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NETWORK MEDIA IN THE PROCESS OF HARMONIZATION OF INTERETHNIC RELATIONS: COMMUNICATION STRATEGIES

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ABSTRACT

The acceleration of cognitive processes, changes in the field of information consumption and processing, rapid development of cultural industries with cultural commodification processes affect the current state of the information space in which the interethnic interaction processes take place. The main communicating subject of this space is network media, which develop and implement the communication strategies. The communication strategies are based on the idea of the national cultural code, which is a kind of model that includes the systems of channels for the transmission of mentally relevant information based on value-regulatory strategic and tactical interaction with the installation for adaptation of the representatives of ethnoses in the new life space. When the journalists of a network publication reflect certain events, in accordance with the theory of cultural code, these events necessarily have an interethnic meaning, since they represent a particular culture. The national and cultural ideals of the peoples living in the region are reflected in the regional agenda, where the preservation and development of the national language, the representation of interethnic relations as harmonious-developing relations at the federal, regional and local levels, the translation of national and cultural ideals through representation of the expert point of view, promotion of national forms of cultural existence, public control of the atmosphere of interethnic interaction, effective representation of national and cultural integration and consolidation are the dominant informational occasions. The implementation of the facilitation function contributes to the formation of a non-conflict agenda due to broad propaganda of interethnic relations and ethnic reflection. The promotion of interethnic harmony is based on the paradigm of a participation culture based on the right to be included in the social and cultural processes and to promote the development, while doing so voluntarily, actively and with full understanding of what is happening. The format of communication interaction is a media project in which the journalists create a peculiar intercode based on respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction. This intercode becomes the main marker of journalistic professionalism in covering issues of interethnic interaction, especially in the context of multi-nationality and multi-ethnicity of Russia and Russian regions (the Republic of Tatarstan), which is perceived as a historical and cultural phenomenon.

INTRODUCTION

The speed of the information flows is steadily growing. Today we should talk about the exponential development of technologies affecting the changes in the field of information transfer. This is due to such features of modern media space as: acceleration of cognitive processes, changes in the field of information consumption and processing, rapid development of cultural industries with the processes of cultural commodification [1].

According to M. McLuhan, technological progress has a direct impact on the socio-cultural field by transforming it [2]. This influence is not always progressive and constructive. The Giddens paradox is widely known: an increase in the information flows lead to a distortion of the reality perception in the perceiving subject and the person ceases to understand and adequately assess his position and events in the space-time continuum [3; 4]. To overcome this dissonance, it is used the theory of reference points, which allows a person, - the information consumer, - to gain guidance in the sociocultural space. They can be the values, broadcast media, cultural practices, events, which, according to V.V. Vitvichuk, getting into the sphere of press attention, is actualized in the mind of the consumer as socially significant [5].

For the majority of consumers, the main information source is the mass media and, according to I.M. Dzyaloshynsky, the network consumption of information becomes predominant [6]. Therefore, the research attention to media practices of the network media is so closely scrutinized.

This thesis also directly relates to such an industry of journalism as ethno journalism, which is determined by I. N. Blokhin as a media discourse devoted to the problems of national relations, telling about other national cultures [7]. The researcher emphasizes that the main media function in this context is the function of intercultural dialogue, which the society urgently needs with the growing conflict force in the field of interethnic communication in the modern Russian polyethnic region. According to N.S. Tsvetova, conflict is complicated by such factors as ineffectiveness of targeted state programs and the activities of national-cultural associations; unpopularity of budgetary media for emigrants; steady expansion of the list of sites of interethnic conflicts, which increasingly includes general education institutions; increasing rates of migration processes; intensification of conflicting diaspora behavior and openly declared attitudes of some communities to isolation from the indigenous ethnoses [8].

In these circumstances, the media are capable of organizing problem discussion and making decisions based on the use of special communications strategies in the interethnic space of the Russian region.

KEY WORDS
ethnojournalism, ethnic reflection, facilitation, communication strategies, harmonization of ethno-interaction, network media.

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METHODS

Study of three network publications of the Republic of Tatarstan: the business Internet newspaper Biznes Online, the online newspapers Realnoe Vremya and Kazanfirst was based on the method of content analysis with the use of such codifiers as events that are updated as socially significant with the inter-ethnic themes; ways of submitting material, techniques by which media form the images of ethnos and ethnic culture; ethnic reflection; cultural code of the nation and ways of its representation.

