

# Article Layout and Submission Guidelines of the «Medi@lmanah» Scientific Journal

## 1. Publication Requirements

Editorial board of the «Medi@lmanah» scientific journal is committed to the ethical norms and standards adopted by the international scientific community.

Each submission must be accompanied by the statement of the expert commission or chief expert confirming that the processed article and other publication-ready materials do not contain information constituting a State secret, are not subject to classification and can be published openly.

In accordance with the Code of ethics for scientific articles, the author (or a group of authors) must be aware that they are initially responsible for the novelty and accuracy of the research results, which means observance of the following principles:

The authors must present accurate results of the research they have conducted. Admittedly erroneous or falsified statements are unacceptable.

The authors must ensure that the research results described in the submitted manuscript are completely original. Borrowed fragments are to be accompanied with a reference to the author and the primary source used. Excessive borrowing and any forms of plagiarism, including citations without quotation marks, paraphrasing or appropriating rights to others' research, are unethical and unacceptable.

It is essential to acknowledge the contribution of those people who, in this way or another, influenced the course of the research, in particular, the article must be supplied with references to the works that played a role in conducting the research.

It is against the rules to submit a manuscript which is under consideration by another publication or an article that has been published in another journal.

All contributors to the research are to be mentioned among the co-authors of the article. Mentioning those who did not participate in the research is forbidden.

If the author discovers significant errors or inaccuracies in the article while it is under consideration or after it has been published, he is supposed to inform the editors of the journal as soon as possible.

In Russia, the Code of Ethics for Scientific Articles was developed and approved by the Committee on Ethics for Scientific Articles in 2012 based on the principles adopted by the Committee on Publication Ethics (COPE).

## 2. Submission Procedure

Text of the article should be drawn up in strict accordance with "Article Layout Guidelines" (see paragraph 4) and sent to the the e-mail of the editorial office: *almanach@internet.ru*.

The editorial office is located at 9 Mokhovaya Street, building 1, Moscow, Faculty of Journalism, Lomonosov Moscow State University (room 102 B). Editor-in-Chief is Denis V. Dunas. Phone number: +7 (495) 629-4440.

### 2.1. Additional Information for PhD Students and PhD Degree-seeking Students.

PhD students and PhD degree-seeking students are required to attach to the article an extract from the minutes of the chair meeting where the article was discussed, along with

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a recommendation to publish the material in the journal. The extract must be certified with the seal of the organization giving the recommendation, it must include the number and date of the minutes, the name of the higher educational institution and the chair, the supervisor's surname, first name and patronymic, his/her contact phone number and/or e-mail.

### 3. Review Procedure

According to the requirements of the Higher Attestation Commission (VAK) to publication in a scientific journal, all articles are invariably subject to refereeing. In the *Medi@lmanah* journal, double blind refereeing is standard practice (the author has no idea who referees his/her article while the referee does not know either who is the submitter of the article). The right to choose the referee belongs to the editorial board and the editorial council. All the referees are recognized experts in the subject of the refereed materials and have published papers on the subject of the refereed article in the past three years.

The referee reports are kept in the publishing house and the editorial office of the journal for five years. At the author's request, the referee report may be sent over to him/her just for information. If the article is rejected, the detailed referee report containing the reasons for rejection is sent over to the author on a mandatory basis.

In accordance with p. 8 of "Requirements to the Refereed Scientific Publications to be Included in the List of Refereed Scientific Publications wherein the Main Scientific Results of Candidate's Theses and Doctoral Theses are to be Published", the editorial board of the *Medi@lmanah* scientific journal directs the copies of referee reports to the Ministry of Science and Higher Education of the Russian Federation when a corresponding inquiry is sent to the editorial board of the journal.

### 4. Article Layout Guidelines

#### 4.1. General layout

At the top of the article, the submitter is required to put his/her surname, first name and patronymic (in full!), place of employment and position, the full name of the higher educational institution and the chair (for PhD students), the contact phone number, email, and author ID from scientometric databases (Russian Science Citation Index, Web of Science, Scopus, ORCID).

The recommended size of the article is up to 25,000 characters with spaces.

