
Abstracts

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

Photojournalism and Media Design: from Analogue Technologies to Digital Ones

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Abstract

This paper is concerned with the top-priority areas for development of the Chair of Photojournalism and Media Technologies. Among them is the history of Russian photography. Students learn about the early days of Soviet photographic culture, photography as a tool of Soviet visual propaganda, history of Soviet post-war photojournalism and so on. An analysis of current development trends in Russian and foreign photojournalism is another important direction. In particular, some Chair members investigate digital processing of photographs, which can lead to changes in the point of the depicted event and, subsequently, the loss of audience confidence in these media. Investigations of digital photo exhibitions and photo archives published in highly rated scientific publications are devoted to the development of photography in the digital environment. The operation of photo agencies within modern digital media is also a promising field of research. The author of the paper is referring to the study into the typological characteristics of these agencies in comparison with other types of agencies, the examination of their varieties and specific content. Monetization of a photojournalist's work appears to be a topical issue. One of the aspects of this issue is photojournalists' use of modern digital crowdfunding platforms. In the context of studying the economics of photojournalism, the operation of photo stocks, photo book market and the like is also examined. Another area of study at the Chair is the history and modern trends in media design. The exploration into the influence of cross-mediality on visual language development is especially noteworthy. Within the framework of an investigation of visual communication in media, an examination of illustrations as a visual component of modern media is yet another area of study.

Keywords: photography, photojournalism, media design, digital technologies, history of photography.

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Advertising and Public Relations in a Research Paradigm

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Abstract

This paper focuses on the development of major research directions represented at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University. The Chair's scholarly studies are related to the analysis of major communication strands, which include mediatization of communications, strategic communications and transformation of communications influenced by digitalization and innovations. An examination of efficiency of advertising and PR-communications and marketing technologies in social, cultural, political and economic life of society is still an urgent issue. Textbooks, study guides, academic articles written by members of the Chair's staff reflect the contemporary approaches to the study of communications, to the application of modern technologies in both advertising and PR-practices.

The scholarly concepts proposed by our lecturers are implemented in pedagogical performance: special courses and special seminars relevant to the issues under study are organized, the programs of disciplines are renovated.

Keywords: strategic communications, digitalization, mediatization, innovations.

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Sociology of Mass Communications: Directions of Scholarly Studies

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Abstract

This paper describes the activities of the Chair of Sociology of Mass Communication directed towards analyzing the various aspects of functioning of contemporary media space. Contemporary media

space is characterized by rapid changes under the influence of digital technologies, which requires a sociological analysis beyond the operation of traditional mass media. What happens is the gradual transformation of mass media into the communication mediator, the media, while mass communication transforms into media communication. This calls for changes in the traditional discourse of media sociology, or sociology of mass communication, step by step turning it into the discourse of media sociology, or sociology of media communication. This is why the research work of the Chair involves both the issues of modern operation of traditional mass media with the journalist in the center and of the social corollaries of the development of the digital media environment, where mediatization and media communication tend to be central to the sociological analysis. The research palette presented in the paper includes: symbolic capital, trust in the media and journalists, the journalist' professional culture, religious life and its media coverage, the journalist's moral attitudes, communication content characteristics and the thematic media model, teaching sociology to journalists, information behavior of children's and youth audience, a connection between children's and youth media consumption and media education. The paper reveals major research approaches of the Chair to the issues of sociology of mass communication/media sociology.

Keywords: media, mediatization, media communication, sociology of mass communication, media sociology.

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Media Linguistics: Studying the Language of Foreign Media and Documentary Literature

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Abstract

The article presents two main trends of scholarly research at the Chair of Media Linguistics, Faculty of Journalism, Lomonosov Moscow State University: studying foreign media speech and forms of interaction between journalism and literature.

The study of modern media speech is going in line with M.M. Bakhtin's teaching of utterance and M. Halliday's systemic functional linguistics. The language of the media is a manifestation of the ideological struggle for power in society. This research should take into account many aspects: the broadest context, including cultural traditions, a specific historical situation and social order; choice of language means; the image of the author; composition of the statement and means of creating coherence and integrity of the text; the place of the message in the communicative dialogue; targeting the audience and feedback.

The study of various forms of interaction between journalism and literature requires attention to such border types and genres of modern literature as creative and narrative non-fiction, documentary novel, literary journalism and others, in which real facts and reliable documents are supplemented by such elements of fiction as a developed plot and narration, vivid images and symbols, tropes and figures of speech, other means of expression that the concept of literary style implies. To do this, it is essential to distinguish between the concepts of pragmatic and artistic speech.

