

**LITERARY CONTENT OF THE ALMANAC «TOBOLSK AND ALL SIBERIA»  
IN THE CONTEXT OF THE PUBLICATION CONCEPT**

The empirical base of the study includes twenty volumes of the almanac "Tobolsk and all Siberia": "Tobolsk and all Siberia – Tobolsk" No. 1, "Tobolsk and all Siberia – Tomsk" No. 3, "Tobolsk and all Siberia – Lukomorye" No. 5, "Tobolsk and All Siberia – Omsk" No. 7, "Tobolsk and all Siberia – Irkutsk" No. 9, "Tobolsk and all Siberia – Narym" No. 11, "Tobolsk and all Siberia – Barnaul" No. 13, "Tobolsk and all Siberia – Siberians in the Battle for Moscow" No. 15 (Volume 1), "Tobolsk and all Siberia – Shadrinsk" No. 17, "Tobolsk and all Siberia – Yakutsk" No. 19, "Tobolsk and all Siberia – Siberians in the Battle of Stalingrad" No. 21 (Volumes 1 and 3), "Tobolsk and All Siberia – Kurgan" No. 23, "Tobolsk and All Siberia – Siberians and Victory" No. 25 (Volumes 1, 3 and 5), "Tobolsk and All Siberia – Victory over Japan" No. 26 (volume 2), "Tobolsk and All Siberia – the Northern Sea Route" No. 28 (Volume 1), "Tobolsk and All Siberia – Belarusians in Siberia" No. 30 (Volume 1), "Tobolsk and All Siberia – Muromtsevo" No. 31. In total, 294 works of prose and poetic genres were included in the sample. During the selection, the method of continuous sampling with a step of two was used. The chronological scope of the study is limited to the period from 2004 to 2019 – from the moment of the first issue of the almanac to the publication of the chronologically last of the volumes published at the time of the study.

The study identifies that the fiction of the almanac "Tobolsk and All Siberia" creates an image of Siberia as an original and rich region without flaws. Based on the above empirical material, it was possible to determine that the ideas of the Siberian regionalism became the basis of the publication's fiction. The literary content of the almanac is characterized by the predominance of poetry over prose, rural and natural themes, a positive assessment and praise of Siberia. As a result of the work, a conclusion was made about the bias of the image of the region on the pages of the fiction of the almanac "Tobolsk and all Siberia".

The volume is 70 pages. The list of references — 49 items.

*Keywords:* almanac, literary and artistic publication, belletristic literature, Siberian regionalism.

**THE IMAGE OF PERESTROIKA IN THE MAGAZINE OGONYOK (1985-1991)**

The empirical base of our research consists of 197 issues of the weekly magazine Ogonyok. The materials were carried out by a continuous sampling method in chronological frames from March 1985 to December 1986 due to the first stage of the perestroika period, as well as from January 1990 to December 1991 due to the last stage period of the perestroika era. In the master's thesis, a review of the history of the formation and development of the Ogonyok magazine was conducted, the era of perestroika was studied as a key period in the history of Russia and the socialist realist canon as the basis of ideas about the history of the country in the Soviet era. The analysis of the content of the magazine for 1985-1986 and 1990-1991 was carried out, and on its basis the specifics of the representation of the image of the era of perestroika in the weekly Ogonyok were determined. Based on the above empirical material, it was possible to reveal that the image of perestroika, as it is represented on the basis of the content of the magazine, is a complex contradictory unity. It is composed of many elements and recreated on the basis of materials devoted to rethinking the past of the Soviet era, interpreting its present and describing its future. Ogonyok reflected the life of society, organically weaving political myths into it, and thereby created a certain image of political reality. Thus, the early perestroika stage of the Soviet era is interpreted as the best time in which creative, honest and forward-looking people live. A socialist country appears in the image of a mighty economic power that sets grandiose plans and fulfills them. During the final stage, everything changed not only in the country, but also in the magazine. Now the editorial staff was creating materials about the deep crisis that occurred due to the decisions taken by the leadership and the reforms carried out during perestroika and affected

all spheres of people's lives. Now the materials openly admitted and discussed topical issues that had previously been kept silent. The editors saw in the readers not only a source of information, but also a partner in finding solutions to problems of concern to the public. The volume of work is 108 pages. The list of references contains 92 titles, of which 1 is in English. Key words: image of the era, period of perestroika, Ogonyok magazine, representation of the image, specificity of the image.

### **MEDIA IMAGE OF FORMER US PRESIDENTS IN THE NEW YORK TIMES**

The empirical basis of the study was the materials of the website of The New York Times dedicated to Barack Obama and Donald Trump, published from January 20, 2017 to January 20, 2021 and from January 20, 2021 to April 30, 2022 after the resignation of their presidential powers and offered by the search engine of the site for the keywords Barack Obama and Donald Trump. Of the total number of materials offered by the site, we took every 20th. In total, 1060 publications were included in the sample. Photo, video and audio materials were excluded from the analysis. The final qualification work was created in order to identify the features of the media images of the ex-presidents of the United States in the pages of The New York Times. We have reconstructed the media images of B. Obama and D. Trump after they resigned their presidential duties, as well as analyzed the socio-political context of the formation of their media images and identified key events and phenomena that affect the formation of their media images.

As a result of the work done, we came to the conclusion that the newspaper creates a rather positive media image of B. Obama and a negative one of D. Trump. The former, in The New York Times publications, appears to the audience as a rational, thoughtful and liberal president, while the latter is harsh, rude, disrespectful of the law, vindictive, misogynistic and reckless. The most striking event of Obama's post-presidential activity was the release of his memoirs, which were approved by newspaper critics, and the ex-president himself was praised as a talented and well-read author. The same period in Trump's life was marked by numerous trials, including the threat of impeachment, as well as allegations of stolen elections, which the paper's journalists called the «Big Lie». Diagrams indicating the percentage of the number of publications and topics became an application to the work.

Volume — 105 pages. The calcification work was written based on analysis of 34 sources of literature. 4 of these are in English. *Keywords*: Barack Obama, Donald Trump, media image, ex-president, USA, policy.

### **GENRE STRUCTURE OF THE MAGAZINE «IGROMANIA» (1997-2021)**

Empirical base of the study includes issues of the journal “Igromania” for the period from 1997 to 2018. During the work, three key dates were identified: 1997, 2010 and 2018. In total, 2166 articles of various genres were included in the sample, most of which are reviews and previews. In the final qualifying work, main stages of development of gaming journalism were reconstructed in general and the Russian segment in particular. In the course of the work, the concept of game journalism was given, main levels of the system of interests in this thematic industry were considered, and its place in the ecology of journalism was determined. It was revealed that there are at least two types of game journalism: cultural and service journalism. The first includes critical journalism, and the second includes brand journalism. The choice of type depends on many factors: geographical location, market conditions, as well as the publication itself. It was found that game journalism implements all the functions of classical media. Also, during the study, it was determined that game journalism uses information, analytical and artistic-journalistic genres of traditional journalism. The analysis of the genre system of gaming media revealed the presence of unique features of gaming journalism related to the specifics of the subject under review – video games, which are a multimedia work of art and have unique mechanics. To

analyze the transformation of the genre structure, the magazine "Igromania" was chosen, which is the most popular and typical gaming publication in Russia. This made it possible to follow the changes in Russian game journalism during the entire period of its existence.

The volume of work is 78 pages, the list of references has 29 items, 12 of which are in English. *Keywords:* game journalism, game review, Igromania, game magazines, games, game review, review, preview.

### **VKONTAKTE DISTRICT AND CITY COMMUNITIES: STRUCTURAL AND FUNCTIONAL ASPECT**

The empirical base of the study includes the last 20 posts at the time of analysis in 60 "Vkontakte" communities of Novosibirsk, Krasnoyarsk and Omsk. The total sample of the study was 1200 posts.

The final qualifying work is devoted to the description of city and district communities of the three largest cities of the Siberian Federal District - Novosibirsk, Omsk and Krasnoyarsk on the "Vkontakte" social network. The paper reflects the key thematic blocks appearing in the "Vkontakte" community space, analyzes the place of the socio-political agenda in it, and also performs an intent analysis using the codification of mass communication functions.

The first chapter of the study is devoted to the consideration of theoretical and methodological foundations: the concept and characteristics of new media, social networks, the place of city and district communities in the modern media space and also the scientific field is indicated. The second, third and fourth chapters of the study are devoted to a detailed description of the urban and district communities of Novosibirsk, Omsk and Krasnoyarsk, respectively.

As a result of the work, the content of the most popular non-thematic city and district public sites of the largest cities of the SFD is analyzed. The audience characteristics are presented: average and median values of subscribers, likes, comments, reposts. The content of public posts is analyzed from the point of view of the thematic coverage of posts, a rating of the main thematic blocks is compiled, the place of socio-political issues is revealed. Much attention is paid to the intentional orientation of texts, the implementation of various functions of mass communication in them. This made it possible to characterize unorganized local practices in which "weak agents" reproduce the social reality surrounding them.

The volume of the final qualifying work is 82 pages. The list of references is 55 items, 8 of them are in English. *Keywords:* new media, social networks, social media, virtual communities, urban and district communities, "Vkontakte" communities, mass communications, platformed sociality.

### **MEDIA REPRESENTATION OF COVID-19 IN POPULAR SCIENTIFIC MEDIA OF RUNET**

The empirical research base includes the own resources of the popular science media of Runet "PostNauka", "N+1" and "Naked Science" on online media sites for the period from March 2020 to March 2021. In total, 147 materials were analyzed. The selection of publications was made based on the Medialogy rating for 2020 in the report "TOP-15 most cited media on scientifically significant topics".

In the course work, we identified the media representation of COVID-19 and its development: media frames, chronological factors, alleged events, requests for messages, events, fragments, changes in legislation, restrictions, as well as polls of journalists to the highest degree, the involvement of researchers, medical specialists, science, and digital technology.