The text of the article must be clearly structured and divided into subchapters.

The title of the article must be set in semi-bold type in 14-point size.

The text of the article must be created in *the doc (docx)* format and set in Times New Roman font in 12-point size with 1.5 line spacing.

The article must be supplied with an *abstract* and *keywords*.

The abstract **in Russian**, no larger than 60 words, must contain such matters as the topicality of the research, the issues in focus and the main conclusions. The objectives should be indicated only if they are not clear from the title, the methods (omitting methodological nuances) if they are really novel and interesting from the viewpoint of this particular work.

The abstract **in English** is not supposed to be word-for-word translation of the author's abstract in Russian, it must be composed in compliance with grammar and style of the English language. It is recommended to use the structure which echoes the structure of the article. The text must be concise and free from redundant information, unnecessary

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insertions and empty phrases. If the translation of the version for the English section of the journal is not submitted, the editorial board will take care of it. The volume of the text is 150–200 words.

The **keywords** (not more than 5) must reflect the main content of the article, involve the terms used in the text of the article as well as the terms defining the subject area and containing other important concepts which make it possible to facilitate and enlarge the possibilities of finding the article by means of a search engine.

The compulsory elements of the article are a review of literature and explicit conclusions.

In the **review of literature**, it is essential to indicate the extent of previous research into the problem, contemporary Russian and foreign works on the theme of the article substantiating the current importance of the material, its practical and /or theoretical significance, continuity and scientific novelty characteristic of the scientific school the author belongs to.

The **conclusions** must clearly and economically reflect the content of the article and the results of the conducted research within the theoretical conceptual and methodological framework established by the author.

## **4.2. Text Layout**

### **4.2.1. References to literature in the text**

– References to literature are given within the text in brackets. The data include the surname of the author, the publication year of the work and the page number separated from the year with a colon, for example:

*Вызов, «осознанно и решительно отвергающий <...> самостояние отдельной личности, ценности свободы и плюрализма, принцип демократической сменяемости политической власти и все прочее, с этими ценностями связанное» (Пелипенко, 2015: 35).*

*Позднее Р. Пикар и Т. Риммер (1999: 1–18) предложили совершенно иной подход к данной проблеме – по географическому принципу.*

*Вспомним известную формулу Яна ван Куйленбурга (1998) о диверсификации медиа-услуг 3С: Content, Channels, Carriers.*

– Referring to works of the same author published in the same year it is important to distinguish between them by adding letters *a*, *b*, *в* (in the case of foreign publications – Latin letters *a*, *b*, *c*).

– Referring to books or articles co-written by two-four authors it is correct to indicate all of them: (Булыгина, Шмелев, 1997: 15), (Kilteni, Groten and Slater, 2012).

– Referring to books and articles written by more than five authors it is customary to indicate the first four surnames adding «и др.»; referring to foreign publications – “et al.”: (Свитич, Смирнова, Ширяева, Шкондин и др., 2015), (Christians, Glasser, McQuail, Nordenstreng et al., 2009).

– Referring to a collection of works in the Russian language, instead of the author’s surname it is correct to indicate the title of the book, while in foreign publications it is customary to indicate the surname of the publishing editor or the compiler with a mark (ред.) or (ed.) in brackets, for example:

*Объектом изучения стал российский качественный еженедельный журнал «Профиль», который традиционно относят к типу деловых (Деловая журналистика, 2012).*

*«Североевропейской модели уже не существует, точнее, Северные страны больше не символизируют североевропейскую – демократическую корпоративистскую модель» (Ohlsson (ed.), 2015).*

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– Referring to a work by an unknown author (a newspaper item and the like) it is common to indicate the first or the first several words of the headline: (*Как в СССР появилось телевидение, 2021*).

#### **4.2.2. Primechaniya**

Primechaniya, if required, are placed at the end of the text before References in the form of endnotes having consecutive numbering throughout the whole text.

They include: the author's comments, archive materials, non-scientific sources (works of fiction, opinion journalism, newspaper articles, legal acts and the like), online materials (with the exception of online versions of scientific journals), videos and so on.

