

Abstracts

Research Paradigms

Media Coverage of Social Conflicts as Journalists' Professional Competency

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Abstract

The article examines current theoretical and practical approaches to the analysis of media support for conflicts in the conditions of mediatized society. The authors identify key differences between the ideal models of conflict coverage in the media and real ones. They also reveal the connection between media support of conflicts and the development of professional skills and competencies, required by journalists working with various types of conflict issues and, finally, propose the practice of elaborating an educational course on conflict management in the context of journalism.

Keywords: conflicts, media support, conflict management, conflict management culture, journalist, professional competencies, journalism education.

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Online Producers of Edutainment Content as Members of Socio-Political Processes

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Abstract

Non-institutionalized edutainment content producers on the Internet (funny videos, memes, recommendations and the like) are becoming an increasingly important part of the media system. Their influence on the audience is studied, first and foremost, in terms of assessing the effectiveness of their participation in the marketing of goods and services. However, the authors believe that there is a clear need to examine the impact potential of this typological group of influencers in socio-political dimension. This paper substantiates the necessity to fully investigate the activities of edutainment content producers as members of socio-political processes. The authors consider the theoretical approaches applicable to the solution of this problem and suggest the most relevant methodological and methodical ideas.

Keywords: social networks, bloggers, influencers, edutainment content, audience, non-institutionalized media.

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Global Context

Segmentation of Modern Information

Space and New Opportunities to Study Youth Media Activities

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Abstract

Modern youth community, which is becoming an active subject of social interaction, is getting new features and assuming new roles. This article attempts to theorize and analyze the data on youth media consumption and proposes an approach to segment the media space according to the changes in the media communication environment and the transformation of young people's communicative roles. This approach is seen as an important way to solve methodological problems in the study of different forms of youth media activities.

Keywords: youth, media consumption, media activities, segmentation.

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Towards Counteracting Fake News in the Digital Space

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Abstract

Fake news is a threat not only to journalism, but also to the economic and political development of states. Due to the rapid processes of digitalization and globalization, the application of traditional legal measures to fake news is becoming difficult. Moreover, fake news spreads mostly on the Internet, a global system present in all countries but not tied to any one country. The decentralization of the Internet reduces the ability of states to control the content posted online. This paper examines domestic and foreign experience of legislative regulation of misinformation and focuses on improving digital literacy as an important element of digital capital and an effective way to minimize the damage caused by fake news. The results of the study demonstrate that more and more digitally savvy countries are moving away from legislative measures to regulate fake news, with an increased focus on developing new digital skills and competencies in the population.

Keywords: fake news, media regulation, digital capital, digital divide, digital literacy.

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On the Importance of Media Education Programs in the Context of Overcoming Digital Inequality

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Abstract

The article proposes a model for overcoming digital inequality and accumulating digital capital through the implementation of media education programs in Russia.

Based on previous research on the topic of digital inequality, the author correlates the key media educational concepts (namely practical-utilitarian, educational-aesthetic and socio-cultural ones) with the levels of digital inequality. A conclusion is made about the groups of skills that allow to consistently overcome the problem of digital inequality. An attempt is also made to formulate how individuals can accumulate digital capital within the framework of the proposed model.

At the end of the article, recommendations are given for the implementation of this model in the regions using the digital passport of the region.

Keywords: media education, digital inequality, digital capital.

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Agenda

Efficiency Criteria of Advertising on TikTok

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Abstract

This paper analyzes the characteristics of video advertising on the TikTok social network, identifies the criteria and defines the weight coefficients of effectiveness indicators. Based on the communication characteristics of video advertising and the results obtained, the authors developed the model of assessment of video advertising efficiency; defines the weight coefficients of each indicator, which are significant for budget optimization of an advertising campaign. The importance of the study is accounted for by the fact that so far there are no indicators and systems of assessment of video advertising that are widely accepted and introduced into practice, which is essential for advertisers.

Keywords: TikTok, efficiency, video advertising, social networks.

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Student Media on a Social Networks: Editorial Experience

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Abstract

Social media as communication platforms imply productive interaction between the author and the audience, the creation of communities, and specific content. But to be promoted on social networks, this kind of media has to compete with popular platforms and seek its own audience. The article offers an analysis of the work experience of an independent student media on VKontakte. Student social media startups are ad-hoc media, rarely successful and usually dependent on the university. However, they tend to revive for a certain period of time. The article substantiates the communicative role of a student media as a creative platform. A positive result of the study is the recognition of the fact that student social media, through modeling situations, significantly facilitate the path to the profession.

Keywords: youth media, new media, social media, student media, thematic niche media, socialization, content promotion.

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Crowdfunding as a Model of Financing Projects in the Field of Journalism

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Abstract

In this paper, the author investigates various approaches to the definition of the term crowdfunding as well as the development of this tool for financing projects in historical context. The author explores the history of crowdfunding prototypes starting from the 15th century. He distinguishes the following models of folk financing: the charity model, the one implying gratification and crowdlending. Particular attention is given to the development of crowdfunding in the digital era and the transformations associated with this process. In addition, the author examines the emergence and development of both specialized platforms and sections on general purpose crowdfunding sites specially intended to raise money for journalistic projects. He also emphasizes the importance of numeric growth of Internet users and of transition to Web 2.0 as the factors able to make crowdfunding a mass tool to obtain financing for various projects. The conclusion is that despite the closure of the specialized crowdplatforms in journalism and photojournalism, the total number of projects and the sums of raised money steadily grow, which may be indicative of an increasing popularity of crowdfunding as a tool for financing journalistic projects.