Keywords: media linguistics, systemic functional analysis of media speech, creative non-fiction, binary opposition of pragmatic and artistic speech.

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Research Paradigms

Mediatization of Politics: Searching for New Research Methods

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Abstract

In this article, multidimensionality of mediatization of politics as a theoretical concept and social phenomenon is considered, in particular, its manifestation in extreme forms. In the modern mediatized landscape, the political process flowing from real life to the media environment gives rise to new dangers related to a distortion of social norms and evolution of negative scenarios of political developments, including their imitation. The author of the article poses the question of the need for an interdisciplinary approach to both studying mediatization of politics and attending to its negative consequences.

Keywords: mediatization of politics, political process, media environment, Overton Window.

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Global Context

Discourse Analysis: an Interdisciplinary Approach to Studying Media Content

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Abstract

Fundamental changes in mass communication in response to the digital revolution have led to considerable consequences. A huge part of messages on social networks developed on new technological platforms is deliberately created to attract mass interest, which contributes to intended or unintended misinformation and fake news. The shift of searching responses for all kinds of questions to the media landscape has resulted in the fact that UGC has become a dangerous alternative to expert opinions: in the conditions of multi-authorship the reliability of information is under threat. The only way to

assess the quality and efficiency of user message on social networks, to ascertain the possible level of confidence in this or that author is to deeply analyze what is seen and read.

As any texts appearing in the media space become media texts, linguistic research approaches are applicable to them. Accordingly, the discourse analysis method is likely to be used. Professional linguistic tools can help ordinary users avoid confrontation not only with false but also harmful information. Without developing this habit among the population, it is impossible to raise a publicly significant issue about science popularization, promotion of scientific discoveries and results of investigations and experiments. As regards higher education, its major task is to develop among students critical thinking, an ability to navigate in information flows and not only verify the obtained data but also to promptly decide about the trustworthiness of the source and data reliability.

Keywords: social media, UGC, multi-authorship, expert opinion, discourse analysis.

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Agenda

Media Consumption of Modern Student Youth (results of a sociological survey of students from Lobachevsky Nizhny Novgorod State University)

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Abstract

The paper examines the features of media consumption of modern Russian youth. A sociological survey among the student audience of Nizhny Novgorod State University was conducted in the research. In addition to counting the frequency of responses to questions about the viewing of news content by the youth audience, the method of constructing contingency tables was used to identify stable patterns of media consumption. The results of the study showed that the most popular media sources of information are social networks and online publications. Another important observation was that the news of the country as a whole attracted people's greater attention. In addition, according to the respondents' answers, a person is primarily interested in news headlines, the topics of which are directly related to his/her interests.

Keywords: Internet, news content, media consumption, survey, analysis, network communication, youth, student audience.

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Mass Media in Russia

The Kommunistichesky Internatsional Magazine: the First Experience of an International Periodical

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Abstract

The Kommunistichesky Internatsional magazine was established in the spring of 1919 as a body of the Executive Committee of the Third International, or Comintern, and came out on a regular basis up until the closure of this organization in 1943. It was published in six languages and had seven international versions distributed across the world. Most materials published in the magazine dealt with foreign topics, in the first place related to the communist movement and the struggle of workers for their rights. Along with it, a number of publications went beyond the above-mentioned content, which makes it possible to consider the magazine the first Soviet international periodical, which was actually a prototype of the global press emerging at the turn of the 1990s.

In time, the periodicity of the Kommunistichesky Internatsional magazine changed. During the first six years, the publication was irregular. In 1925, it turned monthly, in 1926 it came out twice a month, and from 1927 until 1929 – on a weekly basis. From this point, periodicity decreased again: from 36 issues in 1935-1935 to 12 issues from 1937 until 1943, when the magazine was closed along with the abolition of Comintern. All in all, over 24 years 542 issues saw the light.

The history of the *Kommunistichesky Internatsional* magazine is fairly underexplored. Until recently, there are many unsolved questions involved in the production of foreign publications of the magazine.
Keywords: *Kommunistichesky Internatsional*, magazine, USSR, Comintern, communist press.

