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# Abstracts

## Research Paradigms

### Value Orientations of Chinese Journalists in the Context of Confucian Ideas

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#### Abstract

The presented objective of this article is to analyze the place of Confucian values in the professional and ethical codes and in the practical activities of Chinese journalists. The article proposes the thesis about the key importance of the hierarchy of generally recognized values and their objective significance in the process of journalistic activity, and that the value orientation of society in such conditions is the most important factor that forms basic professional attitudes. As an empirical basis for the research, codes of professional ethics were used, which were prepared and adopted by the All-China Journalists Association from 1991 to 2019. In total, 5 documents were examined: the Reporter's Creed code adopted in 1991, the Chinese Journalist's Code of Professional Ethics adopted in 1994, as well as its 3 subsequent editions of 1997, 2009 and 2019. In the course of analyzing the texts of the codes, the aim was set to identify the key concepts of Confucian philosophy. In general, the hypothesis that the basic Confucian values largely form the foundation of Chinese professional journalistic culture was confirmed. This hypothesis will be verified at the subsequent stages of the research involving interviews with journalists and other procedures.

Keywords: journalism, China, professional journalistic ethics, ethical codes, Chinese culture, Confucianism.

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## Global Context

### Fashion Industry Content and Media Reformation of Cultural Values

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#### Abstract

This paper considers content promotion of fashion brands in the digital environment during the pandemic, when communication prevails over consumption and the consumer's personal preferences of fashion products and fashion content come to the fore, which significantly increases the global audience's interest in the local product. Proving the erroneousness of the statement that the fashion industry is utterly material and successful performance of its members depends on the manufacturing component, the author draws the conclusion that the main function of fashion as a creative industry is a creation of cultural meanings and a quest for identity, while the local media fashion content is able to change the image of the country as seen by the foreign audience.

Keywords: cultural meanings, fashion, content, "cultural diamond", format.

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## Global Brand Advertising as Perceived by National Audiences

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### Abstract

Advertising should speak the same language with the consumer when it interacts with national audiences. It is not only a question of the audience's language but also of its culture and mentality. Advertising should not only be understandable to the potential consumer, but it should also reflect the context in which the consumer exists. This article is aimed to identify the characteristics of national perceptions in the advertising of global brands.

In the study based on the method of semiotic reconstruction the commercials of McDonald's, Procter and Gamble and Toyota Motor shown in Russia, the USA and Japan from 2010 to 2021 were analyzed. The study revealed two types of advertising campaign adaptations for different national audiences. In the first case, the message is communicated via verbal and non-verbal elements that resonate with the consumer, while the original meaning of a global campaign remains the same. This way the original meaning is only disguised in national elements of the audience. In the second case, adaptation is made not only at the level of national elements, but also at the level of changes of the original meaning, when the whole narrative is changed in the light of national characteristics.

The author of this paper assumes that advertising created with signs of the first type can affect advertising campaign effectiveness and become a means of ideological manipulations.

Keywords: globalization, global brand advertising, advertising semiotics, national outlook.

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## Agenda

### Agenda Setting on Russian and Chinese Social Media During the COVID-19 Pandemic

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## Abstract

This study is concerned with national characteristics of agenda setting in Russia and China during the COVID-19 pandemic. The authors of the paper examine the materials published by public government accounts responsible for national health on the most popular social networks VKontakte and

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Weibo. The analysis of the selected texts showed that the most evidence-based characteristics of the agenda were as follows: the correlation of the scope of coronavirus-related information and society's information need at different stages of the pandemic; the demonstration of national priorities in the thematic classification of online posts; content strategies of the publications under study.

Keywords: social media, government accounts, COVID-19 pandemic, agenda, VK, Weibo.

### Notes

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## Representation of Marine Le Pen Media Image During the COVID-19 Pandemic

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### Abstract

The COVID-19 pandemic proved to be a severe challenge for different regions of the world. Governments of many national states were not prepared to face these developments: even the most industrialized countries experienced various problems such as fallacies of health service, lockdowns and economic crises. Far-right politicians, who criticized governments, were close in their rhetoric to the needs of ordinary people. A good example is France, where against the background of permanent crisis phenomena the positions of far-right and far-left politicians strengthened.

This paper examines the process of building the media image of Marine Le Pen, leader of the far-right political party National Rally, during the COVID-19 pandemic, in French quality newspapers *Le Figaro*, *Le Monde* and *Libération*. Special attention is given to the analysis of lexical keynotes of media texts (positive, neutral, balanced and negative ones) as well as to the thematic scope of the publications which influence the representation of a politician's media image in the media landscape. The authors of the paper conclude that in the period under consideration differently oriented newspapers tend to cover the far-right politician in a neutral and balanced way. However, two factors must be taken into account: the specific context of the COVID-19 pandemic, which came to be a global challenge for the whole humanity, and the specific discourse of Marine Le Pen, who, in spite of numerous high-profile statements, positioned her party National Rally as the "party of order" guarding the interests of French ordinary people.

Keywords: politician's media image, Marine Le Pen, National Rally, COVID-19 pandemic, French quality press.

