

Newspapers and magazines of Russian million cities: Role in media system, main peculiarities, factors of development

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Abstract

The article presents the results of a sociological study that analyzes the media system of some of the largest cities in Russia. The research is emphasized on 13 cities with a population of over one million people. It details the place of printed media among all others and highlights relevant structural, thematic and functional characteristics of this exact type of media. The study, which involves more than 400 newspapers and magazines, provides a detailed analysis of all the main demographical, economic, social and cultural forces that form the media system of these cities. This makes it possible to identify the average structural model of the modern press in million cities.

Keywords

Media system of million cities, Russian mass media, newspapers and magazines, urban press.

Introduction

Peculiarities of the Russian media system are stimulated by a whole range of factors defined by specifics of Russian history, political culture, ethnic culture and structure of the society, and a number of other nationally determined features. Among the main peculiarities Russian researchers underline some, such as significant territory and low density of population, which considerably creates

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problems in distribution of printed media and turns television in dominating mass media in Russia (Vartanova, 2015). Altogether, understanding the development of contemporary Russian mass media requires general comprehension of theoretical frames within which media research is currently being made. Russian media researchers frequently use the sociological instruments to conceptualize changes happening in the media, as well as to forecast new trends in the process of transformation (Vartanova, 2015). Meanwhile, problems of development of the media are still at the periphery of scientific discourse, which prevents formation of an aggregate picture (Kolomiets, 2015).

Relevant studies underline that mass media is a complex phenomenon that is determined politically, socially, economically and anthropologically by external factors (Dunas, 2017). At that, a close interaction between changes in society takes place, and many social processes influencing the development of modern societies mingle together, such as increase of social disparity, uneven global and regional economic development, growing multiculturalism of societies, and mobility of labor market (McQuail, 2014; Vartanova, 2013; 2015; 2018). The modern society is defined as mediatized, and the research proceeds to comprehend fundamental issues of relations between mass media, culture and society (Gureeva, 2017). According to the researchers' opinion, we need to understand which motivations influence the nature and development of media. Besides, it is important to determine and systematize the main drivers of development of the media and factors influencing them (Demina & Shkondin, 2016; Vartanova, 2018; Vyrkovsky, 2010).

The main goal of the study

Therefore, the main goal of this research is to study the media system of 13 Russian cities with over 1 mln inhabitants (except multi-million cities Moscow and Saint Petersburg), conditions and factors that influence the establishment of the media system, its key characteristics, the content, the role of various media in shaping the media image of urban life, and its perception by the audience. Among such cities are: Volgograd, Voronezh, Yekaterinburg, Kazan, Krasnoyarsk, Nizhniy Novgorod, Novosibirsk, Omsk, Perm, Rostov-on-Don, Samara, Ufa, and Chelyabinsk. Currently, the population of these cities altogether exceeds 30 million people and keeps growing. The status of the cities with over 1 mln inhabitants allows participating in a greater number of federal programs and projects, as well as promotes the investing attractiveness of the city, which in total creates the more favorable climate for development of the media space.

The project is run by the Department of Periodical Press and the Laboratory of Actual Problems in Journalism. It continues the ambitious

research of newspapers in Russian medium cities and towns, which started in 2013¹.

Novelty of the presented research is largely defined by the fact that the media system of million cities was first studied in the context of a general demographic, economic and social-cultural state of cities with over 1 mln inhabitants, as well as regions where they represent administrative centers².

Significance of this complex study is explained by the fact that cities with over 1 mln inhabitants play a great role in the development of Russia, because these are places of concentration of the main economic, scientific, intellectual, educational and cultural resources of the country. These are centers of large agglomerations, which greatly influence the processes occurring in the country. Megacities are important not only for urban agglomeration, but for suburbs as well, because these are centers of public, economic and cultural life of the whole region. Megapolises embrace scientific centers, universities, and leading cultural institutions (creative unions, theaters, museums, archives, libraries, etc.), institutions of healthcare, trade, and a developed transport infrastructure. Such cities are pioneers of technological breakthroughs in science and production; here innovative projects of various natures are born, tested and realized.

The research object is the periodical press market of Russian cities with over 1 mln inhabitants.