RESULTS

The network media, in order to get a successful interethnic interaction, develop the communication strategies based on the idea of the national cultural code, which is a kind of model that includes the systems of channels for the transmission of mentally relevant information based on value-regulatory strategic and tactical interaction with the installation for adaptation of the representatives of ethnos in the new life space.

Cloyter Rapay defines the cultural code as subconscious meanings put by people in any object and formed under the influence of the national culture in which these people were socialized [9]. Representing the cultural code as a set of basic concepts, attitudes, values and norms that contain information about the signs and symbols of culture and necessary for reading its texts [10] after N.G. Merkulova, we can assume that the cultural code is part of the mentality structure of a specific human community, which allows moving from the meaning (a generally recognized designation of an object or phenomenon) to the sense (a language element of a particular culture). [10] Therefore, when the journalists of a network publication reflect certain events, in accordance with the theory of cultural code, these events necessarily have an interethnic meaning, since they represent a particular culture. This solves the problem of self-knowledge of the nation and knowledge of other cultures, singled out by researchers as the main task of ethnojournalism [7]. The regional agenda, analyzed by us, gives an idea of the national and cultural ideals of the peoples living in the region:

- concern for the preservation and development of the national language: up to 31% of all information reasons (IRs) were devoted to these problems, but with an emphasis on preserving the Tatar language, which makes it possible to define this problem as dominant, one of the directions of which were the issues of coordination of language learning in the schools, formed in the media texts at the interface of psychological and mental national preferences and as a result of this, having become multivalued, contributed to the creation of psychological tension (Realnoe Vremya dated 17.03.2018 "Once Upon a Time, the Holocaust was Legal": The RT State Council Issued a "Language Rebuke");
- Representation of interethnic relations as harmonious-developing relations at the federal, regional and local levels: 37.9% of IRs;
- translation of national and cultural ideals through the presentation of expert points of view of public figures, writers, poets, journalists, cultural and art workers, linguists, etc.: 13.1% of IRs;
- propaganda of national forms of cultural existence, public control of the atmosphere of interethnic interaction: 10.6% of IRs;
- representation of effective national and cultural integration and consolidation: 3.1% of IRs (Biznes Online: dated 20.02.2018 "According to the Survey, the Number of People who Believe that the Situation in Tatarstan is Calm and Stable, has Grown", dated 26.04.2018 "81% of Tatarstanans Consider the Situation in the Field of Interethnic Relations in Tatarstan to be Calm and Stable").

It should be emphasized that the overwhelming number of materials - 95.9% - were non-conflict, only 4.1% of all presented information reasons actualized the interethnic differences and disputes. This allows talking about the availability of the facilitation function in the network media, which we define as a function of stimulating, initiating and facilitating the media development of interethnic relations through the actualization of the mechanisms of intercultural and ethnic interaction based on the creation of tolerant communication systems and the consideration of socio-psychological and mental features. The ways are widely spread propaganda of interethnic relations and agitation agenda on the basis of ethnic reflection - periodic transmission of the national expert assessment of interethnic interactions with the predominance of the form of ethnic expert interviews (up to 77.9% of IRs).

The communication strategy of interethnic interaction includes the promotion of interethnic harmony in the paradigm of a culture of participation or participatory activities, joint, common activities based on the right to be included in the social and cultural processes and to promote development on a voluntary, active basis, with full understanding of what is happening. One of the most important formats in this context is the format of the media project (the sections "Special Projects" in Realnoe Vremya, "Projects" in Biznes Online).

A comparison of eventual causes made it possible to single out the essential in strategic interaction in the harmonization of interethnic space: creation of information databases on interethnic interaction and navigation on this information. The solution of this problem becomes an important link in the implementation of communication interaction.

DISCUSSION

Network media actively participate in the harmonization of inter-ethnic relations at the regional level. This is manifested in the development of strategies for the effective interethnic cultural communications, largely due to the nature of the textual representation of national (cultural) codes of communicating entities. Proceeding from the fact that the cultural code of a nation is a key to its understanding, the journalists create a peculiar inter code that meets the following criteria: respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction. This inter code becomes the main marker of journalistic professionalism in covering issues of interethnic interaction in the context of multi-ethnicity of Russia and Russian regions (the Republic of Tatarstan), which is perceived as a historical and cultural phenomenon.