#### **4.2.3 Bibliografiya**

In Bibliografiya, only scientific sources must be listed (monographs, scientific collections, articles and reviews in scientific/academic publications), i.e. those sources which are indexed in scientific databases (RSCI, Scopus, Web of Science and others) and only those works which are referred to in the article. The sources need to be sorted alphabetically, first in the Russian language (in Cyrillic characters), the names of the author/authors are italicized. After that foreign sources are indicated (in the original language) in accordance with the English alphabet and the pattern used for foreign sources. The colophons of books are given in full (city: publishing house, publication year).

In case an article or a chapter in a monograph mentioned in Bibliografiya have the DOI number, this must be given at the end of the bibliographic entry.

When referring to the internet sources date of the request should be provided in the brackets.

In the case of articles in a journal or collection, the initial and final pages of the article are to be indicated.

#### **4.2.4. Notes**

Notes represent the list of transliterated Russian-language sources and sources in foreign languages (in the original language) listed in Primechaniya (if there are any), arranged in accordance with the English alphabet **with compulsory translation into English in square brackets**. The author's comments are not included in this section.

#### **4.2.5. References**

References contain all the sources in the list Bibliografiya, only **in the Latinized form**, arranged in accordance with the English alphabet. It includes transliterated Russian-language sources and sources in foreign languages (in the original language).

For transliteration, it is advisable to use the standard BGN/PCGN (United States Board on Geographic Names / Permanent Committee on Geographical Names for British Official Use) recommended by the international publisher Oxford University Press as British Standard. To make the BGN transliteration more convenient, it is possible to use the link <http://ru.translit.ru/?account=bgn>, where this procedure occurs automatically.

Upon the automatic transliteration, it is essential to correct:

a) the Russian-language designations of the volume, number and page of the publication are to be translated (see examples – p. 5.4);

b) Abbreviations of city names must be spelt out in full: M. becomes Moscow; SPb – St. Petersburg; L. – Leningrad; NY – New York;

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c) the publisher should be given in English if it is an organization (Moscow St. Univ. Publ.) and in the transliterated form if the publisher has its own name plus an indication that it is a publisher: Nauka Publ., MediaMir Publ.;

d) it is important to ensure that centuries are given in Roman numerals (XX, XXI and so on), capital letters of the Russian alphabet are out of the question;

e) foreign authors' names are not subject to transliteration; they should be given in the original.

Transliterated sources, as well as sources in other languages, are **required to have a square-bracketed English translation of the book title or article title and the title of the collection** in which it is published and follow the pattern used for foreign sources.

In the Latinized list, only *book titles, magazine titles* (or titles of other periodicals) and *collections of articles* should be italicized.

## 5. Examples of Sources Layout in Primechaniya, Bibliografiya, Notes and References

### 5.1. Primechaniya

<sup>1</sup> Шадрин Т. В России может уйти с рынка примерно половина СМИ // Рос. газ.. 2015. Янв., 6. Режим доступа: <http://www.rg.ru/2015/01/06/smi-site.html> (дата обращения: 15.08.2017).

<sup>2</sup> В данной статье авторы рассматривают только основную составляющую медиасистемы – средства массовой информации и коммуникации. Другие элементы в этом конкретном случае не исследуются.

<sup>3</sup> Здесь и далее расчеты по данным мониторинга из системы «Россия в мире» МИА «Россия сегодня».

<sup>4</sup> Российский вектор. 2015. № 11 (41). С. 2–20.

### 5.2. Bibliografiya

Вартанова Е.Л. Медиа в контексте общественных трансформаций: к постановке проблемы // МедиаАльманах. 2018. № 1. С. 8–13. DOI: 10.30547/mediaalmanah.1.2018.812

Газеты средних и малых городов России в 2010-х гг. Контент-аналитическое исследование: колл. моногр. / Свитиц Л.Г., Смирнова О.В., Ширяева А.А., Шкондин М.В. и др. М.: Фак. журн. МГУ, 2016.

Манович Л. Язык новых медиа. М.: Ad Magimen, 2014.

Связи с общественностью: Теория, практика, коммуникативные стратегии / под ред. В.М. Горохова, Т.Э. Гринберг. М.: Аспект Пресс, 2017.

