
Abstracts

To the 70th Anniversary of the Faculty of Journalism of Moscow State University

Modern Transformations of Journalism in the Focus of Scientific Analysis (traditions and innovations in the research of the Chair of Digital Journalism)

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Abstract

The article provides an overview of the key research areas of the Chair of Digital Journalism throughout its history. It is emphasized as the main feature that, having a wide range of scientific interests, the research team of the Chair has always reacted sensitively to dynamic changes in journalism and the media sphere, paying attention to the study of both stable and dynamic processes, updating and developing their research tasks accordingly. It is noted that at the same time deontological approaches and understanding of the profession of a journalist as a high social mission, as an activity with constant basic values and attitudes have always been characteristic of the Chair's studies of journalism in general.

Keywords: Russian journalism, Faculty of Journalism of Moscow State University, Chair of Digital Journalism, transformations of journalism.

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Research Paradigms

Educational Function of Television: Theoretical Understanding

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Abstract

The article studies television as one of the most effective audiovisual tools in education. The author considers television both as a distribution channel and audiovisual content itself. Television as a way of delivering audiovisual content proved its relevance in education over the last few years, especially because of the recent restrictive measures imposed by the COVID-19 pandemic. This forced the author to reconsider the relevance of this kind of media for the implementation of educational tasks. The history of media studies shows that most scientific research devoted to this topic has been supported by the practical experience of media critics themselves, which does not represent the views of psychological and pedagogical professionals. The author studied numerous works in the field of education sciences, focusing on the issue of the «principle of visibility» and concluded: scholars in

the field of education believe that it is possible to achieve higher results of learning the material by involving auditory-visual channels of perception.

Keywords: educational function of television, educational television, media theory, visibility principle in pedagogy, audiovisual tools in learning.

Notes

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Global Context

Social Networks as a Source of Information in Journalistic Investigations

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Abstract

An investigative journalist explores new horizons in the process of his work. Information is collected not only through traditional sources such as mass media, press service products, databases, documents, people. Digital technologies are also involved: information resources of government agencies, bots, identification applications, satellite imagery, tracker websites as well as social networks and messengers.

Keywords: journalistic investigation, social networks, information sources, social media.

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The Issues of Chinese Journalists' Professional Ethics in “the Media Era of a Hundred Schools of Contention”

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Abstract

The article discusses the professional ethical problems in China in the context of digitalization and new media development. Chinese journalism experts point to the growing number of fake news and sensations that have recently flooded commercial online media and social networks. In the journalistic community, there are extensive discussions on professional ethics and the need for strengthening social responsibility in the new media environment. Based on this background, there is a rethinking of existing ethical codes and other documents, which includes members of the Chinese Internet industry, who are making efforts to develop relevant ethical standards for professional activities in order to improve the situation in the virtual space. The article provides an overview of the current situation in this area, which experts have described as «the media era of a hundred schools of contention.»

Keywords: journalism, China, professional ethics, self-regulation, new media, fake journalism.

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Agenda

Development of the Disney+ Streaming Platform During the Covid-19 Pandemic

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Abstract

This article identifies the place and role of the Disney+ streaming platform in the Walt Disney Company's anti-crisis strategy in 2020. The study revealed that the media company focused on the

development of this platform because of the loss of income from film distribution, retail, cruises and theme parks. This online strategy made it possible to simultaneously develop the digital direction of the company's media business and reduce financial losses caused by a decline in revenue from traditionally profitable business areas.

Keywords: streaming platform, Disney+, management, COVID-19.

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Marketing Communications in Social Media as an Effective Tool for Brand Promotion: General Characteristics

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Abstract

This paper examines the role of marketing communications in social media brand promotion. The author of the paper conducts a comparative analysis of theoretical approaches to the evaluation of social media marketing potential and concludes that they are a promising platform offering more flexible and effective possibilities of target audience impact.

Social media give brands a unique opportunity to implement communication with consumers adapting the posted content not only to the target audience but to a particular platform promptly realizing the feedback with potential buyers (comments, likes, reposts) and shaping the target audience's opinion in the proper way. This is one of the key channels of information and communication, attracting consumers' attention, shaping the idea of the brand and counteracting competitors.

