

# Abstracts

## Research Paradigms

### Strategic Communications: The Imperative of a Mediatized Society

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#### Abstract

The article is devoted to the development of strategic communications in a mediatized society. The role of strategic communications in management, marketing and organizational communications is noticeably increasing. The purpose of the article is to analyze the state of strategic communications in a mediatized society, to identify the specifics of their formation and development, and the main stages of organization. The study examined theoretical approaches to strategic communications, their place in the structure of the organization, identified and described the main communication models and principles of persuasive communication. In strategic communications, various models of interaction with the audience are used, while in a mediatized society the subject-subject model proves to be the most effective. The authors of the article point to the fundamentally important distinction of Internet dependent communication contacts in the context of the development of a mediatized society. In the accumulated experience of communication technologies, the technologies of public relations turned out to be the most effective, in which social groups act as equal participants in strategic communications.

Keywords: mediatized society, strategic communications, public relations.

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## **The Catalan Language as a Factor of National Identity in the Regional Media System**

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### **Abstract**

This paper considers a wide range of issues related to the interconnection between the Catalan language, the Catalans' national identity and journalism. In modern conditions, the role of media as a tool for socialization of nationalities is increasing. They contribute to human socialization, no less than family and education. The language, in which information is transmitted, is of vital importance. Catalan media form a crucial social institution in terms of shaping national identity. Under its umbrella, native speakers and advocates of the Catalan language get together, the language being an essential factor of national identity in the regional media system. Mass media communication with their Catalan-speaking audience tends to consolidate the population of the region.

Having scrutinized the role and significance of the language in the Catalan media system, the author concludes that the latter is nationally oriented, which means that it is oriented towards constructing the concept of national identity of the Catalans. In addition, the Catalan media system serves to develop education and culture in the region as it preserves the uniqueness of the Catalan language in modern conditions.

Keywords: Catalonia, Catalan language, media system, mass media, national identity.

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## Global Context

### Psychological Model of the Journalist's Personality: Conflicting with Reality

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## Abstract

Journalism has been transformed by the rapid developments taking place in the sphere of information technologies. The range of activities covered by journalists has expanded, their workload has intensified and the level of stress they are exposed to has increased. These trends have led to a greater interest in the journalist as a subject for study and encouraged researchers to examine more deeply journalists' behavioral and psychological traits. In the study, a total of 93 journalists working for 26 regional newspapers in 13 regions of the Russian Federation were interviewed. The results showed that the respondents' understanding of the basic psychological model of the journalist's personality is markedly different from their perception of their own psychological traits. The authors of the paper examined both permanent and adaptive dynamic characteristics of the journalist's behavior associated with increased levels of stress, dynamism, promptness, as well as professional universalism and an ever-increasing workload in a changing media environment. Due to the need for journalists to work on a variety of platforms, embrace new technologies and handle a wide range of media content, a whole lot of new activities have been added to those which are generally considered to be traditional. The job of today's journalists is characterized by this duality of roles and the need to fulfill a range of functions. Together with the traditional forms of stress related to working to tight deadlines, today's journalists are also expected to engage in the development and promotion of their media outlets.

Keywords: digitalization of journalism, Russian journalists, journalist's personality, psychological characteristics, conflict, stress, burn out.

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## **Professional Statuses of Foreign Correspondents in Russian and American Press (an analysis of publications for 1995 and 2015)**

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### **Abstract**

Foreign correspondents are traditionally perceived as elite specialists. However, the traditional models of foreign reporting have been challenged by economic crises in the media business and the advancement of Internet technologies. Media scholars worldwide wonder if this type of journalists has become an endangered species, or rather an evolving one.

This article provides an analysis of the professional statuses of Russian and American foreign correspondents in 1995 and 2015. The author analyzed the content of six daily newspapers: The Los Angeles Times, The Philadelphia Inquirer, Rossiyskaya Gazeta, Izvestia, Novaya Gazeta and Komersant. Findings show that the statuses of the US foreign correspondents have undergone more noticeable changes than the statuses of their Russian colleagues. The most sought-after specialists in US foreign reporting in 1995 were resident correspondents (the ones based abroad, in foreign bureaus). In 2015, they were replaced by stringers. Foreign citizens working for the US media were quite common among stringers. In contrast, in the Russian press, staff of foreign bureaus made up the majority both in 1995 and in 2015, but special correspondents have noticeably grown in numbers. In addition, there was a significant share of experts among the authors of the items published in Russian newspapers in 2015.

Keywords: foreign reporting, quality press, foreign correspondents, professional status, content analysis.

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## Agenda

### Fashion Industry in the Digital Age: Trends and Technologies

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#### Abstract

This paper outlines the basic elements of promoting fashion content considering major characteristics and development trends in the fashion industry. At the moment, the online market for the fashion industry's promotion is booming. Internet penetration, the number of users and the speed of access to content are increasing. New forms of communication and interaction between clients and fashion brands keep emerging. Old promotion formats no longer work, and market players have to seek new models. New communication technologies have significantly changed the structure of interactions with brands. According to experts' estimates, it is the Internet that dictates today's fashion trends, not vice versa.

