

# Abstracts

## Global Context

### Mass Media of the Union State of Russia and Belarus: State and Development Prospects

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#### Abstract

An integral component of any modern state is its information space, which is embedded in socio-cultural, political and ideological contexts. This space is intended to create the conditions necessary for comprehensive citizen awareness and communication between state institutions and the public. The primary actors within this space are the mass media, which organize and disseminate information to various audience segments. As the Union State developed, efforts to establish a unified system of Union media became increasingly focused and consistent. This article examines the current state of the Union information landscape, assesses the effectiveness of the Union media and highlights emerging development trends.

Keywords: information space, Russia, Belarus, Union State, mass media.

#### Notes

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## Agenda

### The Bullying of Teenagers in the Modern Media Space: An Analysis of Conflict Situations

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### Abstract

The article presents the materials of a study aimed at identifying techniques of bullying adolescents in the media environment and the risks that adolescents are exposed to in the context of bullying in the modern media space. The empirical object is comments and statements containing bullying on teenagers' social networks. The theoretical object of the study is the phenomenon of bullying targeted at teenagers who have a large online following in modern media communication spaces. The research findings revealed the existence and implementation of multiple techniques of bullying among teenage peers. The most common method of bullying is through text comments. The analysis

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showed that conflicts in the online space are often not confined to a single situation or discussion. Conflict situations are long-lasting and develop over time, which hypothetically increases the pressure on the victim and contributes to the exacerbation of the situation, which means that it requires further attention from researchers.

Keywords: bullying, teenagers, conflict, media environment.

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## **The Experience Economy: The Impact of Media on Consumer Preferences**

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### **Abstract**

The article examines the main preferences of the new generation, formed under the influence of the experience economy. The purpose of the study is to identify promotion strategies through the prism of the media component in increasing the perceived value of an experience-based purchase. The range of research tasks includes the analysis of trends in consumer patterns through impressions received from the purchase, as well as identifying the most effective ways of interaction between the buyer and the manufacturer in an era of rapid technological development and changing conditions of the experience economy. From the standpoint of socio-cultural understanding of the «new» reality and the transformations that go with it, an attempt is made to determine the exact experience a modern consumer is looking for. The use of a socio-cultural approach in methodology allows for a better understanding of the mechanisms of forming experiences in the consumption process. The results of the study can be used by media professionals to form effective strategies and tactics for influencing the perception of the customer in the digital age. The article aims to strengthen the shift in the marketing paradigm towards greater customer orientation and change in approaches to consumers, taking into account their functional and emotional preferences and values, which is especially important in the era of the experience economy. It is expected that an examination of the trends in the relationship between a brand and a customer in the experience economy will facilitate a deeper comprehension of contemporary consumer patterns and addictions, thereby enabling the formulation of more effective promotional strategies.

Keywords: experience economy, media, consumer patterns, Gen Z, promotion strategies, media content.

### **Notes**

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## **Clickbait as a Tool for Promoting YouTube Channels**

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### **Abstract**

YouTube is the biggest video platform, used by over two billion people across the globe to watch and share videos, access information, build community, and shape culture. Moreover, there

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are more than 60 million content creators on YouTube, which makes it quite a challenge for them to attract and retain an audience. There are many ways to achieve this goal, with clickbait being the most commonly used. This article examines the specifics of the use of clickbait by content creators on the YouTube platform over the period from January 2012 through December 2022. A content analysis of 2,742 audiovisual materials from 33 popular YouTube channels revealed the following: clickbait is the most popular tool for attracting the attention of a new audience, the title and description of the video are used as auxiliary elements to retain the audience, and in terms of content, not a single YouTube channel has used clickbait as a method of deceiving the audience.

Keywords: YouTube channels, clickbait, audience attraction, video content, video platform.

### Notes

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## Mass Media in Russia

### The Results of the Yalta Conference as Reported by the Newspapers Pravda and Komsomolskaya Pravda

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#### Abstract

The article presents an analysis of the coverage of the results of the Yalta Conference in two central Soviet newspapers, namely Pravda and Komsomolskaya Pravda. The author aims to reveal the features of the coverage of international relations, with a particular focus on the Yalta Conference of the leaders of the three Allied powers during the Second World War, using the example of the content of the two all-union newspapers. The analysis reveals that any coverage of the Crimean Conference was subject to extremely strict control, with any initiative generally originating from above. This study may potentially be of use to researchers of the Soviet press, as well as to historians specializing in this period.

Keywords: Yalta Conference, World War II, Soviet press, Pravda, Komsomolskaya Pravda.

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## The Theme of Family in the Pages of the Rabotnitsa Magazine

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## Abstract

The article presents an analysis of the content of the Rabotnitsa magazine, published in 1920, with a focus on its coverage of matters related to love, marriage and divorce. The author analyses the magazine's coverage of new marriage laws and the responses of female readers to it. Furthermore,

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the study examines the main narrative models of fiction pieces and journalistic essays. The research reveals the main agitation and propaganda trends concerning the transformation of the family role of women found in the pages of the *Rabotnitsa* magazine from 1923 to 1930.

Keywords: history of Soviet journalism, transformation of women's family role, the *Rabotnitsa* magazine, new daily life, equality of Soviet women.

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## Operation of Russian Federal TV Channels on the VK Clips Platform

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### Abstract

This article presents the results of one of the stages of a comprehensive study of the transformation of audiovisual content in the digital space, which is conducted by the Chair of Television and Radio Broadcasting of the Faculty of Journalism at Lomonosov Moscow State University. The research is an investigation into the distinctive characteristics of the operations of the largest Russian TV channels – the «big three» – on the video hosting platform VK Clips. The authors examine the popularity and demand for TV channels among the audience, as well as the specifics of content and its perception by viewers in the context of this service. The study devotes particular attention to the analysis of the principal indicators of the efficiency of the television channels in question, identifying their strengths and weaknesses, determining the factors of success and reasons for failure. The authors conclude with an assessment of the potential for the development of television channels on the VK Clips platform, as well as recommendations for optimizing their work and improving competitiveness in the market for short vertical videos.

Keywords: Social media, vertical videos, TV channels, media consumption, video content, VK Clips.

### Notes

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## Mediatext

### Approaches to Working with Texts on Socially Significant Topics in Urban News-Focused New Media

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#### Abstract

The article examines posts on socially significant topics in urban news communities on VKontakte and Telegram channels in the city of Sochi. By comparing the texts with their original sources, the author identifies the methods of data processing and the approaches to working with these texts. The author concludes that urban new media – at least within this specific urban media system – do not develop or enrich the topics addressed by traditional media, nor do they contribute to the repertoire of journalistic practices.

Keywords: urban new media, content, approaches, socially significant topics, VKontakte communities, Telegram channels.

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

### Ivan Vasilyevich Kuznetsov: Scientist and Poet

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#### Abstract

The year 2025 marks the 270<sup>th</sup> anniversary of the founding of Lomonosov Moscow State University. The article is devoted to one of the first graduates and later professor of the Faculty of Journalism of Lomonosov Moscow State University – Ivan Vasilyevich Kuznetsov, who greatly contributed to the development of journalism science in Russia.

Keywords: Moscow University, Faculty of Journalism, war, student, professor.

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