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# Abstracts

## To the 70<sup>th</sup> Anniversary of the Faculty of Journalism of Moscow State University

### Literature and Journalism in Russia (interaction and research approaches)

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#### Abstract

One of the oldest at the Faculty of Journalism, the Chair of History of Russian Literature and Journalism studies as a research center, prominent in the global philological community, the history of Russian journalism in the capacity of an independent socio-cultural phenomenon as well as diverse ties that have always existed between the literary process and journalism during the 18<sup>th</sup> and up to the early 20<sup>th</sup> century. The history of critical evaluations, writers' literary reputation, journalists' articles as pretexts or sources of literary works, writers' journalistic activity – these are some of the problems the scholars of the Chair focus on.

The philological school which developed at the Faculty of Journalism of Moscow State University by the 1970s preserves traditions but at the same time it solves new historical-journalistic, historical-literary and methodological issues related to the transformation of these phenomena. Among the theoretical-methodological issues, the following are the most important ones: the correlation of the journalistic and the artistic, the principles of studying journalism history and the typological approach. The general methodological principle accepted at the Chair might be referred to as cultural-historical along with analyzing poetics of the author under study. This makes it possible for each researcher to retain his/her own individuality and own range of interests.

Keywords: literary process, journalism in Russia in the 18<sup>th</sup> – early 20<sup>th</sup> century.

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## **Editor and Editing in the Digitalization Era (philological studies in the information and technological aspect)**

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### **Abstract**

This paper is a brief history of one of the oldest chairs of the Faculty of Journalism, Lomonosov Moscow State University. It spotlights the founders of the Chair of Theory and Methods of Editing and the leading lecturers who influenced the theory of editing as an academic discipline. The author describes the major development stages and the scientific research in the field: from the origin of editing to the editor's competences under the conditions of media multi-channeling. He also identifies the periods when the interdisciplinary research interests of the Chair expanded: from studying the transformation of the editor's duties and competences to research in the sphere of intellectual rights. Joint activities of students and lecturers are demonstrated in case studies of concrete scientific, educational and creative projects. The methodological approach to editing as a complex research-to-practice area, which encapsulates the achievements of some other fields of expertise and practice: logic, literary

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studies, theory and history of journalism is characterized. The author of the paper focuses attention on special features of editing modern mass communication texts in the contemporary information and communication environment and lists the major academic papers, textbooks and study guides written by the Chair members. In addition, the paper outlines the promising educational and scientific tasks based on the new concept of editing a multimedia text in convergent media.

Keywords: chair, editing, media text, book, journalism.

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## **Russian Language Stylistics: Interconnection between Science and Practice**

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### **Abstract**

This paper is a review of research directions of the Chair of Russian Language Stylistics at the Faculty of Journalism, MSU, over 70 years. These are regulatory-stylistic, functional-stylistic and media

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discursive studies. The scholars of the Chair also specialize in linguo-ethics, linguistic expertise and advertising discourse. The interconnection between science and practice has always been the ground rule of scholarly work adhered to by the Heads of the Chair: K.I. Bylinsky, D.E. Rozental, I.V. Tolstoy and G. Ya. Solganik. Along with the traditional directions of studying the language of mass communication, the Chair members analyze the issues of media linguistics and media stylistics.

Keywords: Chair of Russian Language Stylistics, practical stylistics, science and practice, media discourse, media stylistics.

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## Global Context

### Production and Placement of Video Advertising in the Blogosphere: Creative Approach

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#### Abstract

This paper is devoted to the characteristics of direct integrated advertising placed in bloggers' videos on the YouTube video hosting. The authors analyze the current trends in presenting advertising content in the installments of popular entertainment and educational programmes published in the Russian-language segment of the platform. The study of the selected bulk of materials showed that

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in the present-day digital environment there is a clear tendency to make video advertising drastically different from the traditional “recommendatory” integrations, within whose frames the influencer shared his/her own experience and advised to opt for a commodity or service. Now the advertising slot changes from additional, secondary, distracting content into an exciting elaborate sketch, clip or short series. In addition, direct advertising acquires the qualities of the original program, offers a creative artistic and storyline design. Notably, on producing advertising content influencers spend no less effort and money than on preparing the main content, while the length of the slot significantly exceeds the length of a standard television commercial. Hence an integration, along with the main content, becomes an independent product, which attracts the audience and proves its efficiency for both the blogger and the advertiser.

Keywords: video content, advertising integrations, advertising in the digital environment, influence marketing, YouTube.

### Notes

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## Agenda

### Automated Text in Modern Russian Media Practice

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#### Abstract

The problems of the study conducted by the authors are related to the automation of journalistic work and the introduction of neural networks in the media space of Russia. In the course of the work, the quality of the automated text was analyzed, the types of linguistic neural networks were systematized.

The analysis of generators that are in the public domain was carried out by the authors of the article on a point system, in which five is the maximum value. We loaded the same phrase into different text generation systems (Neuropushkin, Porfiryevich, ruGPT-3), which the generators had to continue. The study conducted by the authors showed that modern text generators can work quite well with the language of texts. The main disadvantage of such automatic systems is that they cannot yet adequately link more than two or three theses to each other. The more facts the generator has to connect, the worse it does it.

The system of criteria proposed by the authors for assessing the quality of text generation could be used in editorial offices that choose a developer who will create tools for automating the creation of journalistic text. Also, this method of analysis can be useful for improving existing text generators.

Keywords: automated text, artificial intelligence, media, journalism.

