
Theory and Practice of Modern Mass Media

E. Ya. DUGIN

Science for Media Industry

The article presents some trends of media industry development in view of digital transformations. The author proposes to modernize the system of academic support of media industry activities. In this regard a set of statistical indicators of the condition, trends and estimated scenarios of the industry development is to be developed. The industry shift to digital technologies requires re-training and advanced training of creative staff and employees of editorial offices. The article supports possibility of establishing a Scientific Expert Centre under the Media Industry Academy.

Key words: *media industry, digital technologies, statistical indicators, scientific expert centre, re-training and advanced training of the staff.*

A. R. Kotaeva

Media Convergence Era. Transformation of the Genre Concept on the Internet (XXI Century)

Media convergence is a process in the modern media industry starting in the second half of the 90s, when the mass media began developing their Internet versions. The process is associated with technical progress in data transmission and storage and leads to merger of previously separate mass media (on the basis of a web platform and/or convergent editorial office), as well as departments and units of a media company for mutual generation of content and its distribution on various media platforms. Media convergence has resulted in emergence of new mass media types and new forms of content presentation.

Key words: *genres transformation, media convergence, media text, journalism, advertising and PR.*

L. A. Rechitsky, E. V. Kharybin

Man in the Communication Framework

Intellectual progress and knowledge exchange and accumulation take place through the communication system developing in space and time. The connection between the communication system development and rate of the world population growth became clear in the 70s of the last century, when deviations from Foerster law began to be observed, consisting in slowdown of the population growth rate, and when

Summary

explosive development and spreading of electronic mass media occurred. This coincidence requires consideration in the retrospective of communication models, technologies used by the man in the course of communication, creation of new communication models, development of new competencies and expertise in various life spheres.

Key words: *communications theory, digitalisation, Internet development, mass media development, digital communication act.*

E. V. Yakubovich

Scientific Data as a Driver of the Profession Image Creation (in the Context of Chemical Industry)

The article defines such concept as the industry image and formulates basic features of specific scientific data driving creation of the chemical science and industry image and, respectively, the chemist's profession. The research was performed on the basis of more than two hundred web-resources, including online versions of conventional mass media, as well as new media addressing chemical issues.

Key words: *data, image, chemical industry, scientific, research and development and popular science journalism, web-resources, new media.*

Mass Media and Society

A. N. Solomatin

Specific Aspects of International Legal Regulation in the Information Sphere

The article presents matters of international legal regulation of information and communication technologies, specifics of using "information weapons" and various approaches to using the "aggression" term. The author analyses the options of developing international information security standards and arranging the system for prevention of unlawful and uncontrolled use of information and Internet technologies. The role of Russia and its allies in the process of making decisions on trans-border information attacks containment, in triggering interstate conflicts and in establishment of a special-purpose UN entity in this regard is described.

Key words: *aggression, information weapons, information attacks, cyberwar, cybercrime, crucial information infrastructure, international law, interstate military conflicts, NATO, UN.*

Sociology of Mass Communications

M. I. Zhabsky

Definition of Objectives and Theoretical Origins of the
Film Sociology by Dieter Prokop

Filming process in modern Russia mostly reproduces that of Hollywood. The efforts for film industry emancipation nationally and abroad are supported by the state, without much success however. As the major direct cause of failures is the competitive power of Hollywood, an important question arises: what is this power due to? The sociological discourse of D. Prokop, deserving strong attention in Russia, shows social “mechanics” of the international monopolist’s expansion. The article presents the history of this discourse origin and its theoretical bases — views of Frankfurt school. The issue of authentic Marxism ideas influencing D. Prokop’s sociological research is touched upon, in view of Frankfurt school’s attempts on modernising such ideas in the context of the XX century.

Key words: *capitalism, film industry, Hollywood, communication, sociological discourse, Frankfurt school, Marxism.*

K. A. Tarasov

Determinants of Entertaining Violence Mass Production in Film Industry

Representation of violence in cinematic world-view is caused, ultimately, by its presence in life of the man — a biosocial creature with a natural instinct of aggression. The images of violence on the screen can open people’s eyes to unattractive real world, but at the same time satisfy their need for entertainment, which is used by film industry for commercial interest. Mass production of the images of violence is also rooted in social and economic relations inside the society and its cultural practice, taking the shape of “socially important” or “entertaining” matter.

