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промышленных технологий и дизайна»

Ежегодная студенческая научно-практическая конференция

# **ЯЗЫК. ПРОФЕССИЯ. КОММУНИКАЦИЯ**

## **2014–2015**

Сборник статей студентов

Санкт-Петербург  
Санкт-Петербургский государственный университет  
промышленных технологий и дизайна  
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# **ЯЗЫК. ПРОФЕССИЯ. КОММУНИКАЦИЯ**

## **2014–2015**

Материалы конференции  
на английском и немецком языках

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## ПРЕДИСЛОВИЕ

Сборник материалов ежегодной студенческой научно-практической конференции «Язык. Профессия. Коммуникация» на английском и немецком языках явился закономерным результатом нескольких лет работы по организации исследований и выступлений студентов СПГУТД СЗИП. Для сборника были отобраны лучшие тезисы докладов студентов на иностранных языках за последние два года на темы: *The book is dead. Long live the book: Is paper book dying?* (2014); *ICT in publishing, media and advertising: trends and challenges* (2015).

На сегодняшний день состоялось семь коммуникативных событий такого рода, организованных кафедрой Технического перевода и профессиональных коммуникаций, где студенты показали результаты своих исследований и навыки публичных выступлений на иностранных языках перед большой аудиторией:

- *Language. Culture. Communication* (2009): Язык. Культура. Профессия;
- *The Problems of Education in the XXI century* (2010): Язык. Профессия. Коммуникация. Проблемы образования в XXI веке;
- *Innovations in Vocation and Education* (2011): Инновации в профессиональном образовании;
- *The World of Newspapers* (2012): Мир прессы;
- *Advertisement in Mass Media: An Aid or a Plague of the XX century?* (2013): Реклама в СМИ: Спасение или чума XX века?
- *The Book Is Dead. Long Live the Book: Is the paper book dying?* (2014): Умирает ли бумажная книга?
- *ICT In Publishing, Media And Advertising: Trends And Challenges* (2015): ИКТ в СМИ, издательском деле, рекламе.

В связи с тем, что из года в год растет число участников, охват тем и глубина докладов, возникла необходимость опубликовать материалы конференции. Демонстрация знаний и навыков владения иностранным языком, распространение информации, систематизация и популяризация результатов исследований, иноязычное общение между студентами разных направлений, повышение мотивации обучающихся к самостоятельной работе и изучению иностранного языка – вот далеко не полный перечень преимуществ публикации подобного сборника в рамках вуза.

По тематическому содержанию статьи сгруппированы в четыре раздела: размышление о судьбе печатной книги, воздействие информационно-коммуникационных технологий на современное общество, актуальные проблемы журналистики и последние тенденции в области рекламы.

В разделе, посвященном теме судьбы традиционной книги, Анна-София Флерова рассматривает сценарии Института прогноза развития книги и статистику других организаций, Наталия Скоринко ищет решение вопроса у лауреата Нобелевской премии по литературе 1923 г. поэта и философа Уильяма Батлера Йейтса, Дарья Парфенова углубляется в психофизиологическую основу чтения бумажной книги, и все они делают один вывод – за печатной книгой будущее. Практическое подтверждение умозаключений предыдущих авторов предоставляют работы студентов, обучающихся по специальности «Графика», по использованию новых технологий. «Гелевые технологии в монотипии» Игоря Пахомова дают представление о новых возможностях для фрактального искусства, новое слово в художественном оформлении такой знаменитой своими гениальными иллюстраторами книги как «Алиса в стране чудес» описывает Анастасия Собко. Владислава Петрова видит выживание книги и книжных магазинов в их специализации. Надежда Цветкова, напротив, утверждает, что накопившиеся недостатки традиционных, наполненных бумажными книгами библиотек необходимо компенсировать активной цифровизацией их фондов и созданием электронных хранилищ, а также намечает основные направления этих усилий.

Во втором разделе продолжают тему будущего книги и чтения на уровне анализа воздействия ИТтехнологий на печать и чтение Алена Воднева, которая изучила влияние интернетчтения на интеллектуальное развитие человека, и Мария Лосева, которая приводит фактологические свидетельства последствий использования электронных устройств в обучении детей.

В других статьях раздела исследуется социальный эффект виртуальной коммуникации: использование вебсайтов и социальных сетей (Екатерина Морозова), темная сторона Твиттера (Елизавета Карелова), блоги (Екатерина Герашенко).

Следующий раздел, составленный из работ студентов направления «Журналистика», описывает видовые СМИ во всей их самобытности: анализ специфических черт региональной прессы Латвии студентки магистратуры Линды Коноваловой, пути развития немецких СМИ в Санкт-Петербурге Ники Григорян, история и онтологическое осмысление музыкальной журналистики в России Полины Лобановой.

Статьи Анжелики Слякаевой, Ксении Бабковой, Дарьи Парфеновой посвящены новым формам СМИ, являющимся результатом развития конвергентной журналистики с тенденцией к упрощению и развлекательности. И. Лысякова рассматривает инфографику как новый способ коммуникации. Марианна Караццай, студентка международного семестра из Университета Баухаус в Веймаре на основе личных наблюдений итальянки, прошедшей курсы обучения в Германии и России, сделала вывод, что несмотря на большое влияние западных СМИ, они не могут доминировать над русской культурой.



В четвертом разделе студенты направления «Реклама и связи с общественностью» рассуждают о новых возможностях маркетинга и рекламы на книжных обложках (Инга Перельгина), в блогосфере (Кристина Кузьмина), в социальных сетях (Елизавета Болясная). Практические исследования примеров расширения брэнда Валерии Илюхиной и позиций известных брендов в России гости из СПбГЭУ Алтаны Баташовой завершают сборник.

Хочется надеяться, что публикация студенческих работ на иностранных языках станет прочной традицией нашего вуза.

*Л. В. Назарова*

## **РАЗДЕЛ 1. УМИРАЕТ ЛИ БУМАЖНАЯ КНИГА?**

### **SECTION ONE. IS PAPER BOOK DYING?**

УДК 028

Н. Ю. Скоринко, 2-ГИД-1

#### **БУДУЩЕЕ ПЕЧАТНОЙ КНИГИ БЕСКОНЕЧНО**

(на английском языке)

Научный руководитель: канд. филол. н., доцент И. В. Лисковец

В статье приводятся доказательства того, что актуальность печатной книги не иссякнет со временем несмотря на мнение о том, что электронные девайсы заменят всю печатную продукцию. Исследованы основные аспекты положительного эффекта печатного текста и отрицательные следствия электронного текста. Сделан вывод о сильном влиянии электронных книг и планшетов на сознание и развитие людей.

*Ключевые слова:* печатные книги, электронные книги, чтение, литература.

Natalia Skorinko, 2-Year Journalism Student

#### **FUTURE OF PRINTED BOOK IS INFINITE**

Academic advisor Irina Liskovets, PhD

This article is based on the arguments in favor of the opinion that relevance of printed book will not wane in contrast to the view that electronic devices will replace everything that has ever been or will be printed. The main aspects of the positive existence of printed book and negative impacts of electronic texts were explored. It leads to the conclusion how much our mind and development will change if we abandon usual books and periodicals made of paper and choose the electronic ones.

*Key words:* printed book, electronic book, E-book, trumpery, literature.

I think that I should begin from the general concept of printed book. What thoughts strike our mind when we touch paper – no matter white, grey or brown pages they are and then follow with our fingers across these black letters

incised in paper? What feelings do we have, when we are looking for a pencil in our bag sitting on the subway train only to underline some words or phrases or to highlight the passage that we have liked? It occurred to me that it will be exciting and deductive to make a small analysis.

As the most striking instance I took the illustration and an excerpt from the book 'A Vision' by William Butler Yeats.



*Fig. 1. The Great Wheel from 'A Vision' by William Butler Yeats*

How can we really want to understand correctly the author, who wrote in his book that '...life is round. There is a wheel of living and dying, the endless circle, until someone breaks it...', NOT with the true feeling of the presence of this text here, in this room, in our hands? I am talking about the influence of the text we are looking at right now, printed on paper. Download these words into your electronic book, and as soon as its battery level is at zero, you will have no more sense of presence of this text and its impact not only in your hands – but in your life. Now think: how is it just possible to disregard the efforts of a great man and not to give any significance to it insomuch that we

are ready to comprehend the truth of life through the electronic screen and try to comprehend the text this way?

My first conclusion is that our eyes, our mind and our lives become wider only if we have a chance to get in touch with the real objects. Under ‘real’ I mean things you can feel with your fingers. And I think the feeling of reality should take its beginning from the printed books on our shelves.

Why do I hate electronic books so much?

An E-book evokes the sense of incompleteness deep inside me. It does not seem right to me, when I try to read some intellectual thoughts and ideas of somebody great from the luminous screen. When I get to the things that overturn my previous ideas about life and morality, I want to review them from time to time, but not with the help of something like iPad. No. It seems to me like *I am not real* anymore with all these attempts to run away fast and far into the future.

People say that ‘the sixties were great without any electronics’, sitting on the modern sofa with an *IPhone 5S* in one hand. It sounds ridiculous. I would like to say that if I wanted the reality to be like it used to be fifty years ago, I would finish it completely, without any gadgets from today’s life. I think that our life was more productive and had more sense half a century ago than it will be tomorrow.

There is one more argument that makes E-books not so attractive.

My dad once said to me one thing:

‘An electronic book exists as long as they do not turn off the power supply’.

How could this circumstance not put me unconditionally off everything people call ‘a new life’? What if we just did not accomplish doings we began decades ago? I think people of our century just really do not understand the value of our past. This conclusion was made after discussing this subject with other people, and their answers and arguments were primitive, commonplace and because of that – disappointing.

But what is going to happen to printed book in times to come?

In fifty years it can really become an article of luxury. The Earth is not a bottomless pit, however boring and trite this may sound. We cannot publish all trumpery that is monthly written by a large number of the so-called writers. A real book connoisseur can see a lot of trash on contemporary bookstore shelves. I choose to look at all this like at a cheapjack film; by the way, bad films are not so rare nowadays, too.

Putting an end to all this electronic stuff, what I am trying to save is something from the old things that people of today cannot fully assess and want to destroy. These days most people do not value their traditions. I do not want printed book to vanish in the future only because our future is being built by the generation of the ungrateful.

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## **ЗАЧЕМ ЧИТАТЬ КНИГИ?**

(на английском языке)

Статья основана на малоизвестных фактах о роли чтения в жизни современного человека и описывает, как мировые ученые исследуют полезные качества книги посредством проведения экспериментов в национальных научно-исследовательских центрах и сбора данных социологического анкетирования. Каждый факт тщательно изучается экспертами с целью представления уже известной информации с учетом новых проверенных сведений.

*Ключевые слова:* чтение книг, снимающая стресс процедура, «эмоционально затронутые» читатели, способность к эмпатии, PLOS ONE, книги практических советов (самоучители), библиотерапия, низко-интенсивное терапевтическое воздействие.

Darya Parfenova, 2-Year Journalism Student

## **WHY WE SHOULD READ BOOKS**

This article is based on non-commonplace facts about the relevance of reading in the life of modern people and explains how modern scientists worldwide explore the real benefits of the book with the aid of experimentation in the country scientific research centers and social survey data. Each of the facts was carefully studied by experts in order to present old information in a new and more proven aspect.

*Key words:* reading books, de-stressing routine, emotionally transported readers, empathic skills, PLOS ONE, self-help books, bibliotherapy, low-intensity interventions.

Now reading does not take such a high position, as it was supposed to have in the 19-20 centuries. Of course, at the moment we are more passionate about the development of technology in the form of computers and phones. Even school is unable to make young people read, while it is extremely significant. My research into this issue has led to very interesting information. Accordingly in this report, I am going to discuss some facts about reading.

First, reading a book can chill you out and, if you want to be smart, it could help keep your brain sharp. Stressed out? Pick up a paperback. The research conducted in 2009 at the University of Sussex Mindlab International showed that reading was the most effective way to overcome stress, beating out old favorites such as listening to music, enjoying a cup of tea or coffee and even taking a walk, as *The Telegraph* reported when the findings were released. It took the study participants just six minutes to relax (which was measured by

evaluating heart rate and muscle tension) once they started turning pages. ‘It really does not matter what book you read, by losing yourself in a thoroughly engrossing book you can escape from the worries and stresses of the everyday world and spend a while exploring the domain of the author’s imagination’, study researcher Dr. David Lewis told *The Telegraph* [1].

Furthermore, reading may help you sleep better because it calms your mind and prepares your body up for rest. Many sleep experts recommend establishing a regular de-stressing routine before bed to calm your mind and cue your body up for shut-eye – and reading can be a great way to do so (just as long as the book is not a page-turner that will keep you up all night). Bright lights, including those from electronic devices, signal to the brain that it is time to wake up, meaning reading your book (in a dim light) is a better bedside bet than a laptop [2].

On the other hand, getting lost in a good book could also make you more empathetic. According to a study published in *PLOS ONE* in January, losing yourself in a work of fiction might actually increase your empathy. Researchers in the Netherlands designed two experiments, which showed that people who were emotionally transported by a work of fiction experienced boosts in empathy. ‘In two experimental studies, we were able to show that self-reported empathic skills significantly changed over the course of one week for readers of a fictional story by fiction authors Arthur Conan Doyle or José Saramago’, they wrote in the findings, ‘More specifically, highly transported readers of Doyle became more empathic, while non-transported readers of both Doyle and Saramago became less empathic’ [3]. So go ahead, let yourself get caught up in a particularly compelling story, or swept away by a powerful character – it is good for you!

On balance, self-help books can ease depression. Self-help books might actually help you help yourself. A study published earlier this year in *PLOS ONE* showed that reading self-help books (also called bibliotherapy), combined with support sessions on how to use them, was linked with lower levels of depression after a year, compared to patients who received traditional treatment. ‘We found this had a really significant clinical impact and the findings are very encouraging,’ the author Christopher Williams of the University of Glasgow told the *BBC*. ‘Depression saps people’s motivation and makes it hard to believe change is possible’ [4].

Moreover, self-help books could even work in cases of severe depression. According to a University of Manchester meta-analysis published earlier this year, people with severe depression can benefit from low-intensity interventions, including self-help books and interactive websites, as much or more than those who are less severely depressed [5].

Reading books should always take the first place after the essential human needs. It is no secret that reading makes people educated. Do you remember the example of Maxim Gorky, who was an intelligent man, who, by the way, could read at a speed of four thousand words a minute? Life is more beautiful when you can at any time refer to your favorite characters that tell you a lot and help you find answers to your questions.

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УДК 028

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## БУДУЩЕЕ ЗА КНИГОЙ

(на английском языке)

Будущее книги настолько неясно и разновекторно, что можно бесконечно размышлять о возможных сценариях ее развития. Рассматриваемый в статье сценарий исходит из трех принципиальных положений процесса видоизменения книги, а также включает предвидения Института прогноза развития книги в области эволюции книг.

*Ключевые слова:* печатная книга, электронные книги, критическое мышление, Институт прогноза развития книги.

Anna-Sofia Flerova, 3-Year Publishing Student

## THE FUTURE IN THE BOOK

The future of the book is so vague and multidirectional that there can be endless contemplations on the probable scenarios, The one considered is based on the three concepts of paper book development, as well as on the Institute for the Future of the Book assumptions on the evolution of the book.

*Key words:* paper book, e-books, critical thinking, The Institute for the Future of the Book.

Once at school after holidays our teacher of literature was talking with one of the pupils:

- What book were you reading on holidays?
- It was ‘Lolita’.
- What was it about?
- About 500 pages.

The aim of this article is to give the reins to imagination and try to make our own predictions about the future of the book based on the research from diverse sources.

To begin with, in the article *The Future of the Book* for IDEO the authors argue about the book of the future and attempt to define new opportunities opening for people [1]. According to this work there are three concepts of book development:

- using a new type of narration;
- sharing books with an elevated context;
- developing critical thinking.

As a result, the author predicts that in the future books will be digital and closer to media [2].

Furthermore, there is a big organization by the name of The Institute for the Future of the Book, which exercises control over the evolution of the book [3]. On the assumptions of some articles from their site it is easy to come to the conclusion that books will exist both in printed and electronic forms. However, the first one will be alive for aesthetes, while ‘networked book is never finished: it is always a work in progress’. They say that we live in the digital age and all graphical, audio and video elements are just a good addition to the written word. But the Institute for the Future of the Book does not give any information about the future look of the book, yet. To sum up, this organization predicts that books mostly will be digital.

Thirdly, the article of Dominic Basulto called *The future of books: from Gutenberg to e-readers* [4] contains a really attractive idea. ‘The future of reading still looks a lot like the past of reading!’ As an argument he offers Apple’s first foray into selling e-books. They have designed everything, like in real life: wooden shelves, backs, book-covers, etc. Moreover, the author does not see what is so new in the modern way of reading, because they accomplish the same goals. Dominic Basulto accentuates that no one after Gutenberg has made any breakthrough, until innovators would be able to bottle *a warm feeling*.

Finally, a really passionate article *Polemic: how readers will discover books in future* by Charlie Strauss makes horrifying forecasts [5]. The author thinks: if the pace of book developing does not slow down, readers in the future will be attacked by an incredible quantity of books and the only one way to escape will be using a baseball bat. He says that they will be self-downloadable. There are many interesting arguments, facts and statistics. It is pertinent to quote the conclusion of this article: ‘Books are going to be like cockroaches, hiding and breeding in the dark corners and keeping you awake at night. There is no need for you to go in search of them: rather, the problem will be how to keep them from overwhelming you’.



As an intriguing fact which will conclude this part – there is a whole book by Robert Darnton, known as *The Case for Books: Past, Present, and Future* [6]. The author states the crossroad for the printed book, while e-readers are flooding the world. He tries to tell us the history of the book, to remind people of a significant role and an enormous legacy of the book in the society. He does not urge us to do something, he just narrates giving food for thought.

Now we pass on to my own guesses about the paper book future. Not to be unfounded I can offer you some statistics on selling books in various ways. Unfortunately, there is no statistics from other countries, however, for reference in the USA 20 % of people bought and read books on the Internet in 2012.