Couldry N., Hepp A. (2017) *The Mediated Construction of Reality*. Cambridge: Polity.

Krotz F. (2009) Mediatization: A Concept with Which to Grasp Media and Societal Change. In: Lundby K. (ed.) *Mediatization: Concept, Changes, Consequences*. New York: Peter Lang, pp. 21–40.

Pink S., Fors V. (2017) Self-tracking and Mobile Media: New Digital Materialities. *Mobile Media & Communication* 5 (3): 219–238. DOI: 10.1177/2050157917695578

Thussu D. K., Nordenstreng K. (eds.) (2015) *Mapping BRICS*. London; New York: Routledge.

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### 5.3. Notes

Shadrina T. (2015) V Rossii mozhetsya uyti s rynka primerno polovina SMI [In Russia about Half of the Media are Likely to Withdraw from the Market]. Rossiyskaya gazeta. Available at: <http://www.rg.ru/2015/01/06/smi-site.html>

Rossiyskiy vektor. 2015. No 11 (41).

### 5.4. References

Couldry N., Hepp A. (2017) *The Mediated Construction of Reality*. Cambridge: Polity.

Gorokhov V.M., Grinberg T.E. (eds.) (2017) *Svyazi s obshchestvennost'yu: Teoriya, praktika, kommunikativnye strategii* [Public Relations: Theory, Practice, Communication Strategies]. Moscow: Aspekt Press Publ.

Krotz F. (2009) Mediatization: A Concept with Which to Grasp Media and Societal Change. In: Lundby K. (ed.) *Mediatization: Concept, Changes, Consequences*. New York: Peter Lang, pp. 21–40.

Manovich L. (2014) *Yazyk novykh media* [The Language of New Media]. Moscow: Ad Margimen Publ.

Pink S., Fors V. (2017) Self-tracking and Mobile Media: New Digital Materialities. *Mobile Media & Communication* 5 (3): 219–238. DOI: 10.1177/2050157917695578

Svitich L.G., Smirnova O.V., Shiryayeva A.A., Shkondin M.V. et al. (2016) *Gazety srednikh i malykh gorodov Rossii v 2010-kh gg. Kontent-analiticheskoye issledovaniye. Kollektivnaya monografiya* [Newspapers of Medium and Small Towns of Russia in the 2010s. A Content Analytical Study: collective monograph]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.

Thussu D. K., Nordenstreng K. (eds.) (2015) *Mapping BRICS*. London; New York: Routledge.

Vartanova E.L. (2018) Media v kontekste obshchestvennykh transformatsiy: k postanovke problemy [Media in the Context of Social Transformations: to the Problem Statement]. *MediaAlmanah* 1: 8–13. DOI: 10.30547/mediaalmanah.1.2018.812

### 6. Examples of References Layout

#### 6.1. Book with 1–4 authors

Смирнов С.С. Медиахолдинги России. Национальный опыт концентрации СМИ. М.: МедиаМир, 2014.

Уэллс У., Бернетт Дж., Мориарти С. Реклама: принципы и практика / пер. с англ. СПб.: Питер, 1999.

Mosco V. (1998) *The Political Economy of Communication*. London; Thousand Oaks; California; New Delhi: Sage.

McCarthy P., Hatcher C. (1996) *Speaking Persuasively: Making the Most of Your Presentations*. Sydney: Allen and Unwin.

Свитич Л.Г., Смирнова О.В., Ширяева А.А., Шкондин М.В. Газеты средних и малых городов России. Социологическое исследование: опрос редакторов и журналистов. М.: Фак. журн. МГУ, 2015.

#### 6.2. Book with 5 and more authors

Дизайн периодических изданий / Волкова В.В., Газанджиев С.Г., Галкин С.И., Ситникова Е.В. и др. М.: Фак. журн. МГУ, 2013.

Christians C.G., Glasser T.L., McQuail D., Nordenstreng K. et al. (2009) *Normative Theories of the Media: Journalism in Democratic Societies. History of Communication Series*. Urbana: University of Illinois Press.