Keywords: journalism, crowdfunding, planeta.ru, financing, Kickstarter.

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Mass Media in Russia

Russian Weekly Periodicals: Characteristics of Audience Preferences (a case study of the Argumenty i Fakty Weekly)

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Abstract

This paper makes an attempt to consider the current state of weekly publications within print media in terms of audience preferences. The author presents the results of a study into the target audience's perception of the Argumenty i Fakty weekly. The data obtained appear to be important for the preservation and improvement of effectiveness indicators of any weekly newspaper as well as for building an accomplished strategy for promoting print publications.

Keywords: print media, regular press, newspaper, audience, subscription.

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Historical Development of Russian Sports Federations' Websites

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Abstract

Within the last 20–30 years, online communication has been one of the most sought-after areas in media studies. The development of internet technologies has provoked significant changes in the sports media landscape. One of the actors in this area has changed its settled communication: the Russian sports federations have started to develop their official websites as a channel for direct contact with the audience.

This paper examines the historical development of Russian sports federations' websites. The author analyzes domain registration data of the federations' websites (no=105), registry information about the spread of relevant sports, and the websites' daily traffic on a randomly selected day. Moreover, the author uses statistical analysis of PR publications on a highly visited website of a sports federation (no=1963).

The results demonstrate the development irregularity of the Russian sports federations' websites. The author identifies five stages in the evolution of this segment of the media landscape (from 1996 to 2020) and suggests that Russian sports federations tend to deviate from the task of officially informing the audience to multi-format communication with it.

Keywords: online PR, sports mass communications, sports PR, Russian sports federations, sports media landscape.

Notes

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Mass Media Abroad

Coverage of Ethnic Minorities in Xinjiang Mass Media (a case study of the Xinjiang Ribao Newspaper in 2019–2020)

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Abstract

This paper examines the characteristics of coverage of ethnic minorities issues in the leading newspaper of the Xinjiang Uighur Autonomous Region (XUAR) of China Xinjiang Ribao in 2019–2020. The conducted content analysis made it possible to define the main genres, themes and tonality of the materials. The authors conclude that when Xinjiang Ribao reports on minorities issues it mainly pays attention to the Chinese government's policies towards ethnic minorities, people's everyday life and cultural news and mostly focuses on the topics "help" and "national unity". The article also points out that although the quantity of articles about ethnic minorities in Xinjiang Ribao is increasing every year, the total number is still relatively small.

Keywords: ethnic minorities, inter-ethnic relations, Xinjiang Uighur Autonomous Region (XUAR), Xinjiang Ribao.

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Organization of Communication in the Academic Environment (Experience of the USA and Great Britain)

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Abstract

Nowadays we can see some problems that have a negative impact on scientific communication in the Russian Federation. At the same time, scientific communication in the West is an active process, which includes scientists, journalists, politicians, businessmen and the public. In this study, the author conducted an analysis of the official websites of the Royal Society of London (the UK) and the National Academy of Science (the USA) to understand their scientific communication strategy. Content analysis and systematization of the obtained facts were chosen as research methods. The author compiled the websites' maps and read 224 news items. It turned out that the Royal Society takes advantage of more formats than the National Academy. They use cards, timelines, video- and audio lectures, users are able to take virtual tours through the Royal Society, to read ancient and rare books. The British website structure is easier than the American one: it has just one menu that repeats its content in every part of the website, while the National Academy website has three different menus for different parts of the website. Based on these facts, it was concluded that scientific communication is aimed at external audience in both organizations; on their websites, the academies use new formats for presenting information and various ways of audience interaction.

Keywords: scientific communication, website, science promotion, science marketing.

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Literature and Essays

Challenges of Translating the Name 'San Juan de la Cruz' into Russian

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Abstract

In Russian literary criticism and translation practice, a tradition has been established to write the name of one of the outstanding poets of the Spanish Golden Age, St. John of the Cross, by using a transliteration of its Spanish version: San Huan de la Crus. This tradition differs from that adopted in other foreign languages, where the name is translated: St. John of the Cross. This article examines the roots of the Russian tradition. The latter was determined by two factors: the growing popularity of St. John of the Cross as a poet and theologian in Spain, a fact especially obvious in the 1920s, and the peculiarities of the historical development of Russia in the 20th and 21st centuries. The article shows how the naming convention reflected these two realities. The first mentions of John of the Cross (Balmont, Arseniev) used the transliteration of the name, because by 1917 a small group of erudites who read Spanish did not yet realize the significance of John as a theologian and saint, which became clear only in the 1920s. Therefore, in the 30s and 40s, Russian émigré writers (Merezhkovsky, Viach. Ivanov) already translated this name. In the 1970s, Soviet translators and literary critics, who dealt with the works of St. John of the Cross for the first time since the revolution, selected the transliterated form, fearing the religious context of the translated form. In the 21st century, when a deep

study of the poet's legacy began, we are facing the parallel existence of both forms. Thus, this unique case of translating the name of a writer has become not only a literary, but also a cultural and historical fact.

Keywords: St. John of the Cross, history of Spanish literature, Balmont.

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