

THE RUSSIAN MAGAZINE MARKET AS A HUMANITARIAN SPACE

РОССИЙСКИЙ РЫНОК ЖУРНАЛОВ КАК ГУМАНИТАРНОЕ ПРОСТРАНСТВО

*Tatyana I. Frolova, PhD, Associate Professor,
Chair of Periodical Press,
Faculty of Journalism, Lomonosov Moscow State University,
Moscow, Russia
t_frolova@bk.ru*

*Татьяна Ивановна Фролова, кандидат филологических наук, доцент,
кафедра периодической печати,
факультет журналистики МГУ имени М.В. Ломоносова,
Москва, Россия
t_frolova@bk.ru*

As a type of periodical press, magazines have the most favorable conditions for actuating their societal and humanitarian potential. The present article resents aggregated results of the periodical press monitoring conducted in 2012 – 2014. The research objective is to define the volume and quality of social issues in themed universal and specialized magazines. The research results formed the basis for the evaluation characteristics given in the present article.

Key words: *media content; informative agenda; periodical magazine; humanitarian agenda.*

Журналы как тип печатных СМИ располагают особенно благоприятными возможностями для реализации общественного потенциала гуманитарной повестки. Статья содержит обобщенные результаты мониторинга печатных

СМИ, проводившегося в 2012–2014 гг. Цель исследования – выявление объема и качества социальной проблематики в тематически универсальных и специализированных журналах, результаты которого легли в основу представленных в статье оценочных характеристик.

Ключевые слова: *медиаконтент; информационная повестка дня; журнальная периодика; гуманитарная повестка.*

Mass media content is a relatively popular point of discussion in Russian scientific studies. In some cases the content is treated as a general category and connected with the professional mission of journalism (*Zhurnalistika v 2011 godu: Tsennosti sovremennogo obshchestva i sredstva massovoy informatsii*, 2012; *Zhurnalistika v 2012 godu: Sotsial'naya missiya i professiya*, 2013;), attention is paid to the conditions and demonstrations of mass media functional dynamics in the new social environment (Vartanova, 2009, 2013; Ivanitsky, 2010; Kolomiets, 2014; Fomicheva, 2012). In other cases research is made on particular media presentations (Berezhnaya, 2009; *Business journalism*, 2012; *Mass Media Issues*, 2008; *Mass Media and Politics*, 2007; Frolova, 2009), i.e. the ways in which the public media depicts individual societal problems. The media content of domestic mass media is subject to predominantly critical evaluation. Various grounds can be found for this purpose, but the disparity between the audience's expectations and the content offered by mass media is a fact recognized by all actors on the mass media scene (Dzialoshinskiy, 2012). The mass media dehumanization (Zemlyanova, 2010; Zemlyanova, 2012) is predominantly conditioned by this disproportion (Yasaveev, 2004).

In this case it is appropriate to refer to the term, which has established itself not only in the international scientific environment,

but also in the domestic one – this term is “agenda”. The study of agenda, understanding its varieties and structural elements allows us to measure the correspondence between the media content and its foundation factors more precisely and argumentatively. Agenda – “a set of themes and topics with priority status for the given subject within the given timeframe” (Kazakov, 2014: 67); media/informational agenda is a set of themes and topics with priority status, but this time for “mass media”. Another definition: “a list of topics considered by the society and (or) mass media to be the most important at the given moment of time” (Dyakova, Trakhtenberg, 2001: 102) – is widely recognized and can help during an evaluation of media content.

A global media agenda is a set of themed agendas. This definition represents the actual structure of information flows in mass media with regard to their problematic and thematic background, and more or less correlates with the basic areas of society. One such agenda is the humanitarian one, or social-humanitarian to be exact, which usually belongs to the “Society” section in the press, or some accompanying headlines, and depicts real social conditions and human interests (Frolova, 2014). In universally themed periodicals this agenda can occupy anywhere from 12 to 50% of the total space available; the humanitarian agenda in specialized humanitarian periodicals constitutes the major content segment and displays real detailed human conditions and needs.