As far as you can see, selling through the Net is growing. It is clear that after a number of years it will be the most profitable way. That is what can be depicted in the world of imagination... Tomorrow, everybody will have nano-earphones which will play big pieces for long hours. This method will solve several problems: laziness, absence of time and the possibility of combining reading with other work. In addition, there will be a new profession of a correct reading: without any subjective emotions, playing roles (like actors), only a rigid adherence to punctuation marks.

To sum up, so many men think, so many opinions there are. Undoubtedly, all people have their own conceptions about the future but one thing is absolutely certain – in any case books will survive and thrive as long as the humanity exists.

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## **СПЕЦИАЛИЗАЦИЯ КНИЖНЫХ МАГАЗИНОВ КАК НОВЫЙ ТРЕНД**

(на немецком языке)

Научный руководитель: канд. филол. н., доцент С. В. Катаева

В статье рассматривается тенденция к специализации книжных магазинов в Германии, и делается попытка выделить целевые группы, к которым обращаются немецкие книготорговцы.

*Ключевые слова:* книжная торговля, книги на иностранных языках, магазин детской книги.

Wladisslaw Petrowa, Verlagswesen, 4 Studienjahr

## **SPEZIALGEBIET BUCHLADEN ALS NEUER TREND**

Wissenschaftliche Betreuerin S. W. Kataewa, Ph.D., Dozentin

Im Artikel wird die Tendenz zur Spezialisierung in deutscher Buchhandlung betrachtet und versucht, Zielgruppen, nach denen sich deutsche Buchhändler richten, auszusondern.

*Schlüsselwörter:* Buchhandlung, fremdsprachige Bücher, Kinderbuchladen.

Das ist ein Gemeinplatz, dass in Zeiten von Finanzkrise, E-Books und Online-Shopping Buchläden mehr als einfach Buchläden sein müssen. Darüber sagen Vertreter sowohl der Buchhandelsketten, als auch der unabhängigen Buchläden, in Europa und in Russland. Man sagt, eine Buchhandlung muss eine Stelle für Freizeitgestaltung, ein Kulturzentrum, eine Bildungseinrichtung sein. In modernen Buchläden gibt es, außer traditionellen Buchspräsentationen und Treffen mit Schriftstellern, Kinovorstellungen, Vorlesungen in Kunst, Geschichte, Geschäft, Masterklassen. Das macht Buchhändlern um eine Handelsmarke zu schaffen.

Es gibt auch andere Strategie, die ich sehr perspektiv finde. Es geht zur Spezialisierung: Buchläden für Italophile, für Krimifans, für Comicfreunde, für Lesben, für bilinguale Kinder usw. Diese Konzeption entwickelt sich jetzt in Deutschland sehr gut. Wenn seit 20 Jahren in Berlin immer mehr Buchhandlungen ihre Türen geschlossen haben, ist heutzutage diese Tendenz angehalten. Mehr als dies, neue Buchläden werden immer wieder eröffnet. Die Inhaber konzentrieren sich dabei immer mehr auf bestimmte Schwerpunkte. So findet man bei den Kunden mehr Akzeptanz.

So gibt es in Berlin Buchläden für verschiedene Sozialgruppen. Die offensichtlichste Gruppe ist Kinder. Buchhandlungen für Kinder erschienen in Sankt Petersburg auch („Kinderbuchläden“ z. B.), aber schlossen sich wegen Wirtschaftsgründe. In Deutschland können solche Buchläden existieren, denn

es gibt Preisbindungsgesetz, das für jedes Buch einen unveränderbaren Preis festsetzt. Das reguliert auf solche Weise die Konkurrenz in Buchhandlung.

Den interessantesten Kinderbuchladen finde ich „Mundoazul“ (aus dem Spanischen: „blaue Welt“). Der bietet deutsche, englische, spanische (Spanien/Lateinamerika), französische und italienische Kinderbücher für Leser und Hörer zwischen 0 und 18 Jahren. Das Angebot richtet sich insbesondere an bilinguale Familien, die im deutschsprachigen Raum leben.

Übrigens, die Sprache der Bücher ist auch ein guter Schwerpunkt für Buchhandlung. Es gibt in Berlin die Buchläden, die sich auf englischsprachige (Another Country, Marga Schoeller Bücherstube), spanischsprachige (Larayuela), portugiesischsprachige (Alivraria), italienische (Dante Connection), türkische (Regenbogen Buchhandlung Berlin), russische (Gelikon), französische (Zadig) Bücher spezialisieren. Wir haben in Sankt Petersburg Buchläden mit fremdsprachigen Büchern (Anglia, Britannia), aber sie sind nicht spezialisiert auf eine konkrete Sprache, und gibt es sehr wenige solche Läden.

LGBT-community ist auch eine Zielgruppe, an die deutsche Buchhändler sich richten. Der älteste, bekannteste und größte lesbisch-schwule Buchladen „Eisenherz“ wurde 1978 gegründet. Dort gibt es auf über 200 Quadratmetern ein breit gefächertes Sortiment aus deutscher und fremdsprachiger Belletristik, Sachbüchern, Ratgebern, Foto- und Kunstbildbänden, Zeitschriften und DVDs zur Themen Homosexualität und Genderidentität. Der Buchladen war anfangs nicht nur eine Buchhandlung, sondern auch ein Kulturzentrum, eine Bildungseinrichtung, eine Anlaufstelle der Gleichgesinnten – alles was ein moderner Buchladen nach den Meinungen vieler heutiger Buchhändler sein muss. Dieser Buchladen existiert bis jetzt. Und das beweist eine Lebenskraft der Spezialisierungskonzeption.

Einige Besitzer der Buchläden bevorzugen die Bücher eines irgendwelchen Genres zu verkaufen. So gibt es in Berlin Buchläden, in denen sie nur Krimis (Hammett) oder nur Science Fiction (Otherland) finden können. Interessanterweise bieten solche Buchhandlungen nicht nur deutsche, sondern auch englische Bücher, nicht nur neue, sondern auch gebrauchte, sogar antiquarische an. Sie machen alles, damit die Kunden etwas nach ihrem Geschmack finden.

Es gibt auch Buchhandlungen, die sich auf ganz bestimmte Themen spezialisieren. Z.B. Kochen (Kochluct), Reisen (Chatwins), Verkehr (Flügelrad), Esoterik (Dharma Buchladen) Kunst (Pro qm, Bücherbogen), natürlich.

Und wer auf der Suche nach bedrucktem Buch fernab des Mainstreamgeschmacks ist, muss nur mit offenen Augen durch Berlins Seitenstraßen gehen. Dieser neue Trend sichert traditionelles Buch.

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УДК 025

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## **Электронные библиотеки. Проблемы и преимущества**

(на английском языке)

Статья посвящена проблеме определения термина «электронные библиотеки», вопросам эффективности и недостаткам электронных библиотек. На основе исследований в области современных форм электронных библиотек статья описывает не только преимущества и тенденции, но и проблемы цифровизации библиотек.

*Ключевые слова:* электронные библиотеки, хранилища, эффективность электронных библиотек, правовые проблемы.

## **Electronic Libraries. Advantages and Challenges**

On the basis of the research in the field of modern forms of electronic libraries the article aims to describe not only the advantages and trends but also challenges and problems of digitalization of libraries. The paper is structured into parts devoted to the definition, effectiveness and problems of e-libraries.

*Key words:* electronic libraries, eLibraries, repositories, effectiveness of electronic libraries, legal issues.

Changes in the modern information technology development have led to the need to establish repositories of information resources, their organization, means and methods for users to access them. Information services on printed media are replaced by the user software based on the electronic submission of the most diverse information, which is replicated in unlimited quantities and promptly available on global computer networks regardless of the time of referral and location of numerous users [1].

*Electronic libraries* are information systems which enable safe and effective use of diverse electronic document collections (text, image, audio, video, etc.), localized within the system as well as available via telecommunication networks. The main objectives of electronic libraries are *integration* of information resources and *effective navigation* [2].

### **Effectiveness of electronic libraries**

- Thanks to new features of electronic libraries the main traditional library problems, such as lack of storage space and book collection preservation, are solved.
- A user is able to receive information irrespective of time and location.
- The efficiency of provision of the users with documents and data has been significantly improved. For most users worldwide the electronic form is the only way to get the required document.
- Levels of information culture and computer literacy of both readers and library staff have been increased.
- For those who regularly do a lot of reading, the electronic library is the most convenient option. A memory card can contain hundreds of books and virtually does not occupy any space along with the reading device. They are always with the reader. They can be read in bright sunlight as well as in complete darkness.

Thus, providing information in an electronic form, whether it is creation of electronic documents, its organization in the form of electronic publications, or arranging various digital collections and electronic libraries, is not a tribute to fashion but an urgent need.

However, for the successful operation of electronic libraries, it is necessary to solve the following problems:

- In the first place are technological problems of describing electronic documents and long-term preservation of electronic libraries book collections.
- Technical problems consist of digitizing traditional publications, finding means to prevent unauthorized access to the book collections of electronic libraries and developing electronic document storage technology.
- Organizational problems are the need to create professional teams for the eLibraries development and operation, including experts of various profiles; lack of qualified personnel and almost complete absence of training facilities.
- Economic problems comprise high cost of the eLibrary development, expensive equipment and labor intensity of the book collection formation and operation process.
- Social problems present unpreparedness of the scientific community to participate in the creation of eLibraries and use them in their work as well as insufficient experience of teachers and students in the application of electronic libraries and other information systems as part of the educational process.
- Legal issues come down to adopting the copyright law concerning electronic documents.

Of particular interest are legal issues. In general, there is no law on electronic libraries. Electronic libraries are a relatively new phenomenon in the Russian legislative system without proper legal framework established by the legislator. It is obvious that the process of global informatization requires the implementation of regulatory framework. In the current reality, eLibraries are established and function on quasi-legal grounds using the legal tools offered by the current legislation of the Russian Federation. Many electronic libraries publish relatively recent literary works without the prior consent of the authors, thus violating the copyright laws *de jure* [3].

These problems cannot be solved by any single organization and require a broad consolidation of various specialists efforts in the fields of information technology, management, law and education. Solving these problems will also require significant financial and intellectual investments. Specialized agencies and creative teams capable of professional and efficient implementation of the relevant portions of the work should be involved in the eLibraries creation. At the same time, a clear and precise concept of the project and effective coordination are required. Otherwise, one can hardly expect to achieve the desired results [4].

To recapitulate, the need for the development of electronic libraries as one of the most effective ways to preserve the national cultural heritage must be recognized as the state priority task. Unfortunately, there are still no national level programs aimed at large-scale implementation of this task in Russia compared to the digitally advanced countries.

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УДК 7.046.2

А. А. Собко, 1-ГИД-9

## ИСТОРИЯ ИЛЛЮСТРАЦИИ КНИГИ «АЛИСА В СТРАНЕ ЧУДЕС»

(на английском языке)

Научный руководитель: старший преподаватель Н. С. Шаповалова

Статья посвящена истории иллюстраций одного из самых популярных произведений мировой литературы «Алиса в Стране чудес» и других книг об Алисе Льюиса Кэрролла. Особое внимание уделено первым иллюстрациям к книге, выполненным ее автором, исследованы особенности отражения содержания книги в рисунках, выполненных Джоном Тенниелом, Гарри Фернисом, Артуром Рекэмом, Сальвадором Дали, русскими художниками, рассмотрены варианты их использования в мультипликации. Информация является авторским переводом материалов литературно-публицистических источников.

*Ключевые слова:* книжная иллюстрация, рисунок, Сэр Джон Тенниел, сюрреализм, Артур Рекэм, «Товарищество типографии А. И. Мамонтова».

Anastasia Sobko, 1-Year Graphic Arts Student

## THE HISTORY OF ILLUSTRATING THE BOOK ALICE IN WONDERLAND

Academic advisor Senior Lecturer N. S. Shapovalova

This article is devoted to the history of illustrating one of the most popular book in the world 'Alice in Wonderland' and other Alice's adventures by Lewis Carroll. The great attention is paid to the first illustrations made by Lewis Carroll. Also reflection of the book content in drawings made by John Tenniel, Hurry Fernis, Arthur Rhekham, Salvador

Dali, Russian artists was analyzed. Using art illustrations in the cartoon production was considered. The information is taken from literary art sources and translated to English properly.

*Key words:* book illustration, drawing, John Tenniel, Surrealism, Arthur Rackham, printing house of A. I. Mamontov.

Charles Lutwidge Dodgson (Lewis Carroll) was interested in mathematics since his childhood, graduated from Oxford University and worked there all his life. To judge from his diaries, Lewis was not easy to get on with people. Only with children Lewis Carroll could take it easy: he walked with them for a long time, and told them made up stories. One of the young listeners, Alice Liddell, liked one of the stories so much, that she asked Lewis to write it down. The mathematician obeyed, and in 1863 he gave Alice a manuscript entitled 'Alice's Adventures Under Ground'. The other version of the manuscript was discovered in the Oxford University dean's office by Henry Kingsly, now almost forgotten writer. He read the manuscript and recommended to publish the story.

From Lewis Carroll's diaries we know that in 1863 he showed the unfinished manuscript of the story entitled 'Alice's Adventures under Ground' to his friend George MacDonald, whose children liked the story very much. MacDonald recommended publishing the manuscript, too. For 'Alice', finishing the manuscript Lewis Carroll increased it from 18 to 35 thousand words, as he completed it with the episodes about the Cheshire Cat and A Mad Tea-Party.

The first illustrations to 'Alice' Dodgson made himself. He was not good at drawing, but could approximately make sketches of faces and poses of all the main characters at the key moments of the narration.

In 1865 the work entitled 'Alice Adventures in Wonderland' by Lewis Carroll was published. The book was illustrated by John Tenniel, the professional artist of the satirical magazine *Punch*. Tenniel began working with pleasure and changed Dodgson's sketches, sometimes making them a little better, sometimes radically changing the sketch. Almost two thousand copies were done away as Tenniel had claims on the quality of printing. Presently, only 23 remained whole copies of the first edition are known.

At first, Tenniel turned dark-haired Dodgson's Alice into a blonde. And the other Dodgson's characters were almost not turned; only some small details were changed. For instance, Tenniel shaved off the moustache of the Messenger's from 'Through the Looking-Glass, and What Alice Found There'. 'Alice' became incredibly popular at once. Critics gave particular attention to Tenniel's illustrations. London's *Times* marked the truthful description of the animal forms. Tenniel borrowed images from the history of art. His Ugly Duchess is almost the exact copy of A Grottesque old woman the Flemish artist Quentin Matsys (around 1513) from the London's National Gallery.

Tenniel did not turn the White Rabbit into a touching young little animal, but worked at it thoroughly (except his waistcoat and watch).



The everlasting attractiveness of Tenniel's illustrations lies in the fact that he placed Dodgson's characters into the absolutely realistic environment. Absurd images like the Egg-Man, Humpty-Dumpty coexist peacefully with rare, but existing, living creatures, as the Dodo bird. Practically, this is a recipe of Surrealism that is blending real and absurd things.

Dodgson explained that the success of 'Alice' was only thanks to beautiful illustrations by John Tenniel. The artist Hurry Fernis worked later together with Carroll. He said, 'If Tenniel had continued with Carroll, undoubtedly, his other books would have been as successful as those they worked at together.' Tenniel's illustrations till now remain the most renowned, republished and quoted.

And he was almost right. Carroll was always lucky with the artists – both during his life and after his death. 'What is the use of the book, if there are no both pictures and conversations in it?' Dodgson believed beautiful illustrations are as important as the text.

Illustrations to the most favorable children's book have been changing for more than 150 years. Directions, such as 'if you do not know, how gryphon looks like, look at the picture', addressed to young readers are often met across 'Alice'.

According to the British Statute, the exclusive Macmillan copyright for 'Alice' expired in 1907. Publishers took advantage of it at once. A lot of 'Alices' emerged at the book markets of Europe and America.

Arthur Rackham, one of the leading illustrators from the Golden Age of British book illustration, was born in 1867 in London. The famous artist illustrated almost all the classic children's English literature, for example, 'The Wind in the Willows', 'Alice in Wonderland', 'Peter Pan' and others. Arthur Rackham repeatedly won golden medals at the world exhibitions, the first of which was held in the Louvre in 1914. The artist preferred wriggling lines of interlaced branches, foaming waves and humanoid trees. His world is inhabited by fantastic mysterious creatures like elves, gnomes and fairies. Later his works inspired Walt Disney and Tim Burton.

A version of 'Alice' illustrated by Rackham was published in 1907 and now this edition is the second after the Tenniel's one according to the number of republishing. Rackham departed from the original far enough. His 'Alice' is influenced by the Modern Style: a lot of little details, wavy lines, weakness for symbolist color (lilac and pastel shades), and interest for all kinds of horror. His Gryphon is probably the most horrible wild animal in the history of drawings to 'Alice'.

The drawings to 'Alice' (1969) by two English representatives of Pop-art Peter Blake and Graham Ovenden are very unusual. Sir Peter Blake is known as the author of the disk cover for The Beatles's 'Sgt. Pepper's Lonely Hearts Club Band' (there was Carroll on it, too). These illustrations are not connected with the first editions of the book at all.

This time the new versions of illustrations emerge. The most popular one is the version by the graphic artist and caricaturist Ralf Stedman. Stedman liked 'Alice', but placed some modern details. His Alice is like the child of flowers, and her hair reaches the floor.

In 1969 'Alice' was published with the illustrations by Salvador Dali in New-York. 'Alice' by Dali was not his successful work mainly because it is a composition of trade marks like flabby watch.

Publishing 'Alice in Wonderland' in Russia began at the end of the 19 century. In 1879 the first anonymous translation of the story by Carroll with John Tenniel's illustrations was issued by the printing house of A. I. Mamontov. The story was named 'Sonja in the Wonder Kingdom' («Соня в царстве Диво»). The first Russian version of 'Alice in Wonderland' was edited by the publishing house Gamaiun in Berlin. Special illustrations to the story were made by the young artist of the Russian emigration Sergey Zalshupin (1900–1931). The free translation was made by young Vladimir Nabokov.

