. Steblovsckaya

PhD in Philology, Senior Lecturer at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), stebel@inbox.ru

Abstract

This article is a review of the features and conditions, which formed Russian journalism and media studies paradigm. A.A. Tertychny is claimed to be a significant representative of Moscow school of media studies, and the analysis of the researcher's main scientific ideas is proposed as part of this context. The main theoretical strands of his scientific legacy are presented in the article, such as creative work in journalism, genre system, analytical journalism, investigative journalism and the like.

Keywords: A.A. Tertychny, Russian journalism studies, Moscow school of media studies.

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Book Review

Copywriting Under the Laws of the Media Landscape. PostRozental or Pop Science?

(A review of the book: Ilyakhov M. (2021) *Clear, Easy to Understand: How to Get Messages Across and Persuade People with the Help of Words*. Moscow: Alpina Publ.)

@ Eugenia K. Gurova

PhD in Philology, Associate Professor at the Chair of Stylistics of the Russian Language, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), gromo-jeka@yandex.ru

@ Natalia Yu. Lomykina

PhD in Philology, Senior Lecturer at the Chair of Stylistics of the Russian Language, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ladylibra1410@gmail.com