¹ During the first stage of the study, editors and journalists from 66 newspapers, representing 26 of all 85 subjects of Russian Federation, were surveyed. Their positions according to the wide range of issues related to the state and development perspectives of local press were obtained. We have analyzed functions, content, genre structure, convergent processes, relationships with the audience, a founder and an owner; status and economic status of publications; personal situation; problems and ways of development of the local press. See: SVITICH, L. G., SMIRNOVA, O. V., SHIRYAYEVA, A. A., & SHKONDIN, M. V. (2014). *Gazety srednih i malyh gorodov Rossii v 2010-h gg.* [Newspapers of middle and small town in Russia in the 2010s]. *Moscow University Journalism Bulletin*, 5, pp. 3–25; 6, pp. 52–72; SVITICH, L. G., SMIRNOVA, O. V., SHIRYAYEVA, A. A., & SHKONDIN, M. V. (2015). *Gazety srednih i malyh gorodov Rossii v 2010-h gg. (rezul'taty oprosa redaktorov i zhurnalistov)* [Newspapers of middle and small town in Russia in the 2010s (results of the survey among editors and journalists)]. Moscow, MSU Faculty of Journalism.

² See: SVITICH, L. G., SMIRNOVA, O. V., & SHKONDIN, M. V. (2016). *Issledovanie krupnyh gorodov Rossii: Resursy mediasistemy* [The research of big cities of Russia: Resources of the media system]. In: *Journalism 2015. Informational potential of the society and media system resources: Materials of the International Scientific-Practical Conference*. Moscow, 6-7 February 2016. Moscow, MSU Faculty of Journalism, MediaMir, pp. 221–222.

The main research questions are:

- What peculiarities does the press structure of the cities with over 1 mln inhabitants have?
- What are the main characteristics of newspapers and magazines of these million cities?
- How do the million cities influence the life of regions, especially in terms of providing citizens with the information on regional and city events?
- How much do the structure and content of the million cities' press depend on infrastructural factors of urban and region development?
- What are the main factors of development of newspapers and magazines of cities with over 1 mln inhabitants?
- Is it possible to elicit an average structural model of modern press in the million cities?

This article does not cover any other aspects of newspapers' functioning and content, though they are important for understanding the state of media landscape. Some of them have already been analyzed in other publications of the authors (Svitich et al., 2015; 2016; 2017), the others will be considered later.

Methods

The robust research of the media system of cities with over 1 mln inhabitants is impossible without considering the peculiarities of each city. We are of the opinion that the basic approach should be the modern approach used for urban science and sociology, which embraces the complex of territorial-residential, administrative, economic, social-demographic and social-cultural contexts. In this project, it is necessary to emphasize the information-communication component of functioning of a modern big city. For a reason, while describing and analyzing the media sphere of the city in scientific publications such terms as 'media space', 'media landscape', 'media picture', 'media life', 'media behavior', 'media practices', and 'media citizen' are used. The media resource is the most important factor of functioning and development of a city and vital activity of its population, which has not yet been fully realized.

In structural and functional context, the media system should be adequate to parameters of the city, characteristics and needs of the population as the potential media audience. First foreign and then Russian researchers introduced the term 'mediapolis' in the scientific rotation. A mediapolis is a media projection of a city representing the variety of spheres of its life, information-communication objects, social classes and groups. The concept of the 'media city', which emphasizes the definitive role of media technologies in the dynamic process of establishment of the modern urban space, and also analyzed the

close interaction of media technologies and urban development, effects of deterritorialization, destabilization of traditional coordinates and stability of urban forms initiated by development of electronic and digital media, becomes more and more vital (McQuire, 2014)

In the first stage, the data were collected on the main characteristics providing the image of the actual situation in regions and cities, and on which backgrounds depending on demographic, national, spiritual, economic, ecologic, educational, and cultural modus should mass media system be built, including newspapers and magazines, their concept, communication strategies and models³.

The second stage of the research, performed in 2017, included sociological research of the content of newspapers in the million cities under several important categories and features, among which are the following: theme, problematic, genre structure, authors, subjects of opinion, sources of information used in publications, objects of publications, nature of titles and illustrations, types and topics of the official materials, type and nature of advertisement.