In 1984 a remarkable graphic artist, Yuriy Vashchenko, illustrated both stories with fine stylizations in the imitation of Victorian engravings, completing it with light cartoon. His sketches to 'Through the Looking-Glass, and What Alice Found There' ('Behind the Mirror') are particularly successful. Every picture consists of two parts. It seems that the original and its reflection meet on one sheet, but they do not coincide with each other. This simple method is congenial with the absurd mood of Carroll. Therefore European Carroll's fans think much of Vashchenko's works, not less than of Stedman and Rackham.

Thus, illustration remains to be remarkable part of the book art and takes a prominent position. Illustrative works of R. Duffy, A. Matisse, P. Picasso, F. Mazerel, H. Arny, R. Guttuzo, V. A. Favorskiy, D. Bisty became outstanding achievements of the culture in the 20 century.

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**ГЕЛЕВЫЕ ТЕХНОЛОГИИ В МОНОТИПИИ**

(на английском языке)

Научный руководитель: старший преподаватель Н. С. Шаповалова

В статье рассматриваются способы применения желатиновой пластины для создания композиций на бумаге и текстиле. Особенностью метода является универсальная возможность создания ярких художественных изделий на различных материалах. Также в статье содержатся практические рекомендации по использованию и хранению желатиновых пластин. Информация является авторским переводом материалов ряда специальных публикаций на данную тему.

*Ключевые слова:* монотипия, фрактальная монотипия, стохатипия, фрактальное искусство, печатная форма, желатиновая пластина, произведения изобразительного искусства на бумаге и ткани, эстамп.

Igor Pakhomov, 2-Year Graphic Arts Student

**GEL PLATE MONOTYPE PRINTING**

Academic advisor Senior Lecturer N. S. Shapovalova

In this article gel plate techniques in creation of the paper and textile compositions are considered. This method is unique because of its universal importance for creation of various art objects using different materials. Also the article contains some practical recommendations on how to use and store the gel plates. The information is taken from specialized literature sources and translated into English properly.

*Key words:* monotyping, fractal monotyping, stochatyping, fractal art, press, gel plate, paper and textile compositions, stamp.

Monotyping is a type of stamp that can be printed one time only. Also this technique is characterized by many possibilities for printing, drawing and painting and looks very attractive due to its simplicity and unlimited field for talents. This method is very popular and demonstrates amazing results. Images are very realistic and at the same time picturesque ones. Classical monotyping is performed with a very big press. Many artists would like to use this technique but the press is bulky and cannot be used in a room, classroom or flat.

So, what could we do? For sure, try to find other ways. And in this situation a gel plate is the first helper in creating amazing pictures, stamps, collages, basic materials for printing, etc. What is the gel plate? It is a square plate made of gelatin that can be used as a plastic basis for stamps. Some of

the artists compare this technique with meditation because initially you could plan your stamp or picture but then you could be engrossed in this process using all of your stencils and making spontaneous decisions... There are so many different approaches to create!

This revolutionary printing plate looks and feels like a gelatin monoprinting plate – yet it is durable, reusable, and can be stored at room temperature. So the gel plate technique includes several steps: applying paint on the gelatin plate, rolling paint (one or more colours), using stencils or stamps and transferring different geometrical figures, pictures, collages onto the paper sheet or textile. Results can be really unexpected and perfect. Every stamp is the unique work of art which could be immediately framed and put under glass. But some artists and designers sincerely prefer this method because it enables them to create unique, amazing, professional background for scrapbooking.

The gel plate technique is very popular in contemporary arts because of its availability and universal possibilities. Also you can use it to create a professional art object in your room or class, whereas any special equipment is not required. Because it is portable, you can use it at home, take it to the workshop, or even use it outdoors. Flexible and simple to work with, it is always ready for printing and can easily be cleaned with gel hand sanitizer or soap and water – then used again and again. So, it can be used for mixed media art, card making, quilt making and more. It is also a great, economical choice for beginning printmakers and students. As to some special characteristics of the gel plate products, for example, the 3"× 5" plate is great for making tags and artist trading cards, the 5" × 7" plate is the perfect size for cardmaking etc. It is useful to know that the Gelli Arts Printing Plate ('Gelli Arts' is the most popular brand), for example, measures 3/8" thick.

Some artists use a gel plate to create exceptional compositions on textile. The technique is the same but some special instruments or skills may also be required. Thus, you could need a roller to make a picture on the tissue and also use a special roller to fix a piece of material to avoid some unfavorable effect which could distort the image. As to paints, mostly acrylic paints are used. And as to substrate – cotton sheeting, polyethylene, synthetic netting are usually the popular ones.

For many designers a gel plate still is a new instrument and something like a discovery in their creation, although everyone who has tried this plate once will use it in the future.

The results of monotyping, as a rule, are unpredictable especially while using watercolor paints. Looking at the result the author can see some image which could be completed and transformed into a very nice composition or landscape... Some monotypic pictures demonstrate dendrite formation which occurs after removing the paper sheet from the plate. It confirms self-organization of the liquid slick between paper and plate due to its fracture. This phenomenon gave the second name to monotyping – fractal monotyping,

or stochatyping. Thus monotyping can be called the fractal art and is based on the physical and chemical mechanisms.

Finally, there are some disadvantages. The gel printing plate has an extremely sensitive surface and will imprint and wrinkle any texture it is sitting upon or covered with, so it cannot be placed on or covered with plastic wrap or waxed paper. The gel printing plate is made of a unique plastic that contains mineral oil. It will leach a small amount of harmless mineral oil when left sitting on an absorbent surface. The work surface can be protected by placing the gel printing plate on a smooth, flat, non-porous barrier such as a Teflon sheet, baking tray or piece of glass. The gel printing plate may exude a small amount of harmless mineral oil when exposed to warm environments, not affecting printing performance. Glossy paper stock, including glossy photo paper can stick to and damage the surface of the gel plate. Lastly, after usage gel plate will lose its glass finish and become matte and cloudy, which does not affect its performance.

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## **РАЗДЕЛ 2. ВЛИЯНИЕ ИНФОРМАЦИОННО-КОММУНИКАЦИОННЫХ ТЕХНОЛОГИЙ (ИКТ) НА СОВРЕМЕННОЕ ОБЩЕСТВО**

### **SECTION TWO. IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)**

УДК 028

А. Р. Воднева, 1-ГИДА-5

#### **ВОЗДЕЙСТВИЕ СЕТИ ИНТЕРНЕТ НА НАВЫКИ ЧТЕНИЯ** (на английском языке)

В работе исследуется воздействие сети Интернет на умение читать. На основе изысканий и опросов проанализированы различия в восприятии печатных и цифровых текстов как главные причины снижения понимания и запоминания при чтении.

*Ключевые слова:* воздействие сети Интернет, чтение с экрана, «поколение Google», цифровой текст, гипертекстуальное чтение, строчное чтение, чтение с охватом содержания, понимание, запоминание.

Alyona Vodneva, 1-Year Publishing Student

#### **THE INTERNET IMPACT ON READING SKILLS**

This piece studies the Internet impact on reading in its ambiguity. The differences in the brain perception of printed and digital texts are analyzed on the base of relevant calculations and surveys, revealing the main reasons for decreasing comprehension and memorization.

*Key words:* Internet impact, screen reading, Google Generation, digital text, hypertextual reading, linear reading, extensive reading skills, comprehension, memorization.

The aim of this research is to examine the impact of the Internet and modern electronic reading devices on our reading practice, using appropriate calculations and surveys and personal experience in a modified reading practice.

The Gutenberg's printing press changed the way people were reading about six centuries ago. Nowadays our mode of reading is backlighted by billions of digital screens that fill our pockets, bags and rooms. The World Wide Web is growing everyday thanks to new sites, pages, blogs, etc. Someone writes them, but not using a pen. And someone reads, but is it a true reading?

Have you ever noticed that you cannot reach the end of the long article? Your concentration usually starts to drift and you begin to check your mes-

sages. Have you skipped a tiresome sentence? A paragraph? The whole text? Have you ever detected how complicated it is beginning to read fiction? It is not only you who have such problems.

Frankly, each of us is practicing screen reading, which makes us ‘The Google Generation’ [1]. Marshall McLuhan noticed, ‘Environments are not just containers, but are processes that change the content totally’ [2], which means that media are also changing the way we think. Displays encourage more utilitarian thinking. We start tweeting instead of exploring, choose action instead of contemplation.

Reading on paper is different from reading on screen, to understand why we should know how human brain works. The brain understands the text as a physical object because we commenced using written symbols only around 7000 BC. Originally people began to use icons (pictograms) that resembled the objects they represent. Only the Sumerians between the 31 and 30 centuries BC introduced notes with unambiguously linguistic content. While reading we create a mental representation of the text, as well as when we see people, animals and other seeable objects. Because of that you can, for instance, recall what you read about something at the bottom of the right-hand page. Paper books assist the brain by the more obvious ‘topography’: two pages and eight corners for orientation. Accordingly, we are not losing sight of the whole text when we are reading one page. The structure of the book is the basis for our perception of the text.

In the meantime, most screens interfere with intuitive navigation due to the fact that a digital text can be scrolled through a word flow. The screen text does not really exist as a text object, it has no end, it just appears and goes, so your sensory experience is damaged. You certainly can remember the feeling when you are scrolling up and down a text to find the right paragraph and cannot find it. Paper books have at least palpable size, shape and weight, you are directly feeling where in the book you are. On account of the desire to feel the text in the usual form, i.e. in the form of a book, many programs stylize text and include page turning function. Thus, you are trying to delude your brain that the digital text is the real one.

Therefore it is reasonable to conclude that the practice of reading a digital text is likely to have some neurological implications. It is known that screen reading differs in terms of brain activation, focus, comprehension and reading speed. The consequence is the hypertextual manner of reading instead of the usual linear reading inherent to us. Taking up the article, you can easily click on the links, forgetting or not wanting to read the text to the end. Absorbing a lot of random information you are not immersed in the topic. Unfortunately, thus we lose the attention not only to time but also to genuine reading.

The Internet contents, such as blinking graphics, eye-catching phrases and advertising pop-ups distract and disorient readers. Deep reading is becoming a struggle. In the circumstances learning is practically impossible, the level of comprehension and memorization is decreasing, while you are opening a new tab with messages from the VK or Facebook. This leads to a tendency to skim information and bounce from site to site.

It is the fact that people generally read only 20 percent of the text on an average page [3]. The worst fact is that people start bouncing even when they read printed information [4], losing the extensive reading skills. Fayaz Ahmad Loan refers to Birkerts who wrote in 1994 that the younger generation growing up in the digital environment lacks the ability to read deeply and to sustain a prolonged engagement in reading, the digital environment tends to encourage people to explore many topics extensively, but at a more superficial level. A study by Fayaz Ahmad Loan opened a clear trend of movement [5]:

<b>From</b>	<b>To</b>
Sequential reading	Non-sequential reading
Passive reading	Interactive reading
Concentrated reading	Superficial reading
In-depth reading	Extensive reading

To sum up, nowadays reading is not confined solely to print reading. The Internet has changed the way we read, our reading culture and reading sources. There are a lot of web sites, web pages, e-books, e-journals, etc.

Online readers differ from traditional readers:

- their concentration is worse,
- the reading speed is slower,
- the conditions of screen reading do not allow them to get a grasp,
- they often lose focus and change their activity.

The main reason is the peculiarity of perceptual brain information in an electronic form. Besides, another reason for distracting is advertising images and pop-up adverts.

After all, do you think it is a new step for the progress of our mentality or it is a step backwards?

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## **ЭЛЕКТРОННЫЕ УСТРОЙСТВА В ОБУЧЕНИИ ДЕТЕЙ**

(на английском языке)

В работе рассматриваются преимущества и недостатки использования электронных устройств для развития детей на примере дошкольников и школьников.

*Ключевые слова:* электронные книги, электронные устройства, мультимедийные книги, электронные учебники, бумажные книги, интерактивность, концентрация внимания, кинестетические сигналы, вызванная чтением планшета сутулость, синдром компьютерного зрения.

Maria Loseva, 3-Year Publishing Student

## **ELECTRONIC DEVICES IN CHILDREN DEVELOPMENT AND STUDY**

This paper considers advantages and shortcomings of using electronic devices for children development exemplified for preschool children and school students.

*Key words:* e-books, electronic devices, multimedia books, electronic textbooks, paper books, interactivity, concentration, kinesthetic signal, iPad Shoulder, a syndrome of computer sight.

It is not a secret that many children read electronic books and prepare for classes using electronic devices. It is already known that in Russia since 2015 all school textbooks are supposed to have an electronic version [1]. Does it mean that electronic devices will gradually replace paper books and textbooks?

### **Electronic devices for development of preschool children**

Books on tablets and some e-books include music, animation, and interactive elements. According to many parents, electronic devices give fine incentive to study reading, but others express concern about the fact that game elements can distract children.

The findings of the research in Queens, New York, showed that multimedia books distracted attention from a book story [2]. On the other hand, scientists discovered that an increasing number of children showed higher level of interest in electronic books than in printing books.

Nowadays there is another important question about interactivity of electronic books for children. Many elements of interactivity are pleasant to children, but some of them do not give the value of the story, therefore they can be considered as the senseless. There is similar disagreement around the book Alice in Wonderland, nevertheless it is impossible to deny that such books increase motivation of children very well.

### **Electronic textbooks for school students**

In 2013 in Moscow there was an experiment on introduction of electronic textbooks in schools. About 60 percent of pupils, parents and teachers approved this innovation [3]. However despite the majority of positive voices, disputes on advantages and harm of electronic devices for school students are very often conducted.

The most essential shortcomings of electronic textbooks are:

- Dependence on the electricity supply
- Harm for health owing to a syndrome of computer sight and also there is one more threat for health in reading electronic books – a syndrome of the iPad Shoulder. Holding the tablet lower down, users have to watch down, which is increasing the pressure on the neck and shoulders [4].
- The opportunity to leaf through pages is a very important advantage of the printing book before the electronic one which does not have so-called kinesthetic signal. But it seems that this is rather a matter of habit.
- There is a problem with concentration of attention and reading speed in electronic devices.

In 2011 the first-ever research in this area was carried out by the staff of Johannes Gutenberg University Mainz [5]. Each participant read various texts using electronic devices and a usual book while scientists recorded the electroencephalogram and then analyzed the general understanding of the text, assimilation of information and responses. From the productivity point of view there was no difference between reading from a paper book or an electronic book. But subjectively people liked to read the printed book more than the virtual one.

The most essential advantages of electronic textbooks are:

- Weight, compared to textbooks for school students who are tired of carrying heavy bags
- Motivation to study
- Preparation for further career
- Electronic textbooks are useful for those school subjects that are constantly changing, for example, in the school curriculum they are biology and information technologies.

Still certainly the attractive advantage of an electronic textbook is its interactivity with some original points:

- Possibility to take notes, bookmark, search, select, navigate
- Possibility of self-examination
- Cross links to other sources of information
- Graphics, sounds, animation
- Personalization and customisation by color, font choice, etc.

As a result it is possible to tell that electronic books for study have both shortcomings and serious advantages in comparison with the printed book. This conclusion allows us to think that printed and electronic books and textbooks are necessary for different purposes, but after all, electronic devices are improving with every day and therefore they will win in the distant future.

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УДК 004.946

Е. П. Морозова, 3-ТИВ-1

## СОВРЕМЕННЫЕ ТЕНДЕНЦИИ: ИСПОЛЬЗОВАНИЕ ВЕБ-САЙТОВ, СОЦИАЛЬНЫХ СЕТЕЙ (на английском языке)

В статье анализируется негативное влияние веб-сайтов и социальных сетей на общение между людьми.

*Ключевые слова:* живое общение, интернет, социальные сети, общение на расстоянии, психологическая зависимость, общество.

Ekaterina Morozova, 3-Year Journalism Student

## CURRENT TRENDS: USE OF SOCIAL NETWORKING WEBSITES

In the twenty-first century people found a lot of ways to facilitate their life. They have learnt to shift all routine everyday actions to others or to replace them with the help of latest achievements in science and technology. Nowadays we can even substitute real communication between people. Instead of appointing a meeting with friends or calling relatives we just turn on a gadget and enter the Internet, lying on the couch. Gradually people are forgetting the simple pleasures of life...

*Keywords:* real communication, internet, social networking websites, remote communication, psychological dependence, society.

Today we live at the time of useful high technologies. Look around and see. Everyone has a gadget which simplifies the daily life of people. One of such useful inventions is the Internet. Originally the Internet was invented to transmit

important military data. Today the Internet is used everywhere. According to statistics, 62 per cent of the total population of Russia were Internet users in 2014. It's amazing!

What attracts such a huge number of people to Internet? The answer is simple. Internet is a large global portal. Nowadays the information is an important part of society. How to get to know the weather forecast for tomorrow? How to find new friends and support communication with your relatives at distance? All of this and many other things can be done with the help of Internet.

It is necessary to mention social network websites (SNW). Now almost every person has an Internet access to SNW, for example, Facebook, Twitter, Vkontakte, Instagram and so on. The SNW is the second virtual life for a person. So, Internet users can chat with friends, share their news, review photos and videos.

I'd like to point out the advantages and disadvantages of using SNW. One of the advantages of SNW is the ability to communicate with friends and relatives at a distance through Skype, Facebook or Vkontakte. Also you can find any important information or news from your friends. Such virtual communication often replaces a real chat with people. So, an Internet user doesn't feel alone. Moreover, you can see useful files and exciting multimedia uploaded by other users. One more important advantage is that you can earn money from advertising and writing blogs.

However, using SNW has some disadvantages. The most popular problem is psychological dependence. If a person uses the SNW for a long time, he can get a psychological dependence (a kind of addiction) or even depression. For example, a person sees in SNW funny and interesting moments of other people's life. He or she thinks that his or her life is boring and becomes upset.

