

# Abstracts

## Research Paradigms

### Theoretical Aspects of Foreign Policy Media Framing (Overview of Russian and Foreign Researchers)

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#### Abstract

This paper examines foreign policy framing as a separate research area in the field of the media effects theory based on the works of Russian and foreign scholars. The author analyzes theoretical considerations formulated by researchers to determine the prospects for further studies in this area.

The key term used in foreign policy framing research is “international events”, which include crisis events that develop an international scale, as well as elections and presidential agenda. It is noted that media framing is an inherent process that becomes controlled under certain conditions. The formation of frames through media coverage of international events is influenced by the level of elite consensus as well as by the degree of political uncertainty in a particular country. In cases of ideological coverage framing becomes strategic. The perception of a particular state by the population of another state depends on the scale, the direction of media coverage, the degree of concentration of media organizations, and the level of competition in the media environment. When studying the influence of media framing on the public’s attitude to the participation of the state in an international event, it is important to take into account the focus of coverage, which can have a thematic or episodic direction.

Keywords: agenda-setting, framing, foreign policy media framing, theory of media effects, international relations.

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## Global Context

### Ethical Code for Journalists and Bloggers in the Area of Public Health (experience of creation and analysis of the first results)

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## Abstract

Without self-regulation, it is impossible to fully develop the professional consciousness of journalists. However, none of the existing federal and regional codes of ethics considers the topic of health as a basic value of society and of an individual person. The article introduces the reader to the history of ethical codification in the field of public health and the results of practical research – in-depth interviews with representatives of scientific, medical, patient communities, departments, public organizations and journalists specializing in medical topics. In the course of this study, the need to create an ethical code in the field of public health was fully confirmed, ways were found to capture norms in the professional consciousness, possible “growth points” and problem areas.

Keywords: journalists, bloggers, professional ethics, code of ethics, encoding, self-regulation, responsibility, agenda, standards and norms of a journalist, coronavirus pandemic, public health.

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## The Topic of Russian Vaccines Against Coronavirus in Foreign Mass Media (a case study of CGTN and Euronews television channels)

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### Abstract

Mass media play a vitally important role in building the national image. They shape public opinion and prove to be an essential propaganda tool. This paper compares the way the topic of Russian vaccines is covered on two multilingual television channels CGTN and Euronews. The author of the paper features the presentation of this topic and the media image of Russia on these international television channels between January and July 2021.

Keywords: media image, CGTN, Euronews, Russian vaccine against coronavirus.

### Notes

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## Agenda

### Unscripted Formats: Reflections on the Modern Television Dramaturgy

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#### Abstract

The article addresses the so-called “unscripted” television formats as a manifestation of the innovative nature of television dramaturgy. The first decades of the 21st century have shown an unprecedented growth in the global exchange of media products, primarily television ones (Global Format Trade). One of the distinctive features of screen production, which became the subject of a large-scale cultural transfer, was the rejection of the dramaturgic traditions of film language and an appeal to the so-called “unscripted” method of screen narration, which is characterized by a format generative structure, allowing for the improvisation within the framework of the originally laid out dramaturgic situation and an open attraction final. Illustrative examples of this kind of TV programs are “Who Wants to Be a Millionaire?”, “Survivor”, “Big Brother”, “Idols” and some others.

Keywords: media globalization, Global Format Trade, unscripted television, dramaturgic situation, TV dramaturgy.

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## **Social and Media Profiles of the Russian Youth in the Early 21<sup>st</sup> Century: Analysis of Expert Opinions**

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### Abstract

Contemporary Russian youth are, on the one hand, the most active in terms of media expression of their opinions on socio-political issues and, on the other hand, the most vulnerable part of Russian society in terms of influence of various external and internal threats. From a research perspective, it is important to note that in the first decades of the 21<sup>st</sup> century the media remain a factor of age-related and socio-psychological differentiation of Russian society as a whole and its youth segment in particular, and thus require special attention from members of the academic community. At the same time, media play a significant role, often influencing the transformation of existing value models by promoting certain value orientations in specific age and/or social groups. This article presents an analysis of expert opinions obtained during in-depth interviews as part of *Social and Political Values of Contemporary Russian Youth in the Social Media Discourse* project (Project No. 21-011-31701).

Keywords: values, youth, media activity, society, state.

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## **The Donbass Press Before 1917: Formation and Development**

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### **Abstract**

The author attempts to conduct an interdisciplinary analysis of the historical, chronological, typological, synchronic, diachronic and applied aspects of the Donbass press development between 1883 and 1917. Taking into account geopolitical processes and administrative structure, the paper considers the cause-and-effect relations in the emergence of print publications, the formation of information space, the role of newspaper language in the course of statehood development, media operation in the context of self-identification and specific periodicals distribution. Special attention is paid to the rise and development of journalism and mass communications in a large polyethnic industrial region.

Keywords: information field and governmental self-identification, media landscape and the Donbass press, distribution, linguistics and information environment, media and mass communication.

