

Features of the Reflection of Economic Issues by Russian Internet Media

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Abstract

Economics remains one of the important topics raised in modern media and it requires a special approach from journalists. The reflection of economic issues in the mass media solves a number of significant tasks: it is designed not only to satisfy the needs of the audience in this type of mass media, but also to influence the authorities and business in order to make decisions that contribute to social development, if possible. The research is devoted to the analysis of economic materials and headings in leading Russian Internet publications, as well as in electronic versions of printed publications. They differ in a number of parameters: the status of their founder (state and commercial titles), their information policy implemented (pro-state or opposition). Attention was drawn to the problems of the materials, their linguistic features, genre specificity, locality and geographical boundaries of materials, the status of the author (journalist, expert), source (information from the media, press releases, official documents, etc.). The results of the study show that economic topics are represented quite widely. On the one hand, these are guidelines that promptly notify about relevant and significant processes in the economic sector; on the other hand, there are evaluative materials containing the author's position, and the clearly traceable information policy of publications.

Keywords: Journalism, Media Economics, Russian Mass Media.

1. INTRODUCTION

A wide range of international scholars have been involved in the study of economic issues in the media. The works of such authors as J.A. Fortunato, D. McQuail, G. Doyle and others [3; 6; 8; 9] should be highlighted; they investigate various aspects of the media functioning and the organization of the media business, and summarize the experience of international media companies. Among the Russian ones, the following authors should be highlighted: A. Grabelnikov, A. Kachkaeva, V. Kuleva, G. Melnik, D. Shevchuk, I. Demina, S. Mikhailov, V. Ivanitsiy, S. Smirnov, V. Makeenko, Y. Baghdadyan, S. Kirshin [1; 2; 7]. For a long time, one of the basic textbooks on the economics of the media was the manuals of S. Gurevich [5]. Materials on the media economy

of Eastern Europe are widely presented in the works of E. Vartanova [10]. Regional media economy is studied by V. Garifullin and L. Sabirova [4]. Despite the research carried out, the reflection of economic issues in Russian Internet media remains poor, which is especially important against the backdrop of the global economic crisis.

2. METHODS

The material for this research was the publications of the Internet representations of print media and the Internet media itself. The following publications were investigated: 1) Internet representations of print media: "Kommersant", "Novaya Gazeta", "Argumenty i Fakty", "Nezavisimaya Gazeta", "Rossiyskaya Gazeta"; 2) Internet media themselves: Gazeta.Ru, Meduza, and Lenta.ru. The researched titles have the following characteristics. First, let's characterize the online representation of print media. "Kommersant" history dates back to 1988, when the information cooperative "Fakt" was registered. Already in 1989, in cooperation with the Union of Cooperators, Fakt began publishing the weekly Kommersant: the first Russian non-state business newspaper at that time. Since September 1992, the frequency of the publication becomes daily. Novaya Gazeta has been published since 1993. It is a socio-political publication in Russia, which has acquired, mainly, authority and fame thanks to its journalistic investigations. Argumenty i Fakty is a leading Russian weekly newspaper with a leading position in the media market. It is published in Russian, has regional applications, and extensive correspondent network, and representative offices in various countries. Nezavisimaya Gazeta is a Russian daily socio-political newspaper. It was founded in 1990. This is one of the first independent titles of the Soviet Union and Russia. Rossiyskaya Gazeta is the official publication of the Government of the Russian Federation. Second, let's characterize the Internet media itself. Gazeta.Ru has been published since 1999. This social and political online publication covers Russian and international news around the clock. It's a part of the Rambler & Co group of companies. The Internet-title has been repeatedly noted as one of the most visited, cited and popular resources according to various systems: Medialogia, LiveInternet, Alexa.com, and others. Meduza is a Russian-language publication registered in Latvia. It is an aggregator of Russian-language news selected

manually and also publishes its own materials. Lenta.ru is an online news title founded in 1999. It actively covers world and domestic events and processes. The methods used are: system analysis, content analysis, comparison and collation made it possible to identify the essential features in the development of the studied publications.

3. RESULTS AND DISCUSSION

The results of the study are distributed by the areas of online media and electronic versions of printed titles, and are as follows.

Internet media themselves: Gazeta.Ru publishes mainly large materials containing comments from experts and officials. Materials are published based on statistical data; there are elements of comparisons. The main economic problems of the global and national scale are highlighted: incomes of the population, banking system indicators, budget decisions, and others. The publication's information policy regarding the topic of citizens' income is devoid of optimism: a number of materials construct a picture of poverty. This is also evidenced by the headings of the texts ("Pensioners received a little for their poverty", "Riddle-2017: salaries are growing, but there is no money"); the appropriate vocabulary is used: "poverty", "poor", "poor people", and others. It has been established that the economic issues of Meduza title cover all the main sectors of the industry. First of all, it is necessary to highlight the financial aspects of the main industries, construction, agriculture, and new information technologies. When illustrating the thematic areas, they outline the problem of bitcoins; the activities of the Central Bank of Russia stand out in the coverage of financial regulators. The materials are characterized by their specificity, clarity, maximum saturation with facts. Reports from economic forums, interviews with experts, entertaining games and tests on this topic dominate among the genre elements. There are games dedicated to cryptocurrencies; they motivate citizens to make economic decisions; there are also tests for knowledge of economic issues. The Internet publication Lenta.ru has a category of "Economics". The main news item is the economic situation in Russia, and also news of the world economy is published to a lesser extent. There is a formal business style here. It is worth highlighting the function of generating headings: a special bot selects the relevant option for the text using keywords.