Positioning of a brand as a non-material resource requires both a certain methodology of managing it and the use of new forms of communication: in messengers, influencers' and companies' personal accounts. In order to make the brand promotion strategy in new media more effective, a unique brand concept and a knowledge of media promotion tools are needed.

Keywords: promotion, marketing communications, brand, social media, target audience.

Notes

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Mass Media in Russia

Journalism of the Russian Far East in 1920–1940: a Discursive Experience (a case study of the Russkiy Krai newspaper and the Rubezh magazine)

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Abstract

On the basis of modern achievements in the theory of communication, in particular, the doctrine of discourse, this article analyzes the journalistic practice of printed periodicals in the Russian Far East in the early 1920s and Far Eastern countries, including new approaches to the creation of multimodal journalistic content through genre-thematic integration, which helps to expand the boundaries of the text.

The productive experience of the editorial practice of one of the independent publications among periodicals in the Russian Far East on the eve of emigration (literary and artistic Supplements to the independent Vladivostok newspaper Russkiy Krai) and a popular emigrant publication (the Harbin magazine Rubezh) is considered in the context of a new socio-cultural situation that determined the important role of Russian periodicals in covering the main aspects of the life of Russians on the eve of emigration and in exile.

Analyzing the experience of authorship and editorial and publishing activities of pre-emigrant and emigrant Russian periodicals, the author of the article actualizes the importance of integrative methods and approaches to creating journalistic content, which are introduced into journalistic practice through the integration of literary works of the epic and lyrical genres of different authors, which contributed to improving the quality and effectiveness of journalistic and artistic content in the coverage of current socio-cultural processes and the dramatic variability of the global world. The Russian-language journalistic content demanded by Russians in exile, integrating the ideological and aesthetic, artistic and poetic actualization of the motif of longing for the lost Motherland, the dramatic quality of the theme of exile, a life surrounded by foreign culture, is considered by the author of the article as a reflection of the actual needs of the target audience, the challenges of a new socio-cultural reality.

Keywords: journalism, the press, Far East of Russia, Russian expatriate community of the Far East, discourse, journalistic content.

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Alexandra Kollontay, Eminent and Unappreciated. Jubilee Reflections

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Abstract

Soviet women's liberation, which took place in the 1920s–1930s, is one of the crucial social reforms carried out by the Bolsheviks. Marxist feminists A.M. Kollontay, N.K. Krupskaya, I.F. Armand and others were not only ideologists of the process but its orchestrators as well as propagandists affecting the minds of millions of women in the USSR. They initiated the gender agenda in the legislation of the first

years of Soviet power (laws on maternity leave, protection of women's labor, equal rights of spouses in marriage) and established the press system for women.

Women's press promoted gender equality, the need for reforming family routine and family relations as well as suggested a new "life script" for women urging them to study and compete with men in the professional, social and political areas.

The authors of this paper analyze the ideas of Marxist feminist and outstanding journalist A.M. Kollontay formulated in her famous article about "winged Eros" – free love, which will admittedly replace the obsolete bourgeois morality. This article arouses special interest among modern researchers, however they are not unanimous in interpreting its implications. In the year of the 150th anniversary of Kollontay's birth, it is reasonable to turn to this topic again. The authors of this paper focus on the debate held by Kollontay's comrades-in-arms around her ideas about love and family crisis in the context of Soviet women's liberation and on the consideration of arguments against "free love".

Keywords: Kollontay, Marxist feminism, winged Eros, new morality.

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Mass Media Abroad

Historical Figure in British Biographical Documentary Films: Means of Representation

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Abstract

In the article, the fictional means of representing a historical personality in British documentary films are investigated. The authors of the article reveal the historical-theoretical approaches and methods

of analyzing the means of screen expression in non-fiction films and consider the evolution of using these means from early documentaries on the big screen to television historical and biographical films. The analysis of contemporary practice focuses on Lucy Worsley's presentation of historical and biographical films produced by BBC Studios. The study demonstrates the growing importance of using fictional means of screen expression in shaping the image of a historical figure on the screen. Using the method of audiovisual source analysis and systematic analysis of theoretical sources, 15 BBC films with Lucy Worsley as presenter were analyzed. As a result, the functions performed by the means of screen expression in the representation of historical figures were identified.

