

## RUSSIAN AND JAPANESE YOUNGER GENERATIONS IN SEARCH FOR A NEW MEDIA PRODUCT

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The relevance of the study is conditioned by the objective necessity to form students' ability to online and offline behavior in modern media space. The aim of the study is to identify the role of Russian and Japanese younger generations in search for a new media product in the modern society. The article reveals the reasons of decreasing offline publications and analyzes the effects of the sharp increase in demand for tablet computers, which have become the fastest-growing category of personal electronics and displacing readers and e-books both in Russia and in Japan. Based on the Russian and the Japanese experience we made a conclusion that the agenda of regional print media mostly focused on the local life. The reasons not to read the central press by the youth in province is based on the belief that it is too far from the people's common life. The material contains a comparative analyses and forecast, whether the Internet will be able to occupy a niche, which traditionally was belonging to the newspaper. The analysis of the younger readers' behavior is made on the generations' attitude towards media and contains the idea how soon the Internet will be able to completely replace the function of the print media. The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media linguistics, comparative linguistics and pedagogics. The article is considered the features of functioning of mass media influencing on the youth in Japan and Russia.

**Keywords:** Media discourse, print and digital media, online and offline behavior of students, Russia and Japan culture, youth generation.

### INTRODUCTION

The increase in online audience has led to irreversible processes, culminating in the creation of a new business model in order to maintain the profitability of publishing houses. The transition to a paid subscription model has become commonplace, despite the fact that the circulation of paid daily newspapers for some time has been in a state of stability (*Zenith Optimedia*). In 2015 investments in digital advertising increased by 6%, surpassing the volume of a printing advertising (*Carat*): for the first time in Russian mass media history its volume reached \$ 33.8 billion, while online, the figure was \$ 39.5 billion, despite the fact

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that a year ago the digital advertising expenses were \$ 4 billion less than investing in print (eMarketer). For several years, Russia has continued declining in real offline circulation of the most major publications. In the journalistic environment, there is a perception that the age of the print media is ending, as they are becoming unpopular. The main reason - the closure of kiosk networks, the main channel of sales of newspapers and magazines According to the reports of Association of distributors of printed materials (ARPP). The offline circulations decline associated with the migration of readers to the Internet and mobile applications. This trend is confirmed by falling retail «Vedomosti» (2014) edition of 5%, despite the fact that the number of subscribers to the paper version of the newspaper has remained stable. A similar situation occurred with the Japanese media - the world leaders in terms of circulation. According to the Japan Audit Bureau of Circulations, only the April 2015 edition of the Japanese newspaper Yomiuri fell from 10 million to 9.1 million copies (Association of Japanese ABC, 2016). By the time, this edition of Japanese newspapers remains the leader in the world because of the reason lies in the special delivery system of newspapers to the readers on the contract, concluded for several years. The Japanese usually do not buy newspapers on their own each time for some news and important events, and read them at home out of habit. Currently in Japan, there are five known national newspapers, but in 37 of the 47 prefectures of Japan prefer to read regional or local newspapers more often than national majors (Furuichi, 2012). This locality is the strong point of Japanese as well as American newspapers. The local press is of great importance in some states in the US: it is an open secret that decreased voter turnout is due to the fact that it ceased production of local newspapers. In the research, we consider an attempt to understand how the new generation adapts to the consumption of media products in both countries.

The features of media functioning in today's world, the specifics of journalistic creativity, transformation of the Russian media system for a long period and the role of the all-Russian publications to unite the country's information space on the works studied many famous scientists (Zasursky, 2008; Zheltukhina, 2015; Busygina & Zheltukhina, 2015; Fayzullina, 2015; Zheltukhina & Pavlov, 2016; Zheltukhina et al., 2016; Barabash & Shao, 2016; Barabash et al., 2016). To develop mechanisms for analysis tools functioning media sphere and political institutions of Japan, considered in the works of T. Besley & A. Prat, S.J. (2006), S.J. Pharr & E.S. Krauss (1996), H. Pak & M. Keiichi (2010).

The system methodology and technique of studying mass communication in the informatization of society is studied in the works (Budantsev, 1986; Budantsev, 2000). Cultural features of modern texts are reflected in the monograph "Fundamentals of the integrated communications: theory and modern practice" (Mouzykant & Mori, 2016; Mouzykant, 2016). Features of functioning of the new media are reflected in the study "Social media: from vertical to horizontal" (Mouzykant, 2015a, 2015b). In the basic theory of generation, generations generally

follow each other about every 20 years. The main approaches to study the problem of generations is reflected in monographs and scientific articles. Generational theory fully and systematically presented in the work "Generations: The History of America's Future" (Howe & Strauss, 1991). According to N. Howe and W. Strauss (1991) generation values are formed under the influence of events in society and the features of education in the family under the age of 10-12 years, who were born after 1995 and not yet reached the age of eighteen, it has been the object of intense study. It is not just different from the generation of the millennium preceding it but in many ways, generation Z its complete opposite (Fayzullina & Saglam, 2015). Review of publication on the subject showed that the works of domestic and foreign researchers in the fields of stylistics, journalism theory and discourse theory, theory of mass communication and theory of generation formed the theoretical basis of our research.