Factors of formation of the media system of million cities

The urban social space is in great demand of a mass informational interaction that would be mediated through routine and new media. It needs relations of openness and publicity as within the framework of the urban society, so as on the national and global scale. Therefore, the media sphere of the big city absorbs the information resources of all the mentioned levels (Demina & Shkondin, 2016; Shkondin & Zamotina, 2016).

The urban media system is aimed at creation of the optimum media space that would provide mass information relations between all the social subjects: personalities, different communities representing spheres of culture, economic, political, scientific and other types of activity. Basically, this is the public dialogue on an urban-wide scale. The result of such information interactions is creation and continuous update of the information potential of the urban

³ The main sources for collecting information on the infrastructure of million cities: http://www.gks.ru/wps/wcm/connect/rosstat_main/rosstat/ru/statistics/publications/catalog/doc_1138631758656; Sites of city and regional administrations: Volgograd <http://www.volgadmin.ru/ru/>; Voronezh voronezh-city.ru pgu.govvrn.ru; Yekaterinburg ekburg.ru екатеринбург.рф; Kazan <http://www.kzn.ru/> <http://prav.tatarstan.ru>; Krasnoyarsk admkrsk.ru; Nizhniy Novgorod нижнийновгород.рф; Novosibirsk novo-sibirsk.ru; Omsk admOmsk.ru омск.рф; Perm gorodperm.ru; Rostov-on-Don rostov-gorod.ru; Samara city.samara.ru; Ufa ufacity.info; Chelyabinsk cheladmin.ru

society, which absorbs intellectual and innovative possibilities of the city, as well as the resources of national and global nature.

Furthermore, the increasing mediation of the public space reveals problems that are caused by the fact that the social benefit is often limited by possibilities related to commercial considerations of media profitability (McQuire, 2014). Such business logics may, on the one hand, stimulate the development of the urban media space, but on the other hand, it may to some extent decrease the effectiveness and the quality of the urban communication.

This influences the media picture of the city that is born in the minds of citizens. Not always it embraces all the spheres of their life activity and provides information interaction between all the social subjects: the personality, separate social structures – economic, political, administrative, etc. Publicity of the urban life is characterized first by a certain level of information relations between social subjects where the audience has the possibility of continuous mastering all the main information resources that represent conditions of life activity of the city and its environment, the most important innovations and problems of social life of the city (Shkondin, 2016).

The complex of media present in a certain big city demonstrates a structural plurality, within which there exists a certain distribution of labor in the all-city mass information process. Meanwhile, media is characterized by a specific uniformity of type:

- a unified social community that participates in mastering of the information potential actual for citizens of this city;
- a unified social community that participates in creation of information potential;
- a unified functional integrity (model), related to provision of certain information relations between subjects of the urban life, which create information resources that characterize the objective conditions of city life, as well as new ways of solving existing problems and developing the urban society.

Large cities differ from medium and especially from small ones not only by territory and population, but also by social-demographic, social-cultural and economic characteristics. Due to huge territories and high population, million cities have more complicated administrative structure, which also needs information-communication provision (Golosheikin & Motovilov, 2009; Zatsepilin, 2006).

To a great extent, this function is still running by newspapers of general interest (in Russia, they are traditionally called social-political). In fact, currently these are not political issues in a general sense, but newspapers of urban issues

and city-wide significance. As a rule, they are published by the bodies of state urban administration. Nevertheless, their actual designation is not to 'serve' the administration in an informative way, but to provide the citizens with the effective communication, which would stimulate the development of the city. It happens so, that such issues simultaneously have a status of regional affairs, and should provide the involvement of the urban society into all-regional context, and through publication of certain content – to all-Russian context.

Foreign and domestic researchers denote the historically established peculiarities of forming the identity and solidarity of million cities' citizens. While in small towns and rural settlements it is based on blood and neighbor relations (communality), in large cities it is based on similar attitudes and interests, same outlook, social relations, production, etc.

In million cities, due to peculiarities of their development, the demographical composition of the population (gender, nationality, etc.) is more heterogeneous; professional composition is more varied due to multi-aspect nature of activity. Therefore, along with universal issues provided to the mass audience, there is a need in segmentation of the media market, in issues that would be designed for narrower ('niche') target audiences, as the social structure of large cities is quite dynamic.

