
Abstracts

Global Context

Disinformation as an Object of Scholarly Analysis: Traditional and New Approaches

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Abstract

The article systematizes the key approaches to the designated problem that developed in the 20th century: disinformation was considered as a propaganda technology, a type of information weapon, a form of ideological work, a component of socio-humanitarian technologies, the problem of deontology of journalism. A new round of interest in the problem arose in 2015-2016 in the context of an active discussion of the phenomena of «post-truth» and «fake news». In the 21st century, the designated scientific problem has evolved and become much more complicated. Established research approaches continue to develop and transform. In addition, due to the emergence of new aspects of the problem of disinformation and fakes, new directions of its research have emerged («post-truth politics» as an attribute of modern populism; human resistance to unreliable information; the formation of critical thinking; fakes as a legal and linguistic phenomenon, automated definition of fake news with elements of artificial intelligence). Today there is a rapid development of the concept of «smart war» based on the use of the latest technologies and intelligent solutions, which leads to great scientific potential in the field of the diagnosis of disinformation content with access to technology and algorithms. In humanities and exact sciences, research into AI's abilities in fakes creation and dissemination appears to hold much potential.

Keywords: disinformation, fake news, propaganda, information weapon, post-truth.

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Theoretical Comprehension of the Concept of Public Opinion

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Abstract

The concept of "public opinion" has accompanied society for decades. Under the influence of informatization and the development of new technologies, public opinion has undergone a number of changes. Some elements remained unchanged, for example, a significant influence of mass media on the dominant opinion among certain audiences. The digitalization of society provided journalists with a number of new opportunities and at the same time complicated the work of newsrooms. The importance of the tools and mechanisms used by professionals varies depending on the societal sentiment and historical events. Each epoch gives preference to certain instruments, even if they are repeated from generation to generation. The influence of public opinion expressed within the virtual space has a direct impact on culture and basic values, and the management of this process is becoming an increasingly difficult task. In this article, the author examines the dynamics of change in the concept of "public opinion" from classical theorists to new media, and also tries to understand whether this phenomenon has really undergone significant changes in its essence.

Keywords: public opinion, mass media, theoretical approaches, public consciousness, concepts.

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Agenda

Communication Practices of Media Researchers in the Context of Post-Normal Science

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Abstract

To identify the communication practices of media researchers, a survey was conducted using an online questionnaire. In total, the authors obtained 321 completed questionnaires: 125 from researchers in Russia, 92 from Western countries, and 104 from other countries. The questionnaire addressed the aspects of communication practices that can be considered manifestations of post-normal science: communicating with a broad audience, using research results to support one's political position and ensuring open access to research outcomes. Media researchers are largely oriented towards communication with diverse audiences and actively utilize research findings; however, in most cases, they remain distant from public activism. The authors did not identify any particularly significant differences among representatives of different countries – small variations may be attributed to sample characteristics. Moreover, it is challenging to speak about universally accepted practices among the community of media researchers; apparently, this heavily depends on the organization in which the researcher works, their connections with the industry, social environment, research themes, and so on.

Keywords: scientific communication, norms of science, post-normal science, open access, media studies.

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A Mathematical Modeling Study of Social Conflict in the Digital Media Environmen

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Abstract

This paper considers a new approach to studying social conflicts in the digital media environment. The authors view any media community as a system that has entrance, exit and differs from other systems by its features. To analyze the flow of outgoing messages, the apparatus of probabilistic mathematical modeling is used. With the help of this, a detailed map of themes of response mes-

sages is made for various types of systems and unique characteristics suggested in the paper are calculated.

Keywords: social conflict, thematic modeling, mathematical model, media.

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Media Presentation of Sociological Survey Results: Defining the Problem Field

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Abstract

The article examines the methods and nature of presenting the results of VTSIOM opinion polls in various types of Russian media, which were selected using Yandex search. The work is aimed at analyzing journalistic publications containing elements of scientific knowledge and perceived as one of the forms of public sociology. The author concludes about the monopoly of journalists on describing the results of public opinion polls and the dominance of news as a key format for the presentation of sociological information, providing the results of a comparative analysis of publications in different types of media and emphasizing the need to develop the sociological culture of Russian journalists.

Keywords: public sociology, mass media, public opinion poll, sociological culture of a journalist.

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Media Image of China in the Russian Press (a case study of Rossiyskaya Gazeta)

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Abstract

The current study uses manual content analysis to explore the characteristics of China's media image presented in the daily newspaper Rossiyskaya Gazeta over the period of 2009-2019. The findings show that there has been a significant increase in the number of media reports on China, and the tone

of coverage has become more positive. With the help of a variety of topics, genres and quoted sources from China, the newspaper shows its readers a multifaceted media image of this country.

Keywords: media image of China, international journalism, quality press, prioritized themes, information sources.

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Mass Media in Russia

Specifics of Advertising Materials in Business Newspapers and Magazines of the Mid-19th Century

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Abstract

The article analyzes the submission of advertisements to business newspapers and magazines of the mid-19th century. Detailed attention is paid to the “Advertisements” sections, where advertising texts were mainly published, be it about books that were turned out, newspapers and magazines that came out, as well as about goods and services offered by various individuals. In conditions of few subscribers, publication of diverse information for a fee helped to alleviate the financial problems faced by editorial offices.

Keywords: business newspapers and magazines, advertisements, advertising.

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Dramatization as Content Strategy of Military Reporter when Covering the Special Military Operation (a case study of the “Vesti” program broadcasted on Rossiya 1 channel)

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Abstract

This article examines the specifics of using the content strategy of dramatization in the current Russian reporting on the special military operation. The author analyzes the performance of journalists of Rossiya 1 TV channel when they work in «hot spots» and the methods of emotional involvement of viewers with the help of dramatization.

Keywords: correspondent, television report, “hot spot”, dramatization, emotional involvement.

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Development of Streaming Services in Response to Digital Transformations of the Russian Media System

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Abstract

Streaming services are a new segment in Russia's media system that has developed in response to digitalization. Online movie platforms have taken the place of digital broadcasters, changing the media consumption practices of Russians and forming the habit of paying for access to content. Today, among the development strategies of streaming services, merging with major telecommunications companies, broadcasting original content and a complete transition to a subscription-based monetization model dominate.

Keywords: streaming services, OTT services, Russian media system, digitalization.

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