

Abstracts

Global Context

Transformation of Educational Journalism in the Context of New Media Operation

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Abstract

The article is devoted to the influence of modern information technologies on educational journalism in Russia. The study examines its content, genre and multimedia aspects. The authors relied upon the concepts of new media theorists (Manovich, Kress, Jenkins) and conducted a content analysis of modern educational media resources existing for 12 months. The study detected dominant modalities of the presentation and translation of meanings.

The conclusion made by the authors is as follows: the rapid evolution of information technologies enlarges the arsenal of material means for constructing socially significant meanings. However, a large number of educational resources mostly hinge on illustrative multimedia formats belonging to traditional media and rarely resort to digital transcoding. The future of educational journalism in Russia lies with small media, since they contain multimodal potential accounted for by the ability to interact with the audience more productively.

Keywords: educational journalism, genres, multimedia, interactivity, media criticism.

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Disability in Media Coverage: Research Prospects

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Abstract

The article considers modern approaches to media representation of the problems faced by people with disabilities. The research perspectives of new approach to the topic are presented. It is shown that, given the current interest in social inclusion issues, there is a need to turn to the characteristics of certain groups of persons with health limitations, in particular, to the specific needs of people with hearing impairments. Life practices of such people differ significantly from each other, which necessitates various communication strategies in the process of their social adaptation and

integration. The article presents statistical, documented and theoretical sources that are planned to be used as a basic foundation for empirical research. Pointing to the professional blunders in current media practice, the author will focus on the ways to optimize it, taking into account foreign experience.

Keywords: disability, people with health limitations, socialization, adaptation, integration, inclusion, the deaf.

Notes

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Agenda

Databases as a Product of Convergences of the Media and Information Markets (Influence of Content on Professional Media Consumption)

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Abstract

This is a review of the most popular and sought-after databases from international (Reuters, Bloomberg) and Russian (Spark-Interfax, TASS) news agencies and other business information systems (Dow Jones Risks and Compliance, Dun & Bradstreet), including foreign (LexisNexis) and Russian media libraries (Integrum, SCAN-Interfax and Kommersant Kartoteka). Their appearance, develop-

ment and current application for different kinds of professional and analytical work include data mining. The author also identifies the main characteristics of these databases, their type in regard to content and working principles. The advantages and disadvantages of these databases as 'closed information system' in terms of their functionality and their competitiveness with the Internet as 'open access system' are analyzed. The working hypothesis about the impact of information system content on professional media consumption was tested on 52 respondents. The author examines the reasons and principles of convergence between two associated markets, the information market and the media market, and the fundamentals of their collaborative work. The research conclusions describe the evolution of this type of information systems and their role and impact in the modern media system.

Keywords: databases, news agencies, Bloomberg, Factiva, closed information systems.

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Feature Movies About Journalists as a Form of Media Criticism

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Abstract

The article deals with the theory of media criticism. The relevance of the article is accounted for by the fact that media criticism is an important part of self-regulation in media, however, insufficient in some cases. The hypothesis of the study is that feature movies about journalists have a great potential to become part of media criticism, which is aimed at a mass audience. The author analyzes journalism-related movies of the second half of the 20th century from the USSR and the USA, concluding that the main topic comes down to the journalistic ethics and its non-compliance. This constitutes the most interesting and complicated aspect of media criticism, but it facilitates a comprehensive look at the problems in the journalistic profession. It was also found that such movies can be integrated into media education, since they have a great impact on the audience and provide general understanding of how media work.

Keywords: media criticism, movies about journalists, journalistic ethics.

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Cyberbullying of Journalists: Forms and Features

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Abstract

It is obvious to all of us that an increasing number of Internet users are facing cyberbullying. Journalists, against whom online harassment can be used as a tool of pressure, are certainly not an exception. The aim of this study is to analyze the phenomenon of cyberbullying in relation to journalists. They are an attractive target for online aggressors because of the nature of their work: involvement in political processes and formation of public opinion, as well as access to confidential data. The methodology is primarily based on an anonymous survey of Russian journalists. The results of the study showed that 42% of journalists encounter cyberbullying, with flaming, denigration, trolling and cyberstalking being the most popular forms of cyberbullying aimed at journalists.

