

Abstracts

Global Context

The History of Storytelling

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Abstract

Storytelling as a communication technology has been an integral part of human history. By the late 20th century, amid increasing information overload and heightened exposure to vast amounts of data, facts, and arguments, interest in storytelling, which has a high level of persuasiveness, involvement, and "virality", surged among both practitioners and scholars. A systematic academic study of storytelling began at the end of the 20th century. The practice that exists today is largely contradictory, so modern scholars are facing many questions related to the study of various aspects of storytelling. Understanding the historical trajectory of storytelling – its past, present, and future – remains a highly relevant area of inquiry. This article seeks to analyze the evolution and application of different forms of storytelling (verbal, auditory, visual, analog, digital, multimedia, cross-media, transmedia, and AI-driven storytelling) across different communication eras, including the pre-literate era, the age of literacy, and the technological advancements brought by the printing press, photography, cinema, computing, and digitalization. The study is based on a secondary analysis of existing documents and primary research on storytelling history, incorporating key contributions from both Russian and foreign scholars and practitioners.

Keywords: storytelling, communication, information, history, evolution.

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Agenda

Media and the Depression Discourse: Towards a Problem Statement

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Abstract

The study of the features of Russian media texts in connection with the discourse of depression is of great importance for identifying new directions in exploring the influence of mass media on the mental health of society. Mass media has the potential to help to prevent depression that is associated with cognitive distortions, disrupted value systems, and a hopelessly pessimistic view of reality. The prevention of depression by means of media is due to the promotion of motivating ideas of overcoming difficulties, as well as the cultivation of an awareness of the value of life. The empirical material for this study was collected through the analysis of media texts published between 2020 and 2024 in Russian online media. These texts addressed the topic of depression, as well as themes related to overcoming crisis situations and recognizing the value of life.

Keywords: media texts, media picture of the world, depression discourse, media saturation, the idea of overcoming.

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Representation of Socio-Political Issues in the Context of Psychiatry

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Abstract

The topic of politics is one of the most pressing and, at the same time, all-encompassing agendas in the Russian media. Simultaneously, there has been a rapid mediatization of such complex and partially taboo subjects as psychology and psychiatry. According to the Pressfeed service, these topics are ranked among the leading ones in 2022 and 2023, with interest in them doubling over the past few years. The convergence of two major trends – the development and globalization of the political agenda and the mediatization of psychology and psychiatry – has, as the authors demonstrate, led to an increased presence of psychiatric issues in the public socio-political discourse. This, in turn, has given rise to several challenges, including communicative, social, ethical, and psychological issues. These challenges affect the reliability of journalistic information and turn it into a tool of influence, the mechanisms of which have yet to be fully explored. The authors take the first step in this direction by identifying key issues and outlining potential solutions.

Keywords: politics, political agenda, psychology, psychiatry, psychiatric diagnoses of political leaders.

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Media Metamorphosis as a Phenomenon of Digitalization

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Abstract

The article focuses on the methodology of digital communication analysis. It is proposed to substantiate the operation of the media model of "interview – talk show – podcasting", which projects the principle of discreteness of digital and cultural (precedent) codes. At the same time, there are conditions for balancing digital denotations and conceptual significance – concepts of the cognitive map of the world. The birth of media models does not detract from the importance of the theory of speech genres, on the contrary, it confirms the importance of traditions in the study of "modality" and "precedent", the categories of linguistic semiotics – linguistics of text and linguistics of speech. A structured analysis of the terminological systems and subsystems is paramount and fundamental, and there is every reason to comprehend and determine the emergence of "new entities" of the media, when media metamorphosis encompasses "deep transformations leading to a noticeable media renewal".

Keywords: media model, terminology, cultural code, intertextuality, precedent.

Notes

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Communication Paradigms: Classical Approaches and Innovative Ideas

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Abstract

The article is dedicated to the study of communication paradigms. Based on more clearly defined criteria, the author proposes a typology that, compared to the eclectically constructed paradigms, avoids the "floating nature" of applying the classification grounds.

The relevance of this article is due to the emergence and active development of new interdisciplinary communication paradigms, which emphasizes the importance of polyprofessional communication studies. Communicology specialists do not pay attention to the vectorial multidirectionality of communicative acts, which leads to a mixing of communication paradigms built on different grounds. This situation has necessitated an analysis and systematization of existing communication paradigms, especially considering levels of compatibility and the quality of "accreted" knowledge in communicology.

The knowledge of the existing communication paradigms and their typologies provides researchers with a certain spectrum of methodological frames, through which various types of social communication can be studied: public relations, advertising, etc.

The goal of this paper is to critically review the existing works by Russian and most renowned foreign authors, evaluate methods for structuring communication paradigms, and identify the reasons for contradictions and scholastic transformations of many paradigms in the modern political media space.

Keywords: communication, paradigm, classification criteria, development, tradition.

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On the Use of Social Media in Promoting Residential Real Estate Projects (experience of the largest Russian developers)

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Abstract

The article presents the results of an empirical study of the features of the content strategies employed by the leading Russian developers. The research timeframe covers the conclusion of the preferential mortgage lending program and the increase in the key rate. For the study, a sample of accounts from the most popular social media platforms was selected. A total of 210 materials were analyzed, including 121 materials from Telegram and 89 materials from VK.