This article contains a study on the presence of a humanitarian agenda in magazine periodicals, and its volume and quality as part of the general content. On the one hand, the necessity to turn directly towards the humanitarian agenda is determined by the severity of unsolved social and humanitarian issues in Russian society, and a number of other conditions, which apply in terms of the aforementioned media dehumanization problem. On the other hand, the magazine market and its continued expansion has created

especially favorable conditions to implement the vast potential of a media humanitarian agenda, because it is the abundance of magazine varieties along with single-disciplined segments that allow for a more complete account of diverse human interests.

This article contains the particular results of an analysis of published periodicals from 2012–2014. We decided to review the “Society” (or other similar) sections in themed universal magazines, as well as in specialized humanitarian periodicals, using the traditional method of qualitative analysis. This paper is based on a long-term survey of magazines with a special focus on qualitative characteristics of media content. The conclusions and findings presented in this paper resulted from a qualitative analysis, which also helped us reveal both positive and negative sides in magazines’ practices. We referred in this study to the typological characteristics of magazines to show that the very nature of magazines is an important factor that contributes to developing social themes on their pages.

The unit of analysis was the magazine issue number. Only the magazine issues for the middle weeks of each yearly quarter were selected. This method is wide spread in European research practices, and we find it to be convenient and sufficient to ensure proper representation of the studied materials. A total of 15–20 issues were reviewed for each weekly publication, and 10–12 issues of each monthly magazine. Significant attention was paid to the volumes of social and humanitarian themes in the general magazine content, as well as to its quality characteristics, which were organized based on the idea of the structural components of the humanitarian agenda (news events, themed structuring and personalization techniques, genres and particular textual forms, authorship types, positions and other elements). The given characteristics were chosen based on presentations of the actual media market segment condition in scientific and research literature. The accumulated data was used to

build the general characteristics of typological groups for magazine periodicals; work was done to formulate the most important peculiarities reflecting the general condition of the respective social issues and the actual development trends. The final review revealed that mass media practices could be very diverse in cases where common features are used for critical evaluation and analysis.

Magazine periodicals are an actively developing segment of mass media. They have a cyclic structure; therefore they contain the information required by society irrespective of the necessity to provide a quick response or reaction. Periodical magazines occupy a position, where they can deliver extremely informative materials, and provide thorough event overviews enhanced with analysis and good imagery – and this is how they can be convenient when developing various social and humanitarian issues and presenting diverse facts on human existence with a hint of reflexive contemplation. Magazine publications are more extensive and well-positioned, they are better concentrated by theme and audience; they deliver analytical, educational, fictional information, and news; “magazines provide the playground for detailed treatment and discussion of problems and situations, their clear interpretation and psychological evaluation techniques in the form of extended reports, essays, interviews accompanied by the visual effect of photos, pictures and collages” (Shostak, 2011: 253).

A peculiar feature of the magazine market, which nowadays accounts for around 15 thousand different brands, is its variability and a trend towards permanent expansion. There is still no generally accepted classification of magazines, however, scientists say that magazines can be categorized based on a number of criteria: subject matter, type of communication, style of presentation, target audience, functional aspect, and issue period – then it will be possible to distinguish between weekly and monthly periodicals, and specialized magazines and extended informational content,

targeted at satisfying the general social, professional or personal needs or interests, etc.

It is more common to differentiate between such groups of magazines, as socio-political, business, educational, informative, popular, recreational, and specialized (devoted to individual topics). This classification combines both content and functional criteria. This approach is considered to be acceptable. Each of the groups presented deals with particular social issues; each of them has its own humanitarian agenda. The difference between the agendas (with account of all structural components) is often very insignificant. It is worth noting that the great variety of magazines is itself a sort of demonstration of the subject potential of the general media humanitarian agenda, which cannot be applied to newspapers, where these agendas are compatible in terms of content specifics (first of all concerning event presentation). Proper analysis of an entire magazine typology is not yet possible. However, a provision of characteristics for the most comprehensive and substantial periodicals from the social and humanitarian point of view is certainly of great interest.