#### 6.3. Article in a collection

Фролова Т.И. Медиаобразование школьников // Медиаобразование в школе / под ред. Е.Л. Вартановой, О.В. Смирновой. М.: МедиаМир, 2010. С. 31–53.

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Пирогова Ю.К. Уровни воздействия бренд-коммуникаций и эффект синергии // Эффективность массовых коммуникаций. М.: Науч.-информ. ИЦ МГУП, 2011. С. 67–87.

Van Cuilenburg J. (1998) New Perspectives on Media Diversity. Towards a Critical-Rational Approach to Media Performance. In: Zassoursky Yassen N., Vartanova Elena L. (eds.) *Changing Media and Communications: Concepts, Technologies and Ethics in Global and National Perspectives*. Moscow: ICAR Publ., pp. 71–86.

Albarran A., Moellinger T. (2002) The Top Six Communication Industry Firms: Structure, Performance and Strategy. In: Picard R.G. (ed.) *Media Firms: Structures, Operations, and Performance*. Mahwah, N.J.: Lawrence Erlbaum Associates, pp. 103–122.

#### **6.4. Article in a magazine/newspaper**

Дунас Д.В. Социализация и самореализация как ключевые мотивы медиапотребления (опыт исследования поколения Z в России // Меди@льманах. 2020. № 5. С. 25–34. DOI: 10.30547/mediaalmanah.5.2020.2534

Савина Е. Элита пошла лесом. «Наши» готовят секретный обряд посвящения в комиссары // Коммерсантъ. 2007. Апр., 13.

Zheng N., Chyi H.S., Kaufhold K. (2012) Capturing “Human Bandwidth”: A Multidimensional Model for Measuring Attention on Web Sites. *International Journal on Media Management* 14 (2): 157–179.

Pries D., Arkin W. (2010) A Hidden World, Growing beyond Control. *Washington Post*, 19 July.

#### **6.5. Article in digital/online journal**

Гатилин А.С. Социальные проекты местных СМИ: особенности субъектно-объектных отношений // Медиаскоп. 2021. Вып. 3. Режим доступа: <http://www.mediascope.ru/2718> (дата обращения: 19.01.2022).

Шлейнов Р. Кто входит в участковые избирательные комиссии Москвы. Режим доступа: [http://www.vedomosti.ru/library/news/10869191/esli\\_by\\_ne\\_falsifikatory\\_vybory\\_by\\_ne\\_sostoyalis](http://www.vedomosti.ru/library/news/10869191/esli_by_ne_falsifikatory_vybory_by_ne_sostoyalis) (дата обращения: 10.11.14).

Построение будущего. Елена Вартанова – об образовании в журналистике // Журналистика и медиарынок. 2013. № 5. Режим доступа: <http://planetasmi.ru/blog/comments/25552.html> (дата обращения: 05.05.2014).

Lasorsa D.L., Lewis S.C., Holton A.E. (2011) Normalizing Twitter. *Journalism Practice in an Emerging Communication Space*. *Journalism Studies*, 21 April. Available at: <http://dx.doi.org/10.1080/1461670X.2011.571825> (accessed: 23.08.2013).

Bakker P. (2010) *Free Dailies 2010: the Age of the Happy Monopolist*. Available at: [http://www.inpublishing.co.uk/kb/articles/free\\_dailies\\_2010\\_the\\_age\\_of\\_the\\_happy\\_monopolist](http://www.inpublishing.co.uk/kb/articles/free_dailies_2010_the_age_of_the_happy_monopolist) (accessed: 09.10.2015).

*University Communication Social Media Guidelines*. Available at: <http://ucpa.ucsd.edu/resources/social/> (accessed: 27.10.2014).

#### **6.6. Works by one author published in the same year**

Минаева О. (а) Жанровое своеобразие советских журналов для женщин в 1920–1930 гг.: краткий обзор // МедиАльманах. 2015. № 1. С. 63–66.

Минаева О. (б) Журналы «Работница» и «Крестьянка» в решении «женского вопроса» в СССР в 1920–1930-е гг. М.: МедиМир, 2015.

Doyle G. (2002 a) *Media Ownership*. London: Sage Publications Ltd.

Doyle G. (2002 b) *Understanding Media Economics*. London: Sage Publications Ltd.