According to D. Pollit, cultural code is a key concept of semiotics, since it defines the pictures of the world of different peoples. Misunderstanding, impossibility of deciphering cultural code leads to communicative failures - to misunderstanding between the individuals and entire peoples [11].

The main translator of the cultural code of a nation is the media text, containing mentally relevant information, without which it is impossible to ensure a balanced, harmonious coexistence of nations. Such a conclusion correlates with the opinion of N. V. Khudoley about the introduction of some fragments of the picture of the world, fixed by language in the consciousness of a language person, into the text by means of language units. The researcher believes that the text is generated in the outer plan by the development of culture of this period and reflects its ideas, the text represents culture itself [12].

The modern digital media environment is characterized by a number of communicative trends that influence the development of media communication strategies. According to T.L. Kaminskaya, the medialization of personal life, when the Internet becomes an area of self-expression, a recreation area, an area for obtaining information and a way of making money, is the leading one [13]. In this regard, it is necessary to expand the communicative practices in the process of harmonizing the inter-ethnic relations: there are no practices such as stream in the publications studied, that is, streaming the computer game live, which will expand the audience of such materials and attract young people. According to A.B. Bushev, the acceleration and network culture create a new image of the "infantile gamer" [14], and the social networks and online platforms are becoming an arena for the acquisition and implementation of social roles by young people. A promising strategy can be the creation of stories and cultural-national public relations in the social networks as the reconstruction of media content, with its translation into a shorter illustrative form with the meme addition (there is a lack of ethnomemes).

The network media communication strategy is gaining momentum in the culture of participation paradigm. As the researchers emphasize, we are moving from the consumption culture to the participation culture [15]. This is evidenced by the development of the Internet technologies, the creation of a wide range of resources (including social networks) that are developed at the expense of users investing their time, attention, knowledge, skills and feelings in them. The more the users are, the better these resources are. According to H. Jenkins, a new paradigm of relations leads to an understanding of the totality of the cultural modern shift, which is based on the participation mechanisms [16]. Following these new communicative strategies, using modern technologies and multimedia capabilities, the media can implement projects of varying complexity and the most diverse participation format - partner media projects. Their effectiveness can raise the processes of harmonization of interethnic interactions to a higher level.

CONCLUSION

The study conducted allowed us making the following conclusions.

1. On the basis of the exponential development of information technologies, network media are gaining wide access, whose potential is used in the system of interethnic communications with an aim of increasing their effectiveness, and influencing them through the sociocultural field in general, subjecting it to transformation, implementing the function of intercultural dialogue.
2. The network media develop and implement the communicative strategies by designing and disseminating ethnic information in the mass consciousness, based on ethnic reflection and representation of the cultural code of a nation.
3. The regional agenda in the context of ethnic reflection is built on the basis of the national and cultural ideals of the peoples living in the region, which include: preservation and development of the national language, harmonious development of interethnic relations, national values and meanings, forms of cultural existence, atmosphere of the interethnic interaction, national cultural integration and consolidation.
4. The harmonization of interethnic interactions is achieved in the network media by implementing the facilitation function, which is defined as a function of stimulating, initiating and facilitating media development of interethnic relations through broad propaganda of interethnic relations and agitation agenda based on ethnic reflection.
5. One of the main communication strategies for inter-ethnic interaction in the network media is the promotion of inter-ethnic harmony in the paradigm of the participation culture based on the multimedia project format.

6. The essential features of strategic interaction in the harmonization of interethnic space include: creation of information databases on interethnic interaction and navigation on this information, creation of an inter code based on respect for another's culture and another's value system; knowledge of the current state of the host culture, understanding of the historically developed nature of cultural interaction, the translator of which is the media text.

Based on the study, it was revealed that the region's network media regularly address the topic of interethnic interactions, which helps to ease tensions in the multi-ethnic Republic of Tatarstan, which is one of the most multi-ethnic constituent entities of the Russian Federation. According to the official data, the representatives of more than 170 nationalities live here, which causes increased interest and close attention on the part of all state and public structures and the media. The network media use such communicative strategies that form an overall picture of tolerance and emotional stability, the materials are educational in nature and are perceived positively. The network media pay a particular attention to covering the processes of ethno-cultural development of peoples and regions, constructing tolerant images of ethnic groups and dissemination of integration values and symbols in the region. All this is the basis of the media's communication strategies for optimizing the inter-ethnic relations in the priority of this issue.

CONFLICT OF INTEREST

There is no conflict of interest.

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