Within such a diverse magazine genre structure, it is possible to highlight the group of *information analysis weekly editions*: this category delivers quality and adequate analysis of social issues, though this is not its main focus. After establishing itself in the 1990s, this category quickly developed its own look and regular audience – people with active lifestyles not hesitant when making decisions. Periodicity of their issue allows them to combine a profound interpretation of events with regular informational content, and still respond to various news and developments, while also providing their reasoning and interpretation. “Events are magnified: first of all, by means of pictorial realism (reports, interviews with witnesses and participants), secondly, – using interpretation, analysis (commentaries, expert interviews, investigations). The global

effect of any weekly magazine is the panoramic effect; all events are presented, against the background of other situations, their outcomes and comparisons” (ibid: 255).

Business weekly magazines: “*Expert*”, “*Profile*”, “*Vlast*”

This group of magazines may be classified in different ways – either “social and political”, or “informational and analytical”, or “business”, or “business universal” (Murzin, 2007: 113). The absence of typological certainty implies a peculiarity that characterizes the subject-substantial preferences. These magazines feature the merging of economic issues with sociopolitical issues and seek to correlate between general development trends and the actual economy, which is favored by high social status and living standards of the target audience who are intensely interested in business information. In fact, these magazines are both business-focused and sociopolitical, which is important within the context of this work. They are eager to provide their audience with practically significant analytical information not merely about economic issues, but also about politics, social relations, culture, science, and sports as well. An analytical approach, a cause and effect analysis, a conceptualization and an evaluation of trends, the involvement of leading experts, a special style of narration (scientific and at the same time understandable style of writing), as well as forecasting – are the main features of these magazines.

These features apply to all subject areas, including social issues. In the first years of their existence these magazines almost lacked this content cluster, but throughout the current decade the reader may have noticed the considerable revival of interest in social issues, the comprehensive and thorough approach to their coverage, substantive expert analyses, and proficient modern journalistic techniques. Both

in print versions and on-line versions, columns and “Society” sections have appeared, which indicates a significant shift in the worldview of journalists and the target audience of these publications. For the time being, the content of social issues is less than the main content, but it is important that such issues are present.

In this regard, we want to emphasize the following point. For print media, with business information dominating a large part of the total content, it is understandable that social issues are not the highest priority. But does this mean that ignoring these issues is justified? We can hardly agree with this. The business community is a part of society, and the degree of its integration into social processes as well as an understanding of national interests, significantly influences the prospects for further development. According to the concept of corporate social responsibility, the business community shall be responsible to society in which they operate. In addition to ensuring efficiency, employment, profit, and compliance with laws, the business community should commit a portion of its resources and efforts to social issues, contributing to benefit and improve society. By doing this they create a favorable environment and future prospects for the business community, and change the attitude towards the community for the better. Having resources at their disposal and moral duties to society, the business community should voluntarily respond to social problems in any area – because it is impossible to continue to work in a responsible, while being in conflict with the need of the social environment (Mescon, Albert, Khedouri, 1998: 166).

For some time journalists’ attention was focused on the internal context of business activities – that was the period of the formation of new economic relations. But over the last few years there have been changes: an understanding that business is an open system has been growing. The more uncertain the external environment, the more difficult it is to find the effective solutions, which societal depends on.

By providing timely, high-quality, reliable, and trustworthy information about the social sphere, business magazines help their audience to form an adequate understanding of matters of national concern, as well as the condition of labor resources and consumers (Frolova, 2003: 108–124). It is also important that the audience of informational and analytical weekly magazines expands – society is concerned about how these focus groups understand the condition of society.

The aforementioned magazines now have pages dedicated to social issues and relations. Moreover, every magazine has its own opinions. “*Expert*”, from its very beginning, has been finding opportunities to publish thorough, proficient, socially-related articles, notably standing out against the general background: these could be general publications, an analysis of the situation in specific social sectors, monitoring innovation processes in education, health care, the pension system, or well-reasoned comments of columnists, containing an analysis of the social consequences of economic decisions. The magazine also publishes readers’ letters with responses to socially important events, and places increased focus on the development of the domestic market and consumer sector. One common idea, is that the only way to become a stronger society is to “break through all together” (Mechanic, 2002). Changes that take place in the content concept of “*Profile*” are also noteworthy: not that long ago it was an exceptionally business-related elite weekly magazine, but now it actively explores new thematic niches, satisfies the interest of its audience in social processes, successfully brings together a thematic agenda, and demonstrates the unity of the real world. The magazine is also known for its authors’ opinion pieces, a considerable portion of which are related to the condition of the social sphere and ethical collisions in society. “*Vlast*” (together with the entire editorial body of “*Kommersant*” publishing house), also contains a “*Society*” section, and can be proud of its group of reporters, recognized as one of the best in the country.