One of the SNW disadvantages is free access to personal data. So, scammers can crack your files and send spam to your e-mail.

In conclusion, I'd like to stress that there is nothing so bad in using SNW. In the information era SNW play an important role in the development of society. But sometimes I want to go back to the past, when SNW did not exist. After all, in the virtual world you cannot feel real emotions. Live communication must be real, not virtual.

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## **ТЁМНАЯ СТОРОНА ТВИТТЕРА**

(на английском языке)

Статья открывает иную сторону социальных сетей: глубоко исследуются проблемы, порождаемые использованием социальных сетей. Автор описывает реальные факты из жизни одного человека и свое собственное мнение.

*Ключевые слова:* Интернет, информационные технологии, социальные сети, Твиттер, развитие человека.

Yelizaveta Karyelova, 1-Year Publishing Student

## **THE DARK SIDE OF TWITTER**

This article shows people social services from another side. Going deeply into the problem of using social networks, we can change the social network world for the better. Having read real life facts and the personal opinion of the author, people will change their attitude.

*Key words:* Internet, information technologies, social networks, Twitter, personal development.

Our century is a technology age; therefore this article is devoted to the latest trends in the world of information communication technologies. The research is aimed at finding negative consequences of such social network, as Twitter and showing people that there is real life and it is much better than the online life. The discussion in this article relates to the influence of social networks on people personal development and their way of life.

We cannot imagine our lives without the Internet and use popular services and sources casually every day. One of the most popular sources is social networking. A social network is a very useful invention of the 21 century. People got used to surfing the Internet because it is quick and very easy to discover any desired information. You do not need to think of suggestions and ideas. The least you need is to be able to type correctly. In my view, social networks help disabled and lonely people greatly. Now they are able to create an account and start communicating with their peers worldwide. As people live far away from one another and it is so difficult to travel, social network can unite them. Moreover, an unexpected effect of the Twitter is that it may improve your writing style, the length of text messages being limited to mere 140 characters' space, through tweeting you learn to express your ideas concisely [1].

For my research I have chosen such social network as Twitter, because I consider not all people are lost in thought about its negative influence. On top

of that they just post one or two tweets every day and are unaware that they have psychological dependence. According to Pew Research Center's Internet & American Life Project, young adults use Twitter more than any other age group, 30 % of those aged 18-29 in 2013, nearly double the amount of young adults who used the platform in 2010 [2].

To begin with, let us consider real facts. An employee working for marketingpros.com landed in Memphis to deliver a presentation to more than 150 employees at FedEx. He wrote his first impressions on Twitter, 'True confession, but I'm in one of those towns where I scratch my head and say, 'I would die if I had to live here!'. A FedEx staffer saw the message and forwarded it to his company executives, who sent a response to him. The last line of the letter says it all, 'True confession: many of my peers and I do not see much relevance between your presentation this morning and the work we do' [3]. The story rapidly spread across Twitter and the Internet. This hard lesson is also a wake-up call for many businesses.

The question arises whether we can live without this social network? It is a real problem and, in all probability we will never find the answer. On the one hand, it helps us find more information and knowledge to enhance our knowledge and evolve. But, on the other hand, contemporaneously, it slows out development. It is like addiction, but it is beyond our control to fight it. Furthermore, social networks are part of our lives, they surround us and we should make everything in our power to change this dependence to the way of relaxing for an hour or two a day.

Indeed, why are social networks so widespread and commonly used? As we live in an era where technology is at its peak, things like reading books on the internet, shopping online and communication with contacts around the globe are now part of everyday life.

As for my own life experience, I actually used to visit social network sites. And even that was not in the way of dependence, it was just a means to connect with my sister who lives far away from me, to do homework or send it to my teacher via e-mail. But one day I got 'awake'. I understood that social networks are everywhere! And this comprehension was grievous. Over the last two years I have been using them less and less.

So, what about the Twitter? There is something which irritates me in it. For example, when people write tweets about their boyfriends or girlfriends. Actually it is not about how they love each other but mainly about their quarrels, misunderstanding and so on. Russell Clayton, a doctoral student at the University of Missouri, conducted two studies, the findings of which demonstrate that the more active an individual was on Twitter, the more likely they were to report 'Twitter-related' conflict with partners – a factor which then significantly predicted a number of negative relationship outcomes from cheating to divorce [4, 5]. Personally I believe Twitter is not the place for posting about the intimate problems with your partner. Naturally it is just my point of view.

One more thing which vexes me is posts by famous politicians. Social media researchers emphasise that Twitter can be a hub for misinformation in the near future [6]. There are some cases when they tweet information that people all over the world consider authentic information. Is it possible to believe this in Twitter? It is just a social network and I cannot figure out how people can be too lazy to check some data to make certain of their validity.

To sum it up, I should say, everyone chooses their own way of life. However I believe that due to this article some of people will begin to change their thoughts about Twitter and social networks. We should remember that real life is more pleasant, attractive and thrilling.

The results show that we should live our life but not just stay in it.

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УДК 070

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## МОЖНО ЛИ СЧИТАТЬ БЛОГИ ЖУРНАЛИСТИКОЙ?

(на английском языке)

Статья посвящена новому закону о блогах, по которому блоги считаются видом журналистики. Однако вопрос отнесения блогов к журналистике или личным записям в интернете неоднозначен.

*Ключевые слова:* «закон о блогах», федеральный орган по надзору за СМИ, ведение блогов, блог журналиста, онлайн-дневники.

## **CAN BLOGS BE CONSIDERED A TYPE OF JOURNALISM?**

The subject of the article is the new law on blogs that treats blogs as mass media. However the question whether blogs are journalism media or personal online diaries is debatable.

*Keywords:* Law on Bloggers, mass media regulator, blogging, j-blog, journalist blog, online diaries.

The ‘Law on Bloggers’ was approved by the Russian Parliament in April 2014. It says that bloggers with more than 3,000 daily readers must register with the mass media regulator, Roskomnadzor, and conform to the regulations that govern the country’s larger media outlets [1]. More than that. It includes measures to ensure that bloggers cannot remain anonymous, and states that social networks must maintain six months of data on its users. In general, it means that bloggers can be classed as mass media. Comparing to Russia, in the USA there is a huge line between being a blogger or a professional journalist (and it does not matter how many readers you have). According to an online resource Newsbyblog.com, there have been so many different cases which have been raised in the national courts against bloggers comprising of issues of defamation or libel. Just to tell you that in the United States alone, around \$17.4 million has been paid out in fines for blogging by the year of 2009 [2].

So can blogs be considered journalism?

There are so many different types of popular blogs these days. It is important to note that blogs are not only different from one another on the basis of the content they have but they also differ from one another on the basis of the manner in which the content is presented. You know, there are a large number of journalists in mainstream media who write their own blogs, too. Why?! To get around the filter, exposing the information in its real form to the general public [3]. That type of blogs is called j-blogs or journalist blogs. For example, a Russian journalist Vladimir Solovyov is registered on livejournal.com. His blog is called ‘The blog of the smart ideas’. A professional journalist writes about journalism, news and ... his own ideas.

On the other hand, I can say that blogs have a greater impact on the minority languages, thus helping to bring together disconnected speakers and learners who otherwise lack the economic feasibility in case of traditional mass media coverage. BUT!!! Some blogs are non-informative, they are just someone’s thoughts... so I cannot call them ‘mass media’! A typical blog combines text, images, and links to other blogs, Web pages, and other media related to its topic. Many blogs provide commentary on a particular subject; others function as more personal online diaries; still others serve more as online brand advertising of a particular individual or company.

Blogging is about providing information and subjectivity with a splash of passion. Journalism tends towards content and objectivity which suits a certain



type of audience. These are two different types.

Personally, I think that blogs (it does not matter if they are written by a professional journalist or not) could not seriously be called ‘the type of mass media’ because, with all those feelings and emotions, information could be perverted or a little bit changed.

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## **РАЗДЕЛ 3. НОВЫЕ СМИ В ЦИФРОВОМ МИРЕ**

### **SECTION THREE. NEW MEDIA IN THE DIGITAL WORLD**

УДК 070:004.738

А. А. Слякаева, 3-ГИД-1

#### **НОВЫЕ МЕДИА КАК ВИД КОММУНИКАЦИИ**

(на немецком языке)

Научный руководитель: канд. филол. н., доцент С. В. Катаева

В статье рассматриваются новые медиа как основная платформа для обмена мнениями и формирование нового мышления в сети.

*Ключевые слова:* новые медиа, коммуникация, мышление в сети.

Angelika Slakajewa, Journalistik, 3 Studienjahr

#### **NEUE MEDIEN ALS EINE KOMMUNIKATIONSART**

Wissenschaftliche Betreuerin S. W. Kataewa, Ph.D., Dozentin

Im Artikel werden Neue Medien im Internet als eine zentrale Plattform für den Meinungsaustausch und die Bildung von neuen Denks im Netz betrachtet.

*Schlüsselwörter:* Neue Medien, Kommunikation, Denken im Netz.

Medien sind Mittel der Kommunikation, also des symbolischen Austauschs. Mit Neuen Medien teilen Menschen sofort Informationen untereinander und mit der Umwelt. Es ist ein Entwicklungsprozess des digitalen Netzwerktechnik und Kommunikation.

Aber es ist auch eine Geschichte zunehmender Geschwindigkeit. Mit Medien beschleunigen und vermitteln wir unsere Erfahrung. Schnelleres Handeln fordert auch schnelleres Denken.

Außerdem verändert unsere Wahrnehmung von Informationen. Darüber schrieb ein berühmter Wissenschaftler McLuhan schon in den 60er Jahren.

In den neuen Medien ist nicht mehr die vorige lineare Struktur. Sie ist durch Technologie von Hypertext ersetzt. Der Leser navigiert nach Bedarf durch ein Wissensnetz, und die 'neuen Formen zeilenloser Schrift'. Sie können die Links von einem Medium zu einem ganz anderen folgen.

Zurzeit sind Media im Internet eine zentrale Plattform für den Meinungsaustausch. Internet-Nutzer selbst schaffen dabei Inhalte und publizieren sie. Netzwerke fungieren als Plattformen mit integrierten Anwendungen durch Browser (z. B. Wikis, Blogs, Sozial Media).

Was ist hinsichtlich Interaktivität? So werden die Grenzen zwischen Leser und Autor verwischt. Nun wird die individuelle Autorschaft in Frage gestellt; immer mehr Texte und Arbeiten werden von mehreren, unter Umständen auch anonymen, Personen gemeinsam verfasst, redigiert, bearbeitet und fortlaufend verändert. Auf diese Weise impliziert die Interaktivität den gesellschaftlich 'interaktiven' Kommunikationsfluss, der aus unzähligen vielen Kommunikationen der ‚Massen‘ besteht. Es ist eine neue Kommunikationsform.

Aber ist das alles gut? Zusammen mit neuen Technologien ergeben sich neue Probleme. Wir haben uns angewöhnt, durch eine Vielzahl von Informationen zu blättern. Jedoch deshalb sehen wir fließend diese Informationen durch, ohne uns in ihren Inhalt zu vertiefen. Soziale Netzwerke berauben eine Person des Privatlebens. Oft ist es schwierig, die Genauigkeit der Informationen zu überprüfen. Die Autorität der Quelle wird entbehrlich, sie wird durch Technik annulliert.

Eine weitere Entwicklung: Die starke Nutzung des Internets fördert eine punktuelle, zeitlich begrenzte Konzentration. 'Der Verstand erwartet von mir, dass ich ihm Informationen auf die gleiche Weise zuführe wie das Internet', berichtet der Wissenschaftler Nicholas Carr aus seiner Untersuchung.

Jedoch entstand eine neue Art des Denkens – dies ist eine Reaktion des Gehirns auf die große Menge von Informationen. Wenn wir in jedem Detail vertiefen, kann das Gehirn es nicht tun. Denken im Netz entspricht unserem Zeitalter und entwickelt sich weiter. Es ist eine neue Entwicklungsstufe der Gesellschaft.

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**НЕМЕЦКАЯ ПРЕССА В САНКТ-ПЕТЕРБУРГЕ. ПУТЬ РАЗВИТИЯ**

(на немецком языке)

Научный руководитель: канд. филол. н., доцент С. В. Катаева

В статье анализируется процесс развития немецкой прессы в Санкт-Петербурге. Приводя в равновесие две крайности – полную ассимиляцию и национальную замкнутость – немецкая диаспора в Санкт-Петербурге создает систему культурных институтов с целью сохранения своей идентичности. При этом пресса играет связующую роль. Немецкоязычные газеты и журналы являются не только «окном в мир» для тех, кто не владеет русским языком, но и трибуной и организаторским центром для всей немецкой диаспоры Санкт-Петербурга и иногда также для всей России.

*Ключевые слова:* национальное меньшинство, национальная изоляция, немецкие поселенцы, издание немецких газет, заметки, сообщения, статьи, письма, эссе, репортажи, немецкая община в Санкт-Петербурге, современные стандарты представления информации.

Nika Grigorian, Journalistik, 4 Studienjahr

**DEUTSCHE PRESSE IN SANKT PETERSBURG. EIGENER WEG ZUR ENTWICKLUNG**

Wissenschaftliche Betreuerin Dozentin S. W. Kataewa, Ph.D.

Im Artikel wird der Entwicklungsprozess der deutschen Presse in Sankt Petersburg analysiert. Beide Extreme, vollständige Assimilation und nationale Abgeschlossenheit, ins Gleichgewicht bringend, erstellt die deutsche Diaspora in St. Petersburg ein System der kulturellen Institutionen, um ihre Identität zu bewahren. Dabei spielt die Presse eine Brückenfunktion. Die deutschsprachigen Zeitungen und Zeitschriften sind nicht nur 'ein Fenster zur Welt' für diejenigen, die Russisch nicht beherrschten, sondern auch eine Tribüne und ein organisatorisches Zentrum für die ganze deutsche Diaspora St. Petersburgs und manchmal auch für das ganze Russland.

*Schlüsselwörter:* die nationale Minderheit, die nationale Isolation, die deutschen Siedler, der deutsche Zeitungsdruck, Vermerke, Berichte, Artikel, Briefe, Essays, Reportagen, die deutsche Gemeinde in St. Petersburg, moderne Standards der Darstellung von Informationen.

Im Prozess der Eingliederung einer immigrierten nationalen Minderheit gewinnt deren Presse an beträchtlicher Bedeutung. Welche Rolle spielte die

Presse der deutschen Siedler – war sie ein wichtiger Hebel im Integrationsprozess oder führte sie die deutsche Diaspora eher in eine nationale Isolation?

Das 18. Fenster zur Welt. St. Petersburg war immer multinational. Unter Peter I. kamen Siedler aus ganz Europa in der Stadt an der Newa an. Die Mehrheit der Einwanderer waren Deutsche. Der Zar führte eine spezielle Politik für ausländische Unternehmer, Handwerker, Wissenschaftler – für all jene, die die notwendige intellektuelle und wirtschaftliche Umgebung für die Entwicklung Russlands schaffen konnten. Zu dieser Zeit kam erstmals eine deutsche Presse in St. Petersburg auf. Im Jahre 1727 trat die erste Zeitung in deutscher Sprache ‘St. Petersburgische Zeitung’ auf, die von der Akademie der Wissenschaften initiiert worden ist. Zu dieser Zeit wurde eine der wichtigsten Traditionen der deutschen Presse gelegt: die Tradition der sogenannten ‘staudigen’ Entwicklung. Die Presse zielte auf lokale Gruppen der lesenden Deutschen; Ziel war aber auch, eine Vorstellung von dem, was im Land passiert, zu vermitteln. Zu dieser Zeit hatte die Presse keine deutliche nationale Richtwirkung.

Die 19. Dämmerung. Seit der zweiten Hälfte des 19. Jahrhunderts begann die deutsche Journalistik, sich vorwärts zu bewegen. Wenn frühere Geschichten in einem Block präsentiert wurden und ohne Titel begonnen hatten, konnte man jetzt Vermerke, Berichte, Artikel und Briefe, Essays und Reporte finden. Die Titeltkultur entwickelte sich. Bis Ende des 19. Jahrhunderts übertrafen die Deutschen alle anderen nicht-russischen Bürger in der Stadt an Zahl. Viele beherrschten nicht die Sprache ihrer neuen Heimat, die deutsche Sprache war ihre Kommunikationssprache. Die deutsche Presse begann den Interessen der Diaspora zu entsprechen und behandelte neben politischen auch kulturelle, berufliche und religiöse Themen. Die wichtigste Zeitung war immer noch die ‘St. Petersburgische Zeitung’. Im Jahre 1876 erschien eine neue Tageszeitung – der ‘St. Petersburger Herold’. Diese neue Zeitung stellte so etwas wie ein Gegengewicht zur ‘St. Petersburgische Zeitung’ dar. Vermutlich bestand der Hauptunterschied zwischen diesen beiden Zeitungen darin, dass der ‘Herold’ den Lesern viel näher war. Es gelang ihm deshalb, die ‘St. Petersburgische Zeitung’ – was die Zahl der Abonnenten anging – zu überholen.

Die 20. Unterbrechung. Die Geschichte der deutschen Periodika im Russischen Reich endete während des Ersten Weltkriegs. Aber das Verbot dauerte nicht lange – nur bis 1917. Die Zeitungen waren jedoch mit der Machtübernahme der Sowjetregierung einer strengen Zensur unterworfen. Seit Beginn des Jahres 1990 veränderte sich der deutsche Zeitungsdruck und die Zeitungen erklärten ihre Unabhängigkeit von den Parteiorganen. Seit dem Inkrafttreten des Gesetzes ‘Über die Massenmedien’ im Jahre 1991 gibt es viele neue deutsche Zeitungen in Russland, auch in St. Petersburg.