Based on the above empirical material, it was possible to determine the nature of the coverage of the Runet existing in the popular science media, draw up a chronology related to it, apply events, and formulate the main structural and content features of the Runet popular science media during the pandemic and identify key media frames. The most important part of our study

is the analysis of media frames. This large part was devoted to studying the representation of the coronavirus.

The volume of the coursework is 98 pages. References: 50 items, 9 of them in English. Keywords: COVID-19, coronavirus, popular science media, journalism, media frames.

### **INTERNET MEDIA OF IRKUTSK AND TOMSK IN 2010-2020: STRUCTURAL-CONTENTAL AND VISUAL TRANSFORMATIONS**

To determine the three most popular Internet media sites in Irkutsk and Tomsk, the system of social network and media analytics, which is the market leader in terms of coverage of sources, "Medialogy" was used. To determine the structural, content and visual changes of these sites, we analyzed snapshots of websites of regional publications from 2010 to 2020, collected on the WayBackMachine Internet Archives server, a non-profit organization that creates a digital library.

IrkutskMedia.ru, Baikal24.ru and Irk.ru were chosen among the Irkutsk media, and Vtomske.ru, Tomsk.ru and the website of the TV-2 web edition were selected among the Tomsk editions. In total, the Internet Archives server among Irkutsk media contains 496 (from May 9, 2012 to May 6, 2022) copies of IrkutskMedia.ru; 11682 (from December 22, 1996 to May 7, 2022) copies of Irk.ru; 456 (from October 25, 2009 to May 2, 2022) copies of Baikal24.ru. Among the Tomsk media: 1063 (from December 3, 2008 to May 6, 2022) copies of Vtomske.ru; 8794 (from January 1, 1997 to May 6, 2022) copies of Tomsk.ru and 679 (from July 12, 2001 to June 17, 2021) of the TV-2 news agency. On average, we reviewed about 7-9 snapshots per year of the three leading web publications in Irkutsk and Tomsk. The work traces the main changes in the rubrication, the rejection of the "paper-centric" designations of the main headings (such as "Today in the issue"), the transition from HTML to HTML-5, the connection of the relevant CSS libraries, the integration of elements that use the JavaScript programming language into the page markup. The work also outlines the main stages and years of site changes: the main blocks, centering, color solutions. Special attention is paid to the opportunities for feedback gradually introduced into the sites, including those based on social networks.

In general, the presented analysis allows us to trace how the most popular Internet media in Irkutsk and Tomsk formed the media space of the region. Regional publications strive to follow the main trends in web design (transition from accented design to aesthetic, the use of illustrations in digital design, increased storytelling in digital design, minimalism) following the major players - federal media. There is a desire to cover not only the local, but the federal agenda. The type of publications under consideration has to maintain a balance in the ratio of materials of different levels and geography. This may explain the wide range of minor rubrics and sections. Distance from the center affects the activity of implementing visual, technical and structural changes. In addition, among regional online publications, the entertainment and social type of content prevails, while there is a much smaller amount of analytical material. Basically, portals are presented as platforms where all relevant and popular information such as weather, posters and announcements is accumulated. Publications publish unique user-generated content, which, in turn, helps to improve site performance: effective search results, traffic. Based on this trend to follow the user, it can be assumed that in the near future there will be more implementation of personalization policies, as well as active integration with sites and services that are gaining popularity.

Scope of work: 134 pages. To write the final qualification work, 43 sources of literature were analyzed. Of these, 2 are in English.

Keywords: regional media, media space, web content, snapshot, web design, online media, redesign, usability, internet history, visual content

2021

## SVETLANA ALEXIEVICH IN THE RUSSIAN MEDIA SPACE: POLEMICAL DISCOURSE

Currently, a person who is known for his activities in any field, position or views, in addition to his primary activity, involuntarily becomes a media person. They talk about it, write about it, discuss it. He himself creates concepts in the information space with his statements, ideas and comments. This is how this person's discourse in the media space is born.

Svetlana Alexievich is a world-famous Belarussian novelist, writing in Russian, author of prose about the war, Chernobyl, the Soviet Union, the Afghan War, and one of the representatives of a unique documentary-artistic method based on creatively focused conversations with real people. People talk about Svetlana in different aspects: they discuss her work, political views, high-profile awards and merits, and note the influence of her work on other well-known contemporary works of culture and literature. The discourse of Svetlana Alexievich as a modern media personality is multifaceted and very ambiguous. The relevance of this work lies in the fact that the discourse of Svetlana Alexievich is rapidly forming in the modern media space, but it has not yet been subjected to systematic scientific study.

The empirical basis of the research includes publications in the Russian media about the activities, artistic and journalistic creativity, political position and ideology of Svetlana Alexievich, reactions to them, as well as about high-profile events associated with the name of the writer. 100 publications of various Russian mass media (Interfax, National News Service, RIA Novosti, TASS, Russian News Service, Moskovsky Komsomolets, Vechernyaya Moskva, Regnum, Afishi Daily, etc.) were selected. In some cases there were used materials from foreign media (belorussian, british and german) for clarification.

In this work, the author have separated the concepts of discourse and media discourse, studied the creative path and methods of work of Svetlana Alexievich, and examined the example of publications in the Russian media, how the discourse of Svetlana Alexievich is formed in the modern media space. We have established that it really exists and now it is only overgrown with new elements of the information space. It is multi-faceted and multi-purpose. Everyone who speaks about Alexievich does not speak only about her work, but considers all her activities and self-manifestations of herself in the aggregate. High-profile information events, such as the award of the Nobel Prize, are discussed most violently, and it is in such situations that the most contradictions appear.

Judging by the analyzed publications in the media, around the name of Svetlana Alexievich in the modern media space, the image of a writer who is ready to write the truth, opposing objectionable to the ruling political elite and its power, as well as putting the human factor, emotions, impressions and eyewitness accounts, honest and unbiased, in the first place in her work. On the other hand, she is sometimes accused of exaggerating so much details.

Total amount of work is 102 pages. The reference list is in alphabetical order. The reference list includes 57 items, there are 4 electronic sources.

*Key words:* media person, polemical discourse, discourse analysis, media discourse, Svetlana Alexievich, media space, Russia, Belorussia, non fiction.

### "CONTENT OF REGIONAL TV CHANNELS IN SOCIAL NETWORKS BY THE EXAMPLE OF TV CHANNELS "KUZBASS FIRST", "TOMSK TIME", " KATUN 24»

The empirical basis of the research includes the materials of posts published to social networks of the TV channels "Kuzbass First", "Tomsk Time", "Katun 24". The author analyzed X posts from social networks such as VK, OK.ru, Instagram, and YouTube. The empirical material made it possible to identify the tendency of regional TV channels to conduct social networks.

Today, social networks are actively developing. It is difficult to imagine a modern journalist who would not use instant messengers. Readers and viewers of news content “go” to social networks to get up-to-date information and summaries there. Many media outlets manage to adapt their editorial policies to modern realities. Regional TV channels have a harder time, as they are not able to follow the trends. The broadcast is duplicated on the YouTube video hosting service. Other sites host cut-out stories from the issue and news items. At the same time, regional TV channels do not take into account that each social network requires its own placement conditions in accordance with the audience and other features of the site. As a result, journalists spread the same news in the same formats on all platforms. The text, hashtags, design, and emoji’s are copied.

Total amount of work is 152 pages. The reference list includes 51 items, 6 are in English.

*Key words:* regional TV channel, social networks, content, mass media, regional journalists, YouTube, Instagram, VK, OK.ru.

## **INFORMATION AGENDA OF RUSSIAN AND BRITISH MEDIA DURING THE 2012 AND 2014 OLYMPIC GAMES**

The empirical base of the study includes materials selected from the sites of Russian publications as the socio-political newspaper «Izvestia», the sports publication «Sport-Express» and the business portal «RBC» from February 7 to 23, 2014. Among the British media, the sites of the daily political and political newspaper «The Guardian» and the business newspaper «Financial Times» were selected during the period from July 27 to August 12, 2012. Due to the fairly large number of publications by The Guardian devoted to sports topics, this media was analyzed separately as socio-political and sports. The analyzed sample included 500 publications, based on the chronology of the publication of materials, with a step every tenth publication for «The Guardian», every third for the «Financial Times» and «Sport-Express», and every second for «Izvestia» and «RBC».

The purpose of this paper: to study the features of coverage of «home» Olympics in publications of the UK and Russian media during the 2012 and 2014 Olympic Games. respectively. In the qualifying work, the mechanisms of the formation of the information agenda, its features were considered, the typology of sports news occasions was identified and analyzed, and the issue of the socio-cultural significance of sports in the social and political life of society, its impact on the media system was studied.

As a result of the analysis of the above materials, trends were revealed in the coverage of the home Olympics by the British media, namely: the prevailing number of sports publications over the rest; their main themes are the successes and failures of the British Olympic team; traceable position of the journalist on the issue of publication; pluralism of opinions within the editorial offices; variety of genres and multimedia formats. Analyzing the publications of the Russian media about the Games in Sochi 2014, we have identified the following trends: the prevalence of sports topics over all others, even in non-core publications; publications dedicated to foreign athletes and national teams are rare, and are short news items; active citation of the heroes of the publication; duplication of news stories, based on their relevance to the audience. When conducting a comparative analysis of the identified trends, we used three main criteria: typological characteristics of the publication, genre diversity, convergence and multimedia. Based on them, the following common features were revealed: the media of both countries gave preference to their Olympic teams when covering sports events; a large number of materials are devoted to sports stars; in the presence of a sufficient number of potential news feeds, the media deliberately ignored them, covering topics that were more relevant to the audience; all media use a wide variety of genres; active use of the media text system. However, significant differences were also identified: the Russian media, in contrast to the British ones, often release news on political topics; the British media managed to convey the spirit of the celebration of the Olympic Games; Russian journalists avoid value judgments; the British media write about unsuccessful performances in sufficient detail, the Russian media try not to mention these topics, especially if

the athlete performed unsuccessfully in the discipline in which athletes have never shown high results.