News magazines: “*Russkiy Reporter*”, “*Ogonek*”

These magazines are also general interest weeklies, however, their concept considerably differs from that of other social-political magazines. “*Russkiy Reporter*” is unique in its own way – as declared by the editor of the magazine V. Leybin: “We won’t avoid any subjects and we won’t claim to be of a scientific character or expertise, but we make it a serious conversation <...> From the soviet experience, it is clear to everyone how articles about pace-makers must be written, and from the post-soviet experience – how to write and photograph society sores, but it is not the most important thing that occurs in Russia and we want to see it, describe it, imprint it. We intentionally don’t make distinctions between the high and low, serious and popular, we want to look at the modern life without prejudice, to see life in all its completeness” (Leybin, 2007).

Defining the magazine as a “news” periodical, authors of the “Mass Media of Russia” basic textbook specify: it is about “new tendencies”, “the new unknown”, new recommendations, new useful knowledge, etc. (Shostak, 2007: 80). There we proceed: the novelty of these magazines is in the fact that they open up the daily routine to audiences, giving it the status of an important life sphere. “*RR*” succeeded in filling in the gaps characteristic of all journalistic periodical press pieces, and in implementing the concepts and formats – the absence of which is sharply felt. Firstly, it is completeness and dimensions in the reconstruction of social realities. Secondly, the magazine manages, through finding and reproducing realities, to place itself into modern interpreting contexts, which provides a chance to look for rational and acceptable decisions. Thirdly, the content of the magazine is balanced upon objects of attention – those can be representatives of the social “bottom”, as well as the middle class. The last is especially important: interest has shifted to

the social center, to ordinary people, creating a need to turn to the strategies of human development. From this perspective, a number of interesting subjects open up at once.

One more advantage is that “RR” tries to solve the problem of “positive criticism”: quite often, long texts depicting a far from ideal state of affairs in this or that geographical region, in any sphere of human life, in various areas of society and labor and household activity appear here. It is remarkable that journalists of this edition are tireless in their search for such private situations that illustrate common social and philosophical problems of life. Therefore, reporters of the magazine always aim to search for positive basing in these difficult circumstances. Social optimism is the main ideological trait of the magazine. As a result, the “Environment”, “Reporting”, “Trends” headings became a noticeable phenomenon in national journalism as new and modern formats. An optimum ratio of positive/negative, descriptiveness/analysis, world/national/local, publicity of the editorial position, well thought-over formats – all these things are the advantages of “RR”. Focus on solution finding through problem raising based on completeness, personification, integrity, and emotional adequacy in the reproduction of life realities – is almost an ideal formula of social journalism.

Creative searches of “*Ogonek*” are also attractive. The critical degree is higher here, but the aspiration of the magazine for new practices search and realization, for social reflection is the evidence to its constructive position. Texts about the social sphere are present in the magazine in equal numbers as compared to texts on political, economic, and cultural matters. It is defined as a “mixed” magazine that points to the substantial balance of the edition. “*Ogonek*” manages to discover fresh, interesting formats of social perspective – thus, in the “Epicentre” news section, as a rule, human-oriented thematic content is presented by an actual figure, “Heroes of

Week”, “Briefing”, “Mood”, “Blog-post” mini-headings, actual info-graphics, blitz interview of leading experts. The main thematic section “Russia and the World” is also shown through the lens of people taking part in the events. In conclusion, the “Man and Woman” heading becoming well known has raised actual gender problems in the manner of ethical descriptions and chronicles.

The news magazines – “*Russkiy Reporter*”, “*Ogonek*”, as well as “*Bolshoy Gorod*”, “*Afisha*”, and earlier “*Russkiy Ezhenedelnik*” – are most interesting from the standpoint of searching for new and effective presentation forms of a social and humanitarian agenda. These editions show that such a search is perspective; it can be successful and capable of extending to other editions, stimulating their own discoveries corresponding to their type and profile. As for the type of material, news magazines are closer to the mass press, however, without of its drawbacks. They aspire to standards of quality journalism and prove that social realities can be reproduced by means typical for them. For this reason, “*Russkiy Reporter*” is so popular and can aspire to a leadership position in the national humanitarian agenda. It is not by accident that these editions have received special attention in the newest anthology of the Russian journalism (The History of the Russian Media 1989–2011, 2011).

