
Abstracts

Research Paradigms

Axiology of Journalism in the Scientific Discourse: Research Experience of the Faculty of Journalism of Lomonosov Moscow State University

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Abstract

The article focuses on analyzing scientific perspectives on the theory of values within the context of the problems of the axiology of journalism, as well as substantiating the key role of universally recognized values in a journalist's work. This article provides an overview of research conducted over the past twenty years by researchers and postgraduate students at the Faculty of Journalism of Lomonosov Moscow State University. The analysis presented in the article demonstrates that various aspects of both the content of the media and the professional activities of journalists have become the object of attention of researchers.

Keywords: Axiology, values, Russian journalism, professional ethics of a journalist, Faculty of Journalism Lomonosov Moscow State University.

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Approaches to Understanding the Concept of Solidarity in Domestic Scientific Works on Journalism

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Abstract

The author examines a lesser-studied topic: how Soviet and Russian journalism researchers engaged with the concept of 'solidarity' in their studies published between 1980 and 2015. They view solidarity as both a value of the modern world that deserves significant attention in the media space and a component of professional ethics, as well as a principle guiding journalists in selecting topics and working with sources.

Keywords: solidarity, Russian media research, journalism, media theorists.

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Global Context

On the Importance of Film Criticism and Early Silent Film for a Course on the History of Foreign Journalism

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Abstract

The course of teaching the history of foreign journalism, developed by leading scholars at the Faculty of Journalism of Lomonosov Moscow State University and other universities, is based on the long-standing academic traditions of an interdisciplinary approach. It seems reasonable to pay more attention to this priority when considering the period of the late 19th—early 20th centuries. The experience of lecturing and conducting seminars at the MSU Faculty of Journalism in 2023–2024 shows that students are more attentive and interested in visual inclusions, film illustrations, and fragments from the special press, which enrich the course. The time has come to expand our view of the course on the history of foreign journalism at the beginning of the twentieth century, in which the potential of the history of the film press should be more fully utilized. One of the sources of scientific material in this regard can serve as a doctoral dissertation of Prof. A.A. Chernyshev (1936–2019) “Russian Pre-October Film Journalism”, defended at the Faculty of Journalism of Moscow State University in 1987.

Keywords: history of foreign journalism, journalism studies, history of film criticism, film history, interdisciplinary approach.

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Historico-Biographical Film as an Object of Study: The Main Approaches and Methodological Issues

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Abstract

The representation of a historical figure on the screen is a complex and multifaceted process. The created image includes the biography of a real person, along with the author's and viewer's interpretations. The methodology for researching historical images on the screen in modern studies is not clearly defined. The article analyzes the concepts of representation, interpretation and image in both philosophical and media paradigms. Additionally, through the formation of a problem field, possible methods of addressing the established categories are identified. Many of these methods are still based on philosophical ideas about the process of interpretation in art. The results of the study are summarized in diagrams. The analyzed articles cover the period from 2000 to 2024.

Keywords: historical and biographical film, image of historical personality, research methodology.

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Agenda

On the Role of SMM Communication Tools in the Formation and Study of Public Opinion (the accounts of Izvestia on Dzen, Telegram and VKontakte)

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Abstract

The article analyzes and categorizes social media marketing (SMM) tools used to distribute media content in the digital environment. These tools also enable media content creators to shape public opinion among their audiences across various online platforms. In conducting the study, the authors drew upon a corpus of works, including those by modern scholars. To fully understand the concept of public opinion, considerable attention was paid to the studies by Russian and Soviet sociologists and journalists, which examined similar and related motives and concepts. The empirical part of the article is based on a comprehensive analysis of the accounts of *Izvestia* (the most popular online newspaper as of May 2024, according to the Medialogy portal) on the social networks Dzen, Telegram, and VKontakte. Following the analysis of all publications for May 2024, the authors concluded that SMM technologies that shape public opinion are used by *Izvestia* across all of the aforementioned social networks. Moreover, these platforms themselves offer technical capabilities for a detailed examination of public opinion.

Keywords: SMM, public opinion, Telegram, Dzen, VK.