Total amount of work is 92 pages. References – 57 items. 9 diagrams and 1 graph were used in the work. *Keywords*: information agenda, Olympic Games, media, media coverage.

### **INSTITUTION OF ELECTIONS IN MODERN VIDEOGAMES**

The empirical base of our research consists of political simulators Tropico 6, Democracy 4, Europa Universalis 4, Evil Democracy: 1932 and indie-games of non-specialized Election Simulator, «Candidate», Minimum Wage: Influence The Election, Election Year Knockout, Election 2020: Battle for the Throne. For analyze the means and methods of constructing the media reality of elections, we selected games using an internal search for the most popular online gaming distributor in the world – Steam. We were using the keyword “election” from the top 100 positions in the sales rating. The selected games were divided by us into two genre categories. The first included "specialized" at the object of research games, that is, political simulators. In the second – indie games, that is, games of different genres "non-specialized" in terms of politics, produced by independent developers. For the game series, we have chosen the last of the released products.

In the master’s thesis, the concepts of the institution of elections and electoral behavior are defined, and electoral models in various political regimes and factors of variability of electoral behavior are characterized. The role of media effects in the electoral process was also noted. The research provides a definition of video games as a complex and multi-component type of media that uses narrative and ludic means of constructing media reality, depending on the author's tasks and genre characteristics. The construction of political reality in games occurs by narrowing the field of possible interpretations of the content by the player.

Based on the above empirical material, it was possible to identify the means and methods of constructing the institution of elections used in political simulators and games of “non-specialized” genres. The first interpret theoretical electoral models and procedures, while the second focus on the author's interpretation of real reality, which makes them related to a special type of games – newsgames. For political simulators in the construction of media reality, active use of the means of "procedural rhetoric" and other ludic means is characteristic, for indie games of "non-specialized" genres – more of narrative means, which may be associated with greater author’s and publishing freedom. Political simulators construct a reality in which elections are free and democratic, and any deformations of the electoral model are negatively labeled with the help of appropriate mechanics, electoral behavior is rational. Games of “non-specialized” genres criticize the “original”, democratic electoral model, highlighting its limitations, and electoral behavior is expressive.

The volume of the master’s thesis is 79 pages. The list of references contains 107 titles. Also in the master’s thesis two applications were used.

*Key words*: elections, media effects, video games, game studies, media reality, procedural rhetoric, electoral behavior.

### **VISUAL CONSTRUCTION OF SOCIAL PROBLEMS OF THE RUSSIAN PROVINCE IN PHOTO PROJECTS OF DOMESTIC PHOTODOUMENTALISTS**

The empirical base of the research includes materials from photographic projects by Russian authors. In the photoproject of Valery Klamm from the book “The Siberians” 30 photos were included in the sample (the sampling step is every fifth photo), the project “Smog” by Fedor Telkov we took in its entirety, that is, by the method of continuous sampling we analyzed 33 photos, also by the method of continuous sampling photographs of the projects "My dear Yakutia" by Alexei Vasiliev and the project "Out of the way" by Elena Anosova were selected and analyzed, 12 and 10 photographs each, respectively.

In the master's thesis, the concepts of a photographic project are defined, and methods for analyzing photographic projects using semiotic interpretation, a language field and a constructionist approach are described. The study defines photography projects as an integrated approach to photographic images - from the organization of work on it to the form of presenting the audience. The visual construction of the Russian province and its social problems in photo projects is carried out by the authors referring to the typical visual myths of the province, and putting forward visual equivalents of claims-claims.

Based on the above empirical material, it was possible to identify the means and methods of constructing a photographic image of the Russian province and its social problems. The method of semiotic analysis, the method of the linguistic field and the constructionist approach make it possible to identify and interpret the meanings inherent in individual photographs and in entire photo projects, as well as to determine how and with what visual methods the authors construct media reality. Semiotic interpretation is focused on the analysis of a visual image, which is a culturally determined system of signs. In turn, the language field method allows you to identify key concepts in a specific topic and connect them with peripheral ones that complement the core. The constructionist approach to the study of social problems allows us to understand how, and by what methods, media reality and social problems within it are constructed.

The volume of the master's thesis is 160 pages. The list of references contains 50 titles. Also in the master's thesis two applications were used.

*Key words:* semiotics, photography, photo project, photojournalism, interpretation, social constructionism

### **SPEECH BEHAVIOR OF VLADIMIR POZNER AS AN INTERVIEWER AND INTERVIEWEE**

Television still occupies one of the central roles in the media space of modern Russia. It provides examples and samples of the culture of communicative behavior, as well as contributes to the formation of public opinion. The author's interview programs as a genre occupy an important position in the genre system. The popularity of the interview, firstly, is determined by the information function, secondly, by the question-and-answer form of presentation of the material, and thirdly, by the ability to form or change the attitude of the audience to the interviewee.

The empirical basis of the research includes the materials of decoding the video recordings of eight issues of the author's program "Pozner". As well as transcripts of eight issues of interviews with Vladimir Pozner.

The research was based on the linguopragmatic approach, which allows analyzing the speech of the interlocutors and the relations that are built up during the conversation between the presenter and the interviewee.

This approach allows taking into account the situation of communication, the attitudes and intentions of the interlocutors in the framework of the communication process, verbal and non-verbal means of communication, speech actions taken by the interlocutors to achieve their goals, i.e. it is associated with the description of speech behavior. The linguopragmatic approach is one of the areas of communicative linguistics that can be defined as a science that studies language factors in the sphere of human activity with an emphasis on the psychological, social and cultural aspects of the functioning of language. The object of the study is the speech behavior of Vladimir Pozner in his author's TV program "Pozner", as well as in the materials of interviews with journalists who interviewed Vladimir Pozner (Yu. Dud', K. Sobchak, N. Sineevea etc.)

The data obtained in the course of the study allowed to draw the main conclusions. Based on the materials used in the research, we can conclude from the analysis that Vladimir Pozner in the role of an interviewer more often uses cooperative speech behavior, however, with the presence of elements of confrontation. In the case where Vladimir Pozner is in the role of the interviewee, cooperative strategies also prevail, but the gap between confrontational and cooperative strategies is only 1 position. Thus, based on the results obtained, it can be concluded that the confrontational



and cooperative strategies of Vladimir Posner in the role of the interviewee are equally manifested. And in the case when Vladimir Pozner is an interviewer, cooperative behavior prevails.

Total amount of work is 107 pages. The reference list is in alphabetical order. The reference list includes (53 items, 3 are in English and 23 electronic sources).

*Key words:* interview, interviewer, interviewee, Pozner, speech behavior, media behavior, communication strategy, tactic, move.

## **FORMATION AND DEVELOPMENT OF CONVERGENT REGIONAL JOURNALISM ON THE EXAMPLE OF STRC "CHITA"**

The empirical base of the research includes the website of the State Television and Radio Broadcasting Company «Chita» (gtrkchita.ru.), as one of the examples and sources of convergence, media texts aired by two TV channels («Russia 1», «Russia 24»), and three radio stations («Radio Russia-Chita», «Radio Mayak-Chita», «Vesti-FM») for the period from January 1, 2020 to March 31, 2021. In total, the sample included 173 convergent media texts, of which 120 materials were analyzed in more detail: 60 television stories and 60 radio stories of convergent orientation.

The purpose of the research in this thesis is to study the working processes of universal journalists in the conditions of the converged editorial office of the State TV and Radio Broadcasting Company «Chita» and to find out their opinions on the organization of work, as well as to study changes in converged materials and determine the differences from the original version.

Taking into account the objectives of the study, a survey was conducted among all full-time employees of the State Television and Radio Broadcasting Company «Chita», the results of which revealed that all the journalists of State Television and Radio Broadcasting Company «Chita» are universal. They combine several creative professions (correspondent-editor, correspondent-chief-editor, correspondent-TV presenter, TV presenter-radio presenter, correspondent-producer), technical and creative professions (correspondent-TV cameraman, correspondent-director, radio presenter-sound engineer), technical professions (director-editing director, director-assistant director, TV cameraman-editing director and others). A wide range of professional skills makes the journalists of the State Television and Radio Broadcasting Company «Chita» satisfied. The difficulties that most often arise in the work are of a psychological and physiological nature. Most employees of the TV and radio company are ready to master even more professional roles, because they see many advantages in their own multitasking and versatility.

The study of changes in convergent material showed that media texts has differences in the following parameters: the timing of radio stories often exceeds the television version, the radio version uses more descriptions of the place and time of action, due to the lack of a video sequence, in addition, the radio version uses more interviews (syncs), and they are larger in volume, and the method of presenting characters in voice-over is also used.

Total amount of work is 306 pages. The reference list includes 78 sources.

*Key words:* convergence, media text, State Television and Radio Broadcasting Company «Chita», journalism, radio, television.

## **MEDIA COMMUNICATION IN B INVESTOR RELATIONS SYSTEM: THEORETICAL AND METHODOLOGICAL APPROACH AND PRACTICE OF RUSSIAN BOND MARKET**

The work is devoted to the media communication tools used in the process of Investor Relations, a description of the processes of mediatization of the sphere and the generalization of studies affecting the assessment of the effectiveness of Investor Relations. The relationship between Investor Relations, Y. Fama's theory of effective market and J. Akerlof's information asymmetry is formulated. The second part includes participant observation, carried out in order to check the effectiveness of using various Investor Relations instruments during placing debt

securities of a Russian company on the Russian stock exchange. The object of this work is IR strategy of the logistic company CDEK. The period of observation is since January 2021 to April 2021. When we started working with the company, a hypothesis of the influence of a strong CDEK brand and successful premarketing on the cost of raising capital for the company was put forward. However, this work does not consider the economic effect, the subject of the study is the features of communications and information and media tools in the IR strategy and the Investor Relations system.

