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# Abstracts

## Global Context

### **International Broadcasting Amidst the Information Confrontation and Against the Backdrop of the COVID-19 Global Pandemic (a case study of radio stations in the USA, EU Countries and China)**

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#### **Abstract**

In this article, the author presents the results of studying the operation of international broadcasting in response to the ongoing information confrontation between Western countries (the USA, the EU) and China. This confrontation was triggered by COVID-19 global pandemic. Political, ideological and thematic aspects of the informational confrontation between the USA, the EU and China, and the tone of messages of the radio stations Voice of America, Deutsche Welle, Radio France Internationale and China Radio International in March–April 2020 is also examined.

Keywords: international broadcasting, foreign policy communication, US-China relations, EU-China relations, COVID-19 pandemic.

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## Agenda

### The Role of the Russian-Language Émigré Press in Berlin in the Help for Starving Russia

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#### Abstract

This paper examines publications in the Russian émigré press of Berlin concerned with the famine in Russia in 1921 and the related campaign to help the starving people. The *Rul*, *Golos Rossii* and *Vremya* newspapers both organized the campaign and criticized its results. Money was raised in a short period of time, from August 1921 to early September, when in Russia the Non-Party Committee for Assistance to the Starving was closed, most of its members being arrested. The Russian émigré community was able to make just a small contribution to the total amount of help coming from the USA and European countries under the auspices of the Red Cross.

Keywords: famine in Russia in 1921, German Russian-language press, Russian Berlin, Russian expatriate community press, *Rul* newspaper.

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## Mass Media in Russia

### Operation of the Soviet Information Agency Abroad Amidst the Conflict Between the USSR and Western Countries in the 1920s

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#### Abstract

This paper examines the operation of foreign departments and correspondent offices of the ROSTA and TASS news agencies in the 1920s. Based on archive documents introduced for scientific use for the first time, the author analyzes both organizational and institutional development problems of

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the foreign network of Soviet agencies as well as the characteristics of content policy in response to ideological confrontation between the USSR and bourgeois countries.

Keywords: ROSTA, TASS, foreign departments, ideology, the 1920s.

### Notes

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## Images of Women in Russian Media in the Aspect of Axiology: Research Concept and Methodology

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### Abstract

The article presents a substantiation of the possibility and necessity for studying female media images in terms of axiology and ethics. The authors turn to the global humanitarian crisis of values, actualizing the operation of the value-regulating function of journalism and media. They also turn to the role of images of women in communicating the foundations of spiritual culture. Numerous groups of sources of diverse epistemological nature are considered as a theoretical and methodological platform. An

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original method of studying profile essays and interviews is proposed, which will provide data on which female media images these days form a positive modality in relation to national identity and culture.

Keywords: female media images, axiological approach, gender studies, profile essays, interviews.

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## Mass Media Abroad

### Evolution and Continuity of the Satirical Press in Spain (a case study of *El Jueves* Magazine)

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#### Abstract

The history of Spanish satire, its popularity today and the aspiration of editorial offices to constantly perfect their content and methods of interacting with the audience prove the importance of this genre for the country's media system. The authors outline the periodisation of Spanish satirical newspapers and magazines, identify the developmental stages and the characteristic features of Spanish satirical

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publications at each stage of the genre's progress. For this purpose, a qualitative analysis of the issues of 58 satirical magazines published in Spain since the first half of the eighteenth century was carried out. The method of quantitative content analysis of the satirical magazine *El Jueves* enabled the authors to trace both the signs of evolution, expressed in the editorial use of new multimedia formats and interaction with the audience on different digital platforms, and continuity, which is manifested in the use of some traditional formats and techniques characteristic of the satirical publications of earlier days.

Keywords: Spanish satirical press, magazine, journalistic genres, graphic humor, *El Jueves*.

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## Armenian Television: Before and After Digitalization

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### Abstract

In this paper, the author considers the emergence and evolution of Armenian television in three time periods: the Soviet one (1957–1991), that of early years of independence (1991–2002) and the modern one. Special focus is made on the dynamics of the formation of Armenian television as a sector of the media system after digitalization. The author analyzes the present-day condition of the television market in terms of program content, ratings, performance of internet providers, cable operators; he also identifies the existing problems and prospects for further development of regional television.