Key words: *society, man, film industry, causality, need, performance, entertainment, violence, representation, regulation, science.*

Political Science

Yu. D. Granin

Social State in Russia and Worldwide. Problems and Prospects

The article analyses major theoretical approaches to studying social state and dis-

Summary

disciplinary and cross-disciplinary interpretations of this concept. It also dwells upon world-view background determining the formation of such phenomenon as social state in the West European civilization of the 18—19 century and upon basic models of modern social state in the EU and USA. Weaknesses of the Russian state social policy are also unveiled. The author formulates basic principles of the state social policy doctrine in Russia for the proximate decades, its objectives and ways of implementation.

Key words: *poverty, state, doctrine, model, social state, social policy*

Gilbert Doctorow

Vladimir Putin Saying to the West:
“We Will Bury You!”

The well-known political expert studying modern Russian history over a number of years contemplates in his article on the attitude of the US and European political elite to the leaders of our country. Using the examples of N. S. Khrushchev, General Secretary of the Communist Party of the Soviet Union, — originator of the Cuban Missile Crisis almost having plunged the world into the chaos of nuclear war, and current Russian President V. V. Putin committed to meaningful dialogue with the West for the sake of progressive human development, the author shows their image in the eyes of the US and European politicians and major mass media at different points of history. Carrying out his analysis, the author tries to find out the causes of this contrast.

Key words: *political classes, state leaders, peaceful coexistence, regional power, isolation, cold war, toxicity, marginal force, mutual trust.*

History of Journalism

B. A. Igraev

Tula Newspapers in the First Year of War

The article consolidates and systematises archive data on regional, district and factories' newspapers issued in Tula Region on the threshold and during the first year of the Great Patriotic War. The contents and nature of the newspapers are presented.

Key words: *newspaper, editorial office, war, themes, mobilisation, patriotism.*

A.V. Chernyak

People Masterminds (Article Two)

The newspaper's position is determined by the editor. However, even the most gifted leader, who is, as they say, as wise as Solomon, cannot make the periodical interesting, if they have no like-minded colleagues, good frontline workers, etc. — the team, in short. Journalists, as Pushkin has said, are folk of the state. They clarify state policy, accumulate and reflect people's mind in press, trumpet the most recent advances and criticise weaknesses. So, it is the well-known editors and journalists of the first Soviet decades who are described in this article. It continues the story of people masterminds started in the previous issue of the magazine.

Key words: *Soviet press, editors of Soviet newspapers and magazines, well-known journalists of the after-October period.*

Media Education

V. V. Novikov

Internet Project as a Phenomenon of New Media and Key to Training of Modern Journalism Professionals

The article presents such phenomenon of modern media as Internet projects, which today are likely to become a specific genre and, probably, — a specific type of journalism. A journalistic genre is a form of arranging journalist text, the type of which depends on specific structural and semantic features and functional objectives. Considering Internet projects, we see how all new media types and absolutely different functional objectives are entwined here, which distinguishes these projects from all other areas of modern journalism. However, just like genres, they can vary in terms of structural and semantic features, subdividing into informational, analytical, scientific, educational and research projects. One of the major advantages of Internet projects is that they enable users to obtain complete and diversified information and journalists — to develop multimedia professional skills, that today are a key to success in journalism.

Key words: *Internet projects, Wikinomics, media, multimedia, information, communication, text, Internet, technology, peering.*

Журнал «Журналист. Социальные коммуникации» зарегистрирован
Федеральной службой по надзору в сфере связи,
информационных технологий и массовых коммуникаций.
Свидетельство о регистрации средства массовой информации
ПИ № ФС77-66931
от 22 августа 2016 года

Учредитель: «Автономная некоммерческая организация дополнительного
профессионального образования»

<http://journalist.profruj.ru/>

Главный редактор Черняк А.В.
Адрес редакции: 119019, г. Москва, Никитский бульвар, дом 8-а, стр.1,
Центральный Дом журналиста, офис 305

e-mail: journalist-vak@yandex.ru
Тел. (499) 152-88-71, доб. 421 или +7 910 436 05 92

Ответственный секретарь: Антоновская Ю.Н.

Оформление: Колышев Е.В.

Верстка, корректура: Антоновская Ю.Н.

Подписано в печать .22.03.2020

Формат 70x108/16

печатных листов

Тираж 500 экз.

Заказ №

Отпечатано в ФГУП Издательство «Известия»

Управления делами Президента РФ

127994, Москва, Пушкинская пл., 5

При использовании материалов ссылка на журнал
«Журналист. Социальные коммуникации» обязательна.

ISSN 2221-6073



9 772221 607771 >