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### **6.7. Quoting dissertations and PhD theses**

Бодрунова С.С. Медиакратия: СМИ и власть в современных демократических обществах: дис. ... д-ра полит. наук. СПб., 2015.

Bodrunova S.S. *Mediakratiya: SMI i vlast' v sovremennykh demokraticeskikh obshchestvah*: dis. ... dokt. polit. nauk. [Mediakratiya: the Media and the Power in Modern Democratic Societies. Dr. polit. sci. diss.] St. Petersburg, 2015.

Onufrijchuk R.F. Object as Vortex: Marshall McLuhan & Material Culture as Media of Communication. PhD thesis. 1998.

Dena C. Transmedia Practice: Theorising the Practice of Expressing a Fictional World Across Distinct Media and Environments: PhD dis. ... University of Sydney, School of Letters, Art and Media, Department of Media and Communications. Sydney, 2009.

### **6.8. Quoting emails**

Carpentier Nico (2016) CfP "Critical Mediatization Research" ECREA-Mailing list. 22 Jan. [02 March 2016].

IAMCR Member Services (2016) IAMCR Newsletter – January 2016. 14 Jan. [02 March 2016].

Алексеев А. (2015) Деревенская история на страницах «Семи искусств». 10 Feb. [02 March 2016].

Аникина М. (2016) Седьмые Грушинские чтения на Моховой, 5 февраля – программа. 2 Feb. [02 March 2016].

### **6.9. Reference to an interview**

Интервью автора с заместителем главного редактора журнала «Профиль» Е. Моисеевым. 2014. Дек., 5.



# Abstracts

## Research Paradigms

### Museum Discourse: Toward the Study of Context

© Marina S. Arkannikova

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#### Abstract

The article is devoted to the theoretical and methodological understanding of the modern museum sphere in the paradigm of social discourse theory and communication theory. Recognition of the socially constructed nature of communicative practice and the context of the museum world keeps the focus of attention on the studies of the mediality of discursive practices in the museum sphere. The author defines the main semantic communicative effects of museum discourse in the modern conditions of Russian society and outlines the prospects of studying the topic in the methodology of interactive socially oriented approach.

Keywords: museum and museum discourse, context, discourse analysis, communication and social practice, mediality.

#### References

Arkannikova M.S. (2022) Strategicheskiye kommunikatsii muzeynykh institutsiy [Strategic Communications of Museum Institutions. Communicology]. *Kommunikologiya* 10 (4): 35–47. DOI: 10.21453/2311-3065-2022-10-4-35-47

Arkannikova M.S. (2023) Muzeyny diskurs kak sotsiokul'turnyy i smysloobrazuyushchiy fenomen rossiyskogo obshchestva [Museum Discourse as a Sociocultural and Meaning-Forming Phenomenon of Russian Society]. *Kazanskaya nauka* 10: 323–325.

Arvanitis K. (2010) Museums Outside Walls: Mobile Phones and the Museum in Everyday. In: Parry R. (ed.) *Museums in a Digital Age*. London: Routledge, pp. 170–176.

Assman A. (2017) *Raspalas' svyaz' vremen? Vzlet i padeniye temporal'nogo rezhima Moderna* [Has the Connection of Times Collapsed? The Rise and Fall of the Temporal Regime of Modernity]. Transl. from German by B. Hlebnikova. Moscow: New Literary Review Publ.

Balash A.N. (2018) Muzey kak "drugoye prostranstvo" kul'tury [The Museum as an 'Other Space' of Culture]. *Muзей – pamyatnik – naslediyе* 1 (3): 12–22.

Balash A.N. (2023) "Granitsy muzeya" kak predmet professional'noy refleksii [The 'Boundaries of the Museum' as a Subject of Professional Reflection]. *Vestnik SPbGIK* 1 (54): 175–182.

Bart R. (1989) *Izbrannyye raboty. Semiotika. Poetika* [Selected Works. Semiotics. Poetics]. Moscow: Progress Publ.

Baudrillard J. (2022) *Sistema veshchey* [The System of Objects]. Transl. from French by S.N. Zenkina. Moscow: Ripol-Klassik Publ.