In the final qualifying work, the English-language research literature and foreign practices of Investor Relations in the field of corporate communications and marketing were studied, the role of Investor Relations in preparing for raising capital was presented. More than fifty works were analyzed. They considered the toolkit of media communications and, in particular, journalism, in Investor Relations. The concept of Investor Relations was formulated, the key tasks and functions of the sphere were defined. Comparison of the sphere of Investor Relations and Public Relations was carried out. The toolkit of media communications and journalism, used in the Russian practice of Investor Relations in the bond market, was revealed. The results of a case-study on planning, using and evaluating Investor Relations media communication tools for one of the companies entering the Russian bond market were presented. pictures are used.

*Key words:* investor relations, media communication, the relationship with Investor, corporate communications, Investor Relations media communication tools.

## **THE ENVIRONMENTAL AGENDA IN THE MODERN QUALITY PRESS OF THE UNITED KINGDOM**

The process of greening thinking became a characteristic phenomenon at the end of the 20th century. This trend has continued in our time. Until now, information with environmental discourse is transmitted through various communication channels. One can even speak of «an endless stream of news events», and often authors of materials use such textual and visual images, called by some theorists «meta-narrative», which helps to maintain panic among the audience. The reason for the fear is the lack of accurate and specific information about climatic and natural processes, which leads to discussions and the emergence of various theories, often competing in meaning.

The UK has self-proclaimed itself the flagship of green politics in Europe and the world. The publications more than once quoted British politicians who said that they had a mission to solve environmental problems in the country, thereby showing everyone to the world that the country was leading in the field of ecology. Despite the fact that the broadcast in the media of national problems of the ecological sphere allows us to think differently – what can be taught by that country, which is still called «the dirtiest man in Europe».

The empirical basis of the research includes the materials of publications of «The Guardian», «The Telegraph» for the period 2017-2021, taken from the websites of the publications. For each year, ten materials of these publications were selected, thus, in total, more than a hundred publications on the selected topic were analyzed. The selection of materials is carried out using the tag "ecology". The selection of articles was made on the basis of the relevance and social significance of the events and phenomena that the journalist writes about.

The subject of the study is the author's interpretation of environmental topics, as well as the artistic and lexical means by which the journals describe events and phenomena related to the environmental agenda.

As a result of the study, we came to several conclusions. First, the main and significant difference between the two analyzed publications is that "The Guardian" stands up for and supports green policy, while "The Telegraph" conservatively recognizes the importance of the environmental agenda and generally supports the government, but offers to think carefully and evaluate each new decision in this direction. It is important to understand that the environmental agenda itself is not completely obvious and understandable, but this is typical for any acute social

problem. Secondly, the pluralism of opinions in The Telegraph can also be considered a vague position on the environment. This is expressed in uncertainty in scientific assessments and forecasts, in the meaning of individual environmental actions, ongoing climate and natural changes, etc. "The Guardian" in this case rather aggressively expresses its attitude to all of the above, trying to integrate each event or phenomenon into the environmental discourse. It cannot be said that these two publications are polaristically different in their assessments of the general situation in the world and in the UK in particular, but there are points that for these media have a controversial nature and reasons. Total amount of work is 102 pages. The reference list is in alphabetical order. The reference list includes (55 items, 23 are in English and 33 in Russian).

*Key words:* ecology, ecological problems, greening, ecological agenda, ecological representation, UK, Quality Press.

## **MULTIMEDIA STORYTELLING IN PR-COMMUNICATIONS**

In the final qualifying work, on the materials of 10 commercial and 10 non-commercial multimedia long reads of such media as «ТАСС», «РБК», «Esquire Russia», «Батенька, да вы трансформер», «Такие дела», «Новая газета», «Коммерсантъ». We managed to comprehensively analyze multimedia storytelling as an actual phenomenon in PR communication.

The first chapter of the work is connected with the theoretical understanding of the concept of "storytelling" and the method of its application in various fields as an effective communication tool. Also, the work highlights the semantic and technical elements of multimedia storytelling, offers its own interpretation of the concept of storytelling. Particular attention is paid to the study of various classifications of archetypes of plots and archetypes of heroes in storytelling.

In the second chapter of the work, based on the analysis of journalistic and PR materials in the form of a multimedia longread, the features of the use of multimedia storytelling in PR-communication were revealed. At the same time, it was found that PR and journalistic materials are based on similar elements, such as: hero, plot, emotionality, design and interactivity. Comparative analysis of commercial and non-commercial longreads showed that longreads aimed at promoting a brand using a storytelling tool have the following features: the goal of the hero is similar to the goals of an ordinary person, but at the same time it reflects the values of the company of the brand being promoted; the main archetypes of heroes in PR materials are the Seeker and the Hero; the brand is promoted through the stories of the heroes through the social problems of society; the history of PR-material always has a short linear form for simplicity and ease of perception by the reader; a frequently encountered archetype of plot in such stories is "The Hero's Path", where the hero always reaches his goal; multimedia longread is designed in accordance with the brand style, regardless of the theme; a sense of belonging and interest – the main emotions that the author of PR-material strives to evoke from the reader, using semantic and multimedia triggers; PR-materials are created similar to journalistic ones, their common properties are: multi-genre, interactivity and relevance (informational reason for the material, an important social problem).

Total amount of work is 107 pages, the reference list includes 104 items, 14 are in English.

Also, 4 tables and 31 images were used in the work.

*Key words:* storytelling, multimedia storytelling, multimedia, longread, PR-communications.

## **DONALD TRUMP'S IMAGE TRANSFORMATION DURING OF THE UNITED STATES PRESIDENTIAL ELECTIONS IN 2016 AND 2020 ON TV CHANNEL "RUSSIA-24"**

In order to track how the image of Donald Trump was changed during the presidential race in 2016 and 2020 years on TV channel "Russia-24" and to identify the causes of these processes and the means of creating the image, we analyzed news in which the name of Donald Trump was mentioned. The total number of studied videos was 188.

The paper formulates the concept of "the image of a political leader", defines the means of its formation from psychology, linguistics, communication theory, identifies the features of portrayal of a political leader on TV. For completeness of the study from the socio-political context, the mechanisms and functions of constructing the images of the "enemy" and "ally" were studied, the reasons for the change in the attitude of Russians to the US presidents of the 21st century were determined.

Determining and comparing the methods of constructing the image of Donald Trump in the program "Vesti" during the election race for the presidency of the United States showed that in 2016 journalists portrayed Donald Trump as an ally of the Russian Federation. The coverage of the 2020 race was different from the previous one. So, the construction of the image of Donald Trump this time can be divided into 2 stages: first as an "enemy", and then as an "ally" again.

During both pre-election races, the image of Donald Trump changed according to the scheme: "ally" — "enemy" — "ally". At the same time, the list of tactics used to construct two radically different images was practically the same. The main strategies were the reflection of the biological characteristics of a politician, the principle of contrasts against the background of another representative of power, exaggeration of the significance of an event, the principle of repeating the same news, false statements by a politician, prevention / creation of a threat, criticism of a political leader from his inner circle, citing experts, conducting a politician in the fight against a common enemy for Russia. Depending on the created image of Donald Trump by the correspondents on TV channel "Russia-24", each strategy was used in different ways.

The volume of the master's thesis is 100 pages. References - 60 items, of which 5 are in English.

*Key words:* news stories, image construction, political leader, manipulation in mass communications, We-They dichotomy.

## **THE COVERAGE OF THE "NEW NORTHERN POLICY" OF THE PRESIDENT OF THE REPUBLIC OF KOREA MOON JAE-IN IN RUSSIAN AND SOUTH KOREAN MEDIA IN 2017-2021**

The basis of the research empirical base includes the publications of Russian ("RIA Novosti", "Rossiyskaya Gazeta", IA REGNUM, TASS, RBC, "Kommersant") and South Korean media ("The Korea Times", "The Korea Herald", Yonhap, "Newsis", "JoongAng Ilbo") published between August, 2017 and April, 2021 and affecting the implementation of South Korean foreign policy north of the Korean Peninsula. The author's aim was to evaluate the coverage of the New Northern Policy in Russian and South Korean media from 2017 to 2021. For that, the materials of the Russian and South Korean mass media dedicated to Russian-South Korean cooperation which plays a key role in the South Korea's policy were studied. The content of the publications and its rhetoric were analyzed, which allowed to conclude that both countries have an equally favorable attitude towards the initiative and no part of the South Korean or Russian society is opposing to it. At the same time, it is worth noting that the interest of the majority of the South Korean and Russian population in the current policy is rather low which the authorities of both countries are trying to change by means of measures for the mutual popularization of each other's cultures.

In addition, the expected more comprehensive coverage of the "New Northern Policy" is typical of the South Korean media, which often touch upon South Korean cooperation with the Central Asian states. In the Russian media, however, there has been a reduction in the use of the term "New Northern Policy" over time. It is also worth noting that the outbreak of the COVID-19 epidemic, although it partly reduced the possible amount of publications about the initiative and squeezed it out on the agenda, could not completely supplant the topic.

The volume of thesis is 174 pages. The list of references contains 489 items, including 99 sources in English and 109 – sources in Korean.

*Key words:* South Korea, Russian-South Korean cooperation, New Northern Policy, political agenda, Moon Jae-in.

**2020**

## **USING GAME MECHANICS IN EDUCATIONAL MEDIA PROJECTS**

The empirical base of research includes 20 mobile applications for learning languages and 18 quiz applications. Of these, 11 and 10 applications were analyzed in more detail.