Die 21. Neubelebung. Zwei Zeitungen gibt es auch heute noch für den deutschen Leser in St. Petersburg. Die beiden Zeitungen heißen ‘St. Petersburgische Zeitung’ und ‘St. Petersburger Herold’. Die ‘St. Petersburgische Zeitung’ erschien in den 1990er Jahren wieder, dank einer kleinen Gruppe von

Menschen, die sich um den Redakteur Juri Kotscherewsky versammelte. Die Zeitung war von guter Qualität; man druckte auf ihren Seiten Berichte, die die deutsche Gemeinde in St. Petersburg interessierten. Sie wurde in deutschen Unternehmen und dem deutschen Konsulat verteilt. In einem Gespräch mit Yuri Kotscherewsky wurde bekannt, dass die Zeitung aufgrund fehlender Mittel eingestellt werden musste. Die Zeitung verfügt noch über eine Website im Internet, wo seit geraumer Zeit, Online-Format der Zeitung angekündigt wird. Doch leider ist bislang nichts passiert.

Die Journalisten Eugen von Arb und Marcus Wheeler begriffen rechtzeitig, dass die Ära der Print-Medien zu Ende war. Sie beschlossen, eine neue deutsche Zeitung in einem Online-Format zu veröffentlichen. Unter dem bekannten Titel 'St. Petersburger Herold' erstand 2008 ihre neue deutsche Online-Zeitung, die sich bis heute an moderne Technik und Standards der Darstellung von Informationen hält. Eine der wichtigsten Innovationen, wie auf der Website der Zeitung behauptet wird, ist: den Leser in den Prozess einzubeziehen. Der 'St. Petersburger Herold' veröffentlicht Artikel von Lesern, die sich mit relevanten und interessanten Themen beschäftigen. Heute wird die Zeitung von den meisten deutschen Touristen in St. Petersburg gelesen. Doch sind die Zeiten des 18. Jahrhunderts vorbei, und fast alle Deutschen, die in Russland leben, versuchen, Russisch zu lernen. Daher können sie auch die russische Presse lesen.

Fazit.. Zusammenfassend kann geschrieben werden: Im 18. und 19. Jahrhundert bildete die deutsche Minderheit ein geschlossene Gesellschaft – die Notwendigkeit, Russisch zu lernen, gab es nicht. Die deutsche Minderheit wurde von der russischen Politik gefördert. Daher isolierte die deutsche Presse ihre Leser und entwickelte sich nur in einem bestimmten Kreis der deutschen Diaspora. Heute aber schreibt die deutsche Presse in St. Petersburg über politische und kulturelle Veranstaltungen weltweit sowie über interessanten Veranstaltungen der Stadt. Der 'Herold' ist eine Lokalzeitung – und das ist seine Einzigartigkeit. Die Einzigartigkeit könnte ihm sein Überleben ermöglichen. Sie ist der Garant für die zukünftige Entwicklung.

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УДК 070

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## **РЕГИОНАЛЬНЫЕ СМИ В ЛАТВИИ**

(на английском языке)

Научный руководитель: канд. филол. н. Ю. В. Смирнова

Статья посвящена исследованию региональных газет в Латвии. Содержание газет региональных СМИ представляет самые популярные новости определенного административного района, включая информацию, которая не может быть напечатана в общенациональных газетах. СМИ вынуждены информировать общественность не только о текущих новостях и событиях, которые произошли, но и предоставлять аналитическую информацию. Анализ специфических черт региональных СМИ позволяет представить прогноз будущего существования региональных СМИ.

*Ключевые слова:* региональные медиа, функции медиа, региональные газеты, характеристики региональных СМИ, исследование СМИ, обратная связь.

Linda Konovalova, Master Student of Journalism

## **LOCAL MEDIA IN LATVIA**

Academic advisor Assoc. Prof. Julia Smirnova, PhD

The article is devoted to the research on regional newspapers in Latvia. The regional media content of the newspapers shows the top news in the specific administrative area including information that cannot be included in national newspapers. Media has to provide the audience with not only current news or events that occurred, but also with analytically evaluated information. The analysis of the local media specific features allows experts to express opinion about the future existence of local media.

*Key words:* local media, media functions, local newspapers, local media characteristic, media research, feedback.

Nowadays a lot of print and electronic media exist simultaneously and various media topics are discussed extensively. It is important for people not only to read about problems that happen in the region or country but also to try to understand a real situation and estimate how people can solve problems. National media cannot involve all the topics that are interesting for people who live, for example, in the countryside. However, there are local media that enlighten the minds and explain what is happening in some specific area.

Analyzing the local media criteria allows us to define the differences between national and local media. It is important to apprehend that local media in Latvia and Russia are different because of the difference in the territory size. Latvia is smaller, which is the reason why regional media do not have so many topics in their content.

The goal of the article and research is to study the local media in general. A lot of researchers, such as Andrew Crisell in 'Making the Local News. Local Journalism in context' (1998), James Curran in 'Media and Society' (2003), Sandra Veinberga in 'Masmediji' (2005) and Jock Lauterer in 'Community Journalism. Local Relentlessly' (2006) wrote about regional media.

Media generally have a lot of functions. They have to provide the audience with not only news or events that have occurred, but also with analytically evaluated information. That is why newspapers have to include all genres of journalism, i.e. informative, analytical and artistic journalistic genres. In the book 'Media and Society' James Curran releases the following media aims – to express the public opinion; to save public interest; to be public 'eyes and ears' and present critical information; to be a forum [1]. Local media are not an exception.

What is the local media? There are several explanations of this concept. The Latvian researcher Vita Zelce wrote the book 'The local press – the community information environment maker' (2006) where she says that 'local newspapers are like special social institutions, which together with or without the population solve social, emotional and personal problems [2]'. The explanation interprets the local newspapers uniqueness best: the media touch problems that occur in specific areas, they are discussed and sometimes solved, the audience believes in words because the content is very close to them. The content looks familiar to people because the local newspapers produce and support common local symbols, express the attitude towards what is happening in a particular area and affect the audience's views and assessment. Local newspapers constitute a common cultural identity, become its components and indicate the public that needs to be addressed. In the book 'Key Concepts in Journalism' (2005) the concept of 'regional newspaper' is defined as 'any written edition, printed on newsprint, which is published at a fixed time interval. The content needs to include more general, less specific news and information, which are regularly updated and supplemented' [3]. The explanation is inaccurate



because the regional newspapers interpretation concept, as compared with national newspapers, is more aimed at audience needs.

Local newspaper content is distinct because it is based on specific administrative territorial trends, therefore journalists often must be knowledgeable in a number of sectors and areas, they have to inform and analyse current events. In the local media the audience takes the main position. Local media is a social institution, which together with the public deals with their problems – social, emotional, home, personal, through writing in the media about their rights, authorities, institutions, could help and have a positive impact on their life quality. The audience may address outstanding issues or problems to the media, thus affecting the media content.

Now audience and experts can understand that media is local. The media expert Jock Lauterer thinks that regional newspapers meet a number of requirements, not more than 50 thousand copies and the content focused on a specific geographical neighborhood living. In his book ‘Community Journalism: Relentlessly Local’ Jock Lauterer determined several local media features:

1. The content of the media is the primary information source about the current events in a certain administrative area.

2. The local newspaper audiences primarily read about regional news.

3. Local newspapers are easily accessible to the audience, the reader can directly communicate with journalists or editors to submit materials or to report a problem which could be solved with the media help [4].

The media researcher Sandra Veinberg writes that ‘local or regional newspapers are the favorite reading material in Latvia. Local newspapers are popular because their content is focused on a specific region of the administrative division, but the content is quite varied, it is both entertaining as well as political, economic and multi-viewed [5]. It is important for audience to read regional newspapers, and get new information about what and why is happening in local area. The regional newspapers are a good instrument for promoting changes and helping society overcome the crisis in order to protect their interests by representing critically evaluated information.

According to the research of four Latvian local newspapers ‘Zemgale’, ‘Kurzemnieks’, ‘Rīgas aprīņka avīze’, ‘Panorama Rezekne’, the regional media comprise a specific content, when news is analysed by experts to show the audience how it can influence the public life. In the local newspapers few journalists work and in the edition there is a small budget to collect documental proofs and evidences of national events. In the media content creation the audience plays an important role. For example, sending letters, writing about problems, expressing views, etc. The newspapers have got a great feedback from their readers, while media explain and solve problems [6].

What will happen to the regional media in the future? There are different views as to whether regional media will continue to exist or not. For example, the researcher Andrew Crisell believes that the local media present is bleak and nothing will change in the future but Mike Glover thinks that the local press is strong and will develop even stronger [7]. Andrew Crisell’s point of view admits doubt because national media cannot cover small counties, towns, villages and

critically describe each event in details. Regional media will continue to exist because they have got a very specific content and audiences are interested in this type of information. The regional media play media functions – to inform the public, to educate their audience about the ongoing processes, thereby encouraging rethinking and being socially active. Obviously federal media cannot write about the small problems that happen in any region, while the local can. The local media is an important social institution, which helps to overcome crises, explain what is happening in the area and build a great feedback with their audience.

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УДК 070

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## ЗАПАД-ВОСТОК?

(на английском языке)

Предметом исследования стало влияние западной культуры на российские СМИ после распада Советского Союза. Статья основана на анализе материалов многочисленных сайтов сети Интернет, в особенности интервью, которые были переведены на английский язык автором.

*Keywords:* глянецвый журнал, СМИ, медиа, западная культура, социальные СМИ, вКонтакте, Яндекс.

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Bauhaus University, Weimar

## W-EAST?

The subject is the influence of the western culture on Russian media after the collapse of the Soviet Union. The article is based on the analysis

of many web sites and especially the interviews which are taken from the website <http://www.afisha.ru/article/media/> and translated in English properly.

*Keywords:* glossy magazine, zine, magazine, media, western culture, social media, Vkontakte, Yandex.

Given its geographical position, Russia has always lived in an internal conflict between the East and the West and during its history it has looked at both sides. Only under the government of the Soviet Union, Russia spent a long period of isolation, which ended in the late 1980s particularly with the policy of openness promoted by M. Gorbachev. Once the world leader, it was turned on its head by the confrontation with the severe capitalistic production system of the West. The spirit of many people was broken due to this crisis and many factories did not survive, but there was one sector that started a new renaissance: the mass media.

By virtue of this new policy, which provided more freedom about previously proscribed topics concerning the leadership thinking domestic and foreign affairs, and a further decisive input given by the Western media, a huge development jump has taken place in this sector. While almost all the main soviet newspapers were not able to continue their activity, new magazines and newspapers were coming out, with new formats and journalists. Especially local magazines, which had not been allowed to write about politics, revitalised. Without any further prohibition, they were freer to deal with several social, daily and literary topics. In their articles, the only memory of the Soviet Union was the condemnation of their misgovernance.

Still now, the bulwark of the soviet printed media remains – Ogoniok. It was the only communist glance magazine, with its special photographic poster showing reportages of cultural life and social events on the last page that had decorated the walls in the Russians' rooms for years.

While Ogoniok was confirming successfully its visual style, in 1994 a group of fancy young guys breathed life into the most controversial glossy magazine in the history of Russia: *Ptyuch*. Their crazy collage of pictures and unreadable texts were the interpreters of the energy and vivacity of the new generation of the capital, who preferred the night life rather than the political one.

If *Ptyuch* was a graphical risk, *Cosmopolitan Russia* was an outright cultural shock. Its contents were completely far away from the Russian mentality, especially for women. It was for the first time when they could read in a magazine not about the values and family duties, but about makeup, cosmetics, gossip, female entrepreneurship and even about relationship and sexuality. So why did Derk Sauer, a Dutch owner of the publishing house Independent Media and already the director of the *Moscow Times*, and his wife Elena Myasnikova decide to be exposed to such a big hazard? 'There were no western brands published in Russia. *Cosmopolitan* seemed for us the obvious choice,' she claimed. 'But we did not buy it for the part dedicated to cosmetics and makeup, but for its articles about stories of business women and sexuality, completely taboo subjects in

Russia. Of course at the beginning we tried to adapt the content of the articles in a way that they could be more acceptable for the Russian audience, so different from the American one. At first it was a shock also for us journalists to see some pretty deafening Western model on the cover coated paper, and Russian letters next to everything seemed awfully strange! But the most painful decision was to appeal to the reader with pronouns in the second person singular and not the courtesy form. For people who were brought up on Chekhov and Tolstoy that looked a shame!' Despite all the complications, this hazard was well rewarded by the success of the magazine that opened the doors to a new industry of glamour not only from western countries, like Vogue (1998), GQ (2001), Esquire and Elle (both 2005), but also from Russian publishing houses, like for example Om (1995), an intellectual and artistic glossy zine, and Sobaka (1998), the magazine of Saint Petersburg's social and cultural life.

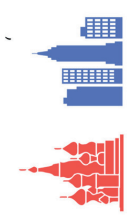
The same publishing house, Independent Media, launched also Playboy, the first male glamour magazine in Russia, where the arrangement for the Russian audience was stronger. As the chief editor Artemy Troitsky said, they 'wanted to make this magazine more intellectual and for gentlemen, for dispelling the myth of rude Russian men, the opposite of its western big brother', but its success was not as much as they expected after the one of Cosmopolitan.

Another case of an extraordinary successful Russian magazine is Afisha founded by the American Andrew Paulson with Anton Kudryashov and Ilya Tsentsiper during the same period, a glossy magazine inspired by western journals but designed to suit perfectly its Russian audience. This was the secret of its success: they interpreted exactly what the people, initially only the ones in the capital, would like to read. Nowadays it has become one of the most important cultural and lifestyle guides in Russia, with the highest range of distribution and readers.

The most radical change in the Russian mass media was represented by the advent of the internet. While the watch of the government was concentrated on the television (VGTRK, governmental company that controls the largest part of the Russian Channel franchised, which includes Russia Channel, Russia 24, Russia K, Russia RTR, and Russia2), the internet was almost untouched by censorship. Thanks to that freedom and the western influence, two young and talented computer scientists developed a social network and a search engine so popular with the population that they have left behind Facebook and Google, the giant Western companies.

The first one, Vkontakte, nowadays the most popular Russian social network, was created in 2006 by Pavel Durov while he was still a student at St. Petersburg state university based on its Western rival Facebook when it was still not famous in Russia. Despite almost the same amount of followers, the most part of the population continue to prefer the Russian social network, as it is demonstrated by the amount of daily hours on average spent on it, 43 minutes against the 6 on Facebook.

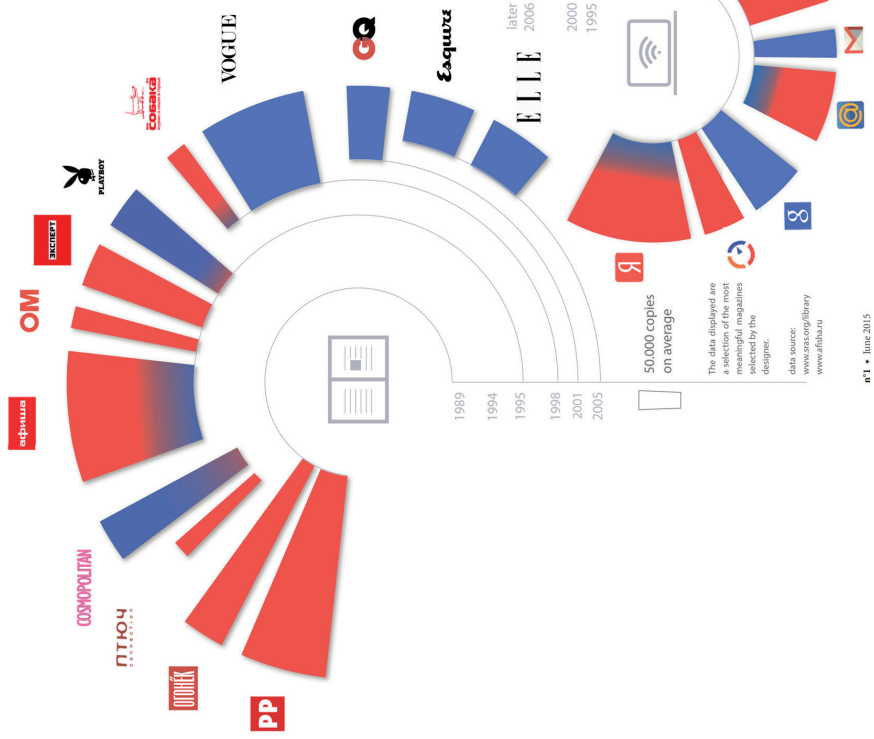
The second one is the search engine Yandex, developed in Moscow in the late 1990s by the young mathematician Arkady Volozh. He understood that all the already existing search engines were based on the English grammar



Russian media Western media

The influence of western mass media in Russia after the collapse of Soviet Union

designer  
Marianna Carrazzi



The data displayed are a selection made by the designer.

data source:  
[www.statista.com](http://www.statista.com)

5,000 followers on average

50,000 copies on average

The data displayed are a selection of the most meaningful magazines selected by the designer.

data source:  
[www.ecs.com/library](http://www.ecs.com/library)  
[www.fifa.ru](http://www.fifa.ru)

rules, not taking into account peculiarities of other languages, like different grammatical cases of the Russian language. This discovery was the key to his success and explains, in combination with the high quality of the application that it offered, why now it accounts for 65 % of the searches that take place within the country and for 1.7 % of all search engine queries placed throughout the world.

The Russian phenomenon of the internet development, only recently fell into the hands of the government that now owns all the three top Russian social media sites, Vkontakte, mail.ru and rambler. That represents that the reasons why the influence of Western media cannot completely dominate the Russian culture are not only political. The western influence on media lived in Russia as a change in the point of view that turned into a new Russian style in which the audience can better recognise themselves. It does not only depend on the pressure that the government exercises on mass media, but also on a particular taste and national pride of the people that Russia has always had and that will not be easy or right to cancel.

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### **ПОЧЕМУ МУЗЫКАЛЬНАЯ ЖУРНАЛИСТИКА ОСТАНЕТСЯ В РОССИИ?**

(на английском языке)

Статья основана на количественном и качественном анализе состояния русских музыкальных СМИ в 1990-х — начале 2000-х гг. и в наше время, а также их преимуществ и недостатков. Исследованы конкретные достоинства журналов с целью выявить общие тенденции и причины критического отношения к музыкальной журналистике в целом. Информация о конце 90-х и начале 2000-х является авторским переводом материалов источника Afisha.Volna.