Weekly business magazines are closer to quality newspapers, but the absence of daily newspapers’ increased efficiency and ability for deeper penetration into a subject are obvious here – they also take leading positions in the discussed context. In these magazines, standards of new national journalism are formed and developed. However, the audience of weekly magazines is quantitatively small, it is a dialogue in a private circle of the educated citizen. It is difficult for these magazines to solve all the problems that social journalism faces. But being guided by the concepts of communication effects

(“two-level flow of information”, “diffusion of innovations”, etc.), studying it is necessary to recognize their value.

**Informative and educational magazines:
“*Vokrug Sveta*”, “*Chelovek*”, “*Diletant*”**

Customs, characters, routine, ceremonies, and rituals are one more side to disclosing people’s way of life in different countries and continents. The oldest national magazine “*Vokrug Sveta*” demonstrates the possibilities of a humanitarian agenda from the other side – human variety and unity that allow seeing the perspectives of operational information that filled other editions. “*Diletant*” also does this: here, the historical view on humanitarian problems is revealed giving a chance to connect moment uniqueness and historical repeatability. The educational humanitarian magazine “*Chelovek*” makes an attempt to unite different scientific approaches to human research – those of physiologists, psychologists, sociologists, and masters of the arts. These magazines connect socio-political, actual, and special problems, opposing “lifestyle” magazines with their facilitated approach to matters of sense and way of life. The purpose of educational magazines is to increase the need of life, true quality and style, and social cultural education in its daily routine (Sredstva massovoy informatsii Rossii, 2011: 258).

Specialized magazines

The group of specialized mass media is the most extensive in terms of quantity, and is also the most heterogeneous. The variety of magazines vividly shows the huge potential of a humanitarian

agenda – the breadth of human interests gives rise to new groups of editions. The situation in these groups is ambiguous: as positive, encouraging tendencies, so as dysfunctional in relation to mission tendencies are present. The journal periodical press segment is remarkable for exposing numerous social and humanitarian problems that are not covered in nationwide editions because of their limited capacity and for other reasons. It is important that the world of a human is inexhaustible, so as social and humanitarian distinctions are infinite. Undoubtedly, they have the right for coexistence; it is possible to claim that the abundance of such editions opens a scope for human personality development.

So-called *magazines of human interest* attract attention. This intensively developing journalistic segment draws attention through its existentially important subject: health, family, and the human inner world – a subject that always receives special attention from the audience. It is pleasing that today the Russian audience has no lack of such editions. Most “human interest” magazines are targeted towards a solvent audience. The interest attracts, but the advertising content often questions the mission of the magazine. There are a lot of lifestyle-magazines, and these groups are multiplied and divided actively. Processes of fragmentation and profiling can be welcomed as an aspiration to fuller satisfaction of personal requirements and interests, however, in substantial concepts of these editions, a lot of difficult, ambiguous, and even disturbing tendencies do exist. One of them is the illusiveness of solving certain problems important to the audience, with the publisher’s commercial interests being actually pursued beneath it.

For example, an analysis of magazines for parents-to-be showed that a large part of burning issues in these niche editions remains out of sight. The reasons behind the demographic crisis which Russia faces, lie in the axiological, not the economic sphere. However, these magazines are business projects first of all. The advance of

modern reproductive technologies has resulted in their bio-ethic and medical status being thoroughly discussed in society, and thus in such magazines. These technologies are presented to audience as useful and safe. Advertizing materials are most of all placed under headings that mimic “news”, “novelties”, “useful addresses”, or “the magazine recommends”. Extreme commercialization of content was evident in the whole series of manipulative techniques: journalistic texts “as advertizing”, happy “star” stories as provocation to luxury services consumption, advertizing expensive household standards inaccessible to a wide audience, the creation of new requirements, and embedded advertizing in the form of appeal to expert opinion (Zamotina, 2012: 127–129).