Keywords: cyberbullying, online harassment, journalists, pressure.

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Mass Media in Russia

Functions and Roles in the Professional Activity of Journalists in the Context of Implementing Social Projects (a Case Study of Local Media)

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Abstract

The article discusses the widespread practice of social projects implementation of local media. Journalists act as mediators, moderators, organizers of communication activities aimed at solving social problems of local communities. On the material of 126 social projects of Russian regional and municipal media, the results of the analysis of the functions and roles of professional activity of journalists are presented. Based on the results of the study, the question is raised about the need to update professional standards and educational courses.

Keywords: civil society, social and organizational function, citizen journalism, social project, local community.

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Glossy Magazines in Russian Media System (Brief Overview)

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Abstract

The article discusses the formation of the glossy magazine market and its current status in Russia. The author provides the typology of glossy publications, characterizes the editorial structure of magazines and the content of editorial sections.

The modern glossy market has undergone considerable change over the past 20 years. The positioning of magazines in the media market, the target audience and the approach to advertising have become different. Soviet glossy magazines were replaced by adapted versions of international women's magazines. Publishers of glossy magazines attended to the scope of the print versions, simultaneously developing online versions and conducting various events under the auspices of the publication's brand.

Keywords: mass media, glossy publications, audience, magazines, media consumption.

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Mass Media Abroad

Coverage of 'the Plague of Marseille' in the French Press (a Case Study of La Gazette and Le Journal des Sçavans, 1720–1723)

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Abstract

The issue of media coverage of epidemics has become particularly relevant in 2020-2021. The paper considers this issue from a historical perspective, analyzing the ways the 1720–1721 plague in Marseille was covered in the first French periodicals: the socio-political official newspaper *La Gazette* and the scientific weekly *Le Journal des sçavans*. For *La Gazette*, the Plague of Marseille was not newsworthy because it had no connection to the politics. During August–December 1720, the newspaper published messages from abroad dealing with the efforts made by other countries in order to protect themselves from the Plague of Marseille. These materials were interesting for *La Gazette* as they could have economic and political implications.

Being a scientific journal, *Le Journal des sçavans* paid much attention to the plague, however, belatedly and in a one-sided way. It mostly published reviews of scientific books and brochures devoted to the events in Marseille. In most publications of the journal, the emphasis was on the medical aspects of the problem. The situation in the city was only partially reflected: the journal focused on the successes of local authorities and health workers, disregarding difficulties and misdoings.

As a matter of fact, periodicals of that time failed to fully and promptly cover the developments related to the Plague of Marseille because they were underdeveloped and lacked social significance.

Keywords: *La Gazette*, *Le Journal des sçavans*, epidemic, the Plague of Marseille.

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Ideologization of the Public Agenda in the Mundo Obrero Newspaper (a Case Study of the 'Society' Section for August–October 2020)

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Abstract

The *Mundo Obrero* newspaper belongs to left party-political media. Since 1930, it has been the mouthpiece of the Spanish Communist Party, reflecting its official ideology. A study of the content of its publications and a comparison of political trends of the past and the present allow to judge about the changes in the tactics of interparty struggle and the methods of capturing the potential electorate.

This paper contains a brief review of the newspaper's history and an analysis of the current public agenda, viewed through the ideological prism in a case study of the 'Society' section for 2020. The authors point to a departure from "traditional" Marxism and its ongoing replacement with less radical approaches to the analysis of social issues. It is evident that the heightened conflict between left-wing and right-wing forces against the background of the all-European ideological crisis makes the Spanish Communist Party, within the frames of the United Left movement, highlight the key points in audience interaction in a new way. The left ideas entering the contemporary media space deserve close attention. There is no doubt that in modern society (and Spain is not an exception) there is a demand for social justice and a need to construct a viable political project alternative to modern capitalism. And lastly, the interest in left ideas is inextricably related to history, to the memory of generations, which occupy a significant place in the collective consciousness of the Spanish people.