*Ключевые слова:* музыкальная журналистика, музыкальные журналы, NME Russia, Spotify, история поп-музыки.

Polina Lobanova, 3-Year Journalism Student

### **WHY MUSICAL JOURNALISM SHOULD LIVE IN RUSSIA**

This article is based on quantitative and qualitative research examining Russian music media of 90s, early 00s and nowadays with

their advantages and disadvantages. It explores the particular qualities of each magazine I reviewed to discover the general trend and the reason for the music journalism crisis on the whole. The information about late 90s and early 00s journalism is taken from Afisha.Volna and translated to English carefully.

*Key words:* music journalism, music magazine, NME Russia, Spotify, pop history.

When people start thinking about music journalism, they usually say, ‘I do not need music journalism’. And when I ask them why, they usually say ‘The Internet. We have torrents, we have vkontakte.ru network’, and so on and so on. What can a journalist tell me about music?

There was a guy. His name was Frank Zappa and he said once: ‘Writing about music is like dancing about architecture’.

Why should music journalism live?

We actually had music journalism in 90s and the early 00s. There were lots of radio programs, tons of magazines. They lived somehow. Maybe we shall see what was special about them. And probably find the answer to the question.

Moskovskij Komsomolets and its specific columns *Zvukovaya dorozhka* (The Track), Megahouse. One of the most affluent newspapers was also famous for two music columns. Track had top lists, which were composed on the basis of readers voting monthly, and told about celebrities’ life. Megahouse in the meantime, under the leadership of Capitolina Delovaya all the way, specialized in new and fashionable music of all kinds. Pop-rock revolution at the end of the 90s is usually associated primarily with the magazine OM, as well as with radio and television, but the MK and Delovaya herself did their best to make Mummy Troll, Zemfira, Dolphin and those who came after them, discovered by millions.

Fuzz. The oldest Russian music magazine, which seemingly had the longest life as well, Fuzz became the assignee of soviet rock-samizdat mainly because of the work ethic, the style, those unavoidable large letters for the name of any band they were writing about. Fuzz completed their main mission in the 90s: the population was not into music and press was alive only thanks to those enthusiasts by whom Fuzz was literally teamed. In 2009 it was closed – reborn, however, one and a half years later in the form of the website.

Andrei Gorokhov’s Muzprosvet. It is probably the most amazing phenomenon in the history of Russian music journalism. The weekly half-hour program by the inhabitant of Cologne Andrey Gorokhov, Muzprosvet was aired on a little-desired station German Wave in the late 90s and the first half of the 2000s. In witty, caustic and sarcastic words, which were very unusual for the Russian criticism, Gorokhov tongue-lashed mainstream titans like U2, Oasis and Bjork, blamed the whole guitar rock of hypocrisy and artificiality. Still the most important thing was in fact that Gorokhov wrote and spoke about the music no one else could tell you about. In his programs Gorokhov built

an extremely provocative, controversial but terribly exciting version of the pop music history of the last 50 years – a version where The Beatles were less important than Kraftwerk, and the jungle a far more important phenomenon than Britpop. It is curious that Gorokhov lived in Germany and his musical picture of the world was respective and very German-centric – the result of this was the fact that many bands and artists praised in Muzprosvet had a persistent and relatively wide audience in Russia. Several years ago, the program Muzprosvet was closed and Gorokhov practically writes now – but in any case, the main thing has been done: hundreds, if not thousands of people have learned a new way to listen to music and think about it.

NME Russia. The Russian version of the legendary British magazine *New Musical Express* had a very short life. NME seemed stupid to some people but uncompromising in its best way to others. Several people remember it only for frequent use of such words as ‘f...k off’, ‘f...ing’ and ‘s...t!’, scandalous interviews and gig reports, in which the authors insolently confessed in unfamiliarity with the performers’ works; some of them – for discovering the remarkable band *Ya I Drug Moi* Gruzovik, elevation to the local idols’ status of *Deti Picasso* and *Multifilmy*, the cultivation of multiple The... s and, as they wrote in the magazine, a rock-and-roll of all kinds. Many, if not everyone, were stabbed; attempts to write about music in Russia in a charmingly boorish British tradition of journalism were no longer observed, and the rumors about restarting NME have been never confirmed.

There were much more, but you can see the pattern anyway. Most of them are closed now. There were two reasons:

- Most people were not musically open-minded. For example, NME Russia would have more readers if they wrote about *Diana Arbenina*. But they preferred *Libertines*, *Radiohead*, *Interpol* or *Yeah Yeah Yeahs*.
- They did not have a vast source of music like they do have now. Why in the world you should be interested in a man with the lazy eye if you have never heard music by *Radiohead*?

That is why magazines had readers’ charts and reviews. But times, they are changing. The more you can get, the more you have to choose. We will get back to this later.

So what should we do with the brave new world? I will react to some attacks.

1. ‘We do not need your opinions on the music we have already listened to.’

And you are absolutely right. When an album leaks a month before its official release, no one needs an opinion later. Because everyone already has their own. Leave reviews behind. You can always get off the chair and have an interview or write a report. Because you are a journalist.

2. ‘We have last.fm / Spotify’

You download the songs and you are not sure if they are actually good. You just saw the recommendation by last.fm. People will die before they finish all the 150 GB of music the machine has recommended them. Of age or probably of earbleeding. So, be a filter.



3. ‘Why in the world should I be interested in music journalism?’

Do not kid me. Beyonce’s opinion on feminism is also the part of music journalism.

4. ‘I am a music journalist and I do not know what to do’

**Cooperate.** Like Pitchfork does. We just need to find people who would implement it. Individually, all of this is extremely fragmented – every single music medium is far too different from another. And thus, it is hard to consider it as something complete. I think that the real music media, which could exist, is a portal which combining all of this somehow. And which could create a professional infrastructure – because there is not enough of it now: neither from promoters nor from musicians. It could create a convenient tool through which they could communicate with each other and with the public. And then all this wildly ebullient but invalid musical life, which we are witnessing now, could be in a saner mode.

**Next.** Forget about the press journalism. It will not work. Remember the good example of Rolling Stone magazine, which started as a music mag and then turned into a mag about pop culture. It is definitely not good time for a press, especially music press. And, please, do not be melomaniac-orientated. No one needs hundreds of reviews in one issue.

Less privilegeness leads to more quality. A Journalist used to be a very privileged person. He or she had a free access to the records before anyone, they were the first to learn when a record comes out, they reported all related information – their functions could be only in informing people that a certain album comes out, and it sounds like that. Now everything has changed. Almost all the labels stopped sending promotional CDs; CDs, which still circulate, come out in a couple of weeks after the music has leaked to the network. There are no more privileges – the journalist has absolutely the same information as everyone else and obtain it from the same sources. That is complicated. However from a certain point of view, this natural selection is even a plus. Anyway, untalented idiots who got a job in the editorial somehow and thereby turned into all-powerful critics, are gradually becoming smaller in number.

Remember that guy? Frank Zappa? I think he should be less serious. Dancing about architecture is huge fun. So let us dance – and celebrate the irony.

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УДК 070

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## **ВИЗУАЛЬНАЯ ЖУРНАЛИСТИКА – НОВЫЕ СМИ**

(на английском языке)

Научный руководитель: старший преподаватель А. Б. Комарова

Статья посвящена новой тенденции в медиа – визуальной журналистике в рамках более широкого явления конвергенции и взаимопроникновения СМИ на высококонкурентном рынке, а также истории термина и технологии явления.

*Ключевые слова:* визуальная журналистика, фотожурналистика, взаимопроникновение СМИ.

Ksenia Babkova, 1-Year Journalism Student

## **THE NEW MEDIUM OF VISUAL JOURNALISM**

Academic advisor Senior Lecturer A. B. Komarova

This article is devoted to a new trend in media – visual journalism within a wider phenomenon of media convergence in a highly competitive market as well as the history of the term and technology.

*Key words:* visual journalism, graphic facilitation, photojournalism, media convergence.

Visual journalism is a new branch of a journalism based on combining words and images with the aim to convey information. In recent years visual journalism started to enjoy wide popularity, and there are objective reasons why this is happening. Today every person is bombarded with a continuous stream of different information. Individuals cannot allow all the facts to soak in. They have to choose between different sources of information. That's why there is a fierce competition between mass media. With the Internet becoming more and more significant part of our lives, journalists need to inform readers and users in fewer words and notably less time. New ways of presenting information emerge at place. And one of them is visual journalism.

How did visual journalism appear? Visual journalism has grown out of graphic facilitation and recording that were introduced into wide usage in the 1970s by David Sibbet of The Grove Consultants International. Still we can trace it to rock paintings of the ancient times and the Egyptian tradition of the cartouche. In 1998 Robert Horn, a political scientist from Stanford University's Center for the Study of Language and Information, examined and popularized this phenomenon in his book 'Visual Language: Global Communication for the 21st Century'.

What is visual journalism? Visual journalism is the offspring of media convergence. It is known as the fusion of audio and video creation, print, photo-journalism, writing and online presentations.

Visual journalism is for those who prefer news 'snacks', quick snippets of information that tell them what they want to know, as opposed to in-depth analysis, or 'meals'. With today's flood of information, visual journalism allows readers to digest and understand complex data really quickly.

It is not just about images but also about moving 3D models, quizzes, surveys, and newer, brighter ways of presenting data to the public and not just introducing this information to the readers but getting them involved, making the reader a part of the story instead of simply consuming data.

The readers get increasingly enthusiastic to share the news, attracting thus wider audiences than before and makes the news itself more accessible, both in terms of general demographics and in the knowledge it provides.

A journalist who wants to create such kind of publications has to be experienced in web design, specialty photography, broadcast journalism, television and film production and many other areas.

Visual journalism is less developed in Russia than in the USA and Europe. But I think that visual journalism contains wonderful possibilities. And it is marked for greatness.

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УДК 7.097

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## **РАЗВЛЕКАТЕЛЬНАЯ ЖУРНАЛИСТИКА – ПРИМИТИВИЗАЦИЯ СМИ**

(на английском языке)

В основе статьи лежит аналитическое исследование о значении и роли развлекательно-информационных программ в современном обществе. Рассмотрена важность предоставления простых и увлекательных информационных программ для нашего перегруженного информацией мира.

*Ключевые слова:* пониженное внимание, синдром дефицита внимания и гиперактивности, чтиво для домохозяек, чтиво о насилии Элвин (Олвин) Тоффлер, информационное перенасыщение.

Angelika Sliakaeva, 3-Year Journalism Student

## **INFOTAINMENT TO SIMPLIFY MASS MEDIA**

This article is based on the analytic research about the significance of infotainment and its role in the modern society. It was carried out with the goal of showing the importance of simple and enjoyable information in our overloaded world.

*Keywords:* poor attention, ADHD, hard news, soft news, Alvin Toffler, information overload.

Imagine you want a candy and there are only two types of them. Which one would you choose? Both of them are made of sugar. The first sweet is traditional news. The second one is infotainment. Infotainment is designed to be informative yet entertaining enough to attract and maintain the audience's interest.

What you can see everywhere in the modern world is infotainment. Why? Because modern people commonly have poor attention and cannot focus on something for too long. How many people cannot focus their attention because of the disease? Millions. The fact is 4-20 % of children in the USA, 4-18 % in Russia and 1-3 % in Great Britain have attention deficit hyperactivity disorder

(ADHD) [1]. In this and other cases like that, infotainment helps us enjoy information and concentrate on it.

What does news mean? Some people understand news by media only as a report on serious subjects. Others believe that soft news or infotainment are supported by advertisement, business, money. However we cannot make difference between hard news and soft news. Both of them are using entertainment, otherwise nobody would watch, read or listen to them. People are not robots and there are only 24 hours in a day. What we are doing is to choose the most spectacular media. Moreover, if we are tired after a hard day, we would prefer soft news.

It is important to note that the ratio of entertainment and information obviously differs in different media, especially web sources. What is the most important thing there? It is entertainment. In hard news we can enjoy a picture, beautiful voice and person. What about the Internet information in blogs, YouTube channels and enjoyment sources? There are over one billion unique monthly visitors on YouTube. They fight for our time on the Internet. The Internet information is simple and captures our attention with all the author's might.

Finally, it takes a genius to make things simple. Complicated information consists of numerous, although very simple parts. Every time we read such difficult for understanding news, our brain decodes it to a simple one. Moreover, difficult information is boring.

Alvin Toffler, an American sociologist and futurist, discovered that in the modern world we are overloaded by information from everywhere. What is the result? We unconsciously block serious information. Surely, journalists reacted to this problem. And the answer is infotainment. So, we can create simpler and brighter information to make our world more intelligent and informed. Nobody would mind understanding too difficult, but very interesting things because infotainment exists. We live once and do not want to be bored.

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## **ИНФОГРАФИКА – НОВЫЙ СПОСОБ ПИСЬМЕННОЙ КОММУНИКАЦИИ?**

(на английском языке)

Инфографика в настоящее время является неотъемлемой частью СМИ. Дизайн инфографики, как навигационный прибор в потоке информации, может изменить восприятие мира. Автор статьи полагает, что инфографика может улучшить жизнь российского читателя, если пресса усовершенствует техническое оснащение так, чтобы получаемая информация была позитивно оформлена.

*Ключевые слова:* информационное перенасыщение, инфографика, графический дизайн, визуальная журналистика.

Inna Lyssyakova, 3-Year Journalism student

## **INFOGRAPHICS: A NEW WAY OF PRINTED COMMUNICATION?**

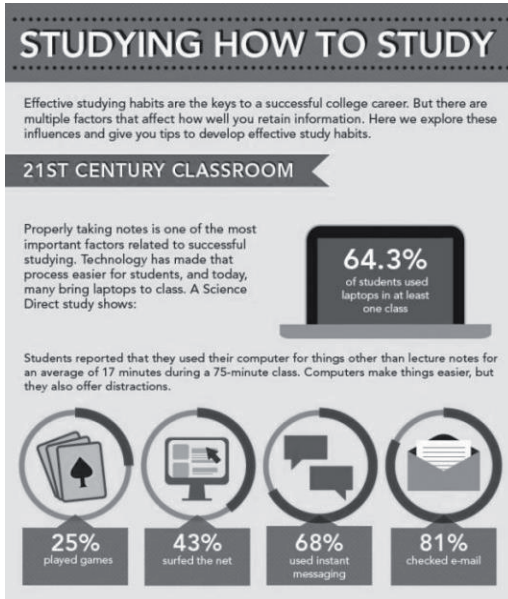
Infographics is an integral part of the media today. Informational design as a navigation tool in the ocean of information can change our perception of the world. Infographics can improve our lives if the Russian press develops technically so that the readers will get information in a good mood.

*Keywords:* infoglut, infographics, graphic design, visual media.

Now, we all know that our modern life does not allow us to live without information. We get it from the Internet, newspapers, TV and you even hear how people discuss something in the subway in the morning. We are suffering from infoglut. People cannot relax, they cannot focus on the information that is really important. We cannot enjoy new knowledge and this presents the problem! However we know 90 percent of the information which we remember is visual. The figures are based on the input from numerous people and that is the cause to consider. That means the graph will be much more effective than conventional statistical data. As a rule large analytical texts scare the people and they have no time to understand and draw conclusions. But all the negative and positive tendencies are easily reflected in the infographic form.

For example, everyone knows students sometimes use gadgets during classes – they make our life easier. Some students are also known to use them for other purposes. Figure 1 shows what most of people do and how impressively the figures stand apart.

Infographics literally embody a huge piece of information which could just flicker before our eyes over plenty of facts. That is a kind of a map, an information map. It saves time and can be helpful. We can say how the role



*Fig. 1. Using gadgets for purposes other than studying*



*Fig. 2. Consumer spending on special dates*

of gadgets is growing in our lives. We should try to organize the personal time better. If we use these 20 minutes for rest, we will be able to make our work

more productive. These graphs show we cannot spend a lot of time without communication, while the teacher should give voice to the audience more often during the lessons.

Figure 2 shows when Americans spend an especially big amount of money. Obviously they do that during the holidays and obviously Russia keeps up with the USA because these countries have a similar marketing way. For example, we have Valentine's Day which we adopted from the West but we also spend money on flowers and cards on that day. People fall under ads influence, colorful show-windows and notes in the media. These diagrams show how easy it is to manipulate people's means and leisure. It is possible to evaluate the extent of profit which companies gain from sales using these data. And they can predict the future because people always spend their money on those dates. This is called a tradition.

And of course infographics can be a lifesaver especially for printed media which move into a web format. We are creating infographics when we publish it in the journal and then we can place it on our web page or blog. Users will be able to see it and forward on the net as all other interesting posts. It is also essential that infographic makes the data 53 percent more dynamic. This information is contained in the infographics about infographics in Figure 3. Each of them consists of the same information and their authors refer to other infographics where they adopt sources. However different design decisions allow us to call both of them unique. In this case the information is a matryoshka. We can take the same shape but if we draw another face, that will become something special and new. And that is one more benefit of infographics.

We know three genres of journalism: art, publicism, analytical and information journalism. Infographics is something average between the latter two. A journalist collects facts and adapts them. Then they can be turned into diagrams and pictures. The journalist does not have to explain anything to the reader. The reader can make a conclusion.

Another advantage is information design. The artist can manipulate the people's emotions using various means such as colours, fonts and images. For example, seeing boring figures in a bright design with humour will allow us to get more pleasure from the information. At a first glance the infographic consists of only dry facts but the designer can use many expressive means. That means it can give the necessary publication effect. Figure 4 shows how the media use color.

So, just to wrap up, design is about solving problems and providing elegant solutions and information design is about solving information problems. If we take the printed press, we will see how often magazines use the tabloid as a layout. We are surrounded by a huge number of compressed and perfected information. We see the flow of advertising on the Internet every day. We can increasingly meet the mention of the Night of the Adeaters. People hated ads some years ago but now they spend a lot of money to visit the festival. We may not have enough time and our life is too dynamic.