Mediatization is one of the trends in modern education. The response to the mediatization of education is the creation of media projects based on gamification. Gamified projects use game mechanics. Using video game mechanics allows developers to build the educational process in an interesting and exciting way to retain the user, and motivate him to further study the material.

Based on the analysis of educational applications, it was concluded that media projects use the mechanics inherent in video games: economic, social, mental mechanics, progression mechanics, achievements, daily goals, etc. The author finds that not all game mechanics are used efficiently, but most of the used mechanics successfully fulfill their functions.

The volume of the thesis is 96 pages; the list of references consists of 91 titles, including 36 titles in English.

*Key words:* gamification, gamified projects, gamified learning, mediatization of education, game mechanics.

## **MAGAZINE "SEANCE": STRUCTURAL AND CONTENT FEATURES**

The Master's dissertation deals with the study of structural and content features of the film magazine "Seance". "Seance" is a thick black-and-white illustrated magazine about cinema and time, created by Lyubov Arkus with the support of the "Lenfilm" studio and Alexander Golutva in 1989. The empirical base of the research includes 27 voluminous issues of the "Seance" magazine from 2008 to 2019. In our study, we investigated the history of the development of the cinema press and reviewed popular magazines about cinema the circulation of which exceeded 1000 copies since 1907 and until now. We conducted a typological analysis of the journal in two aspects: interaction and interconnection of all parts of the text, and interconnections, consistency and arrangement of elements. A typological analysis revealed that the "Seance" magazine is a quarterly cinema publication which targets professionals and moviegoers. Based on the content analysis, the subject and problems were defined, and the analytical nature of the journal is noted.

The volume of the research is 122 pages with the appendix. The list of references includes 54 items. The list of sources is 30 items.

*Key words:* typology, film science, film criticism, magazine, structure, content, entertainment journalism.

## **REPRESENTATION OF THE "ACADEMGORODOK 2.0" PROGRAM IN FEDERAL, REGIONAL AND SOCIAL MEDIA**

In the work on the basis of empirical sources the concept "Academgorodok 2.0" is formed, the display of which is then analyzed in various media. For this purpose, the author's methodology is used, combining the principles of the concept and content analysis, which allows quantitatively calculate qualitative indicators. As a result, it is possible to compile statistics reflecting references to certain meanings and values, as well as to see their dynamics and compare them with the events taking place. On the one hand, the documents describing the program "Academgorodok 2.0" and official publications of the main initiator of the program of the Siberian branch of the Russian Academy of Sciences became the empirical basis for the research. On the other hand – public reports in social network "VKontakte", as well as materials of regional and federal mass media, collected with the help of monitoring systems IQBuzz and "Integrum". The total number of analyzed reports is 3958.

The results of the analysis show that the concept under study is underrepresented in the media, with significant distortions, as well as that its references strongly depend on external information causes and statements of public figures. In order to compensate the revealed deformation of the "Academgorodok 2.0" concept, the author's communication strategy for the implementation of the "Academgorodok 2.0" program is proposed. The volume of work is 103 pages. The list of literature contains 61 titles, 21 of which are in English.

*Key words:* representation, scientific communication, mediatization, communication strategy, concept, regional media, federal media, social media.

### **EDITORIAL STRATEGIES OF N. M. KARAMZIN BASED ON THE MATERIAL OF LITERARY ALMANACS AND THE JOURNAL «VESTNIK EUROPE»**

In our work, we considered the editorial activity of N. M. Karamzin. We were able to find out how the trip to Europe and the Great French revolution affected N. M. Karamzin, what thoughts he returned to Russia with, and how he began his work as an editor and publisher. In addition, we were able to identify the main editorial strategies that guided N. M. Karamzin when editing and publishing his literary almanacs and the journal «Vestnik Europe». We determined the genre diversity and structure of publications, their audience, established the author's composition (some texts had to be attributed independently), and also found out what communicative techniques and non-verbal means N. M. Karamzin used to establish contact with his audience.

The volume of the thesis is 80 pages (+ 4 pages with appendices). References-64 items, sources-49.

*Key words:* N. M. Karamzin, editorial strategies, literary almanacs, political magazine, journal «Vestnik Europe», attribution.

### **STRUCTURAL AND FUNCTIONAL FEATURES OF VIRAL VIDEO**

The empirical base of the study was viral videos from international and domestic practice, which scored more than 1 000 000 views, different in function: educational, motivational and entertaining. In the theoretical part 10 clips were considered as the examples demonstrating viral video content, its individual types and principles of its creation. 5 videos were selected for the structural and functional analysis, and 25 videos were presented to the focus group in the practical part. From the standpoint of the components and functions of the components of the viral video 9 clips were analyzed that scored the most points in the framework of the focus group. All videos are hosted on «YouTube». In the master's thesis were found the most important components of creating viral video content, which are: content emotionality, nativeness of advertising integration and optimal timing. It is almost as important to include the original idea in the «virus». In addition, a significant factor for virality is the binding of the video to existing trends. It is also important that videos of a humorous and musical nature are appreciated on the Internet. The presence of intrigue, conflict, and non-standard visuals are equally significant for the virality of video content. Social subtext, unexpected ending, informational content, elements of the «S» rule, forbidden topics, the appearance of a famous personality in the frame, annoying effect and animation are second-order factors in the process of creating a viral video. The volume of the master's thesis is 105 pages. References is 36 items, 4 of which are in English.

*Key words:* viral video, virality, viral marketing, viral advertising, viral distribution, video hosting, Internet, video marketing, promotion, audience, information dissemination.

### **SOCIAL NETWORKS OF RUSSIAN PUBLIC POLITICIANS IN SHAPING THE IMAGE OF THE REGION**

The empirical base of the study includes posts of five regional heads (Chelyabinsk region, Chechen Republic, Stavropol territory, Khabarovsk territory, Republic of Bashkortostan) and five

heads of capitals of these regions in social networks "Vkontakte" and Instagram for the period of 2019. In total, the sample included 3085 posts in social networks, of which 110 posts were considered in detail in the work. In the final qualifying work, it was possible to trace how information published in the personal accounts of Russian public politicians can influence the image of a particular region. Using the example of the specified empirical material, the components of the image of each specified region were tracked. The paper also analyzes the trends and approaches that politicians follow when forming this image. In the course of our work, we identified key audiences and ways to interact with each of them. In addition, we assessed the effectiveness of such communication and identified regions where politicians have a more comprehensive approach to the problem of shaping the image of the region.

The volume is 94 pages. List of references – 52 items, 2 of them in English.

*Key words:* social networking, image of region, image of the territory, the marketing of places.

## **CORPORATE SOCIAL RESPONSIBILITY AS A TOOL FOR PROMOTING A COMPANY IN THE MEDIA SPACE**

The purpose of the study: to find out how and to what extent companies use the CSR theme in building a positive image, as well as by analyzing media materials to compare the company's own image with the image that the media builds.

Relevance: most researchers of corporate social responsibility rely on the experience of Western companies and, as a result, come to the conclusion that Russian companies should follow such an "ideal" model. The other half of researchers believe that the Russian model of non-financial policy cannot develop according to the Western model, because it has its own way of development. In our work, using the example of three major oil companies (Rosneft, LUKOIL, and Gazprom Neft), we have traced the trend in the use of corporate social responsibility by Russian businesses as a tool for promotion in the media space. We have not found any research papers that would consider corporate social responsibility as a tool for building a positive image.

The research works of the following specialists were used: Y. Anashkin, Y. Blagov, E. Wittenberg, A. Gorcheeva, N. Krichevsky and S. Goncharov, V. Kulkova and I. Safin, S. Litovchenko. We also turned to the works related to the study of corporate social responsibility in Russia: Zh. Belyaeva, A. Vasilenko, E. Wittenberg, A. Lakhina, S. Peregudov and I. Semenko.

Empirical base: to identify the main directions of companies in the field of sustainable development, we studied 3 reports in the field of sustainable development. Facebook, Instagram and Vkontakte social networks were used to assess the intensity of the use of CSR principles we studied 465 publications in: We also selected and studied 46 press releases and 57 articles mentioning the company's activities in the field of corporate social responsibility for a certain period.

Results: the priority principles of sustainable development in the three companies are: promoting the socio-economic development of the regions where the company operates; ensuring the safety of employees and the public when carrying out the company's activities; minimizing the negative impact on nature, effective and rational use of natural resources; and introducing innovations.

The theme of corporate social responsibility in building a positive image, although there is a place to be, but it is inferior to such familiar markers for the oil industry as production capacity, the heart of the domestic economy

Media monitoring on these topics has shown that Federal and regional media rarely take such topics. The CSR theme is not fully used by companies in creating a positive image. The media is also reluctant to take on CSR-related topics.

The volume is 97 pages.

*Key words:* corporate social responsibility, company image, non-financial policy, sustainable development.

## **ADAPTATION OF NEWS CONTENT FOR SOCIAL NETWORKS (USING THE EXAMPLE OF THE GTRK «NOVOSIBIRSK»)**

In the age of digital transformation, there is an ongoing process of media convergence between traditional and new media. The concept of such process is that when the old media adapt themselves to compete in the new media environment, for instance, transferring to social networks and creating their own official news communities. This research aims to describe the process of adapting content for social networks, to analyze the changes in linguistic and thematic components of news as the result of the Internet influence.

The findings show that the language style used in the social media platform of the GTRK «Novosibirsk» remains official; however, the format and headlines of news are changing. For example, a news story from the official website of the GTRK «Novosibirsk» is adapted into an infographic illustration for publishing in «VKontakte». For «Instagram», news headlines are rewritten, while the body of the news from the website is duplicated. In social networks, the news is mainly devoted to topics of public interest, and the tone is less negative than on the website.