Million cities provide ample opportunities for getting education. That is why the educational level of the population here is higher, which inevitably creates conditions for keeping the demand for qualitative periodicals. Sociological studies of the audience show that in Russia the number of readers of qualitative media makes only one fifth of the total newspaper-reading audience. And still, it is worth mentioning that qualitative newspapers are demanded particularly by citizens of million cities who are well educated and perform not only executive labor, but a range of managerial duties as well. Apparently, large cities offer a greater variety of work positions, including managerial ones. We should also add that cities with over 1 mln inhabitants always include major research centers and universities, which create the environment for publication of scientific and popular science journals.

In cities with over 1 mln inhabitants, the level of computer science and Internet spread among the population is also very high. Consequently, million cities provide wide possibilities for new media development, which is extremely demanded by the younger part of the audience (Svitich & Smirnova, 2016).

The demand of business and corporate press in million cities is explained by the developed structure of industry and financial-economic activity. Trade markets, service industry, and consumer demand are actively developing in these cities; that is how the prevalence of advertising and advertising-informational press stipulates (Makeenko & Vyrkovsky, 2012; Vyrkovsky, 2010).

The social-cultural factor is very important for functioning of the media system. In the context of development of the cultural level, citizens in these cities have certain benefits: more educational, cultural and artistic institutions. In this regard, the demand for issues of the corresponding trend is fixed.

One should also mention that in million cities the percentage of migration from small towns and rural settlements, other regions and countries, is quite high. This actualizes the participation of mass media in social-cultural integration of migrants. This factor also promotes the emergence of issues for the audience of ethnic diasporas.

Million cities are characterized by a diversity of citizens' lifestyles and leisure activities typical for different classes and groups. This is also a promising thematic trend for urban media.

Therefore, on the whole the social-cultural environment of a big city is extremely heterogeneous. This is demonstrated as by value pluralism, so as by the presence of various subcultures, which should also be considered by mass media (Sabirova, 2012).

The main results

Summarizing the above provisions on peculiarities of the media system of the big city, we should underline the need to study the media system of cities with over 1 mln inhabitants and diversity of its components. Within the realization of the research program, we studied infrastructural factors of formation of media systems in all 13 cities with over 1 mln inhabitants, as well as characteristics of 403 periodicals chosen. To study the collected data, we used methods of correlation and factor analysis. Besides, using the sociological method of content analysis, we studied content-related characteristics of 18 city newspapers. Around 30 thousand publications were coded, including: 30% – journalist texts, 47% – illustrations, 6% – official materials, 17% – advertisements. This article provides the results of the first stage of the study and profound analysis of the issues⁴.

⁴ Project managers M. V. Shkondin, O. V. Smirnova. Authors of the program and research documents: L. G. Svitich, O. V. Smirnova. Research participants: V. N. Boiko, N. N. Zamotina, A. A. Novak, T. Ju. Poreckaja, I. A. Rudenko, Z. P. Simonova, T. E. Uzunova, Ju. S. Uzunova. Econometric analysis of the research data was performed by S. A. Vartanov. While revising the lists of publications, employees of faculties and departments of journalism of several universities of million cities participated: A. V. Mlechno, V. V. Tulupov, B. N. Lozovskij, S. K. Shaihetdinova, Ju. A. Govoruhina, O. N. Savinova, I. M. Pechishhev, V. V. Smeyuha, V. N. Simatova, A. A. Galljamov, L. P. Shestyorkina.

The map of the media system of cities with over 1 mln inhabitants presumed the quantitative analysis of all city media including newspapers and magazines, TV studios, TV channels and radio stations, as well as press agencies, media holdings, publishing houses, Internet media and online versions of printed media. The general data on the media system in absolute numbers are provided below (see *Table 1*).

