



# **Journalist's Professional Roles: Russia in global context**

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# Theoretical framework

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- ▶ What is the difference between the way journalists see their role and the way they perform their duty in practice? (Donsbach 2008)
- ▶ professional ideology (Cohen, 1963)
- ▶ professionalism (Weaver&Wilhoit, 1996)
- ▶ journalism culture (Hanitzsch&Mellado, 2012; Vos, 2005)
- ▶ three domains of journalism (Mellado, 2014; Donsbach, 2008)

# Main purpose

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- ▶ ...to analyse the presence of different journalistic models in the Russian national press and explanations about their existence
  - ▶ Project “The Journalistic role performance around the globe”
    - ▶ 1 wave: 2012-2013, print media
    - ▶ 2 wave: 2020, print, radio, TV and online media
  - ▶ Content analysis + questioning of journalists
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# 1 Wave: Main Statistics

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- ▶ 18 countries
  - ▶ Argentina, Brazil, Chile, China, Cuba, Germany, Greece, Hong Cong, Hungary, Ireland, Malaysia, Mexico, Philippines, Poland, Russia, Spain, Switzerland, USA
  - ▶ 54 countries planned in the 2 wave
- ▶ 64 outlets
- ▶ 33640 new stories analyzed

# Methodology of content analysis (1 wave)

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week method,  
a stratified-systematic  
sample

557

Moskovskiy  
komcomolec  
MK

Content  
analysis

1397

Rossiyskay  
gazeta  
RG

840

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# Second wave sample

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## ▶ TV

- ▶ Vremia at 21:00 (Pervij Kanal), Segodnia at 19:00 (NTV)

## ▶ Radio

- ▶ Business FM, Rossia 24

## ▶ Print

- ▶ Rossijskaya Gazeta, Komsomolskaya Pravda, Novaya Gazeta

## ▶ Online

- ▶ Gazeta.ru, Meduza

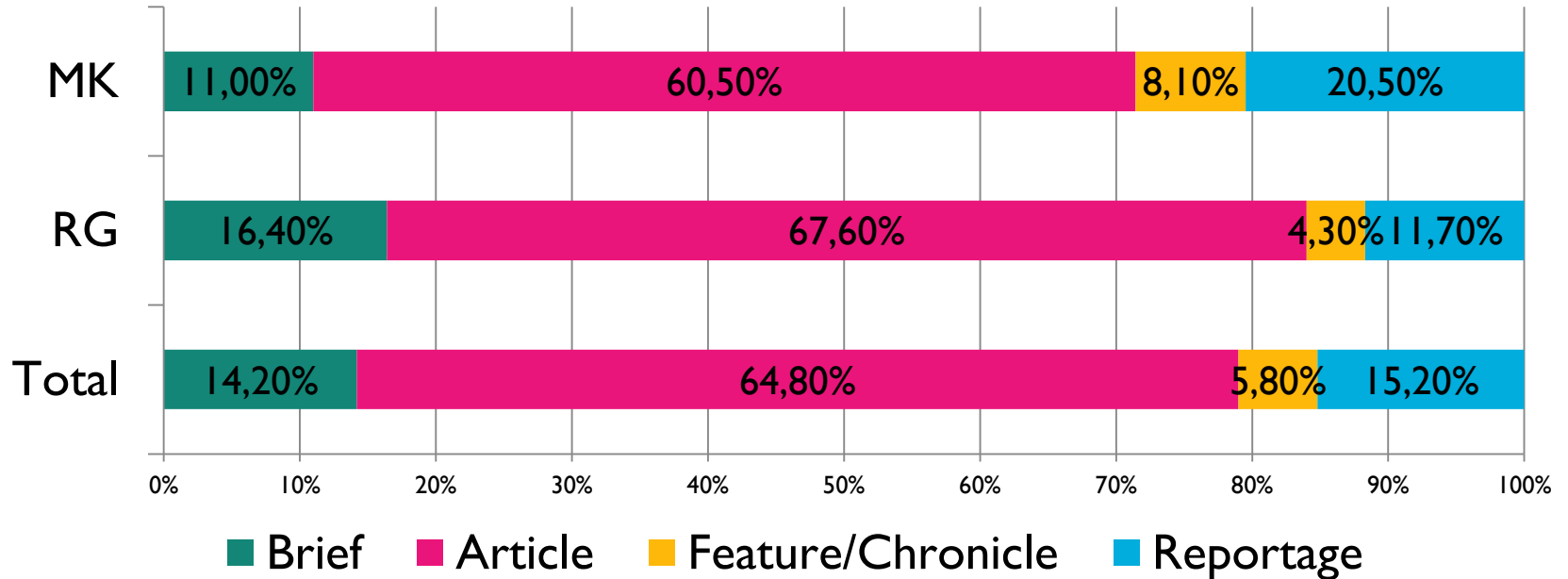
# Coding

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- ▶ General information of the news item.
- ▶ Story characteristics.
- ▶ Sources and reporting methods.
- ▶ Models of professional role performance.