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## Mass Media in Russia

### Travel Blogging on Instagram and YouTube: Impact of the Pandemic

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#### Abstract

This article presents an analysis of the current state of travel blogs on Instagram and YouTube in the Russian-speaking segment. The purpose of the study is to determine how the pandemic, as well as related restrictions on movement and travel, affected the picture of Russian travel blogs. Among the tasks: identify changes in topics, describe new techniques for presenting information and advertising integrations, and track changes in blog styles. Many authors stopped filming videos or changed the genre and format of their profiles and channels. Some of these changes can be explained by a change in values due to a shift in the agenda. At the end of the article, it is assumed that if the situation with the coronavirus does not improve in the upcoming months and if the restrictions are not eased, it will lead to an even greater decline in travel blogging in the Russian-speaking Internet space.

Keywords: travel blogging, video platform, YouTube, Instagram, pandemic.

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## **Audience Interaction with Mass Media Content on Social Networks: Experience of Russian Mass Media**

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## Abstract

The importance of social networks for mass media increased significantly in the 2010s as social networks were listed as one of the main sources of traffic to media websites and as a primary source of information for the audience. The author conducted a study of the audience's reaction to different approaches used by the media working with content on social networks. The conclusion of the study is that the audience's perception of posts and users' reaction to them depends on their content: the topic of the post, its emotional disposition, the presence of multimedia elements, emojis and emoticons.

Keywords: social network, mass media, content, audience reaction.

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## Mass Media Abroad

### Polish Myth in Media as Substantiation of the Eastern Vector of the Country's Contemporary Policies

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#### Abstract

The authors examine the origins of Polish national mythology and the ways to promote it. The freedom to interpret mythological units enables the media to build them into the political line of the publication. Quality content analysis of Polish periodicals of different political orientations made it possible to identify which Polish journalists use mythological context/ implication in covering the Eastern vector of the country's policies. The authors found out that even quality publications are not free from political factors and, in varying degrees, serve as ideologists of one of the two opposing traditions: national one (Catholic) and Western European one (liberal).

Keywords: Polish myth in the media, Rzeczpospolita, Gazeta Wyborcza, Gazeta Polska, Iagellonian idea.

#### Notes

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## Major Characteristics of Entertainment Television Shows (a case study of Running Man show)

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## Abstract

The article examines the basic characteristics of the entertainment television show genre in the Republic of Korea, investigates the subject-matter of the programs and their main content in a case study of *Running Man* show episodes. The author gives a brief history of the origin and formation of television in South Korea, as well as conducts a sequential analysis of the expressive means used in the show. The research is aimed at making the first step to a detailed consideration of the entertainment program genre and its characteristics within South Korean television.

Keywords: The Republic of Korea, entertainment programs, SBS, "Running Man", television show.

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## Mediatext

### Text-Oriented Live Streaming in Political Media Discourse: Genre Innovation

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## Abstract

Political media discourse continues to hold dominant positions in mass communication due to topical themes, significance of political developments, the need to cover them in detail, the formation of public opinion and genre landscape. The necessity of supporting important political events and explaining especially prominent addresses of leading politicians contributes to the emergence of new media genres. This paper suggests a scientific comprehension of the innovative syncretic digital me-

dia genre which can be defined as a political text-oriented live streaming. Based on a theoretical substantiation, the author of the paper carefully examines the content of text-oriented live streamings of RF President's speeches and identifies dominant genre characteristics conditioned by some factors of their operation. A combination of individual genre features of an account, a commentary, a news item, a report and a review generates such characteristics as specific modality, dynamics of the narrative, storytelling, expressiveness and alternation of images, commenting remarks and quotations. In the author's opinion, the major functions of the new genre are information sharing, explanation and impact.

Keywords: political media discourse, political and administrative discourse, media genre, text-oriented live streaming, journalism, media language and style.

## Notes

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## **Conceptual Language of the Chinese Television Series 'In the Name of the People'**

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### **Abstract**

In 2017, *In the Name of the People* TV series was shown on Chinese television, which was later recognized by experts as the most popular TV drama of the past ten years. In addition to the anti-corruption theme that is topical for the Chinese society and an exciting plot, *In the Name of the People* is characterized by a special conceptual language that the characters of the show use. The characters' speech is rich in metaphors, allegories, historical and literary allusions, argotisms and idioms, related to the current public and political discourse in China. With the help of all kinds of speech patterns and characteristic style, the author of the eponymous novel, on which the series was based, and screenwriter of *In the Name of the People* Zhou Meisen (born in 1956) forms the language of the narrative of the TV drama. The dialogues between the protagonists and antagonists of the series relegate viewers to the famous characters from *Journey to the West* and *The Three Kingdoms* novels, while the central conflict of the show takes the form of traditional Confucian plots.

Keywords: "In the Name of the People", Zhou Meisen, language, anti-corruption, China, novel, series, television, CCTV.

### **Note**

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