## **STORYTELLING IN SCIENTIFIC COMMUNICATION (USING THE EXAMPLE OF ICAE INFORMATION PRODUCTS)**

The empirical base of this research includes video broadcasts of presentations by experts of the atomic energy Information center (ICAE) in the scientific talk show "let's Break it into atoms" and in the oral journal "Language of Einstein" on the YouTube channel from 23.12.2015 to 25.12.2019. A total of 38 presentations and discussions were included in the sample. The duration of each presentation and discussion was 90 minutes.

The total number of videos viewed was 27 hours. In the final qualifying work, a study was conducted, the purpose of which was to study the narrative as a fundamentally new method of solving the problem that prevents the construction of scientific communication between society and scientific institutions. It lies in the complexity of the perception of scientific knowledge, taking into account its specificity. Based on the analysis of literature, as well as on the practical example of stories that are currently being constructed in the field of scientific communication, it was shown that storytelling allows you to convey information to the listener in an accessible form, arouse interest in the topic under discussion, create a certain image associated with the area of discussion and motivate. In the study of cases of the popular science talk show "let's Break into atoms", numerous uses of various storytelling tools were recorded.

As a result of the research, the main goal of the work was achieved: to prove that the features of storytelling technology allow it to be used productively in the scientific field, as an innovative competence of scientific communication.

The volume of master's thesis is 117 pages. The list of references is 48 items, 6 of them are in English.

*Key words:* scientific communication, innovative technologies in scientific communication, innovation, scientific knowledge, science, popularization of science, narrative, storytelling, elements of storytelling.

## **VIDEO GAME PUBLISHING: PRAGMALINGUISTIC AND CULTURAL ASPECTS OF LOCALIZATION**

The study was based on replicas of the game characters. Replicas of the game "God of War" allowed analyzing mistakes made during the process of localization. They also showed how they could be avoided using the pragmalinguistic approach in translation. Replicas of the game "Metro Redux" showed how various translations and voice acting affect the scenario of the game and how cultural aspects affect localization. 248 replicas and dialogs of game characters were analyzed.



The review of existing approaches (used in the game localization process) showed that this field of research is not sufficiently elaborated. In particular, it was revealed that most localizers of low-budget projects work intuitively ignoring cultural and linguistic aspects.

Moreover one of the main aspects of this study was to identify a sender and a recipient in the game. Therefore, it was determined that the sender must be defined as a game character, whereas the recipient is the player in this case. The interpreter creates a connection between them using some of pragmalinguistic aspects (onomastic, stylistic, lexical and lexicographical) which are proper for in-game dialogues.

In this study the analysis of several examples revealed that some of above mentioned aspects were not conveyed correctly. Therefore, there is a possibility of change in the characters' personalities as well as in the context of statements in some cases. The volume of final qualifying paper is 82 pages. References is 49 items, 16 of which are in English.

*Key words:* video games, video game publishing, globalization, game localization, creative adaptation, software localization.

### **DOCUMENTARY FILMS OF YURY DUD: STRUCTURAL, TYPOLOGICAL AND STYLISTIC ASPECTS**

The empirical base of the research includes 16 films and 14 interviews on the YouTube channel of the show "Vdud" from 2017 to 2020, as well as media materials on the Internet. The Master's dissertation investigates the phenomenon of Yury Dud as the author of television documentaries on the Internet. It is shown that the interviewer uses different techniques of expressiveness in his works, however, a significant part of his methods is borrowed from television journalism. Since a personal YouTube channel on the Internet gives the possibility to freely engage in creativity, it allows to mix genres, avoid familiar standards, include some flaws in terms of quality of material.

The research investigates a typology of films on the content, the analyze of the work of Yury Dud with information sources, and his impact on the audience. In addition, a stylistic analysis of the author's speech and texts was conducted, and expressive means of different levels were noted.

The volume of research is 92 pages. The bibliography includes 31 items, one of which is in English. The list of sources is 78 points.

*Key words:* journalism, YouTube, interview, Internet, documentaries.

### **IMPLEMENTATION OF THE COMMUNICATIVE STRATEGY OF THE IT COMPANY ON THE EXAMPLE OF SIBERS**

This research analyzes the communication strategies that are used by 'Sibers' IT-company to communicate with its audience through social networks' publications, on Russian and English-language websites and tools of internal communication. In the course of the work the author analyzed 1340 various publications published in 2018 and 2019.

In the MSc Dissertation the author explored the communication process of the company with three types of audience (external and internal communication audience), presented a detailed analysis according to the derived criteria about the types of PR-strategies depending on the audience and its quality. The author also made recommendations to the marketing department on adjusting communicative strategies to achieve the best result in communication between customers or employees and the company.

The volume of the work is 66 pages, reference list consists of 25 items, 2 of them is in English language.

*Key words:* communicative strategy, PR strategy, marketing communication, marketing strategy, rivals, market research, detachment of strengths and weaknesses, communications in IT-companies.

## **DAILY INTERNATIONAL NEWS FORMATS IN BUSINESS PROGRAMS (BLOOMBERG AND BBC WORLD NEWS)**

A Master's study is devoted to the study of daily international news formats in business programs (Bloomberg and BBC World News). An important factor determining the relevance of this study is the small number of business programs devoted only to international news on television. The study focuses on US and UK business television programmes. Subject of research: daily news formats of international character and the US and UK international agenda in the business programs. Chronological framework of the study: March 2019 – April 2020.

The aim of the work is to define the specifics of the presentation of international news in business information and analytical programs. Tasks of the study: review of typological features of the business channel, identification of criteria for analysis of television programmes, analysis of the format of daily international news analytic programs in terms of the characteristics, tasks and functions of the TV channels Bloomberg and BBC World News, the identification of events falling on the international agenda of the US and the UK, the description of the structure and content of the business program in the example "Bloomberg Daybreak" and "Worklife", an analysis of the features of the presentation of international news characteristic for the business programs of the USA and the UK with the examples of "Bloomberg Daybreak" and "Worklife".

In this paper, the typological features of a business channel, analyzed the format of the daily international news information and analytical programmes, taking into account genre peculiarities, is characterized by the content of business programs, studied the structure of business information and analytical programs, identifies factors affecting the formation of the agenda of the global television news in the US and the UK, revealed events that fall within the international agenda of the US and the UK, analyzed the peculiarities of international news, typical for the business programs "Bloomberg Daybreak" and "Worklife".

As a result, we have identified the specifics of the American and British business media. Bloomberg Daybreak covers international events, showing more how this affects the economic performance of individual companies, as well as the country as a whole. BBC World News pays more attention to hot topics, revealing their public significance and the scale of what is happening. The international agenda of these programs may include the same events, but they are covered in different ways. This is influenced by a number of factors: social, political, economic and audience, in particular, the national specifics of TV channels and the foreign policy situation.

The volume of final paper is 104 pages. The list of references includes 112 items, 9 of them are in English.

*Key words:* Business journalism, daily format, business program, information and analytical program, international news, agenda setting, USA, UK.

## **MEDIA SPACE OF NOVOSIBIRSK AS A PLACE FOR POSITIONING CLOTHING TRADEMARKS**

The empirical base included 98 journalistic articles of Novosibirsk and 300 posts on social networks of the clothing brands that we studied for the period from April 2018 to April 2020. As part of the study, a comparative analysis of positioning in the media space of brands of clothing at the regional and federal levels was carried out. The purpose of the master's thesis is to highlight the features of promoting regional clothing brands in the media of Novosibirsk. In the course of the study, it became clear that regional-level trademarks are more interested in promoting in the media space of Novosibirsk. Federal brands are widely heard, which is why they do not often resort to promotion in the regions, but only support their image with image advertising mainly in the federal media.

Amount of work: 81 pages. 50 sources of literature were analyzed to write the final qualifying work. 3 of them are in English.

*Key words:* media space, trademark, brand, positioning, promotion, public relations.

## **SEMOTICS OF MODERN DOCUMENTARY PHOTOGRAPHY ON THE EXAMPLE OF PHOTO PROJECTS K. DIODOROVA AND S. MAKSIMISHIN**

In the final qualifying work, on photographic materials of documentary works by K. Diodorova and S. Maximishin, it was possible to conduct a structural-semiotic analysis of 80 photographs and highlight the similarities and differences in modern author's approaches to transmitting objective reality through images. In this paper, we investigate photo projects by K. Diodorova and S. Maximishin. The photographer constructs certain meanings and collects certain components of the context in the frame. We select all the photographs that document life in the provinces of the post-Soviet countries, a total of 80 photographs. Comparing the structural-semiotic analysis, we came to the conclusion that the semiotic interpretation helps to understand how the photograph is created not only at the initial stage – at the time of photographing by the author, but also during interpretation, perception of the photograph - which objects the viewer relies on, understands what is shown and how it interacts within the frame.

Structural-semiotic analysis helps to better understand the context, thought and idea of the author. We can distinguish two approaches to the depiction of the surrounding reality in the contemporary documentary. The first is to demonstrate visual and portrait images. Focusing with the help of compositional solutions and expressive means on specific objects contributes to the audience interpretation of the portrait of heroes, their lifestyle, the space where they live. The second approach is to construct the depicted reality by focusing attention not only on the background of the image, the details of space, but on the transmission of the dynamics of the action, the image of the action in the frame, which can reflect the life, life and surrounding reality of the heroes of the image.

The volume of work is 95 pages, the list of references totals 29 points.

*Key words:* photography, documentary, structural-semiotic analysis, semiotics, language field.

## **THE COVERAGE OF RUSSIA-ASEAN TRADE AND ECONOMIC COOPERATION IN RUSSIAN MEDIA (CASE STUDIES OF KOMMERCANT AND VEDOMOSTI)**

Since the end of XX century, ASEAN has promoted themselves in the international level to strengthen its market by building economic and political ties with the potential partners, including Russia. Russia and ASEAN set out their key agreements since the first Russia and ASEAN summit in 2005. The goal of this research is to study the coverage of the relationship of Russia and ASEAN countries in the Russian media from the first until the third Russia-ASEAN summit (2005-2018). The research explored the history of the relationship between Russia and ASEAN, research the news coverage on Russia and each ASEAN member country, as well as the shift in the perspective on ASEAN in the Russian media materials. Materials in Russian media (newspaper Kommersant and Vedomosti) included the keyword “ASEAN” from 13<sup>rd</sup> December 2005 until 14<sup>th</sup> November 2018 were used. In total there were 182 materials.