Bauman E. (2008) *Tekuchaya sovremennost'* [Liquid Modernity]. Saint Petersburg: Piter Publ.

Bourdieu P. (1993) *Sotsiologiya politiki* [Sociology of Politics]. Transl. from French by N.A. Shmatko. Moscow: Socio-Logos Publ.

Bourdieu P. (2002) *Formy kapitala* [The Forms of Capital]. *Ekonomicheskaya sotsiologiya* 5: 60–74.

Bourdieu P. (2005) *Sotsial'noye prostranstvo: polya i praktiki* [Social Space: Fields and Practices]. Saint Petersburg: Aletyya Publ.

Cameron D.F. (1971) The Museum, a Temple or the Forum. *Curator: The Museum Journal* 14: 11–24.

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## Global Context

### Information and Psychological Security in the Context of Eurasian Integration: the Role of New Media

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#### Abstract

In the context of the escalation of the conflict between Russia and NATO, as well as interstate information confrontations that have intensified in this situation, not only political but also economic allies of the confronting countries are becoming voluntary and forced participants in these confrontations. The key question becomes what role new media play in ensuring the information and psychological security of the population of regional blocs that are a priority within the framework of the Russian Federation's implementation of the Eurasian direction of foreign policy.

That is why this article is devoted to the problem of conceptualizing the concept of "information and psychological security" in the humanities and relevant research by Russian and foreign colleagues. During the analysis, the authors pay special attention to the need to ensure information and psychological security of the population in the context of various types of conflicts and the role of new media in this process.

Keywords: Information and Psychological Security, Eurasian Economic Union, information security in the EAEU, new media and information security.

#### Notes

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## Fact Journalism and Opinion Journalism in Online Media

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## Abstract

The relevance of this research is due to the development of journalism in the Internet space. Through a content analysis of leading Russian, British and American online publications, the study reveals the distinction between journalism of fact and journalism of opinion. The paper analyzes the frequency of opinion journalism materials and their genre nature.

The author proves that in the modern media sphere, there is a shift from news to commentary journalism. At the same time, in foreign online media, the «Opinions» column is presented more widely, using an extensive system of subheadings and formats. British and American publications' opinion sections encompass editorials, reader letters, columns, comments, videos, audio content, cartoons and short films. Russian online opinion journalism is traditionally represented by commentary but is partially replaced by information genres.

Keywords: news, comments, opinions, journalism, online publications.

## Notes

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## Agenda

### Exploring Journalists' Personal Knowledge amidst Competition with Artificial Intelligence

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#### Abstract

This article addresses the critical issue of studying the «tacit knowledge» of journalists, which serves as a competitive advantage for human journalists over artificial intelligence. The advancement of artificial intelligence has necessitated a reevaluation of concepts such as «knowledge,» «thinking,» «understanding,» and «consciousness,» as well as the comparative advantages of humans over machines.

The author highlights the challenges inherent in studying «tacit knowledge» and proposes employing the synergetic paradigm to investigate journalistic creativity. Synergetics, which views systems and processes as non-linear, aligns with many Eastern philosophical ideas. The article includes a diagram illustrating how new knowledge, generated through a journalist's creative act, transitions from «tacit» to explicit knowledge: «unmanifested and implicit knowledge → creative act as the initiation of bifurcation → diffusion of manifested knowledge in the local environment → diffusion/lack of diffusion of knowledge in the social system.»

The scheme helps to identify potential research subjects, such as 1. Newsrooms and creative teams, where there is an intensive exchange of both explicit and implicit knowledge. 2. The local community level, where new knowledge is primarily spread through diffusion. 3. Larger scale fragments of social structure.

Keywords: robotic journalism, artificial intelligence, tacit knowledge, synergetics, journalistic creativity.



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## Notes

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## **Media Landscape of the State with the Deferred Policy Status in the Context of the Axiology of Legal Culture (a case study of the Pridnestrovian Moldovan Republic)**

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### **Abstract**

This study aims to analyze the value orientations of legal culture in mass media, focusing on the example of Transnistria, a state with a deferred foreign policy status. By examining the values promoted and the legal norms supported in regional mass media, this research seeks to elucidate the media's impact on shaping the legal consciousness and behavior of citizens.