A similar situation can be seen in popular magazines about health: advertizing content here also quite often conflicts with postulated principles of a healthy lifestyle; their content is rather superficial; serious topics are avoided. External beauty and health are considered equally as necessary attributes of prestige, and are provided with such types of consumer behavior, which is offered by advertisers (Journalism for Health of the Nation, 2012: 94–99). However, the question of such behavior being appropriate for health improvement remains open. Only the “*Zdorovye*” magazine warrants a special remark: first published in 1955, it became the first—in its own way—mass magazine about methods for health preservation, and the establishment of healthy lifestyle promotion. It quickly won popularity (its circulation reached nearly 20 million copies). Having endured several stages of rebranding, “*Zdorovye*” became a full-fledged popular-and-scientific magazine, where both popular and serious articles are printed and qualified authors are involved. This magazine resists new “light” commercial-plenty magazines and continues to be a beneficial standard – but unfortunately, it is financially inaccessible to many categories of readers, unlike during the soviet period.

The conflict of values is revealed in *women's magazines*, as well as in magazines specializing on a *moral and psychological subject*. Having won popularity by appealing to a human inner world, to the sphere of feelings and experiences, and discussing psychological problems and difficult life situations, magazines declare their aspirations for independence and self-development as the woman's main resource. Quite often they mistaken as a feminist mouthpiece. But a careful analysis of these texts leads to the conclusion that, according to magazines, the internal harmonious state can be reached by a woman provided that she is able "to get along" with people around, and most importantly, with men. Often it occurs by means of psychological manipulations rather than as a result of psychological competence, independence, and inner dignity (ibid: 90–92).

The analysis of "*Psychologies*" (as well as many lifestyle editions) testifies: by discovering and promoting new problems to the masses, and shaping psychological and household culture, authors quite often create situations where the traditional values of domestic culture conflict with authors' recommendations. As a result, crisis situations become even more confused. At the same time, we cannot help but recognize that a "serious gloss" is definitely necessary for the audience – at least, this is an address to the subject that is extremely important but is often deprived of media managers' attention.

One more segment of journal editions is *press on pedagogic and education issues* – a large group that directly addresses social problems. Taking this segment as a typical example, it is possible to state that the character of branch problems covered by the press, and the dynamics of reforms in it, have a direct connection.

Thus, problems of education are widely discussed both in general political and in specialized press, however, this issue remains one of the sharpest and most unresolved issues despite all efforts. There are a lot of special editions dedicated to education in Russia – more than one

hundred newspapers, magazines, almanacs, bulletins, appendices, and collections. The extensive network of pedagogical editions in its key parameters was developed in the soviet period. In this segment, new types of editions appeared, but in general the pattern remained successive. The prevalence of magazines is noticeable, and there are some newspapers as well, along with some information bulletins and magazines catalogs that perform the function of efficient informing, and are published mainly by official bodies. The biggest share of editions is made up of magazines on school problems – methodical editions for teachers, and new generation professional and technological editions dedicated to alternative education. Non-teacher school workers also have their own types of magazines. Scientific and pedagogical editions, scientific bulletins of educational institutions, newspapers of educational institutions (corporate, educational, informal), and popular scientific magazines paint a colorful and varied picture. Almost all of them apply to a professional environment. Among them, there is no edition addressed to wide audience in which major all-national problems are comprehensively covered from a general society standpoint – no such edition that would be popular and modern.

Should this system be considered optimal? Does it correspond to those problems that our national education faces in the new century? It is hardly ever so. The typological structure of the pedagogical press isn't balanced, though, at first glance, it seems rather versatile. What matters is that this structure, developed long ago, reflects the traditional concept of education. For 80–90%, it is “customer” – the state – professional press, which reflects intra corporate, narrow-group interests. They do not always coincide with national ones. If interesting, and attention worthy, publications only appear in the professional press. They simply don't reach a wide audience and remain unknown. In the national press, authors

of texts and concepts are also the subjects of mainly pedagogical activity. The voice of the public is obviously not audible enough. But it is important not to forget that education is a national problem.