The findings emphasize a focus on increasing property value and consumer appeal. Content analysis revealed that 41% of the posts highlight ongoing projects, with a strong emphasis on interactive content formats and the use of influencer marketing tools. Developers utilized advertising techniques such as AIDA, PAS, and ODC formulas. Additionally, the strategy of cross-posting was observed, along with slight variations in video formats and publication timing.

Keywords: social media, SMM, marketing, business, developers, real estate market.

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Mass Media in Russia

Towards State Funding of the Soviet Periodical Press in the 1920s: State Funding

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Abstract

This article explores the financial aspects of the economic activities of the Soviet press in the 1920s. Drawing on archival documents, the author argues that financial support for the press during this period was shaped by a combination of market and administrative instruments. To replenish fixed and working capital, publishing houses had access to bank loans, although such credit was extremely limited in the 1920s. As a result, mutual crediting practices became more common, where publishers obtained resources or distributed print runs on credit with deferred payments. However, in the context of a partially free market and the predominance of state ownership in mass media, the most significant source of funding for the press was state loans and subsidies. Loans were preferential (interest-free) credits provided by the state bank or the publishers' founding organizations. Subsidies, on the other hand, were non-repayable instruments of recapitalization. The state also applied tax incentives to ease the financial burden on the press. By the mid-1920s, Soviet authorities had embraced the idea of centralized budgetary financing for the politically significant press entities. From the 1926–1927 fiscal year onward, a dedicated press financing fund was introduced into the state budget of the USSR.

Keywords: USSR, NEP, press, 1920s, finance.

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Symbolists and the Octobrist Press: on the History of Collaboration

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Abstract

The article examines the case of collaboration between symbolist writers and the Octobrist newspaper *Golos Moskvy* in 1907. A brief overview of the newspaper and its reputation is provided. Several articles of a near-symbolist orientation are revealed, published under the pseudonym "German Kachalov". A hypothesis regarding the attribution of the pseudonym is proposed.

Keywords: the *Golos Moskvy* newspaper, literary criticism, symbolists, D.S. Merezhkovsky, L.E. Galich.

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Training Photographic Field Trips by the Newspaper Fotokor and Soyuzfoto

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Abstract

The article investigates photographic field trips organised in 1932–1933 in Moscow by the newspaper Fotokor with the support of professional photojournalists from the leading newspapers and photo agency Soyuzfoto, the largest producer and distributor of photographic information in the USSR at that time, and by the regional branches of Soyuzfoto outside Moscow. Field trips were unique educational events for the training of photo correspondents. They aimed at quickly acquiring practical skills in press photography while allowing for the accumulation of photographic materials on topical themes that could be published in the media. In the absence of a systematic professional education in the field of photojournalism in the USSR in the early 1930s, photo field trips, together with printed educational materials, helped to solve the problem of training professional press photographers. The photo field trips are positioned as a “politicized” successor to pre-revolutionary photo excursions. The author analyses the corpus of publications of the newspaper Fotokor and the magazine Proletarskoye Foto, containing valuable historical information of a documentary and narrative character about photo field trips and allowing for the reconstruction of their history relatively completely.

Keywords: *Fotokor*, Soyuzfoto, photographic education, media education, photojournalism, USSR, 1930s.

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Mass Media Abroad

Commentary as a Format of Internet Communication

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Abstract

The article addresses the need to distinguish between the terms "genre" and "format" in relation to internet commentaries. It examines Kazakhstan's online platforms that allow users to comment on publications. The study proposes a definition of the term "commentary format" and provides its technological characteristics based on Kazakhstani media resources, highlighting its differences from the speech genre. The author demonstrates how the speech genres of questioning and evaluative statements are realized within the commentary format.

Keywords: commentary, speech genre, format, internet communication, Kazakhstan.

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Interaction Between the Chinese Media, Society, and Government in Emergency Situations (a case study of People's Daily)

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Abstract

The article analyzes the problem of interaction between the Chinese government, the media, and the public in the media environment during emergency situations using the leading Chinese

newspaper *People's Daily* as an example. The results of the study show that in the era of new media, new interactive relationships and models of information exchange, public opinion formation, and public opinion regulation have been formed between the three main subjects.

Keywords: emergency, *People's Daily*, interaction, communication, new media.

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To the 270th Anniversary of Moscow University

Dietmar E. Rosenthal – Scholar, Educator, Expert

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Abstract

The article is dedicated to the 125th anniversary of Dietmar Rosenthal, an outstanding Russian linguist, teacher, and methodologist. It presents the diverse scientific activities of Professor Rosenthal related to the formation of the practical stylistics of the Russian language as an independent scientific discipline, as well as the results of his many years' activity in compiling dictionaries, reference books, and methodological manuals of an orthological orientation. Dietmar E. Rosenthal's works (there are more than 400 of them) reflect the most pressing problems of Russian spelling, punctuation, stylistics, and word formation, which made them indispensable manuals for schoolchildren and students, as well as professionals working with the word. Dietmar E. Rosenthal's practical work on improving the culture of speech in the media and in the secondary and higher school systems is emphasized.

Keywords: Dietmar E. Rosenthal, practical stylistics, Russian language at school, culture of journalistic speech, dictionary of language difficulties.

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