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# Abstracts

## Research Paradigms

### Journalism and Media Communication: Articulating Research Spaces

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#### Abstract

The article is based on a presentation at the Winter School of Advanced Training for Teachers of the MSU Faculty of Journalism (January 2024) «Methods and Organisation of Students' Scientific Work». It presents the author's position on the issue of articulating the research spaces of journalism and media communication. The problem is presented in its practical aspect, as the emergence of the direction of training specialists in media communication at faculties that for a long time trained specialists only in journalism implies a restructuring of the educational process, which, according to the author, should be based on theoretical, conceptual ideas about the differences between journalism and media communication. In the text, the problem of demarcating the research spaces of media communication and journalism is presented through the research work of students, which, with varying depths of theorizing, is implemented in the final qualification works of bachelor's and master's students. The problem is exacerbated by the fact that the supervisors of students in both journalism and media communication are the same professors – as a rule, bearers of journalistic research practice and journalistic mentality.

Keywords: mass communication, media communication, journalism, journalistic mentality, graduation thesis.

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## Agenda

### Tools for Shaping Public Opinion on the Telegram Social Network

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#### Abstract

The article investigates the strategies utilized by creators of digital content to shape public opinion, focusing on the case of the Telegram social network. Drawing on recent scholarship and empirical research in the field of media communication, the authors argue that contemporary frameworks for propagating ideas, values, and beliefs incorporate not only traditional approaches but also fundamentally novel methods of audience influence, uniquely inherent to social platforms.

Keywords: social networks, journalism, SMM, public opinion, Telegram.

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## Linguistic Means of Expression in Author's Telegram Channels of War Correspondents

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### Abstract

This article presents an analysis of the means of expression used in the author's Telegram channels of war correspondents. The author focuses on the emotional presentation and persuasive power of the studied means of expression. Through a rhetorical approach, the research reveals strategies, tactics and manipulative techniques that are used by military journalists to influence the audience and form public opinion. The author concludes that all the means of expression used by journalists can be divided into three conditional categories according to the purpose of use: persuasion, motivation and information. The popularity of means of expression is due to their ability to create an emotional connection between the correspondent and their audience. This contributes to a better perception of information and enhances the persuasive effect.

Keywords: war correspondents, Telegram, special military operation, poetic figures, figures of speech.

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## Mass Media in Russia

### Coverage of Childhood Care and Education in "Drug Zhenshin" Magazine

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## Abstracts

The article examines how the «children's issue» was covered in the magazine «Friend of Women» by M. Boguslavskaya (1882-1884). The articles devoted to the problem of illegitimate children, child rearing and education are analyzed, and the possible continuity of foreign experience in these issues is considered.

Key words: «Drug zhenshin», Boguslavskaya, education and upbringing of children, the rights of illegitimate children.

## Notes

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## Mediatized Medical Media Discourse: General Features (a case study of the publications in Kommersant and Rossiyskaya Gazeta)

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## Abstract

This study analyzed publications on the topic of medicine in two Russian newspapers, Rossiyskaya Gazeta and Kommersant, published in 2019 and 2022. The analysis revealed a predominance of content tailored for general readership within the media discourse, alongside a lesser but notable proportion of material targeting specialized audiences. The interest in this aspect of the study is justified by the fact that the medical discourse has integrated with the media space due to the mediatization of medicine, but has not definitively lost its roots associated with scientific and professional language. The article also quantitatively analyses the use of medical terminology, the most frequently mentioned fields of medicine, references to research papers in the field of medicine and so forth.

Keywords: medical media discourse, general interest newspapers, content analysis.

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## **Production of Gaming Content: The Experience of Online Media Newsrooms**

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### **Abstract**

In the digital environment, the media industry has become unprecedentedly dependent on technology, which is constantly changing the way audiences consume information. Media companies are forced to find strategies to maintain the interest and loyalty of subscribers and attract new subscribers, especially among youth audiences. One such strategy is to incorporate gaming content into the line of media products: crosswords and puzzles, tests, board and digital games, from casual to AR and VR



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projects. Based on in-depth interviews, this article explores the experience of creating gaming content in 13 Russian media companies. It analyses the difficulties these companies face in producing content that is atypical for the media industry.