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## Mass Media in Russia

### Mass Media Economics in the Times of NEP in the Soviet Historiography

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#### Abstract

This paper examines the rise and formation of Soviet historiography of Russian mass media's economic development at the time of New Economic Policy. The author of the paper maintains that in spite of the centennial history this range of issues was not adequately covered in the Soviet period.

The studies into the development of the economics of the regular press began in the USSR as far back as in the 1920s. It was during this period that the most profound works on the topic came into being. The researchers' aim was to analyze the current state of the Soviet press and improve it as much as possible. The high quality of the works was conditioned by practical background of many authors, some of whom has a pre-revolutionary experience of analysis, and also by the policy of party democracy suggesting wide discussions on the topic.

As the totalitarian system developed, the economic issues related to mass media were no longer relevant. In the 1930s–1940s the studies faded while many of the authors were repressed or simply gave up.

It was not until the 1950s that the interest in the history of Soviet mass media, including the economic issues, re-emerged. However, dogmatization of social sciences in the late USSR, lack of access to archive materials and a large gap in the academic tradition prevented high-quality work up until the collapse of the USSR.

Keywords: NEP, USSR, media economics, Soviet regular press, historiography.

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## Characteristics of Television Consumption by Primary School Aged Children

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### Abstract

In this article, the author is trying to consider the characteristics of television consumption of primary school aged children (8-10 years old) living in Moscow and their parents. The study is based on the analysis of 142 children's questionnaires and 24 in-depth interviews with their parents. Examining both quantitative and qualitative data, the author came to the conclusion that it is the children's grandparents, not parents that have a significant influence on children's television consumption. Parents and children usually watch together on-demand content, which is transmitted to the television screen. These data indicate the changing nature of television consumption within the family.

Keywords: media consumption, children's media consumption, parents, television consumption, children's media audience.

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## Mass Media Abroad

### International Relations as Covered in Foreign Mass Media: Media Geographical Studies (a case study of the AUKUS alliance)

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### Abstract

The article discusses the American, British and Australian mass media approaches to the coverage of current events in international life on the example of establishing the AUKUS alliance. The media text analysis was carried out on the basis of the media geographical approach and the implementation of various empirical research methods (content analysis, rank analysis, media metric analysis) in the context of peaceful journalism theory. The results of studying the publications showed that only a small part of the media texts (about 10%) has a focus on finding solutions that take into account different parties' interests in constructing international relations. The majority of the publications (more than 80%) does not meet the criteria of peaceful journalism and contain semantic blocks that can contribute to the aggravation of contradictions and the growth of tension in society in those countries where, according to the results of a rank analysis, a sufficiently high level of audience interest in this topic has been revealed.

Keywords: American mass media, British mass media, Australian mass media, international relations, peaceful journalism theory, AUKUS.

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## A Reflection of Consequences of the 2017 Referendum on Independence in Catalan Specialized Media

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### Abstract

The referendum on Catalonia's independence, which took place on October 1, 2017, was held in defiance of the Spanish legislation banning such developments and caused a deep political crisis, which has not been settled so far. The Spanish media's opinions differed in their assessment of the referendum, the criterion being mostly regional. The central publications clearly supported Madrid's stance while in Catalonia only Catalan-language periodicals were unanimous; Spanish-language media provided prudent coverage and analysis. However, until fairly recently the studies into Spanish journalism's attitude to Catalan self-determination have dealt with quality general-purpose publications. The authors of this paper pioneered an investigation of specialized media which, by definition, are not supposed to touch upon the topic of Catalonia's independence. It was found that Catalan sports, music and even children's media pay special attention to political issues related to the struggle for independence.

Keywords: independence, self-determination, Catalonia, media, journalism.

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## Spanish Newspaper El Socialista Before and During the Last Years of the World War II

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### Abstract

The article is devoted to the issue of activities of the Spanish newspaper El Socialista during World War II. Not long before the beginning of military actions in Europe, the newspaper was closed (May 1939) and Spanish socialists had to flee to France, the USA and other countries of the world. In 1944,

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El Socialista began to be printed again, this time as a weekly, in the city of Toulouse, France. The author of the article believes that the restored newspaper had little in common with the pre-war version because it failed to reach the previous level of interest in itself, and also by reason of strong democratic trends in the European society. It is curious that the interest in the weekly newspaper fell more than fourfold after World War II. The circulation of the newspaper also decreased. Many international events were hushed up on the pages of El Socialista, especially those associated with the USSR.

Keywords: socialism, press, World War II, Spain, Francisco Franco.

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## The Romanian Avant-Garde Magazine 75 H.P. and the Ground Rules for Its Visual Design

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### Abstract

This paper examines the ground rules for designing the only issue of the Romanian avant-garde magazine 75 H.P. (1924). The author considers the characteristics of its design and visual techniques aimed at attracting the reader's attention. Apart from the aesthetic function, visual design in art magazines of the first half of the 20th century performs an informative role, the text interacting with illustration elements. In a case study of the selected publication, the author demonstrates the ground rules for visual design of avant-garde magazines of the first half of the 20th century and the influence of avant-garde art trends on media design.

Keywords: publication design, media design, Romanian magazines, 75 H.P., avant-garde publications, Dadaism.

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