The aim of the study is to identify the role of Russian and Japanese younger generations in search for a new media product in the modern society. We need to analyze and compare the contents of two national newspapers in Russia and Japan, to find out, which features they have, and to determine the behavior of different segments in the communication field, based on a comparison of the Russian and the Japanese students' audience. The overarching research question of this study were as follows: How can we identify the role of print and digital media in the youth life in the modern society? How does the new generation (students) adapt to the consumption of media products in the time of globalization and post-modernism?

### **RESEARCH METHODOLOGY**

The aim of the research has defined the choice of methods of the analysis. In work, we apply the following methods: inductive, descriptive and comparative, cognitive and discursive, semantic, definitional, functional and stylistic analysis. The methodological basis of work is a system approach. According to the principles of system approach, any phenomenon is considered as integrity in unity of all its communications and relations.

In order to establish which structural and content features are in the analyzed publications was carried out comparative and quantitative analysis (content analysis) of publications from daily quality of Russian daily newspaper "Izvestia" and the Japanese daily quality newspaper "Asahi". The ways of analysis are useful for development of communication theory, linguapragmatics, psycho- and sociolinguistics, cultural linguistics, media linguistics, comparative linguistics and pedagogics.

### **RESULTS**

In our research, we prove a hypothesis that in the time of globalization and post-modernism the new generation adapt to the consumption of media products. We have to identify the role of print and digital media in the modern society.

350 news texts published in the Russian “Izvestia” and 420 news text in Japan “Asahi” served as the research material. This sample is based on the monthly release of publications from December 2015 to January 2016, including a weekly issue as well as issues of the day.

In Russia, the people near and far regions of Moscow prefer to buy and read newspapers, informing them primarily on events and situations in the local life. Nowadays in the Russian province, the demand on central newspapers is relatively low on the reason that the publications are too far from the people’s common life. In support of regional publications, Russian Post and the Alliance heads of regional mass media of Russia (ARS-PRESS) launched a nationwide joint project on the retail sale of regional newspapers and magazines in all 42,000 post offices, which is visited daily by an average of more than 2.5 million people.

No doubt in connection with economic development the importance of business periodicals will increase. In political sector activation, the spread of political life inevitably leads to the emergence of new periodicals, representing the interests of different parties and political movements. In the context of the contemporary Russian media landscape, we can see that Russia faces the global trends such as increasing of investments in digital advertising, the growth of online media etc. However, at the same time Russian electronic media is still very dependent upon traditional media and have to consider different approaches.

As for the Russian language is characterized by writing the text from left to right, the article starts in the upper left corner, and the end, respectively, in the lower right. However, they are divided into vertical columns. The name of the newspaper in Russia, in contrast to the Japanese periodical, permanent and located in the upper left corner of the front page or at the top of the first strip line. Calendar data and number of the issue is placed under the name of the newspaper or in the box on the right. Editorial is usually placed «at the opening of» band to further highlight the title of the editorial gaining bright large clear print. Official materials in Russian media are known to follow the editorial:

1. *Selection* - the material is homogeneous in the topic; it is placed in multiple columns and united by one common title - cap. The collection of mostly small combine informational articles (notes, interviews, reports). A selection at the top or bottom of the strip and is clearly separated from other material. Some collections comprise the frame.
2. *Window* - the article (figure) in the top right corner of the stripes. Window bounces from text bold rulers.
3. *Lantern* - art (drawing) in the center or at the bottom of the strip into two or three columns. The height of this column must be greater than its width paper is separated from other fatty material or curly rulers.

4. *Basement* - an article placed in several or all of the columns at the bottom of the strip. Basement is separated from the previous text line; the basement has a header on the first two or three columns. Basement height should be less than 1/3 or less than 1/4 the height of the strip.
5. *Riser* - article into two or three columns across the strip height.
6. *Area* - article or illustration, placed in one of the corners of the strip, with the exception of the upper right. Corner is separated from the other rulers of the material.
7. *Attic* in appearance mostly like the basement, but placed at the top of the strip and placed in the entire width or multiple columns. It beat off by the following text in bold rulers or enclosed in a frame.

We can see all these characteristics in the Russian official newspaper in the Fig. 1 below.



**Figure 1:** Receptions layout in the newspaper “Izvestia”. March 21, 2016

In Japanese, the text direction is from top to bottom, right to left. Therefore, the article starts in the upper right corner, and the end, respectively, in the lower left. The name of the Japanese newspaper is located in the upper right corner of the front page. In terms of the layout of the newspaper, readers look also pay the legal upper part of the left lower part. In other words, the diagonal part - the upper left and lower right corners of the pages are “dead corners”. Therefore, the basic layout of the Japanese newspapers located photos in the “dead corners”, images or quadrangular column, called «box».