Let's pay particular attention to new editions in the structure of the pedagogical press. Editions serving the market of educational services, or business education, for example, have recently appeared and are actively developing – i.e. such editions that satisfy the solvent demand of audience. One of the most commercially successful groups of magazines is for parents. Problems connected with parenthood are acute within any era, but at turning points in history, the relationship between generations has always found some special sense. Special magazines for parents are necessary, but for many years, magazines for those who were engaged in the education of children because of their job position, according to professional status, were published (and continue to be published), and people closest to a child, parents, remained without their own special edition. Only one magazine tried to depict this sphere of relations – “*Semya i Shkola*”. In the 1990s, several new magazines appeared at once, and they continue to appear, while their profiles amplify. In all of them, there is a somewhat identical set of main sections: these are the problems of daily child care, preparation for a child's birth, children's health, inner family relations, education, and upbringing. The volume of information is inversely proportional to the age of the children – a great deal of information about babies, less about teenagers. It occurs because more attention is paid to childcare which, naturally, small children demand most; the same age group is the most commercialized one.

Another layer of information is connected to the participation of parents in children's familiarization with social and cultural values, and with child identity training and development. Children at this level of parenthood are not only the object of caring, but

a boast, a prestige element; their progress is the consolidation of their own social positions (Kon, 1988, 1989; DeMause, 2000). The aspiration to provide food-dress-shoes “in a proper way”, daily care, sometimes heroic efforts in creating normal living conditions for children, often leads to inner meaning of this work escaping. Care for the child leaves out the other world. But parenthood is not only material care for the child. Is it reflected in the substantial concept of editions? This question has no definite answer. Our magazines about parenthood are magazines only for a small portion of the greater audience, i.e. a group capable of spending a considerable sum of money. No matter how good magazines are, how well they adhere to new humanist views on parenthood, or how successful a new business model they use – they reflect only a small range of parenthood problems in modern Russia. The large part of burning issues remains out of coverage, because they are beyond the concepts determined by an advertising strategy. Therefore, there are no bases to be under a delusion that the abundance of such editions successfully solves social problems.

A similar situation can be observed in groups of family, youth, leisure, and gender focused editions. Brightness of counters can not hide the substantial imbalance of the journal market despite of all its branching and high competition in separate clusters. Here, the competition of advertisers for audience resources is observed but not the competition of ideas and values in the most important questions of life. Today the victory is won by consumer values, not humanitarian ones, understood as priorities of life-purpose and meaning.

Summarizing the results of journealese periodical press market monitoring, it is necessary to emphasize: the question of values is actual for all of them – in fact, it is the central problem of all humanitarian problems. Distinctions of a humanitarian agenda are

predetermined not just by the typology of editions. Humanitarian values, according to which an agenda is built, are not yet formulated by Russian society as a certain general ideological platform that allows setting national objectives for human development. Value discrepancies seriously influence the communicative strategy of various mass media making responses to resonant events that are diametrically opposite. Audiences of these forms of mass media don't strive for understanding and consent. The situation in which "we and they" counteract splits society and actually interferes with the formation of a general anthropocentric paradigm in the Russian media-space.

Let's sum up the review results. Magazines have particularly favorable opportunities for the realization of a humanitarian agenda. The practice of news information-and-analytical weeklies seems to be the most effective of all printed media, all typological niches being different in their completeness, integrity, and emotional adequacy, aiming to find solutions through problem setting. Specialized mass media of social orientation makes up a heterogeneous and inconsistent picture: such problems conflict with the advertising content and declared substantial concept, and a contradiction between subjective and functional components of content, and a conflict of values, etc., take place here. As a result, a set of questions existentially important for the audience, the answers to which it has the right to look for in these editions, only complicate the readers' life situations and ideologically disorient them.

Finishing the review of a magazines practice, from positions of their compliance to humanitarian values and estimating such practice – both current and previous – considerably in a critical way, we believe that the potential for journalism and mass communication to positively influence human development in Russian journalism is not exhausted to a large extent. Sharing

the viewpoint on the “considerable potential of this process [developments of civil institutes. – *T.F.*] promotion in mass media within the general population” (Vartanova, 2010: 29), we emphasize that this optimism is based on the evidence of long-term mass media research studies, and their data shows: the situation changes, society and journalism turn to the understanding of humanitarian problems and understanding their role in social development. It is rather slow process, burdened by various circumstances, but it does go on.

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