The study showed that the amount of news related to ASEAN in Russian media grew through times in positive tone. The two samples media contained several common themes, such as ASEAN as part of the East Asian dialogue, where Russian media considered ASEAN as a part of East Asian Community; Russia as a supporter of ASEAN or a “donor” of the investment for the region, and Accelerating the process of building trade and economic relations with ASEAN, reflecting the Russian's agenda on the region. Among the ten members of ASEAN block relating to the economic and political problem of the federation. Vietnam was mentioned the most often among the ten ASEAN countries and was considered as the close ally and a window to the southeast Asian region.

The volume of final paper is 91 pages. The list of references includes 93 items, 12 of them are in English.

*Key words:* Agenda setting, Russia, ASEAN, Trade and economic cooperation, Media, Image.

## 2019

### GERMAN-LANGUAGE PRESS ON THE ROLE OF GERMANY IN EUROPEAN INTEGRATION (BASED ON THE MATERIALS «FRANKFURTER ALLGEMEINE ZEITUNG» AND «DIE WELT» 2017-2019)

The empirical base of the research includes the publication «Frankfurter Allgemeine Zeitung» and «Die Welt» in 2017-2019. In total, 7118 articles from two editions were selected of which 1054 materials were reviewed in detail. As part of the work presented, the analysis of the specifics of covering the political and socio-economic role of Germany in the European Union in 2017-2019. in German language media was done which showed that the «Frankfurter Allgemeine Zeitung» and «Die Welt» cover the role of Germany in the EU in detail. It was noted that higher output of materials are devoted to relations within the EU and migration policy issues. The theme of the role of Germany in European integration in the media is presented by using analytical and informational genres. During the research period, the nature of the publications concerning the role of Germany did not change dramatically among the experts and politicians there were always those who support the country and accept its key role in the EU, as well as the opponents of the German leadership. Moreover newspapers actively discussed Franco-German relations and relations with the United States, as well as migration policy in 2017. A year later, publications about Brexit, the conflict with Turkey and the negotiations with Russia about «Nord Stream 2» began to prevail.

The volume of final paper is 111 pages. The list of references includes 125 items, 9 of them are in English, 12 are in German.

*Key words:* European Union, Germany, European integration, migration policy, Brexit, European Commission.

### SPECIFICS OF NARRATIVE DESIGN IN MODERN MEDIA PROJECTS

The final qualifying paper discusses the basic concepts of narratology and the stages of development of a narrative, from the analysis of purely literary text to contemporary narrative design. The introduction of game mechanics in the content of modern media reveals a number of interactive and narrative problems in the creation of competitive media projects. Problems that the gaming industry has encountered much earlier and already has the necessary tools to create complete interactive stories. In turn, journalistic materials are subject to serious requirements in presenting facts and events. Thus, the combination of the actual accuracy of the media and the interactive narrative mechanics of video games makes it possible to create a completely new kind of reading experience.

A large number of different projects can be found on the Internet and in various media. The empirical basis of the research was a number of Russian and foreign media projects: from a classic computer game "What Remains of Edith Finch" to a classic journalistic longread The Guardian "The Internet, but not as we know it: life online in China, Cuba, India and Russia". They were chosen to demonstrate the cross-section of the developing interactive communications of the modern media space. The research revealed how game mechanics enrich content in the media and media communications in general. At this stage, the importance of transforming forms of communication is recognized by both researchers and practitioners in the field. As presented in this paper, modern media projects, both Russian and foreign, are actively exploring new forms of communication with the audience. The achievements of the gaming industry are attracting the attention of media researchers, but based on an analysis of interactive journalistic projects, it is still too early to talk about the complete combination. At the moment, modern media projects do not use all the possibilities of interactive narration to the fullest extent. But as the analysis of games shows, the necessary mechanics have already been implemented, and therefore, based on developments in the field of storytelling games can be built a completely new working model of interactive communication.

The volume of final qualifying paper is 92 pages. References is 86 items, 53 of which are in English.

*Key words:* new media, narratology, focalization, narrative design, immersive journalism, interactive elements, video games.

### **ANIMATION IN TELEVISION PUBLICITY: SEMIOTIC ASPECT**

Two films were chosen for the semiotic analysis in the animation works, “Save my speech forever” (Russia, 2015) and “Crulic: the path to beyond” (Romania, 2011), suitable for time, subject and variety of animation techniques. Both films are documentary and full-length. The time frame is justified on technical capabilities that can significantly affect the expressive means in the film.

Considering variety of expressive means, the abundance of images and signs used in animated cinema, there is an interest in studying animated films from the point of view of semiotics. In this regard, signs, sign systems and visual codes that used to create images in documentary animation were described and analyzed in this work. In the process of research the historical development of animation, the specifics of the genre were determined due to the synthetic nature of this type of art. It was the basis for the research of the semiotics of arts that have the greatest significance for the animation. The levels and elements of the cine-language were identified, a list of cinematic codes was presented, the features of painting semiotics and color were described.

Based on the data obtained, the stages of semiotic analysis were compiled taking into account the features of animated cinema. The approbation of the proposed stages was implemented on the animated documentary films that represent the empirical base of the research. The analysis included a phased consideration of the signs, codes, features of plot construction used in the film, its description and interpretation. On the example of two films, it was presented how the animated work combines the sign systems of two kinds of art, which once again confirmed the peculiarity of animation.

Amount of work: 88 pages. To write final qualifying work was analyzed 43 sources of literature.

*Key words:* animation, animated films, semiotics, semiotic analysis, semiotics of cinema.

### **PROFESSIONAL JOURNALISTIC COMMUNITY IN THE MODERN CHINESE PEOPLE'S REPUBLIC**

The empirical basis of our study were laws and other official documents of the PRC, which determine mechanisms of media practice and, accordingly, their employees, statutes of professional journalistic organizations and information from their official websites. In the course of the study, we have also reviewed information from official websites of two the most prestigious universities in China, according to the 2019 government rating of the PRC, about the work of their department of journalism and the number of graduates over the past ten years. In order to define the concept of journalism in the modern PRC, we analyzed the “Code of Professional Ethical Standards of the Journalist of the People’s Republic of China”, the requirements of the President of the PRC Xi Jinping to journalists, which he expressed during official events. When identifying features of journalists' work at the PRC, we considered statements made by well-known journalists of the PRC, reports by the Freedom House organization, Data on the Committee to Protect Journalists' Rights and Reporters Without Borders, materials from various Chinese and foreign media that cover cases of violation of journalists' rights in the PRC. In the graduation thesis, we examined the conditions for the formation and functioning of the professional journalistic community in China, taking into account peculiarities of the state system and the political course followed by the PRC at the present stage. On the empirical material that was specified above, it was possible to identify the features of legislative and non-legislative regulation of the professional activities of journalists in the PRC, the specifics of their professional training and the importance of professional organizations in their work, as well as factors that influence the concept of

journalist ethics and the formation and role of the journalist community in the PRC. The volume of the thesis is 104 pages, the list of references and sources includes 96 units, of which 37 are in English, 40 are in Chinese.

*Key words:* China, PRC, journalism, journalists in China, journalist community, media, media regulation, media laws, journalist ethics, journalist education, journalist position.

### **SPEECH PORTRAIT OF VIDEOBLOGGER (BY THE MATERIALS OF YOUTUBE-CHANNELS "VDUD" AND "GENTLE EDITOR»)**

The empirical base of the study includes videos from YouTube channels "vDud" and "Gentle editor", published on YouTube during the period from 01.02.17 to 01.04.19. In the course of the study the author analyzed 24 videos. The speech portraits of Yuri Dud and Tatiana Mingalimova have been examined based on the empirical material.

Nowadays YouTube is the most famous video hosting in the world. YouTube channels of popular videobloggers have become a means of disseminating mass information, attracting advertising sponsors and politicians at this stage of development of the blogosphere. Modern videoblogging gives professional journalists an opportunity to freely Express their opinions and engage in dialogue with famous personalities. Videoblogs in the format of interviews were chosen for the study, as this is one of the most common types of public dialogue, which gives the opportunity to see and record new trends in the development of oral and written public speech. It was found that video bloggers Yuri Dud and Tatiana Mingalimova used a wide range of speech tactics, which depend on the characteristics of the language personality, social status, as well as the goals and objectives of the interview. The texts of modern video blogs reflect significant changes in language preferences and speech behavior of our contemporaries.

Amount of work: 82 pages. 47 sources of literature were analyzed to write the final qualifying work. 9 of them are in English.

*Key words:* videoblog, blog, YouTube, speech portrait, interview.

### **METHODS OF REPRESENTATION OF THE PERSONALITY OF THE RESPONDENT IN INTERVIEW (ON THE EXAMPLE OF THE PROGRAM "FACE OF MODERN RUSSY")**

The empirical basis of the research includes the issues of the program "Persons of Modern Russian Studies" for the period 2017 – 2018. A total of 23 reports were included in the sample, of which 10 materials were considered in more detail. Also, the author conducted analysis of the investigated journalistic project and the radio program "We speak in Russian", which is dedicated to the Russian language and its features. In the final qualifying work, the stages of representing the respondent's personality during the interview were reconstructed.

Particular attention is paid to the process of professional communication of a journalist with the hero of the material, since it is the problem of insufficient proficiency in professional communication techniques of young journalists that adds value to this information. On the above empirical material, it was possible to trace the principles of formation of the image of the respondent at different stages of creating a journalistic product. First, the paper shows how the journalist uses the already available information about the respondent; identifies certain patterns in approaches to work with such information. Secondly, the use of the respondent's speech as a way of creating an image of the hero in the text has been characterized.