Keywords: gamification in journalism, production of game texts, competencies of game journalists, “digital youth”.

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## Mass Media Abroad

### Military Coups in Africa as Covered by the Western Media: Media Geographical Analysis

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#### Abstract

The article presents the results of a study of foreign media publications dedicated to military coups in Niger and Gabon in 2023. Based on media geographical content analysis, the approaches of foreign media to covering crises and conflicts that affect international relations are examined and classified. Negative tonality predominates in media texts; Russia in the vast majority of publications is mentioned in a negative way as a competitor to the West for spheres of influence on the African continent.

Keywords: mass media, military coups in Africa, Niger, Gabon, media geographic research.

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## Short Videos as a Tool of Urban Branding in China (the case of the Douyin social network)

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### Abstract

This research paper delves into the innovative application of short video content as a dynamic instrument in the branding and marketing strategies of Chinese cities, with a particular emphasis on the influential role of the Douyin platform. It addresses the pressing need for an in-depth examination of the distinctive characteristics and implications of short video content in urban branding, shedding light on its multifaceted contributions. The study meticulously demonstrates that short videos transcend traditional information dissemination roles, serving as powerful catalysts for economic engagement and value creation within the context of city branding. By leveraging an extensive analysis of Douyin's comprehensive data reports spanning from 2021 to 2023, alongside the nuanced perspectives offered by targeted survey responses, the research offers a holistic understanding of the strategic potential of short videos. It unpacks the ways in which these digital assets can be harnessed to resonate with audiences, drive visitor engagement, and foster a distinctive and memorable city identity in the competitive digital landscape.

Keywords: short video, urban branding, social network, new media, China.

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## **Specifics of Dissemination of Web Fakes About COVID-19 Vaccine in the Chinese Online Media**

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### **Abstract**

The article presents the results of a study of the features of the dissemination of fakes about the COVID-19 vaccine in online media, which caused infodemia, as well as the consequences of the perception of this misleading information by different audiences. The study focused on web fakes about the COVID-19 vaccine. The content of these fakes was classified according to categories on Chinese and Russian websites, and rebuttals of these fakes were also analyzed. Thematic focus, textual characteristics and dissemination methods were also examined. The content analysis method was employed.

Keywords: COVID-19 vaccine, fake, infodemic, online media, vaccine credibility.

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## Mediatext

### The Structure of Ironic Objection in Popular Science Media

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#### Abstract

In popular science media discourse, ironic objection acquires the status of a semantic dominant, promoting a critical rethinking of new scientific knowledge. The ironic objection seems to be the “driving force” in the development of popular scientific discussion, objectified in the form of chains of interpretations. Intentional-stylistic analysis of the ironic objection as a component of the interpretative chain allows us to say that the structure of the ironic objection in popular science media discourse includes three main components – logical-semantic, axiological and communicative, the first of which dominates. The dominance of the logical-semantic component is attributed to the fact that logical consistency is a prerequisite for true and valuable scientific knowledge.

Keywords: popular science media discourse, ironic objection, interpretation, comment.

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## To the 270<sup>th</sup> Anniversary of Moscow University

### Moscow University in the Life of Russian Playwrights A. N. Ostrovsky and A. P. Chekhov

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#### Abstract

2025 marks the 270<sup>th</sup> anniversary of the founding of Moscow University and the 165<sup>th</sup> anniversary of the birth of the great Russian writer and playwright A. P. Chekhov. Last year, 2023, marked the 200<sup>th</sup> anniversary of the birth of another brilliant Russian playwright – A. N. Ostrovsky. The article is devoted to the student years of these two luminaries of Russian literature and the role that Moscow University played in their lives and the formation of their personalities.

Keywords: Moscow University, playwright, theater, medicine.

#### Notes

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