Table 1

Media system of cities with over 1 mln inhabitants

City	Newspapers	Magazines	Press	TV	R	TV+R	Total	Population (thous., 2014)
<i>Media leaders</i>								
Novosibirsk	101	171	272	16	15	31	303	1 548
Nizhniy Novgorod	202	59	261	13	45	58	219	1 264
Omsk	35	246	251	11	31	41	292	1 166
Yekaterinburg	82	91	173	7	38	45	218	1 412
<i>Media middles</i>								
Kazan	58	60	115	26	27	53	168	1 191
Chelyabinsk	64	50	114	20	31	51	165	1 169
Samara	54	60	114	25	25	50	164	1 172
Rostov-on-Don	80	36	116	18	25	43	159	1 110
Krasnoyarsk	56	57	123	12	20	32	155	1 036
<i>Media littles</i>								
Volgograd	46	46	92	18	23	41	133	1 018
Ufa	59	23	82	18	27	45	127	1 097
Perm	58	15	73	19	29	48	121	1 026
Voronezh	38	23	61	8	20	28	89	1 014

Therefore, three groups of cities were obtained and combined by indexes of number of mass media:

- media leaders (Novosibirsk, Nizhniy Novgorod, Omsk, Yekaterinburg) – 200 to 300 media;
- media middles (Kazan, Chelyabinsk, Samara, Rostov-on-Don, Krasnoyarsk) – 150 to 170 media;
- media littles (Volgograd, Ufa, Perm, Voronezh) – less than 130 media.

Of course, the number of mass media directly depends on the number of

population: most media leaders have the highest indexes of population. Meanwhile, the analysis of dependence on other factors, which were also revealed during the study – economic, educational, cultural, etc., showed a weaker correlation.

In cities with over 1 mln inhabitants, we found a significant number of media holdings, press agencies, publishing houses, which important components of the urban media system have also been found. Therefore, it can be said that in big cities the media system is rather wide, diverse and is represented by different types of media. Still, the subjects of our study in this stage, as it has already been mentioned, are newspapers and magazines, which structure and place in the media system we will analyze. The sampling included only recently published issues, data on which were revised by our colleagues from regional universities. Besides, the list of issues included in sampling turned shorter than the list of the officially registered issues, due to the fact that we studied newspapers and magazines with circulation over 1000 copies, and corporate and serial periodicals were not included in sampling (e.g., scientific journals). Therefore, from 1733 registered printed media we managed to obtain information on 403 periodicals.

Based on the previously tested methodic, we developed the passport of the media and the codifier for analysis of newspapers that included different categories and features of periodicals (name, place of publication, locality, territory of coverage, publication type, periodicity, format, publication volume, circulation, the presence of insert and application, color and price of the publication, language, publication nature, thematic, type of prevailing functions, availability on the Internet, form of property, audience type, the number and date of state registration, the year of foundation). Providing the main results of the study we would like to begin with the results of the analysis by publication type (see *Table 2*).

Table 2

Publication type	Average with respect to the block of the sampled periodicals		Average for one city (abs.)
	Abs. N=403	%	
Newspaper	179	44.4	Newspaper
Magazine	214	53.1	Magazine
Other	10	2.4	Other

The characteristics of the actually published periodicals in cities with over 1 mln inhabitants, provided in our sampling, in 44 cases out of hundred represent newspapers, and in 53 cases – magazines, the rest are other types of periodicals, e.g. almanacs. On average, one city has approximately 30 periodicals, including 14 newspapers and 16 magazines.

Prevalence of magazine products in the media market is a feature of new times, when there were created many niche publications aimed at different specialized groups of audience. In the 1990s, due to mass increase of the number of printed press, along with state media many municipal and private were established. This was especially noticeable in million cities where, as we have already said, many different audiences were presented along with different spheres of economy, culture, science, leisure industry, etc., and where financial conditions are favorable and the advertising market is quite developed, as against small towns.

Obviously, regional media prevail in locality terms, because these cities are the administrative centers of the federal subjects (republics, krays, and oblasts). The sampling includes two republics – Tatarstan and Bashkortostan, three krays – Permsky, Krasnodarsky, Krasnoyarsky, and 8 oblasts.

On average, among the periodicals chosen for sampling there were found 2 federal, 22 regional, and 6 city ones. It is worth mentioning that on the republican and kray level, magazines are prevailing, while on the oblast level the ratio of newspapers and magazines is equal.

The *Table 3* provides the information on periodicity of the researched periodicals.