The volume of final qualifying work – 94 pages. References – 76 items, of which 2 – in English.

*Key words:* professional communication, journalistic interview, language personality, journalistic tools, professional practices.

## **MEDIA REPRESENTATION OF “THE CRIMINAL CASE OF KIRILL SEREBRENNIKOV” IN THE DOMESTIC INTERNET MEDIA (ON THE MATERIALS OF THE PUBLICATIONS MEDUZA AND RIA NOVOSTI)**

The empirical base of the research includes the online publications of RIA Novosti and Meduza for the period from May 23, 2017 to May 15, 2019. In total, 1856 publications were included in the sample, of which 73 materials were reviewed in more detail. The final qualifying work analyzes the representation of the “case of Kirill Serebrennikov” in the media; reveals its consequences in relation to the matter in society. Political and cultural discourse that is created by mass media is beyond the theatrical community and it's hardly connected with the criminal case. Its aim is to discredit a specific phenomenon in culture or to broadcast opposition sentiments towards the current government. The wide coverage of the “Serebrennikov case” has also become an instrument of public relations regarding the main person involved. The director's popularity “in the process” has reached its maximum. During the “case” the image of a “media dissident” in modern political and cultural discourse was established. The media began to use it in relation to other similar phenomena. Such a media image can become the basis for a “new myth”.

The work used: methods of content analysis; analysis of the image of Kirill Serebrennikov on the pages of different polar media; graphs showing bursts of interest; scientific literature.

Total amount of work is 90 pages. References - 41 items, of which 4 - in English.

*Key words:* journalism, mass media, representation, publication policy, social construction of reality.

## **AGENDA SETTING IN 2018 PRESIDENTIAL ELECTIONS IN RUSSIA BY «YANDEX.NEWS» AGGREGATOR**

The empirical basis of research are the headlines of the aggregator «Yandex.News» in the month preceding the presidential elections in Russia in 2018. The selected subset consists of the headlines from the news stories of «Main» and «Politics» news sections on «Yandex.News» from February 18 to March 17, 2018, a total of 2035 headlines. 1515 headlines were used in the analysis.

On this empirical basis in master's thesis research, we succeeded in tracing the methods of the electoral agenda-setting for the month preceding the voting day, pointing out the topics covered by media, and also in trying to identify the features of its covering by the «Yandex.News». The approaches of service for automatic news delivery have been considered in detail. The legal basis for maintaining their work, the so-called “law on news aggregators”, was also analyzed. It was possible to confirm the thesis advanced by foreign scientists, according to which the automatic news algorithm cannot be unbiased in covering news. This is explained by the fact that the working mechanisms and criteria for its work are determined by the person who also decides what media content that will be indexed by the search engine. These criteria are greatly influenced by the state through legislative regulation.

With the help of quantitative methods of analysis we were able to create a “media rating” of presidential candidates. We discovered that 1) V. Putin’s media rating as the current president was formed from not politics-related news sections, and from news about events not related to the election campaign, which gave him an advantage over other candidates; 2) the foreign policy agenda has generally supplanted the topic of the election race from the news aggregator (this is especially true for the covering of the diplomatic scandal of the Russian Federation and Great Britain on the eve of election day).

Total amount of work: 85 pages. Bibliography of the thesis consists of 44 materials, among them 7 are in English and 1 in French.

*Key words:* Yandex. News, news aggregators, agenda-setting for presidential elections in Russia

## **GENDER AND PROFESSIONAL IN THE COMMUNICATIVE BEHAVIOR OF JOURNALISTS (BY THE EXAMPLE OF THE AUTHOR'S COLUMN)**

The diploma work observes the current trends and approaches to the study of communicative behavior and gender. The author denotes the concept of "gender linguistics" and studies the development of this direction abroad and in Russia. E. Goroshko and V. Belyanin laid fundamental knowledge in this area. Based on the work of these researchers, the author gives a full description of the differences between male and female speech in such areas as linguistics, grammar, phonetics, stylistics.

The work describes the study results of gender-sensitive journalistic text based on the columns of publications "Snob» and" Novaya Gazeta". The research confirms that gender influences the profession of journalist at the level of psycholinguistics.

The originality of the study, firstly, consists in combining the formal and content approaches in our research; secondly, it is the material which the study is based on (it includes journalistic texts of men and women on the same subject). The relevance of the research is driven by the demands of Applied Linguistics (to determine the gender of the author of a text) and by the need to examine texts from a horizontal gender perspective. The texts are studied in the following aspects: their features, volume, syntax, vocabulary preferences, preferred forms of word-formation, structural organization, etc.

The length of the diploma work is 111 pages. The list of references consists of 42 sources including 6 sources in English, and 62 electronic resource

*Key words:* gender, written speech, a stereotype, a linguistic personality, language designing, gender linguistics, male and female writing style, communicative behavior.

## **SEMANTICS OF FILM LANGUAGE IN A POPULAR SCIENCE FILM TEXT (ON THE MATERIAL OF COSMOS: A SPACETIME ODYSSEY TV-SERIES)**

Thirteen-episode popular science television series "Cosmos: A Spacetime Odyssey" (2014) served as the empirical material for the graduation thesis. The series is mainly built on a review of a large number of globally important scientific discoveries of mankind. The host of the show is astrophysicist and popularizer of science Neil deGrasse Tyson. After analyzing all the episodes of the TV-series, it was possible to identify the main semantic features of natural phenomena representations and related scientific theories. The show uses a variety of options for presenting information, which includes three-dimensional animation, two-dimensional animation, live-action staged scenes, live-action reenactments of historical events, a combination of computer graphics and real footage, etc. Each option is used for certain elements of the narrative, while deviations from the patterns established by the series are perceived as a tool for focusing the viewer's attention on specific information. Gradability is particularly common and encountered in several variations, with the host's narration supported by on-screen images. Since the series is designed for a modern mass audience, the creators sought to convey information with simplicity, variety and visual appeal.

The volume of the thesis is 94 pages, the bibliography lists 36 items, of which 8 are in English.

*Key words:* popular science, Cosmos: A Spacetime Odyssey, cinema, semantics, language, Neil deGrasse Tyson.

## **IDEAS OF FEMINISM IN THE GERMAN PRESS IN THE LAST QUARTER OF XX - EARLY XXI CENTURIES (ON MATERIALS "DIE ZEIT" and "EMMA")**

The empirical base of the research includes the publications «Die Zeit» and «EMMA» for the last quarter of the 20th century - the beginning of the 21st century. In total, 4700 articles from two editions were selected of which 529 materials were reviewed in detail. In the framework of the presented work, the features of the coverage of the ideas of feminism in the German-language



press were identified. According to the analysis of publications, the following features of coverage were noted: in «Die Zeit» on the topic of the social status of women in society there are 36 % of publications, in «EMMA» a little more is devoted to the topic - 40% of materials. Both publications focus on the issue of violence. Unlike «Die Zeit», the authors of «EMMA» magazine are not afraid of criticism of the government. When covering the topic of legalizing abortion, both publications cover this issue equally – 28 % of publications. The criticism of «EMMA» and «Die Zeit» is directed against the government. The nature of publications in the newspaper «Die Zeit» is neutral, the publication rarely criticizes the authorities. The publications of the magazine «EMMA» are distinguished by a negative attitude towards the work of the government.

The volume of final paper is 91 pages. The list of references includes 68 items, 10 are in German.

*Key words:* Feminism, gender, feminist movement, Germany.

### **RUSSIA'S POSITION IN RELATE OF UKRAINIAN CRISIS IN COVERAGE OF RUSSIAN AND AMERICAN MEDIA (2014–2017)**

The empirical base of the research includes 140 articles from Russian and foreign media – “Российскаягазета”, “Новаягазета”, “New York Times” and “Washington Post” for the period from January 1, 2014 to December 31, 2017. The aim of scientific research is the analysis of the articles that reflect Russia's position in relation to Ukrainian crisis. In the research were identified key differences and agreements between Russian and American media. The analysis of the articles showed the completeness of coverage and objectivity in covering Ukrainian crisis. The following conclusions were made: in the articles of the American media Russia appears as an aggressive country, in the Russian media there is a wider range of opinions on this issue, from clearly critical («Новаягазета») to the complementary («Российскаягазета») regarding to the Russian policy. There is political engagement, to one degree or another, in the Russian and American media.

Amount of work — 101 pages. 51 sources of literature were analyzed to write the final qualifying work. 1 of them is in English.

*Key words:* crisis, DPR, LPR, Novorossiya, Crimea, annexation, Russia, Putin, Ilovaysk, Debaltsevo, Ukraine, conflict.

### **INSTA-BLOGGER AS A CHANNEL OF EXPOSURE TO AUDIENCE IN REGIONAL MEDIA SPACE**

The empirical base was provided by the materials of bloggers on Instagram from January to June 2019, «Audiences and media rating in the Novosibirsk region», media reviews, etc. The aim of scientific research is to identify the characteristics of using the opinion leader as a tool for promoting on the social network Instagram based on the results of the analysis. Some features of the Novosibirsk regional media space were identified by scientific research. Among them is the growing popularity of social networks as a news source. We also analyzed and identified some features of the media in the beauty segment. We found out that, thanks to the deeper introduction of social networks into everyday life, as well as the desire of users to express themselves and use advanced technologies, advertisers increasingly resort to instabloggers. We have identified some of the features of the content and promotion tools that are used in posts by popular Novosibirsk bloggers.

Amount of work: 81 pages. 50 sources of literature were analyzed to write the final qualifying work. 3 of them are in English.

*Key words:* social networks, Instagram, opinion leader, instablogger, advertising on Instagram, beauty blogger.