#### Notes

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## **The Role of Online Mass Media in the Republic of Belarus in Shaping National Identity**

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### **Abstract**

The article examines the role of Belarusian online mass media in the construction of national identity. The relevance of this research lies in the growing social polarization and the activation of specific processes in mass media in the conditions of political instability.

The aim of the study was to identify the role of online media in the formation of national identity at the present stage by conducting a content analysis of relevant journalistic materials and exploring them for the presence of discourse strategies.

Belarusian online media play a primary role in the construction of a new national identity. They destabilize the situation inside the country, urging the population to take part in protest actions, and form certain symbols in public consciousness which determine the foundation of the national idea.

The formation process of the new national idea involved two components: a comprehension of historical facts in mass media publications and an analysis of current events with conclusions convincing the readers in their desire to change the course of the country's development.

Keywords: Republic of Belarus, national identity, Belarusian mass media, opposition, nationalism, memory politics, presidential election.

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## Mass Media in Russia

### Telegram Journalism: Information Projects in Messengers as New Mass Media

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## Abstract

Over the past several years, mass media have been observably ousted by social networks and messengers. Now researchers' attention is focused on the Telegram messenger. Due to the Channels function, which resembles the news feed in online media, people started to blog on this messenger developing a new kind of journalism – Telegram journalism. At the moment, its leaders, in terms of the number of subscribers and post-viewings, are the Mash, Varlamov News and Beware of News channels. A particular growth in the number of subscriptions was recorded in the late February and early March, 2022. The paper deals with the three selected channels separately. Tools of journalistic work of these channels are investigated. The study shows that the three channels operate on the model of traditional mass media. Newsrooms provide fact-based information without evaluations, specify information sources and furnish posts with infographics. A special feature of the channels' operation in the messenger is switching off comments on the posts. Hence newsrooms diverge from the classical blogger format and position themselves as mass media similar in their activities with those of news agencies. Summarizing the analysis of the Mash, Varlamov News and Beware of News channels, the author of the paper concludes that blogger sites, in the conditions of changes and closures of some traditional media outlets, now serve as their alternatives.

Keywords: Telegram, Channel, Messenger, Mass media, Social Networks.

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## Mass Media Abroad

### Development of British National News Brands in Print Media in 2020–2021

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#### Abstract

The article investigates the main trends in the British news brand's development during the COVID-19 pandemic. The emphasis is placed on media consumption trends during lockdowns and measures of solving economic problems accepted by media actors. On the basis of analytical and annual reports (ABC; PAMCo; Digital News Report, Reuters Institute for the Study of Journalism at Oxford University; News Consumption Report, Ofcom; Online Nation Report, Ofcom, etc.) and expert evaluations (mostly in press articles) devoted to the newspaper industry in 2020-2021 allows us to make some conclusions about the growing role of quality journalism during lockdowns, as well as increasing importance of using different digital devices to access media content, also the print circulation decline. For attracting the audience during the pandemic news brands published content about COVID-19 – stories, podcasts, statistics etc., made exclusive offers for digital subscriptions and free delivery. The study demonstrates that online reader payment models (including donation, subscription, micropayment and membership) aren't very popular in the UK and won't replace in the near future ad revenue decline. Only few news brands remain profitable. The focus is also made on the government support to the print newspaper industry (state advertising campaign, zero rate of VAT for all e-publications).

Keywords: news brands, UK's national press, COVID-19, media consumption.

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## **Print Media of the Republic of Cape Verde: from the Colonial Period to the Present Day**

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### **Abstract**

The authors focus on the print media of the former Portuguese colony in Africa of the Republic of Cape Verde. The article examines the history of the development of the media in the colonial period, after gaining independence and at the present stage. The content analysis of publications showed that the independence was followed by structural changes in the functioning of the media. Based on the results of the review of the modern media system of the Republic of Cape Verde the following conclusions can be drawn. Firstly, the vast majority of the media in the Republic of Cape Verde are published in Portuguese. There are some publications, TV channels and radio stations in Creole, but their number is relatively small. Secondly, the print media are mainly represented by weekly publications dedicated to the national socio-political agenda, sports, health, and religion. The modern stage is characterized by a low level of development of the periodical press, which is represented mainly by weekly publications.

Keywords: press in Cape Verde, Portuguese colonies in Africa, post-colonial period, colonial legacy.

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## **New Media as a Tool of Political Communication of Marine Le Pen**

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### **Abstract**

Electoral periods in France have always sparked flurries of activity not only in traditional mass media but also on social networks. Willingness to directly communicate with potential voters came to be one of the reasons for the popularity of Marine Le Pen, the leader of the ultra-right party National Rally. In a case study of her page on Facebook, this paper examines the role of social networks as a tool of political communication. The frames of the study embrace two periods of the presidential pre-election campaign: January 1, 2022–January 14, 2022 and February 22, 2022–March 7, 2022. As a research method, the author used content analysis. In the course of analyzing the empirical base, the identified characteristics were as follows: frequency of publication, supporting illustrations (photos or videos), the topics of the published materials. From 3 to 8 posts were published daily. Studying them, the author distinguished the following thematic blocks: immigration and safety, agriculture, economic issues, youth, health, tourism, support to women, Ukraine, school, overseas territories, pre-electoral campaigning and news. The conducted study indicated that nearly all the materials are accompanied with photos or videos, in both periods the former dominating over the latter. Among the identified topics, 'pre-electoral campaigning' proved to be the most popular one. The use of information technology products has contributed to the growing popularity of Marine Le Pen and influenced the voting results.

Keywords: Marine Le Pen, National Rally, presidential election in France, new media, social networks.

### **Notes**

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