

Секция «Стратегическая коммуникация (подсекция на английском языке)»

## **The Media Communities of Russian Northwest**

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This research work is of applied nature. The purpose of the study to analyze the modern communication system of citizens in Northwestern Russian territory against the background of administrative pressure on urban media. Prohibitive state laws, constant pressure by municipality, the frequent change of ownership and management of the media, and the ownership structure exacerbated local censorship. On the other hand, the journalistic methods have become more primitive: copywriting prevails; analytical genres have given way to the information ones with the participation of a witness or a newsmaker. The visualization and context are inferior to the demands of local administration, not the population. Nevertheless, these are general trends; there are pleasant exceptions. 176 official and civil publications in social networks and mobile messengers of the northwestern Russia were taken as an empirical base of the research. More than 360 sources of information - newspapers, online forums, channels and network communities. According to them, one can understand how communication is developing in the environment, where trust and openness of communes based on personal communication have always been core values known in philosophy as Russian phenomenon called sobornost'. The sample was collected from July 2018 to January 2019 by the method of keywords and on the working database along with the list of official media. It was important to find not only the general trends, but also to fix the unique peculiarities of cross-communications of the media and citizens in a particular territory. The Russians' confidence in journalists began to fall at a time when the content consumption market in Russia started changing in 2017 towards web resources and mobile platforms. The study focused on several key criteria: the theme of disseminated information, the quantity and quality of the audience, the regularity and uniqueness of the content, the initiators or owners of the media studied. As a result, it turned out that, on average, there is one municipal publication and three or four civic media per one small town with more than 20,000 inhabitants in northwestern Russia. The most influential publications are public forums and channels as well as old media brands: the number of subscribers may exceed the number of citizens. There is plenty of pseudo-media that are engaged in copywriting, advertising and reporting incidents. All the foregoing most likely indicates poor-quality work of security services in the field (mainly the police, prosecutors and the Ministry of Emergency Situations).