Internet representations of printed publications. The Argumenty i Fakty newspaper covers a wide range of problems in its topics: Russian and foreign events, analytics and comments; review of business and economic problems, cultural and sports news. It has a reputation as a serious respectable publication distinguished by a balanced approach to the analysis of events, and by the presence of expert assessments. Economically oriented heading is "Money"; it is devoted to real estate, industry, and finance. The publication also touches upon the problems of the Russian banking sector: crisis phenomena, reorganization of problem institutions, the role of government bodies and business structures. It was revealed that the newspaper "Kommersant" reflects the problems of the economic and social spheres, macro- and

microeconomics, credit and investment policy, the state of various industries, in particular - banking, foreign exchange policy and others. The issue of cryptocurrencies, regulation and further prospects for their development has been leading and attracting attention in the publication recently. The level of training of the authors should also be noted: many of them have a special education, which indicates the level of their competence. However, in our opinion, some of them are inclined towards the scientific popularization of the economy, but others towards the semi-official presentation of news. Speaking about the design of the publication, it should be noted that the type design contributes to the ease of perception of the material; the selection means are minimized. The heading complex acts as a navigator. The publication "Novaya Gazeta" reflects the Russian socio-economic situation; special attention is paid to the results of the activities of the largest national companies; assessments of the functioning of the economic complex within the country and abroad are given. The topics of macroeconomics, finance, accounting and taxation, foreign economics, statistics, consulting and audit are highlighted. The analysis shows that the economic news materials in the Nezavisimaya Gazeta newspaper are distinguished by their promptness, the presence of interesting eventful occasions, and also by special attention to details of social significance and relevance. Linguistic features are expressive. The structural organization of the publication consists of sections dedicated to politics, economics, internal and external processes of regionalization of the economy, and others. Information genres dominate (notes, reports, interviews, and others).

4. SUMMARY

It should be noted that economic news materials are distinguished by their promptness, the presence of interesting eventful events, and special attention to details of social significance and topicality. Speaking about the specifics of the information, we note that it also varies by the status of its author (journalist, expert), source (information from the media, press releases, official documents, etc.). The linguistic aspects of the materials of the studied publications differ in their accessibility.

The genre specificity of materials related to economics is very diverse. Functional originality is reflected in news, media analytics, and sociological media information, i.e. the leading genre models of modern foreign journalism. Most publications focus on promptness and information content, which explains the dominance of the information group of genres. Analytical genres have their own specifics: for example, Novaya Gazeta conducts journalistic investigations. Others are characterized by entertaining games and tests on this topic (Meduza).

It has been established that issues of international business take a prominent place. The range of topics considered in this context is wide and includes problems of politics, economics, ecology, and technological development processes. The influence of these processes on the activities of large and small companies, on the trends of the global business environment in general is considered. Approaches to defining

important problems, strategies and development prospects of national and global companies and other structures are outlined. Reflection of budget problems is expressed in attention to their structure, priorities, problematic points, measures and recommendations for adjusting financial means. Issues of stock market development are actively covered. It is mainly about the reasons for its rise and fall. The efficiency of financial institutions, the processes of circulation of corporate finance and investments, the efficiency of capital markets are considered. Attention is drawn to banking regulation, financial forecasting, credit ratings, financial risk management, and ways to overcome the risks. In addition, the topics on macroeconomics, finance, accounting and taxation, foreign economics, statistics, consulting and audit are highlighted.

Economic issues are actively covered in the Internet media: in addition to the main materials of the issue, there are corresponding categories and special projects. The thematic diversity of media materials of the studied publications is quite wide: it reflects the main processes taking place in the world and in Russian economies. Among them are those devoted to macroeconomics, finance, business, industrial sectors (industry, fuel and energy complex, real estate, housing and communal services). There are also categories devoted to pricing, the tourism industry, the labour market, and employment issues. Particular attention is directed to the coverage of the following issues: banking, foreign exchange market, and Bitcoins. The headings of the texts are mainly informational; they also contain quotes, elements of a language game, and artistic and expressive means. Note that most of the publications give the audience a complete picture of the state of the international and Russian economies. Structural elements are as follows: a number of publications have specialized categories (Lenta.ru, "Argumenty i Fakty"), others do not (Meduza, "Kommersant"). There is also a problem of cryptocurrencies presented (Meduza, Kommersant).

Genre specificity has a pronounced informational character. Analytical materials are poorly represented; this is explained by the specifics of online publications and their desire for promptness, by the level of training of modern journalists, poor knowledge of the economic sector; and by the Western trend called "journalism of fact."

The results of the study show that economic topics are represented quite widely. On the one hand, this is information that promptly notifies the mass audience about the current and significant processes in the economic sector; on the other hand, there are evaluative materials containing the author's position, as well as a traceable information policy of the publications.

These are the results of the analysis of the materials of the publications studied for 2019.

5. CONCLUSIONS

Further comprehension of the problem is possible in the following directions. We are talking about genre and linguistic features of the texts; comparison and collation analysis of the presentation of economic information in various publications

(for example, Russian and international ones).

CONFLICT OF INTEREST

The authors confirm that the presented data do not contain a conflict of interest.

ACKNOWLEDGEMENTS

The work is performed according to the Russian Government Program of Competitive Growth of Kazan Federal University.

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