Keywords: Spain, Mundo Obrero, the left, society, ideology.

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Brexit in the Context of Core British Values (a Case Study of Quality Media)

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Abstract

The article is devoted to the British quality press coverage of two parallel processes ongoing in the UK since the beginning of the 21st century – Brexit and shaping the definition of 'core British values'. The aim of our research is to determine how these two themes are interconnected in British media and whether they mutually influence each other.

The analyses of the articles published in 2005, 2011, 2014, 2016 and 2017 in The Guardian, The Telegraph and The Independent containing the words 'Brexit' and 'British values' proved that there is strong connection between these two processes, at least in two out of three newspapers.

Moreover, in the course of our work we discovered that the emergence of the Brexit topic transformed the discussion of 'core British values'. By 2016, 'British values' had become an official term mentioned in legal documents and discussed by journalists in the articles concerned with domestic British problems, mainly in the way of government creation. After 2016, 'core British values' got variable unofficial definitions and became part of foreign affairs discussion.

Keywords: Great Britain, quality press, Brexit, 'core British values'.

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Transformation of the Image of Russia in the British Quality Press (the 'Skripal Case' and the 2018 FIFA World Cup)

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Abstract

The article addresses the differences between the media images of Russia formed by British quality newspapers (The Guardian, The Times and The Telegraph) in covering the "Skripal case" and the 2018 FIFA World Cup. A comparative analysis allowed the authors to conclude that the unfavorable perceptions of Russia in the light of Skripal poisoning significantly differ from the predominantly positive media image of the country, which was formed by British journalists covering the sporting event. Despite the ongoing investigation into the poisoning of the Skripals and the frequent journalistic appeal to this incident when covering the World Cup, negative aspects of the media image of Russia were found only in a third of the newspapers' texts about the championship. Meanwhile the analysis of the 'Skripal case' coverage revealed that negative features of the media image of Russia are present in more than 70% of each newspaper's texts. The tool contributing to the formation of the negative media image of Russia was the vocabulary with derogatory semantics and the updating of the negative associated with the incident in Salisbury as well. The headlines with evaluative connotations were used when popularizing both negative and positive traits of the Russian media image.

Keywords: media image, Russia, Great Britain, British press, the Skripal case, 2018 FIFA World Cup.

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Literature and Essays

‘The Black Notebook’ by Zinaida Gippius and ‘The Black Notebook’ by Nina Berberova (Marginal Notes)

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Abstract

This article examines the influence of ‘Petersburg Diaries’ by Zinaida Gippius on Nina Berberova’s autobiographical writings. Berberova incorporated part of her own diary, written between 1939 and 1950, into her memoirs ‘The Italics Are Mine’. However, the authenticity of Berberova’s diary is questionable: there are no documents capable of confirming or refuting her authorship. I argue that the striking similarities between Zinaida Gippius’ and Nina Berberova’s diaries suggest that the latter contains an element of fiction. In describing the ‘destiny’ of her diary titled ‘The Black Notebook’ (it is claimed to have been buried for some time), Berberova almost exactly repeats what Gippius said about her own ‘black notebook’ (N.B., in Russian, the titles of the diaries are slightly different: «Chernaya knizhka» by Zinaida Gippius and «Chernaya tetrad’» by Nina Berberova, a distinction lost when translated into English). There are also more profound parallels in the way both writers explain what urged them to keep a diary during the Civil War in Russia (Gippius) and World War II (Berberova). I conclude that Berberova deliberately linked her personal experience to that of Zinaida Gippius – in doing so, she implicitly showed her readers that her diary, ‘The Black Notebook’ (or «Chernaya tetrad’»), was not purely documentary.

Keywords: memoirs, ‘The Italics Are Mine’, N.N. Berberova, diaries, Z.N. Gippius, first-wave emigration.

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