# Type of content

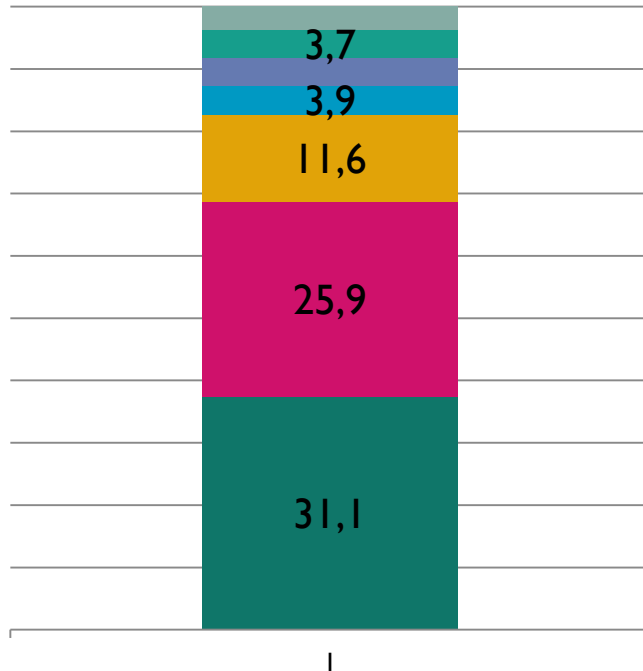
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# Topics

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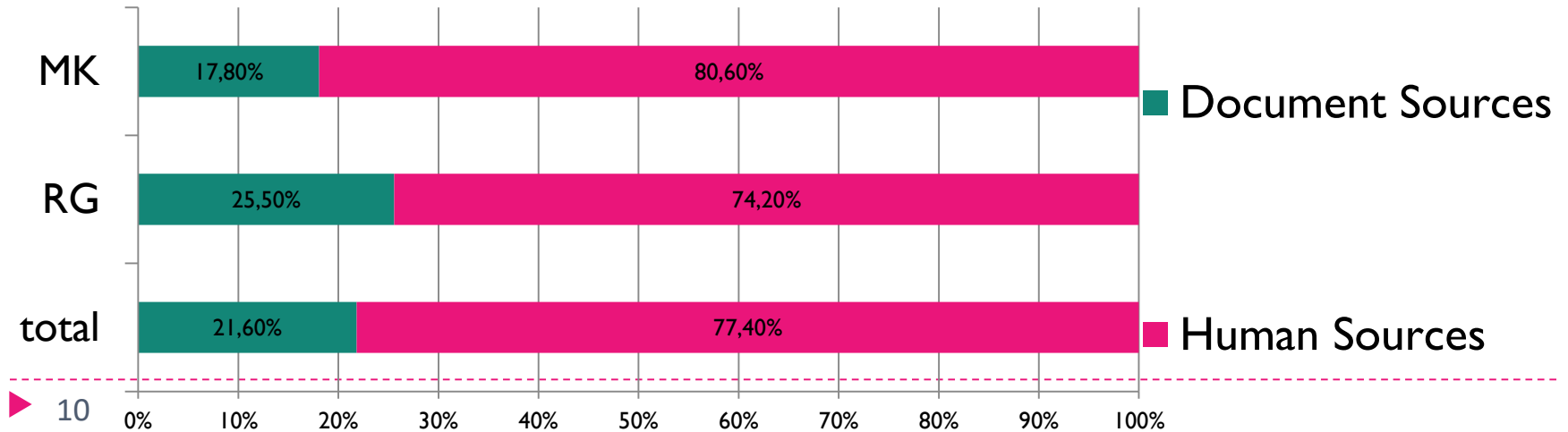


- Court
- Housing/infrastructure
- Economy/ business
- Campaigns/Elections/Politics
- Police and crime
- Others
- Government/Legislatures

# Geography and sources

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- ▶ 2,02 - number of sources quoted in the story
- ▶ Max 3,25      Min 1,12
- ▶ 62,4% – national character
- ▶ 38% - local character