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The Theme of Wildfires in the Russian Environmental Media Agenda

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Abstract

In light of the growing environmental crisis and the annual catastrophic wildfires, it is essential to examine the role of the media in educating the public and mobilizing individuals who can contribute to resolving or mitigating these issues. The research found that media deprioritize informing the

audience about the causes of wildfires and systemic solutions. In some cases, there is an overemphasis on foreign agendas that lack relevant information for the Russian audience.

Keywords: environmental journalism, environmental information, environmental education, forest fires.

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Mass Media in Russia

Evolution of a Genre-Format Structure of Domestic Entertainment Television

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Abstract

This article discusses the changes in the genre and format of Soviet and Russian entertainment television. The author examines approaches to classification as reflected in the works of Soviet and Russian scholars, noting that genres discussed in the mid-20th century continue to be produced by Russian television companies. In our work, we looked at television genres and formats as specific phenomena that have integrity and dynamics, taking into account the development processes of the entire television environment. The study offers an analysis of various approaches to the classification of entertainment content, as well as a comparison of these studies. Modern scholars interpret genres in different ways, relating them to various formats, highlighting the challenge of unifying this issue. Additionally, scientists classify programs in various ways, indicating the relevance and significance of further research into this topic.

Keywords: entertainment television, television genres, television formats, TV games, reality shows.

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Individual Communication Strategies of Russian Bloggers (general characteristics)

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Abstract

This article explores the creative and personal characteristics of opinion columnists who keep blogs on the Telegram and Zen platforms. Blogs play a significant role in the modern information space, being an important tool for the exchange of information and the formation of digital communities. The variety of definitions and formats of blogs emphasizes their versatility and flexibility. The study of blogs and the blogosphere provides new perspectives for understanding their impact on society and culture in the digital age. The research problem of the study is defined by the dynamic development of Russian blogging as a whole. It is noted that in modern digital journalism, authors openly manifest the features of their identity, confidently articulate their perspectives, and freely showcase their creative individuality. Through the example of media channels by A. Lebedev and other opinion columnists, the study demonstrates how an author's personality can serve as the foundation for an effective communication strategy, driving sustained audience growth and engagement.

Keywords: digital journalism, author's blog, Telegram channel, Zen channel, author's personality.

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Glossy Magazines in Russia: A History of Development and New Realities

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Abstract

The article addresses a specific format within the media industry – glossy magazines. The author provides a historical overview of the emergence and evolution of Russian glossy magazines, tracing its development from the establishment of international publishing houses in post-Soviet Russia during the 1990s to the withdrawal of major foreign brands in the 2020s. The active development of the glossy publications segment in Russia, its transformation over time and the sustained interest of the audience serve to justify the relevance of the chosen topic. The author's primary objective in

writing this article is to evaluate the current status of glossy periodicals in Russia and to identify the key players in the Russian glossy market during the early 2020s. The scientific novelty of this study lies in the author's attempt to record the evolution of the glossy publications market that occurred during the early 2020s.

Keywords: glossy publications, women's magazines, fashion magazines, printed periodicals.

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To the 270th Anniversary of Moscow University

The Mystery of National Character

(on teaching country studies at the faculty of journalism, 1971–2024)

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Abstract

The article recalls the history of International Journalism curriculum introduced in the Lomonosov Moscow State University's Faculty of Journalism at the initiative of Ya.N. Zasursky, Head of Foreign Literature and Journalism Department in the beginning of the 60s. Training of teachers of foreign languages with a focus on international agenda issues, collecting topic oriented original texts with relevant terminology and specific linguistic patterns for language lessons complemented by courses on history of foreign journalism and its contemporary development along with those on foreign literature from antiquity to modern times set the fundamental basis for the graduates to acquire professional skills in writing on foreign affairs-related topics. While training outcomes and experience gained in the previous stages of International Journalism development proved convincing, the need for searching new approaches became even more evident, as for general theory universalities and practical skills modalities that enable the graduates to professionally perform in their future work.

The article gives an overview of the research and theory basis for teaching country studies and discusses the methodology and principles of modelling of national character studies. The national character research model is useful for teaching itself, as it helps students find and look at relevant sources of knowledge and, following the model, form an idea of any national character.

The article emphasizes the importance of integrating international aspects in the education with a view to enhance professional skills of journalists, especially those who focus on foreign affairs.

Keywords: International Journalism, Country Studies, Faculty of Journalism, model, national character.

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Review

Fundamental Research on the Phenomenology of Journalism

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