Keywords: value orientations, legal culture, regional mass media, foreign policy status, influence of mass media.

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## Notes

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## Mass Media in Russia

### Emerging from the Underground: Samizdat and Official Institutions of the USSR in the 1970s-1980s

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#### Abstract

The article aims to analyze several cases of interaction between institutions of the USSR and members of the unofficial samizdat (journalists, poets, writers) during the periods of «stagnation» and «perestroika». The phenomenon in question first became apparent in the mid-1970s, following the demolition of the «bulldozer exhibition» of independent artists. The last cases of this phenomenon occurred in the early 1990s when the USSR collapsed and the idea of unofficial culture itself radically changed. The significance of this study can be attributed to the interest of philologists in the late Soviet era, particularly evident in the Russian scientific discourse of the past decade. We particularly consider the meeting of editors of independent magazines, which took place in October 1987 in Leningrad and brought together representatives of uncensored literature and journalism of the USSR. The author seeks to identify the reasons why the uncensored poets and journalists sought to establish a common ground with the official Soviet culture.

Keywords: unofficial literature, underground, second culture, uncensored journalism.

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## The Agenda of Youth Telegram Channels: Thematic Structure

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### Abstract

The article presents the findings of a study of the content of Telegram channels that are popular among «digital youth» representatives. The study revealed that Telegram channels disseminate publications in the format of news on socially significant topics, contextualizing them within the context of young people's lifestyles and everyday life. Often, the publications exhibit an ironic tone. Irony and post-irony are employed as instruments for resolving social contradictions.

Keywords: «digital youth», agenda, social networks, Telegram, Telegram channel.

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## Mass Media Abroad

### Zoomorphic Stereotypes in Political Cartoons in the Global Times Newspaper

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#### Abstract

This article investigates the principal characteristics of zoomorphic metaphors used in the visual materials of the English version of the Global Times newspaper as a tool for Chinese state media to evaluate global events. The study analyzes cartoons from the «Cartoon» section of the publication's website, spanning from July 1, 2022, to December 31, 2023. The authors conclude that these images typically employ classic representations for national images (e.g., the USA as an eagle, China as a panda, Australia as a kangaroo) as well as for collective images (e.g., a dove for peace, a shark for danger). Zoomorphic metaphors are primarily employed to analyze global events and present China's stance or assessment of these events, rather than to create an image of China based on domestic events or achievements in Chinese society, which is rather an exception. During the studied period, the primary target of the publication's critique was the USA, with a focus on criticizing its actions on the global stage and highlighting its internal political crises. In the majority of cases, zoomorphic metaphors are employed in a negative context, with the exception of the panda image, which is consistently positive.

Keywords: Global Times, cartoon, zoomorphic stereotype and zoomorphic metaphor, China, foreign language media.

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## **Audio-Visual Sector of the Belarusian Media System: the Female-Oriented Shows**

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### **Abstract**

The article presents the findings from an ongoing study examining media targeted at female audiences in the Republic of Belarus, specifically focusing on the audio-visual segment. The study aims to assess how contemporary programming for women aligns with broader television and radio broadcasting trends and identify areas of distinctiveness within this context. The results indicate that the distinctiveness is primarily reflected in a greater emphasis on the main broadcasting platform, with relatively less focus on internet-based promotion.

Keywords: TV programs for women, radio programs for women, Belarusian media, media system of Belarus.

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

### Moscow University and the Development of Russian Culture

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#### Abstract

The article examines various aspects of Moscow University's influence on the development of Russian culture. Given the limited scope, it focuses on the organization of art education, the university's role in the development of musical culture and theater, and its contribution to establishing several museum and library collections. These contributions have transcended the university context and gained independent significance.

Keywords: Moscow University, Russian culture, Art classes, choir, theater and museums.

#### Notes

Doklad rektora MGU imeni M.V. Lomonosova, akademika V.A. Sadovnichego na s'yezde vypusknikov Moskovskogo universiteta [Report by the Rector of Lomonosov Moscow State University, Academician

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