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Content Strategies of Russian Online Media in the Coverage of Traumatic Events

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Abstract

In the article, based on the material about three traumatic events (the fire in the “Winter Cherry” shopping center in Kemerovo, the flooding and a series of subsequent floods in the Irkutsk region and the COVID-19 pandemic) that occurred in the period from 2018 to 2020, the power-centric and society-centric content strategies of three popular Russian online media (Lenta.ru, IZ.ru and KP.ru) are considered. These platforms were chosen for content-based analysis not only because of the similarity of their audience indicators, popularity and high citation indices, but also because of the obvious differences in specialization and approaches to covering events, which allowed them to be compared in the future. The results of the study showed that in professional journalistic texts about

disasters, the power-centric strategy prevails over the society-centric one in the Lenta.ru and IZ.ru texts about the fire in the “Winter Cherry” shopping centre and the COVID-19 pandemic. The highest indicators for the society-centric strategy were found in KP.ru texts about the floods in the Irkutsk region.

Keywords: content strategies, online media, news, traumatic events.

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Mass Media Abroad

Transformation of Newspapers in Digital Realities: Chinese Experience

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Abstract

This paper addresses the transformation of newspapers in the realities of the digital age. The research aims to analyse the developing business models, strategic decisions and results of Chinese newspapers for adapting to the new reality. The findings allow the author to conclude that newspapers can exist and have the opportunity to develop by updating business models and using technologies in practice.

Keywords: digital technologies, transformation of press, media industry, Chinese newspaper, adaptation.

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Program Formats on Azerbaijani Television Channels

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Abstract

Television still remains one of the most sought-after mass media. In spite of an explosive development of information technologies, old television formats are being replaced by new ones. After the collapse of the USSR, private commercial television channels with varying content started to emerge

in Azerbaijan. This paper considers the formats of programs which have been on television since 2000. The author examines the formats of the programs on national television channels and focuses on such programs as reality shows, social programs, educational and intellectual ones. Independence gave a new impetus to television channels. Western formats filled the broadcast schedule. Most programs are in fact blueprints of Russian and American programs.

Keywords: Azerbaijani TV channels, TV formats, Western formats, reality shows, license programs.

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Prostyakova V.A. Public Broadcasting Corporation NRK: Strategic Development at the Beginning of the XXI Century.

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Abstract

This paper examines the main stages of the Norwegian Public Television and Radio Broadcasting Company NRK, analyzes the development of its main assets – television and radio channels. Because of the digitalization process, transformation of the audience's media consumption and competition from international media companies, NRK reconsidered its development strategy. After a long period of monopolistic position, NRK was able to retain predominance in the media market due to the growth of mobile and online platforms and program adaptation taking into account the target audience's demands. One of the strategic tasks the company faced was to increase the children's and youth audience. With the launch of a new television channel for young viewers and diversification of the programming policy, NRK not only increased the audience but also brought to the media market the children's channel, which proved to be a worthy competitor to international media companies.

Keywords: NRK, digitalization, Norway, public broadcasting.

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Literature and Essays

Correspondence of Catherine II and Voltaire as an Example of Epistolary Journalism

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Abstract

In the article, the correspondence between Voltaire and Catherine II, for the first time fully published in Russian in 2022, is considered as an example of epistolary journalism. The history of the publication of these letters and the question of finding the original letters in Russia are analyzed in detail. It is shown that the key issue in Voltaire's letters was the idea of an anthropocentric view of the world, tolerance (fr. *tolérance*) as the basis of freedom and the image of the Russian Empress as a person who can bring these ideas to life. Catherine II strongly supported such an image, which, however, occasionally diverged from her actual policy. The article touches upon the issues of Russia's foreign policy of Catherine's time and the information war that was unleashed by European journalists during the Russian-Turkish war (1768 – 1774), as well as the responses of Voltaire and his correspondent to this war.

Keywords: Voltaire, Catherine II, epistolary journalism, Enlightenment.

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The Image of St. Petersburg as an Artistic Keynote in K.N. Batyushkov's Critical Method («A stroll to the Academy of Arts» essay)

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Abstract

In this article, the author analyzes the characteristics of K.N. Batyushkov's perception of the image of St. Petersburg in the context of the artistic culture of the 1810s in a case study of the poet's critical essay «A Stroll to the Academy of Arts» (1814). Petersburg as an ideal work of art is for Batyushkov a kind of measure in the evaluation of the works of art he writes about exhibited at the Academy. This work shows how the image of the city realizes itself in the genre of critical discourse.

Keywords: K. Batyushkov, Academy of Arts, St. Petersburg, national art.

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