### Reasons to use infographics

- 1. Easy Scanned**  
The vision rate of humans is comparatively very high and over 90% of information that total data comes visually will be stored in the brain.
- 2. Usability**  
Due to immense attracting quantity of infographics, they work get shared on different social platforms and are considered better compared to ordinary text.
- 3. Global Contents**  
With availability of an online publishing tool as a pool of content, infographics can spread worldwide on various media which the text page media can never do.
- 4. Brand Awareness**  
On creating an infographic by placing your brand logo at the footer part, it would really help you boost sales by creating a genuine brand awareness.
- 5. Increase Website Traffic**  
A compelling infographic with interesting information will also play a role in driving more traffic to your website as visitors share it on their social profiles, if it's really worth.
- 6. Search engine friendly**  
Due to the social nature of infographic, you can in general, for quality value back to your website, thereby improving the visibility of the website. It gets included on "Search engine results page."
- 7. Researcher as a "Faster" figure**  
The Metabolic research that you conduct for crafting the infographic will show your knowledge and level of understanding on the respective subject.
- 8. Google Analytics has shown**  
that there has been abundant increase in the "impressions for Search" pertaining to "Infographic" keyword.
- 9. The infographic can be easily shared**  
on their websites by the respective website owners and bloggers by using the embed code that you do download with the infographic on your website.

#### Five Interesting Facts about Infographics

- Every day the infographic production increases by 1%.
- Over 15 million search results will be generated for the term "infographic" on Google.
- On an average, the traffic to website gets increased by 12% after updating an infographic.
- Over 87% visitors tend to read text placed on the infographics.
- Infographic can enhance your business by 82% by creating brand awareness.
- Over 32% of all marketers agreed the statement "an infographic makes me more relevant".
- Infographics makes up to 40% more relevant to bloggers.
- Anything, be it a content or statistic presented in an infographic, will save 53% more dynamic.
- Usage of visualized information increased by 400% since 1990.
- The usage of visualized data has enhanced by 9900% on internet since 2007.

## WATCH THIS SPACE 'IN' INFOGRAPHICS ARE

**100% OF BUSINESSES EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES**

**INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY**

**THEY SHOW AN EXPERT UNDERSTANDING OF A SUBJECT OR TOPIC**

**THEY CATCH THE EYE OF JOURNALISTS AND STAND OUT FROM DULL AND BORING TEXT RELEASES**

**INFOGRAPHICS HELP TO VISUALISE RELATIONSHIPS & STATISTICS SIMPLY & EASILY**

**90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL**

**40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN TO TEXT**

**≈ 13 MILLION RESULTS FOR THE TERM "INFOGRAPHIC" ON GOOGLE**

**GO VIRAL**

**INFOGRAPHIC OF GRAPHICS**

WWW.ZABISCO.COM INFOGRAPHIC BROUGHT TO YOU BY ZABISCO

Fig. 3. Infographics about infographics

## COLOR EMOTION GUIDE

**OPTIMISM** CLARITY WARMTH  
**FRIENDLY** CHEERFUL CONFIDENCE  
**EXCITEMENT** YOUTHFUL BOLD  
**CREATIVE** IMAGINATIVE WISE  
**TRUST** DEPENDABLE STRENGTH  
**PEACEFUL** GROWTH HEALTH  
**BALANCE** CALM

A large megaphone icon is positioned at the bottom left of the grid.

Fig. 4. Using colour to evoke emotions

A huge amount That means the new generation began to perceive information in small doses. of information surrounding us may take away the ability to perceive. The graphic design is our future.

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УДК 070

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## ИНФОГРАФИКА – ЖУРНАЛИСТИКА ИЛИ ДИЗАЙН?

(на английском языке)

Статья основана на интересных аутентичных материалах об использовании инфографики в журналистике. Рассматриваются отличия инфографики от графического дизайна в современных СМИ и история данного явления от истоков до наших дней.

*Ключевые слова:* инфографика, информационный дизайн, «инфоожирение», визуализация данных, визуальная журналистика.

Darya Parfenova, 2-Year Journalism Student

## ARE INFOGRAPHICS JOURNALISM OR DESIGN?

This article is based on interesting and original information about infographics in journalism. It explains the difference between infographics and design in the modern media, as well as conveys the development history of this phenomenon from its beginning to the present day.

*Keywords:* infographic, information graphics, infobesity, data visualization, visual journalism.

The aim of my research is to investigate the development of infographics as a form of visual journalism, combining the abilities and efforts of both a

designer and journalist. There are contradictory opinions on the nature and function of infographics in modern media.

The history of the term ‘infographics’ began in 1626, when Christoph Scheiner, physicist and astronomer, published the *Rosa Ursina sive Sol*, a book where infographics appeared in the form of illustrations demonstrating the Sun’s rotation patterns. For a long time until the 18th century, the infographic had been used for charts and geographic maps, as well as for military purposes.

In 1878 James Joseph Sylvester introduced the term ‘graph’ in the scientific journal *Nature* and published a set of diagrams. Edward Tufte, a pioneer in data visualization, said that good data visualizations represent every data point accurately and enable a viewer to see trends and patterns in the data [1].

The infographics created by Peter Sullivan for *The Sunday Times* in the 1970s, 1980s, and 1990s were some of the key factors in encouraging newspapers to use more infographics. *USA Today* established the goal of using graphics to make information easier to comprehend. In the 2000s, gradually, all media joined in: from print to visual. In the end social media especially influenced the development of infographics today.

Infographics are a hot topic when everybody suffers from ‘infobesity’, which is the nickname for information overload. They help to translate data into insights and understanding, thus relieving the burden [2]. Before creating an infographic every fact is carefully studied by experts in order to provide people with already known information in a new and more proven aspect, although it is not difficult for active and advanced people in everyday life.

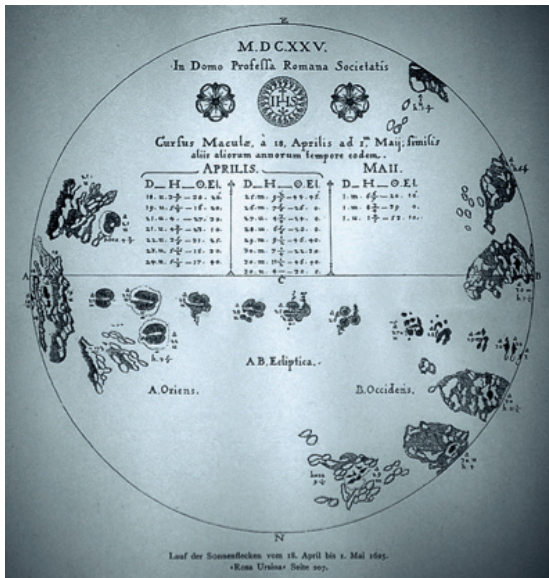


Fig. 1. The movement of the sun from ‘*Rosa Ursina sive Sol*’ by Christoph Scheiner, 1626

At the moment one of the vital issues of journalism is to discuss whether infographics are journalism or not. Some think it is not the journalism domain because it is designer's work, not journalist's. While others think 'yes', as a designer only makes a good graphic base, which a journalist fills with content. So, who is right? This is to be learned.

When just beginning to study infographics, the question arises:

– How do you take all the wealth of information at your disposal, effectively simplify and present it in an engaging and informative way?

The best answer is 'infographics'.

But the primary question is:

– What is the infographics?

**Infographics** or **data visualization** are graphic visual representations of data that are intended to present complex information quickly and clearly [3].

For infographics the three components are essential:

– the visual (colors, graphics),

– the content (statistic, facts),

– the knowledge (some sort of insight into the data they are presenting).

A well-designed infographic can help you simplify a complicated subject or turn an otherwise boring subject into a captivating experience. The task of infographics is to transfer knowledge to make the story 'readable' even for those who cannot read. [4]

'Developing infographics requires more graphics and schematic approach and special attention to the text, to supply the text as part of the overall picture', says Alena Repkina, designer and illustrator [5]. The best examples of infographics in the world are singled out by media experts in the work of The New York Times, as well as Spanish EL Mundo and El Pais. Among magazines the unconditional leader is National Geographic.

Considering what infographics represents, you can finally answer the question, 'Are infographics journalism?' According to Vsevolod Poulya, managing editor at Russia Beyond The Headlines (Rossiyskaya Gazeta) [5], to create infographics you need to combine the skills of a journalist with the skills of a designer. First, you need to solve the question, 'What and why to show to the audience?' and then analyze the information, its structure and identify the most valuable items. After that it will be possible to convey the basic idea into images. Ideally, a journalist and designer exist in symbiosis, where each of them performs their own function, but some prefer to work alone.

The first editor USA Today Lori Demo uses the following rules when creating his newspaper: 'If the beginning story is unclear and difficult to understand, this is the moment when you have to use graphics'. [6] The basic idea, which has become a guiding light then just pop kind of journalism, was the saying that in the Russian tradition sounds like 'It is better to see once than to hear a hundred times.' The main principles become visibility, extreme clarity to understand and most importantly – the involvement of the reader in the game, similar to the desktop, where instead of colored chips they use the reader's

attention, some version of the children's curiosity, the desire to look at bright pictures. Subsequently, this phenomenon in the world of journalism is called 'information graphics' or 'infographics'.

In my opinion, at the moment journalism cannot be imagined without the infographic merger of two creative forces: the picture and the word. To create a perfect infographic, you need the ability to think and act. For journalists, the word is all. The same is true for the designer's imagination. Perhaps in the future they will be able to form a single person who will deal with infographics, but it seems when two people are creating something, in the end, it turns out a decent work fitting two different views of the same problem.

Also, if you look closely at the word and read its separate parts, we find that it combines two important words: information and graphics. They help us understand that journalism is an integral part of the infographic. For the editors of many media there has long been clear: the use of information graphics is the real way to interest the reader. Infographics cannot replace the classical text journalism but it has become an integral part of the modern approach to the creation of newspapers, magazines and websites.

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## **РАЗДЕЛ 4. ТЕНДЕНЦИИ В РЕКЛАМЕ**

### **SECTION FOUR. ADVERTISING TRENDS**

УДК 659

В. П. Илюхина, 1-ГИДА-1

#### **РАСШИРЕНИЕ БРЕНДА – ПУТЬ К УСПЕХУ**

(на английском языке)

Научный руководитель: канд. филол. н. доцент Л. В. Назарова

В статье утверждается, что расширение бренда нацелено на продвижение образа товара, его качества и репутации у покупателей. Все рассуждения сопровождаются аргументами и примерами из реальной экономики. Также проанализированы проблемы, перспективы и негативные факторы стратегии бренд-стретчинга.

*Ключевые слова:* расширение диапазона бренда, образ товара у покупателей, кампания по продвижению товара на рынок, «коммерческая раскрутка», зонтичное расширение, родительский бренд, стратегия расширения границ бренда.

Valeria Ilyukhina, 1-Year Advertising and PR Student

#### **BRAND STRETCHING AS A WAY TO SUCCESS**

Academic advisor Assoc. Prof. L. V. Nazarova, PhD.

The article states that the main thing about brand-stretching is to promote brand image, quality and reputation with the customers. All points are argued and illustrated by examples from the real economy. Likewise the problems, prospects and threats of brand-stretching strategy are analysed.

*Keywords:* brand stretching, brand image, promotion campaign, spin-off, brand extension, parent brand, brand strategy.

T-shirts with Mickey Mouse, soft toys with the characters from the Corporation of Monsters and Star Wars, Barbie dolls in the form of characters of the Disney princesses, or a big cake with a Harley Davidson motorcycle. And this is just a small list. What do they all have in common? All of them once were advertising campaigns to promote the product.

The purpose of my research was to prove that brand stretching is a way not only to make more money but also to promote the company brand image, high quality and reputation among the consumers.

So what does this mean? Brand stretching suggests that the company decides to promote its new product using its successful brands. Thus they try to

attract new customers and admirers of its famous products. But the success of creating and promoting a new product depends on the associations between the new and the original products.

However, if you look a little deeper, it becomes clear that the companies do not stretch only brands of clothing, toys, sweets, etc. Many corporations such as Yamaha initially focused on only one type of product. In 1887 Yamaha started production of high-quality pianos and musical equipment – you can see the tuning forks in their logo. Over time, with good reviews in the market, they began to produce motorcycles in 1954, thus stretching their successful brand image from pianos to motorbikes. Now they stretched their brand still further to sporting goods, semiconductors and industrial robots.

Surprisingly, it is the most efficient promotion campaign type for any product whether it is a film, cartoon, computer game or a book, as was the case with Harry Potter when they started to sell board games, action figures, phone covers, mugs, T-shirts, clocks, shoes, play clothes, birthday supplies, etc. The product that is promoted in such a way is called the spin-off [1]. Such a phenomenon is also brand stretching.

More attention I would like to draw to the release of goods associated with the media industry. To start with, such a giant as Walt Disney was founded in 1920 as the animation studio and became quite popular among children and their parents thanks to the eternal character Mickey Mouse. In the 1950s, the company built the first Disneyland and launched the television show of the same name. As they started to produce new animated films, the company has expanded its image and won new fans. Soon it began to make toys, clothes and paraphernalia of all kinds under the same brand. The more films the company produced, the more popular their brand became. Then they opened such theme parks as the Disneyland in Florida, Paris and Japan, stores, etc. Now the Disney brand is not just the brand creating cartoons. On the contrary, if the new cartoon character is created by Disney, it will be naturally popular.

When J. K. Rowling wrote her book, she did not even guess what success her character will have, and that it will become more than just a book, it will become a brand. After all these years and after the end of the book, after the release of all movies Harry Potter did not lose its popularity, but there is the trend that every year it is becoming more and more widespread. Certainly Warner Bros played the great role in it. Thanks to this corporation Harry Potter from a book character has become a brand with enormous fans and admirers. After the successful release of the films, the company started producing the merchandise and collectible figurines. Further, the company launched sweets, and products from the movie and books. Next they created the Wizarding World of Harry Potter which recreated Hogwarts and various shops described in the books, as well as restaurants and cafés of the same name. The first theme park opened in Orlando, Florida, the USA, in 2010 became a craze. Soon the same park was launched in Japan in Osaka. In London, the home of the wizard, a Museum of Harry Potter welcomed fans.

However, if you wish to expand your brand, a company inevitably faces with a variety of problems. The key questions to check the feasibility of the brand extension are:

Will there be an addition to the main brand successful?

Will the producer keep it at the proper level of quality?

Will the product win the competition from other products of other brands?

According to one of the leading marketing researchers and strategists with more than 30 years of experience Dr. Ralf Mayer De Groot [2], the threats in short are:

Trouble	Example
A new product does not fit the brand concept.	About 80 percent of all image transfers are flops and nearly 30 percent of all line extensions are failures.
Brand extensions can damage the parent brand.	A cheap <i>Beaujolais Nouveau</i> damaged the premium image of expensive <i>Beaujolais</i> wines beyond repair.
A strong brand image can be weakened by launching new product lines.	American toothpaste <i>Crest</i> had had a dominant market share of 30 % till they launched specialist tooth creams (e.g. against plaque, tooth decay, with whitening power etc.) which led people to stop trusting the original brand promising <u>total</u> teeth health.

In conclusion, I would like to summarize what I said earlier. The most important things in creating the brand strategy are

- the company's confidence that its product that is not contrary to the main line,
- marketing feasibility;
- timeliness.

Thus, if the company picks the best way for the expansion of the product, it can increase the popularity and profits both for the manufacturer and seller.

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## **РЕВОЛЮЦИЯ БЛОГОВ КАК СРЕДСТВО КОММУНИКАЦИИ И РАСПРОСТРАНЕНИЯ РЕКЛАМЫ**

(на английском языке)

Научный руководитель: старший преподаватель Н. М. Магалова

Исследование ориентировано на новые рекламные возможности блогосферы Интернета и описывает историю, отличия и значение блогеров в роли журналистов нового типа в современном технологичном мире. Материал статьи снабжен примерами использования услуг блогеров в рекламе модной одежды и книгораспространении.

*Ключевые слова:* блогосфера, блогер, техническая новинка, онлайн-журналист, блогеры – обозреватели книг.

Kristina Kuzmina, 1-Year Advertising and PR Student

### **BLOGOLUTION AS AN ADVERTISING MEDIUM**

Academic advisor Senior Lecturer N. M. Magalova

The research is focused around the new advertising opportunities offered by blogosphere on the Internet, describing its history, peculiarities and role of bloggers in the role of new journalists in the modern technological world. The article material is exemplified by using the bloggers' services in fashion design advertising and book distribution with a set of recommendations for the newbies.

*Keywords:* blogosphere, blogger, gadget, online journalist, book bloggers.

We live in a new world, where you can get everything you want whenever you want. Now all that matters is information. Since the humanity started to name our society postindustrial, everything has changed.

This article considers one of the youngest but also one of the strongest communities on the Internet. It is the blogosphere. Everything began in 1992, when Sir Tim Berners-Lee, the inventor of the World Wide Web, created the very first blog. It was an information page where people could find out how to use the Internet as well as some new websites. I believe that it was the beginning of the revolution which is in fact blogolution.

So to put it simply, a blog is an online page where you can write whatever you like. It is a sort of a diary but in a public way. You probably know about Tumblr, WordPress, Blogger.com and other sites that give you pages to diarize. All you need to do to create a blog is a few clicks and you will see one of the servers that provide you with online space. So you just give the name to your

blog and voila! – you are a registered owner of an online page. Now you're almost a blogger. Why almost?

Well, you know, there are people that literally breathe with writing. So they turn an innocent hobby of blogging into a profession, even a life style.

But who is this mysterious person we call a blogger? If we talk about someone, whose opinion is important for millions of people, we are talking about the new type of journalist. But instead of writing what he or she has been told to, they can write about what they like. So we can see a mixture of a writer and an editor-in-chief. Basically, bloggers became popular because of their independent thoughts and ideas. It was a fresh start for the journalistic sphere. Only imagine, just ten years ago no one would listen to a teenage girl talking about the last Chanel collection, and now look: these young elites are telling the world what is trendy. Also their popularity rises because they are just like us, common people, whose thoughts are similar to ours. The only difference is that they use the Internet to present their thoughts to the world.