Table 3

Periodicity	Average on the block of the sampled periodicals		Newspaper %	Magazine %	Average for one city (abs.)
	Abs.	%			
Weekly 5–7 times a week	7	1.7	1.0	0.2	Weekly 5–7 times a week
3–4 times a week	6	1.5	1.0	0.2	3–4 times a week
2 times a week	15	3.4	3.2	0.2	2 times a week
1 times a week	94	23.3	21.1	2.0	1 times a week
2 times per month	22	5.5	4.0	1.5	2 times per month
1 times per month	127	31.5	7.7	23.6	1 times per month
1 in 2 month	24	6.0	0.2	5.7	1 in 2 month
1 in quarter	59	14.8	1.2	13.4	1 in quarter
Undefined periodicity	8	2.0	0.7	1.0	Undefined periodicity
Other periodicity	2	0.5	0.0	0.2	Other periodicity
Not defined	6	1.5	0.7	0.5	Not defined

The results of the study show that the share of daily newspapers (i.e. issued 3 to 7 times a week) makes 3.2%, and usually this is one periodical. On average, one city has 12 newspapers that are published two times a week, and 7 weekly editions. Most of all, monthly magazines are popular – approximately 10 periodicals per city. Also, on average 2 magazines are published once in two months, and 5 – every quarter. Therefore, periodicity of printed media is very diverse, ranging from daily to quarter, while leaders among newspapers are weeklies, and among magazines – monthlies. Among all sampled periodicals, those with monthly periodicity prevail.

The results of the analysis of formats show the following: formats A2 and A3 are the most common; their shares are 42% and 34%, respectively. Newspapers are mostly issued in the format A3 (29%, on average 10 periodicals per city), and magazines in the format A4 (35%, on average 13 periodicals per city).

Trends related to a recent-decade spread of free printed media have certainly influenced cities with over 1 mln inhabitants, which fact is verified by the results of our study. The share of free periodicals among all chosen newspapers and magazines makes more than one third (around 36%), and on average per city – 11 newspapers and magazines. Nevertheless, it should be remembered that the share of paid periodicals is rather significant and makes more than a half (53.6%), which on average makes 17 printed media per city. We should also mention that among paid periodicals magazines prevail – 31.8% (if compared to paid newspapers, which share makes 23.6%).

In the context of thematic of media, an interesting result for us is that in million cities there are twice more media on special topics than universal ones (74% and 26%, respectively). As a result, among analyzed newspapers and magazines, the city on average has 8 periodicals on universal topic and 23 periodicals on special topics. Among universal periodicals newspapers openly prevail, among special ones magazines prevail with greater frequency (magazines on universal topics make only 6.9%). It appears that for million cities this is typical due to differentiation of the audience, its needs and interests. Besides, what is important in this context is the factor related to economic and intellectual resources of large cities, which have significant possibilities to satisfy the media needs of the audience. The detailed analysis of printed media topics is provided in *Table 4*.

Table 4

Prevailing topics for specialized periodicals	Average among the sampled media		Newspaper %	Magazine %	Average number of periodicals for one city (abs.)
	Absc.	%			
Business, finances	30	7.4	2.7	4.5	Business, finances
Society, politics	20	5.0	4.2	0.7	Society, politics
Leisure, entertainment	15	3.7	1.5	2.0	Leisure, entertainment
Health	14	3.5	0.2	3.0	Health
Culture, art	10	2.7	0.5	2.0	Culture, art
Gardening, landscape	3	1.0	0.7	0.2	Gardening, landscape
Sports	3	0.7	0.2	0.2	Sports
Other	212	53.3	17.4	34.7	Other

An active business, economic, production life of cities with over 1 mln inhabitants without any doubt creates conditions for development of printed media related to the sphere of business, finance, and economy. Their share makes 7.4% (2 periodicals per city on average), and these media take the first place among specialized ones. By publication type, magazines prevail among business media. Meanwhile, among periodicals that specialize mostly in society and politics, newspapers prevail, which share for one city makes from 1 to 2. Following these are periodicals specializing in leisure, entertainment, health, sports and culture – approximately one periodical for each trend in every city.

A weighty share, as demonstrated by the analysis of the category ‘other’, is magazines where key topics are science and education. This is explained by the fact that million cities usually have many educational institutions and scientific centers. Other spheres of life, such as householding, gardening, construction, repair, transport, recruitment, family issues, etc., are also represented but in fewer media. The results show that cities with over 1 mln inhabitants have periodicals nearly on every specialization. Therefore, needs of readers in big cities are generally satisfied. And yet, comparing certain urban media systems with infrastructural factors requires the more detailed analysis, which will be performed in further stages of the study.