Keywords: television, regional television, multiplex, non-terrestrial television channels.

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## Mediatext

### Concepts of “Culture” and “Creative Work” in the Media Discourse of 2020–2023

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#### Abstract

The article analyzes the term “concept” from the point of view of cognitive linguistics and cultural studies. It is noted that this term appeared as far back as in the era of medieval conceptualism and is found in the works of such authors as T. Hobbes, P. Abelard, W. Ockham. Modern definitions of the term “concept” and its typology are examined in this article.

Based on the materials of the National Corpus of the Russian language, the collocations of the concept «culture», the frequency of their use in mass media and the media sphere as a whole are investigated. An analysis of Yandex resources (Wordstat) is also made, which reflects the nature of user requests regarding the lexeme «culture» and such combinations as «cancel culture», «cancel Russian culture». It was also natural to turn to a number of public service advertising materials, in which the slogan «Culture cannot be canceled!» was present.

Similar research was conducted on the concept of “creative work” and a number of its syntactic representations. The lexemes “literature, music, painting, poetry” included in the unified semantic field of this concept were also considered. No less interesting were the syntactic representations of this conceptual universality: «literature, music, painting are life», «creative work is life», which were presented in the data obtained thanks to Yandex Wordstat technologies.

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The conclusion the author makes is as follows: the concepts of «culture» and «creative work» have not only a national, but also a panhuman, universal dimension. Both of these aspects actively interact with each other and acquire a particularly important, value-preserving significance in the difficult time of 2020–2023.

Keywords: concept, culture, creative work, cognitive research, linguocultural studies.

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## Literature and Essays

### Journalism of N. V. Gogol and the Slavophiles: Ways to Comprehend the Slavic Question

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## Person

### Pioneer of the Continent Named Mark Aldanov (in remembrance of Professor Andrei Chernyshev)

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#### Abstract

This paper is devoted to the life and legacy of A.A. Chernyshev, Doctor of Philology, Professor (1936–2019) in the context of academic and pedagogical traditions of the Faculty of Journalism, Moscow State University, related to the names of E. Kuchborskaya, A. Zapadov, D. Rozentel, Yu. Shvedov, B. Esin, E. Prokhorov, S. Rozhnovsky, N. Vannikova and certainly Ya. Zassoursky. The authors supply the biographical data about the scholar, who did not tend to reveal himself even with close people. The grandson of the first Soviet Consul General in Hamburg Mechislav Dobranitsky, the son of the journalist Kazimir Dobranitsky, Andrei, after the repressions of the 1930s against most of his family members, remained as a baby in care of his grandmothers. Their influence and contacts with the widow of Maximilian Voloshin Maria Stepanovna, Elena Sergeevna Bulgakova, Konstantin Simonov's family fostered in the boy the qualities that paved his way to philology.

Recollections of A. Chernyshev's fellow professionals at the Faculty of Journalism Ya. Zassoursky, I. Volgin, V. Linkov, G. Lapshina, of his disciples, relatives and friends are provided in the paper, so are materials related to the scholar's studies into early Russian film criticism, Russian literature and journalism of the first half of the 20<sup>th</sup> century. Tribute is rightfully paid to Professor Chernyshev for his discovery and popularization in Russia of Mark Aldanov's literary and journalistic legacy. For many years, the scholar would publish novels, stories and essays of this outstanding figure of the Russian expatriate community, releasing four multi-volume collected works and seven individual editions, wrote articles for the *Literaturnaya Gazeta* newspaper, the *Oktyabr*, *Noviy Zhurnal* (New York) magazines and some others.

Keywords: A.A. Chernyshev, studies into journalism and literature of the Russian expatriate community, Mark Aldanov's creative work.

#### Notes

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## Review

### **Organization of Journalistic Work in the Context of Regional Media**

(A review of the book: Tulupov V.V. (ed.) (2023) *Media Management. A Study Guide*. Voronezh State University. Voronezh: VSU Publ.)

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