Being a popular blogger means that you can earn money from your hobby. So, when people start listening to a certain blogger, other informed people also start paying attention to this new star. And here we can see how bloggers can collaborate with people from the real world. There have been many campaigns with bloggers advertising some goods, whether they are clothes or jewelry, cars or new electronic devices. Every time after bloggers appeared in the advertising field, sales increased to a higher level.

Why does it work? Because we trust people who are just more like us. We can easily compare ourselves to bloggers, because despite their popularity they still live more like ordinary people. In addition, the blogger's review on a certain product or service is also closer to ours. Imagine you enter their blog and see a post about a new clothes line, for example. And you feel yourself more comfortable watching how a common person wears designer's clothes. And everything seems more affordable to you. You already want to die for that purse, or to give everything for that pair of shoes.

But even though they are modest, we can still think of them as a new type of celebrities, because more and more often you can see them on glossy magazine covers, on the red carpets. They can be friends with many famous people. Many companies want to collaborate with them, because their appearance can help their business rise to another step.

However, despite the fact that there are a lot of perks in being a blogger, it is not that simple at all. People can think that bloggers have whatever they want. They earn money and they are popular. But the fact is that many of them started doing this because they wanted either to escape bullying, or just show their independence, or simply share their interests with anyone who was familiar. In fact they did not give a thought to the material sphere. Only after a long period of time they became recognizable and popular. And before that they had been working really hard, and not so much for gaining popularity but for their own happiness.

Another thing that is good to be mentioned is bloggers' connection with the information technologies. The main thing here, in my opinion, is that they make the information flow go faster. They do it with the help of their gadgets: computers, cellphones, tablets, etc. and also they use the Internet. This way they collect certain information and then bring it to us consumers faster than other media.

For instance, fashion designers often invite bloggers to their runway shows where these online journalists sit in the front rows and use their gadgets to broadcast the show live. So their followers can get everything right here and right now. It is as if you have not been on the show yourself physically but you sort of have been there through the blogger's computer. Why is it faster? Because we do not have to wait for other media to make a review on the show.

Another example is book bloggers. In my opinion, nowadays they are really important for writers, because when an author finishes a book, he or she can send a reader's copy to a blogger for a review. So the blogger reads the book, then makes a review on it, and after that his subscribers read it and already want to buy the book. Can I mention that it often happens before the book actually comes out? It is fast and absolutely amazing!

Now that you know some information about the blogosphere, I would like to give you some advice, in case you want to start your own blog, or if you already have one. The main thing you should never forget about, in my opinion, is responsibility. You should be responsible for your content. Despite the fact that the Internet does not have certain rules or laws, you need to remember that the information is a huge power that influences people's brains. They read you, watch you and your content goes straight to their brains and it can cause different behavior. So do not forget to be careful while posting messages. Another thing I want to say is that you need to understand that the blogosphere now is already developed and has many popular bloggers. So if you want to find your reading public, you need to learn how to advertise your blog, how to make it independent and individual.

In conclusion, I would like to emphasize what bloggers mean to the world. I think that these people showed the world that you can be as young as even a school student, but you can already have your passion, your talent and your opinion. More so, you should never be afraid to share your independence with people. In addition, bloggers showed the world that nowadays the most important thing is not your beautiful face and looks but your personality and intelligence. Now being smart and witty is not a disgrace, but the opposite — it offers a wonderful opportunity to win people's trust. We are one more step ahead in our development today and we should move forward to prove that the human race possesses not just body characteristics, but also has the intellect and independence.

## **МАРКЕТИНГ В СОЦИАЛЬНЫХ СЕТЯХ**

(на немецком языке)

Научный руководитель: канд. филол. н. доцент С. В. Катаева

Статья основана на качественном анализе маркетинга в социальных сетях в современном мире, а также преимуществ и недостатков продвижения продукта с помощью интернета. Исследованы конкретные достоинства каждого включенного в исследование сайта с целью выявить целевую аудиторию, общие тенденции маркетинга и его эффективность.

*Ключевые слова:* интернет, маркетинг, социальные сети; Facebook, Bitkom.

Lisa Bolyasnaya, Journalistik, 1 Studienjahr

## **DAS MARKETING IN SOZIALEN NETZWERKEN**

Wissenschaftliche Betreuerin S. W. Kataewa, Ph.D., Dozentin

Dieser Artikel ist auf einer qualitativen Analyse von Marketing an den sozialen Netzwerken in der modernen Welt, sowie die Vor- und Nachteile der Produkt-Promotion über das Internet *basiert. Die spezifischen Vorteile der einzelnen Websites werden in die Studie untersucht, um die Zielgruppe, die allgemeinen Trends für Marketing und seine Wirksamkeit zu identifizieren.*

*Stichworte:* Internet, Marketing, soziale Netzwerke, Facebook, Bitkom.

Kleinanzeigen, die Gelben Seiten und Mund-zu-Mund-Propaganda – früher war die Marketing-Welt für Handwerker noch überschaubar. Heute setzen viele Betriebe auf das Internet: neben der eigenen Webseite sollen vor allem Facebook, Xing oder Google+ neue Kunden anlocken. Sind soziale Netzwerke das Marketing Instrument der Zukunft?

Immer mehr Firmen schaffen sich eine virtuelle Präsenz in sozialen Netzwerken: In Deutschland sind bereits 47 Prozent aller kleinen und mittelständischen Unternehmen auf Plattformen wie Facebook, Xing oder Google+ aktiv. Weitere 15 Prozent haben bereits konkrete Pläne, damit in Kürze zu beginnen. Das geht aus einer repräsentativen Studie des Hightech-Verbands BITKOM hervor. Soziale Medien sind in vielen Unternehmen fester Bestandteil der internen und externen Kommunikation geworden,

Für den Social-Media-Einsatz werden zunehmend feste Strukturen mit spezialisierten Mitarbeitern und eigenen Budgets geschaffen. Als wichtigstes

Ziel nennen 82 Prozent der Unternehmen, die sozialen Medien nutzen, die Steigerung ihres Bekanntheitsgrades. Für 72 Prozent steht die Gewinnung neuer Kunden im Vordergrund, für 68 Prozent die Pflege von Kundenbeziehungen. 42 Prozent der Befragten wollen ihr Image verbessern und 23 Prozent neue Mitarbeiter gewinnen. Prof. Kempf.

Doch was sind soziale Medien eigentlich? Unter diesem Sammelbegriff werden Internet-Plattformen verstanden, auf denen sich Nutzer kostenlos anmelden, ein eigenes Profil erstellen und untereinander vernetzen. Zu den sozialen Medien zählen unter anderem Weblogs, soziale Netzwerke wie Facebook, Xing und Google+, Kurznachrichtendienste wie Twitter sowie Plattformen zum Austausch von Videos oder Fotos, wie YouTube und Flickr.

Zentrale Anlaufstellen im Web. Der unangefochtene Platzhirsch ist jedoch Facebook: Allein auf dieser Plattform vernetzen sich 24 Millionen deutsche Anwender. Neben Personen können hier auch Unternehmen oder Organisationen mit eigenen Profilen präsent sein. Das kann sich lohnen, denn viele Millionen Facebooker nutzen diese Unternehmensseiten, um sich über Dienstleistungen und neue Produkte zu informieren. Mit einem Klick auf den „Gefällt mir“-Button können sie außerdem der Welt zeigen, dass sie ein „Fan“ der Marke oder Firma sind.

Dies wird dem eigenen Netzwerk automatisch angezeigt. Jetzt startet ein Schneeball-Effekt: Viele Kontakte des eigenen Netzwerks werden die Seite des virtuell empfohlenen Unternehmens aufrufen – oft allein aus Neugier. Und wer dann selbst den „Gefällt mir“-Button klickt, sieht künftig alle Nachrichten des Unternehmens direkt auf der eigenen Facebook-Startseite. Besonders interessant: Auch für einzelne Produkte oder Kampagnen können auf Facebook eigene Seiten erstellt werden.

Diese virtuelle Mund-zu-Mund-Propaganda nutzen immer mehr Unternehmen – auch weil die laufenden Kosten niedrig sind. Investieren müssen Betriebe vor allem Zeit: für die digitale Selbstdarstellung, Kundenpflege und Kommunikation. Denn das bloße Anlegen eines Profils bringt meist keinen Nutzwert – erst aus der Interaktion mit anderen Nutzern und Kunden entstehen Aufmerksamkeit und neue Marketing-Erfolge.

Messbare Vorteile. Der Einsatz kann sich lohnen: Denn nicht selten lassen sich über soziale Netzwerke Kunden ansprechen, die auf anderen Wegen nie zum eigenen Betrieb gefunden hätten. Der Social-Media-Einsatz bringt Unternehmen laut BITKOM messbare Vorteile: eine schnellere Kommunikation mit Kunden, die Ansprache neuer Zielgruppen sowie die Steigerung der eigenen Markenbekanntheit. Wenn kleine und mittelständische Unternehmen den Einsatz sozialer Medien vorantreiben, können Kontakte in sozialen Netzwerken schnell Teil des alltäglichen Kundenservices werden. Zudem könne das Social Web genutzt werden, um neue Produkte und Dienste mit Beteiligung der Netzgemeinde zu entwickeln.

Trotzdem sind laut BITKOM-Umfrage 38 Prozent aller Unternehmen bislang gar nicht im Social Web aktiv. Die Gründe sind vielfältig: Einige

Unternehmen fürchteten einen Kontrollverlust, für andere habe dieses Thema im Moment keine hohe Priorität. Manche Bedenken sind verständlich, aber auch der Verzicht auf den Einsatz sozialer Medien birgt Risiken. Diskussionen über Marken und Produkte von Unternehmen finden im Social Web ohnehin statt. Wer sich den sozialen Medien verschließt, verzichtet bewusst darauf, Einfluss zu nehmen.

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УДК 659

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### ОБЛОЖКА КАК РЕКЛАМОНОСИТЕЛЬ

(на английском языке)

Научный руководитель: канд. филол. н., доцент Л. В. Назарова

В статье на примерах из практики описываются элементы обложки, необходимые для привлечения потенциальных читателей.

*Ключевые слова:* обложка, оформление обложки, визуальная привлекательность, принцип «приманки», неповторимость обложки.

Inga Perelygina, 1-Year Advertising and PR Student

### A BOOK COVER AS A MEANS OF ADVERTISING

Academic advisor Assoc. Prof. L. V. Nazarova, PhD.

The book is actually judged by its cover, in contradiction to a famous saying 'You can't judge a book by its cover, as the author is reasoning in the article. The book cover elements crucial for hooking prospect readers are discussed with practical examples.

*Keywords:* book cover, cover design, visibility, 'on a hook' concept, cover identity.

The book is recognized by the cover, but remembered by..

I think many of you like reading. And it is difficult not to get addicted to 'a book needle'. After all, there are so many sources of diverse information at present that everyone can find a book for themselves. You can read using a smartphone, e-book reader, tablet or computer but nothing can be compared

to the real paper book. The feeling of pages, the smell of printing ink, the touch of embossing letters on the spine, and, above all, a topical cover – all this has the charm for an inveterate reader.

Every time when we come into a bookstore, what can we see in front of ourselves? Dozens of tall shelves with multi-colored volumes. Unique atmosphere reigns in such shops. Here you approach a rack, you take the first book in hand and what do you see? A book cover, its design and quality – all these are the subject of my reflection today.

The cover of the book is the first that the person sees. It causes the initial feelings in the buyer and helps understand if that book is for him or not. And it often depends on the first impression made on the reader by the cover whether he or she will buy the book or not. About 50 % of the book's success is based on its 'clothes'.

First of all, we estimate the book visually.

Suitable cover design. If you envelop a thriller book in a cover leaving the impression more of the historic or classic book, it will be difficult to provoke any interest in prospect readers. Many covers of books fail this test.

Here is a vivid example. Naomi Blackburn, one of the world's top Goodreads reviewers, founder of the group The Sisterhood of the Traveling Book, and author of the business advice column The Author CEO, selects books based primarily on their description. Notably, Blackburn, too, ignores books with unexciting covers. 'If the cover seems to be nothing more than a catalog photograph with block lettering, I bypass it,' she says. 'If the author did not care enough to dedicate time or effort to their cover, I wonder how much time they put into the book itself' [1].

There is a set of examples when the author having only changed the texture of a book cover multiplied sales. It proves that all this is not mere words. As far as I remember, David Ellwand, the author of the book BBBB (Big Book of Beautiful Babes) first published it with a polished cover. But it did not sell out. Then they changed the cover to rough texture and sales doubled.

Emotional appeal. The next problem is that there is no 'hook'. That is the cover is not interesting, it does not speak to us about anything. There is no punchline in it.

Elements which give to the book the biggest visibility on retail shelves online include simplicity, accurate promise, professional design with layers and clever use of color, legible text and appropriate layout.

The website for book review Goodreads opened the vote based on the wise old saying 'Never judge a book by its cover'. They ask their readers to judge the covers and it appeared that covers are what draws us to most books in the first place [2].

As they say the main thing is to pick the buyer on a hook. This 'on a hook' concept is also becoming one of the most important factors of a product sale. In a cover there has to be something that will hook, will capture attention of the buyer and not release it. This 'hook' is like a bait. It is essential that the buyer

could acquire the idea put in the book through a cover. Perhaps that ‘a sunset on the ocean’ photo was incredibly significant to the author or connected to a decisive scene in the story, but we do not know that, do we? These books do not represent any special reason even to take them away. For this reason it is necessary to establish the correct bait.

Fonts identity. Ideally picked up fonts give identity to the cover and the cover identity means a special feature. All of us want to think that we are also exceptional, and we read something agreeing with ourselves, too. It also plays into the publishers’ hands ... or pockets.

The correct font can have a great influence on the image of a brand. When you think of any known brand, you remember at once its font, like McDonald’s. In the same way Harry Potter’s font is immediately distinguishable and is ideally suited to that book. Also there is a set of books with their own fonts which we guess at once, having seen on a book shelf. Consequently it is the key to success both of the edition and the author.

Summing up the result of all aforesaid, we can establish the indisputable fact. The book cover is a complete work of art created by rules and canons of book design. But it is we ourselves who create the rules of its design, friends. Because demand gives rise to the supply. And it is essential that this supply is a new interesting book with the bright appealing cover.

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УДК 659

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### **ВЛИЯНИЕ САНКЦИЙ НА ПОЗИЦИИ ИЗВЕСТНЫХ БРЕНДОВ В РОССИИ**

(на английском языке)

На сегодняшний день сложившиеся отношения России с Западом заметно изменились. Эти изменения не могли не коснуться иностранного сектора на территории Российской Федерации. В статье приведены примеры заметных перемен в различных специализациях бизнеса (розничная торговля, производство техники, автомобильная промышленность), а также предложены возможные варианты улучшения состояния экономики.

*Ключевые слова:* санкции, Запад, изменения.



## **THE IMPACT OF ECONOMIC RESTRICTIONS ON FAMOUS BRANDS POSITIONS IN RUSSIA**

Nowadays we have changed relationship between Russia and Western world and these changes affected the foreign sector in the Russian Federation. This article provides examples of significant changes in various specializations of business (retail market, manufacturing technologies, automotive industry), also possible options for improving the state of the economy were suggested.

*Key words:* economic restrictions, Western world, changes.

I'm going to tell you about the impact of economic restrictions on the positions of famous brands in Russia. To begin with, I'd like you to remember last events.

We can see more unfriendly attitude between Russia and Western world because of abrupt decline of world prices on energy and the conflict in Ukraine which provided the reasons for many difficulties for the international companies. So, this article is devoted to recent changes in the retail market, automotive industry, technological equipment manufacturers and food industry.

As a result of the Russian response restrictions life of many European farmers has become complicated. The autumn demonstrated devaluation of ruble which affected all importers. Due to the fact that brands pay for orders in Asia and the Middle East in dollars and sell in rubles, revenue of many companies decreased by 30 %. Companies are trying to keep their profitability by increasing prices.

And now, let's consider Adidas as an example of changes in the retail market. The current economic situation in Russia leads to an increase in costs and the need to minimize risks to a greater extent than the company planned for 2015. Furthermore, Polish group EM&F, which owns brands Esprit, OVS and River Island, announced their departure from Russia in November 2014 [1]. To crown it all, even in 2013 EM&F suffered from currency fluctuations and in the next year losses from currency conversion doubled.

As for manufacturers of technological equipment, this year Apple Inc. twice sharply increased prices for Russian customers. On the contrary, Samsung decided to lure new customers without raising prices so much – they went up by 8-11 % [2].

In December, electronics stores signed contracts with suppliers on new terms and increased prices by an average of 20-30 %. But that did not stop customers. Furthermore, buyers swept away all on the run especially TV sets. Managers were shocked: there were crazy pre-orders, several boxes of goods were bought and loaded onto large trucks. Thus, the stores quickly cleaned out and closed by two o'clock in the afternoon.

In August people were watching what was going on with the Western farmers and companies with a large share of the Russian market when Russia banned the import of certain products into the country. For instance, Finnish Valio, which is a manufacturer of popular cheeses Viola and Oltermanni, sent hundreds of employees on enforced leave and recognized that they suffered heavy losses [3]. It is very clear from the observations that people panicked and it was difficult for them to abandon the usual purchases.

The next sector to describe is the automotive industry. According to TASS, the German concern Volkswagen will offer to resign at least 600 employees and give them compensation in six months' salary. Moreover, the companies PSA Peugeot Citroen and Mitsubishi also intend to reduce staff. On Wednesday, March 18, the automaker announced leaving Opel and the majority models Chevrolet off the Russian market. The local authorities linked the decision with the wrong strategy of the General Motors, which had not been able to achieve a sufficiently high level of production localization [4].

To sum it all up, I find these phenomena negative. Because of economic restrictions all suffer: the government, corporate sector and people. In this way, I believe government will have soon to take all necessary measures to restore the economic world.

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