Among leading functions, the following were identified: informational (35% of printed media), advertising (28.5%) and informational-analytical

(28%). The middle zone (10%) is taken by periodicals performing educative, scientific and popular-science functions (altogether 11.5%). Media that perform entertainment functions make 6%. We found quite few periodicals that perform strictly analytical tasks (only 1.5%), which correspond to decrease of the level of analysis of the modern Russian media.

Therefore, the functional model of newspapers and magazines in million cities is diversified, and it can be said that the model has the following approximate structure: 11 informational, 9 informational-analytical and advertising (informational-advertising) periodicals, 3 educative and scientific (popular-science), 2 entertainment and 1 application media.

It has already been mentioned that the Internet is widely spread in million cities. That is why the results of the study showed an intense character of the presence of the researched media in the online environment (Svitich & Smirnova, 2016). Only 4% of periodicals were not present online. At that, 25% of media very intensively use wide possibilities of the Internet. 28% of periodicals have an independent content + PDF of a printed edition + archive of issues, 33% – PDF of a printed edition + archive of issues, 20% of issues have a full-scale Internet version. Herewith, one should note that newspapers more often than magazines have an independent full-scale version of the periodical, and still, in the context of using the possibilities of multimedia, magazines are leading.

Conclusion

We should first state that in recent decades quite a diverse media system, with a great number of different newspapers and magazine, TV and radio stations, local press agencies, media holdings and publishing houses, has developed in cities with over 1 mln inhabitants. As it was demonstrated by the study, maturity of the media system and total number of mass media have a noticeable positive correlation with the population of a city, and a much weaker correlation with economic and social-cultural factors.

Summarizing the analyzed information (at different degree of presence of periodicals in certain cities and the specifics of media systems), we can present a generalized structural typological model of the press of statistically average million cities.

In such a city, approximately 30 printed media are published regularly (except corporate periodicals and small-print media that were not considered during the study). Three groups have been defined: media leaders, where approximately 50 significant issues are published regularly, which were taken for sampling, media middles – around 30 issues, and media littles – around 20 issues.

In each city, 14 newspapers and 16 magazines were identified on average. By their locality, they are represented by regional issues – 22 issues on average. A daily newspaper (with periodicity 3 to 7 times a week) is usually the only one; averagely, 12 newspapers are issued twice a week; around 7 weekly issues were identified. Also, 10 monthly magazines are issued in a city on average. Newspapers are mostly issued in the format A3, while magazines – in A4.

Meanwhile, 8 periodicals are of universal topic, and these are mostly magazines. Nevertheless, most periodicals are specialized – on average 23 media, and these are usually magazines. Around 2 specialized business magazines are dedicated to finances, business, and economics, 1-2 issues review social and political spheres, science, culture, and leisure. The rest of the media represent very different specialization: householding, repair, construction, transport, technique, production and trade union topics, recruitment, trade, religion, family issues, etc.

Speaking of the functions performed in the market of statistically average cities with over 1 mln inhabitants, there are approximately 11 informative, 9 informational-analytical and advertising (informational-advertising) periodicals, 2-3 educative and science (popular science), 2 entertainment, and not more than one media of application nature. Therefore, the functional structure of issues is generally informative, informational-analytical and advertising, commercial with elements of education, scientific popularization and entertainment.

Most issues – on average 17, are paid, but 11 are distributed for free, and these are mainly advertising newspapers and magazines.

The overwhelming number of printed media in million cities exists as in printed, so as in online form. Averagely, 9 periodicals have an independent content + PDF of a printed issue + archive of issues, 10 periodicals – PDF of a printed issue + archive of issues and 5 periodicals – a full-scale Internet version. And on average, 3 media are less or absolutely not present on the Internet.

So, the study has showed that we can speak of a developed, multifunctional, modern structure of newspapers and magazines in cities with over 1 mln inhabitants. It appears that for cities of such a kind these results are not typical due to differentiation of the audience, its needs and interests. Besides, there is a factor of great importance that is related to economical and intellectual resources of million cities that have significant possibilities to satisfy the media needs of the audience.

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