Keywords: representation of historical personality, biopic, documentary, fictional means of expression.

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Tolerance as the Main National Value in UK Quality Newspapers

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Abstract

The research is devoted to the issue of tolerance as a basic national value in Great Britain. The authors of the paper are specifically interested in the media's attitude towards tolerance. The term "(Basic/Core) British values" has two meanings: actual national values and a legal term defined as "democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs". The process of the legal term's construction took place between 2005 and 2017 provoking numerous discussions on "Britishness" and national values in media. To find out what the role of tolerance is in this process, the authors analyzed all publications that contain the words "British values" and "tolerance" and were published in 2005, 2011, 2014 and 2017 in the quality newspapers *The Telegraph* and *The Guardian*. These particular years were chosen according to the main steps of the legal term's construction. The choice of the media outlets is connected with their opposite political views and high circulation. The authors analyzed the context of each mention of tolerance, the journalist's positive or negative assessment of it and its connection with national values. The research contains the background of both tolerance as the main element of multiculturalism and the perception of tolerance within the conservative British values policy arguing with the traditional definition of this term. The authors conclude that both media outlets started with separating "tolerance" from "values" but began to identify them in 2014-2017. This can be accounted for by the fact that by 2005 "tolerance" had already become a too important and popular term to decline it in the following years. Nevertheless, conservatives had difficulties with it since it contradicted their main ideas. This is why they had to change the meaning instead of excluding it from the list of national values. All these processes find their reflection in the media texts under analysis.

Keywords: quality press, basic British values, tolerance, multiculturalism, Great Britain, crisis of national policies.

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Literature and Essays

History of Publication of N.V. Gogol's First Complete Works by F.V. Chizhov (a case study of correspondence between A.V. Gogol and F.V. Chizhov)

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Abstract

For the first time, the article publishes excerpts from the letters of Nikolai Vasilyevich Gogol's sister Anna written after the writer's death to Fyodor Vasilyevich Chizhov, a close friend of Gogol, in the period from 1860 to 1866. The letters are of interest to the scientific community, as they capture the life of the Gogol family, show their worries and difficulties. F.V. Chizhov played a significant role in the life of the family promoting the publication of the late writer's works.

Chizhov met Nikolai Vasilyevich Gogol in 1834, at St. Petersburg University, where they both studied. The next meeting between Chizhov and Gogol took place in the winter of 1842 in Rome. During this period, they came to be good friends. Gogol's death deeply shocked Chizhov. Keeping the memory of his late friend, Chizhov became the only executor of the inheritance left by Gogol to his

poor family. Chizhov was the first to publish Gogol's complete works (there were three editions: 1862, 1867, 1873-1874). He independently proofread all the texts in the form of manuscripts, took over the proofreading of publications, and for the first time restored the censored cuts of 1847 in "Selected Passages from Correspondence with Friends". Chizhov would send the money obtained from the sale of books to the family of the deceased.

Keywords: letters, the Gogol family, F.V. Chizhov.

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The Apology of “Friendhood” and Philosophy of Idleness in Konstantin Batyushkov’s Letter to Nikolay Gnedich

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Abstract

The article represents an attempt to analyze Konstantin Batyushkov’s philosophy of idleness and “friendhood” on the basis of the letter to his friend Nikolai Gnedich (of 30 September, 1810). The narrative of the “letter to a friend” helps to discover two types of idleness, external (opposite to career development) and internal, which helps the poet to concentrate on his heart experiences, mostly related to friendship. Both external and internal idleness are the pledge of better poetic writing. The study analyzes literary quotes and reminiscences used in the letter to examine Batyushkov’s idea of idleness and the right of lyrical creativity at the moment of putting the idea on the notepaper.

Keywords: K. Batyushkov, N. Gnedich, L. Ariosto, friendship, idleness.

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