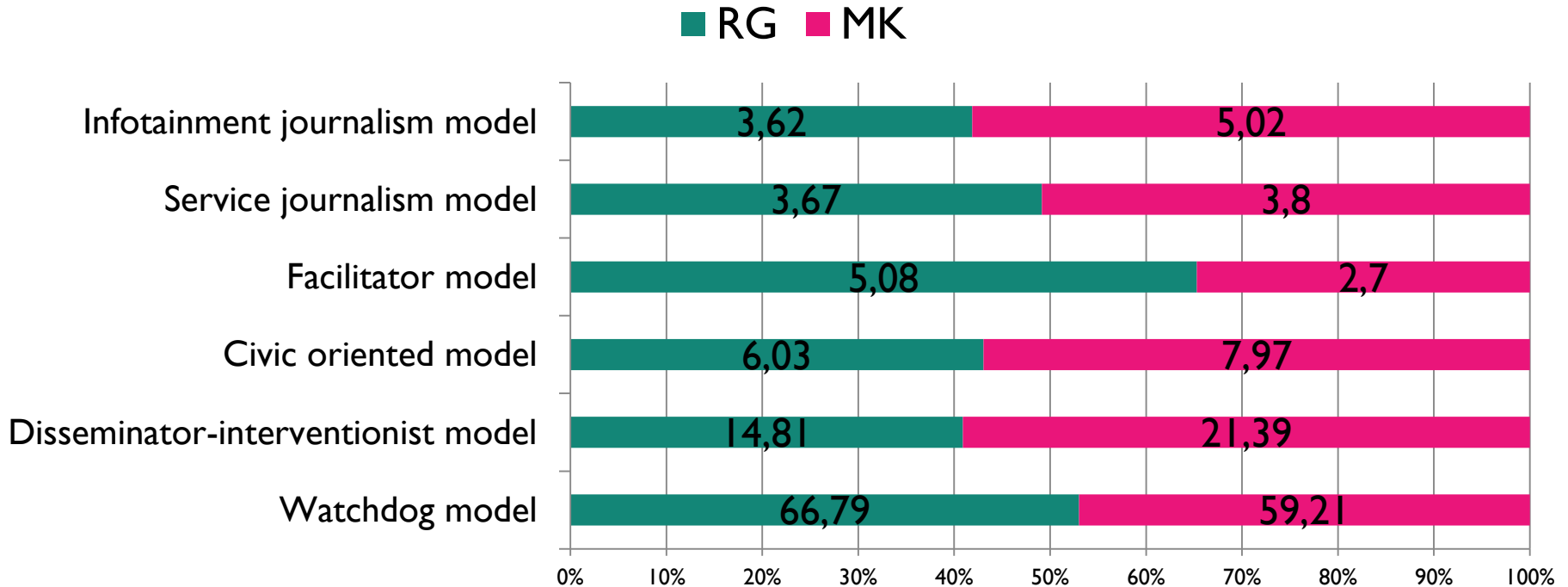


# Professional dimensions

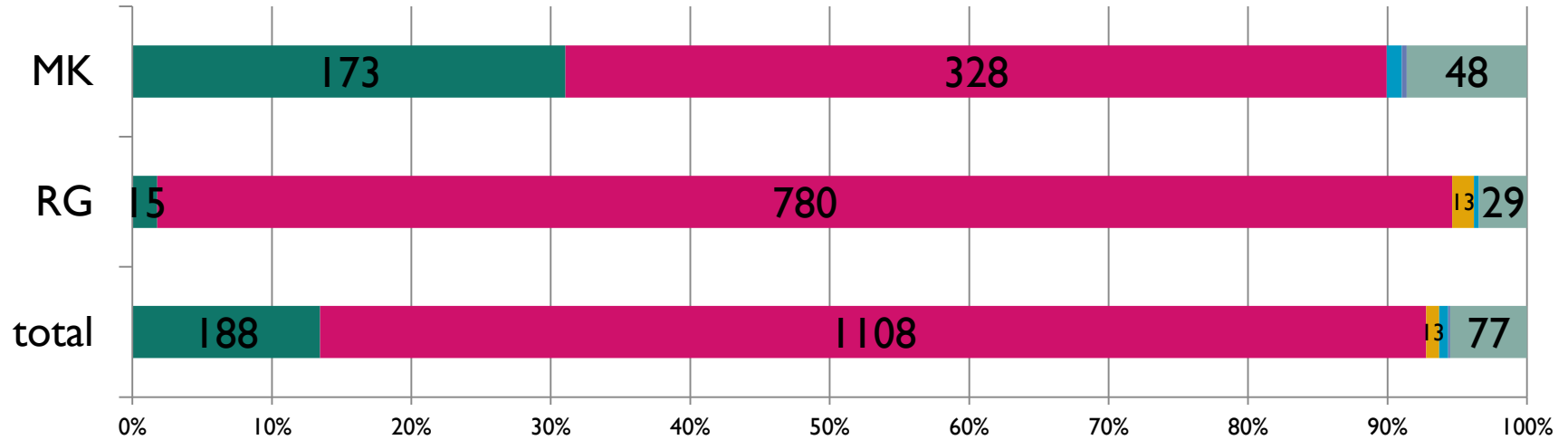
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- ▶ The disseminator model
- ▶ Watchdog journalism
- ▶ Loyal/facilitator model
- ▶ Service model
- ▶ The infotainment model
- ▶ The civic model

# Journalistic role performance



# Predominant model in material



- Disseminator-interventionist model
- Watchdog model
- Facilitator model
- Service journalism model
- Infotainment journalism model
- Disseminator-interventionist and Watchdog models



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Thank you for your attention!

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