As a new target audience arrived in the market (generation Z), companies try to adapt to its consumption standards: engage in renewing brand images, establish their brand communities with special subculture and philosophy to involve a larger audience, implement new approaches in their work with visual and text content.

This study confirms the importance of new media for the fashion industry. This is why the use of the whole range of tools for online promotion becomes the imperative for the Russian fashion industry in the context of growth of demand for goods with markings "Made in Russia".

Keywords: fashion industry, fashion content, Internet, strategy, technologies.

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## Mass Media in Russia

### The Geography of News in Russian Mass Media: the Formation of a Picture of the World Before and During the Coronavirus

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#### Abstract

The authors examine the activities of Russian mass media in constructing a picture of the world in 2019–2020, taking into account the influence of the COVID-19 pandemic on the agenda. Based on the conceptual apparatus of political mediometry and media geography, the authors carried out a quantitative and qualitative content analysis and compiled ratings of the countries that are most often covered in a positive or negative way. The authors of the article proceeded from the fact that the objective world does not lend itself to human perception in its integrity (and coronavirus further exacerbates the problem of distortion of reality), that there are models created by various systems for describing reality – from small (news) to large ones (conceptual worldview systems and civilizational projects). They also made an attempt to demonstrate one of the fragments of the mediated picture of the modern world in numerical dimension, which is currently one of the growth points of

research methods in humanities. In the study, 17 media outlets were analyzed: newspapers RBC, Nezavisimaya Gazeta, Moskovsky Komsomolets, Novaya Gazeta, Parlamentskaya Gazeta, Kommersant, Komsomolskaya Pravda; radio stations Business FM, Ekho Moskvy, Vesti FM; TV channels Channel One, Rossiya 24, NTV; online media Gazeta.Ru, Lenta.ru, as well as news agencies Interfax and RIA Novosti. In this article, the authors present the results of the analysis of 7 media outlets: 3 print ones – Parlamentskaya Gazeta, Kommersant and Moskovsky Komsomolets and 4 audiovisual ones – NTV, Rossiya 24, Vesti FM and Business FM.

One of the conclusions made by the researchers is that the sympathies of Russian journalists are limited to a very modest set, and “the closest neighbor” in the mental field of Russians continues to be the United States. The so-called special American narrative is created by Russian journalists: news from the USA and about the USA has become an integral part of Russian domestic news.

Keywords: Russian mass media, news geography, media geography, news agenda, rating of friendliness and aggressiveness, COVID-19 pandemic.

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## The Phenomenon of Trud Newspaper

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### Abstract

The author's research is focused on the activities of the editorial board of the Soviet newspaper Trud in 1970–1980. Empirical data was collected using the prosopographic method, as well as the methods of in-depth interviews and interviews with the newspaper's staff. The results of the study revealed that one of the main reasons for the newspaper's success during the indicated period was an enormous demand for the newspaper in the regions. Thus, the success of a nationwide mass newspaper in the USSR depended on its popularity in the union republics, territories, provinces and other territorial entities.

Keywords: central newspapers, editorial office, Trud newspaper, journalist, Soviet Union.

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## Mediatext

### Opinion Article as a Representative of Analytical Micro Discourse of Event Macro Discourse

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#### Abstract

The article provides a comprehensive analysis of an opinion article as an analytical text of the event discourse. This analysis includes the description of the way the argumentation strategy is realized as well as the identification of linguistic means of expressiveness in the text. The analysis is carried out on the material of an English mass media text.

The article is topical as it touches upon some problems of persuasive writing as a way of influencing the mass reader's mind; considers the main principles of the argumentation theory as well as regards expressiveness as one of the basic features of analytical journalistic genres.

As a result of the analysis, it was found out that opinion articles are characterized by the use of factual arguments and also by multilevel (lexical and grammatical) means of expressiveness. At the grammar level, expressiveness is realized by means of expressive syntax, while at the lexical level – by using words/phrases with axiological meaning.

Keywords: event discourse, opinion article, argument, thesis, expressiveness.

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## Book Review

### Media World in the 21st Century: Predictions and Realities

(A review of the book: Dunas D.V. (ed.) (2021) *Media Consumption of Digital Youth in Russia*. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.)

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## Media Education

### The Problem of Development of the System of School Media

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#### Abstract

The purpose of this article was to determine the level of development of modern media education in Russia using the example of the work of school editorial offices. As part of the study, a survey was conducted of 13 school media leaders who became winners of the school media festival of the Faculty of Journalism of Lomonosov Moscow State University. The survey examined the goals that teachers pursue in the framework of the activities of school editorial offices, at what level of media education is currently implemented in school educational system in Russia, what types of school media are most popular nowadays, at what audience they target and how editorial processes in general education institutions are organized today. The conclusions presented in the final part su-

perificially reflect the main trends in the development of modern school media and outline a further strategy for the study of Russian media education.

Keywords: media education, school media, survey, media literacy, audience, editorial office.

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