A significant material is located on top of the legal angle on the bottom left corner. This layout is called the X-model. In addition, there are T-model and boxed model. T-model is the location at which the uppermost column header is horizontal and is located in the center of the vertical subtitle. Location header looks like the letter T. This model is applicable to the materials in which it is important, or compare two positions or opinions. According to the box model, line of the page is separated into several rectangular pieces. By the “box”, “Tatami” and “Kakomi” are editorial. Inside the “box” is usually the location of the text is different from other materials to create a contrast. “Tatami” - a method that is carried out line and pushes the materials at the edge of the page, or put a material between the rulers with a view to forming the quadrangular materials. In addition, «Tatami» is a Japanese traditional straw mat in the shape of a rectangle. Usually “Tatami” used for review and comments. Moreover “Kakomi” - a column in the newspaper, surrounded by rulers as a whole. “Kakomi” is more noticeable than the individual and the “Tatami”. Usually, “Kakomi” are used publications in installments.

The listed features of the Japanese newspaper are given in Figure 2 below.



Figure 2: Receptions layout “Kakomi” and “Tatami” in the newspaper “Asahi”. December 26, 2015

Further, for the Japanese newspaper the basic ways of a set are divided into the following types:

1. The district set - text located around the frame photos and images.
2. Through the set - the text crosses the 2-3 column.
3. Carry-over set - text surrounds the header, in the center. Readers transcend the title, when they read the text.
4. Let them set - text does not cross over the line or title, unlike the rolling set. As the location of the characteristics of the text, Japanese text can be positioned both horizontally and vertically. This is because the Japanese font adapt to its shape becomes square. It is considered important that the preservation of smooth pitch letters location unlike European and American layout, which requires an even density of the text.

It is interesting to note that the online version of the Russian and Japanese newspaper in terms of layout different. On the website of the Russian newspaper "Izvestia", in the upper left corner is the name of the newspaper with the date and logo, signifying read prohibition for children. Under the title has a menu strip, which shows the main sections of the site. The main part of the page is divided into the following: top stories, breaking news, top stories one by one on each sphere, and the choice of materials for the editor, opinions of different specialists. Apart from these, the direct link to your account "In contact", "Facebook" and "Twitter" there. Certain advertising space located on the top of the page on the right of the name and major news. PR-texts are usually placed in the middle seat.

On the website of the newspaper «Asahi», also in the upper left corner is the name of the newspaper, but no date. Date written below the menu ribbon. When you click on the main division offers pull-down menus with subcategories. To the right of the name of the search frame are located, links to social networks and link to subscribers. The main part is divided into the following: the main latest news, materials selection editor, a special publication of parts and materials from «Asahi» online journals rating read news, top stories one by one on every sphere, including the news yesterday. Certain advertising space located below the menu tape on the left and right side of a major news in the right middle and at the bottom of the page. PR-materials in most cases are located in the right part of the page with bold letters.

In addition, in the bottom right of the links located on different conditions, which controls the newspaper publisher Asahi: the database, the information is an educational institution, the information shows, crowdfunding. As for the news pages each, and is known in the Asahi structure is similar. Under the headings located links to social networks.

On the right side of the page is an advertisement. After the material is followed by a news story, parts and materials for PR-materials. By the difference, the materials publish size photos. Compared to the "Asahi", photos are always larger.

If on the website of the Russian newspaper “Izvestia”, subjects are divided into the following: primary, politics, society, economy, peace, military, science, gadgets & telecom, auto, culture, sport, the theme of “army” is presented as a separate line. On the website of the newspaper “Asahi” theme “military affairs” include the topic “politics”, there is a separate issue, “auto” that attract the male audience. However, there are significant differences between the online supply of materials on Russian and Japanese sites editions “izvestia.ru” and “Asahi Shimbun Digital”. Website “Izvestia” easier to look at than the site of the newspaper “Asahi”: usually on Japanese websites are too many materials. On the website of the newspaper, “Asahi” also has a lot of special materials with different banners and links. Website “Izvestia” looks less saturated, although attention is drawn to the abundance of special projects – “Real Estate”, “Finance”, “Health”, “Transport”, “Energy”, “Technopark”, “Education”, “Tourism”, “Ecology”, “Railways”, “Investments in construction”, “Russia – regions”, “Art of giving”, “Integration”, “Industry” etc.

In Japan, according to the “Asahi” newspaper publishing readers believe that the advantage of paper books is that the content of their material remains longer in the head. Most readers use the newspaper as a source of information about the company and industry. In addition, newspaper publisher enjoys high credibility of information offered to readers in the field of education. Data of researches are consolidated in table 1.

TABLE 1: CONTENT ANALYSIS OF THE MATERIALS OF EVERYDAY AND WEEKEND NEWSPAPER «ASAHI» AND «IZVESTIA»: PERCENTAGE OF MATERIALS TOPICS IN NEWSPAPERS «ASAHI» AND «IZVESTIA» (%)

<i>Topic Newspaper</i>	<i>Poli- tics</i>	<i>Econ- omy</i>	<i>Soci- ety</i>	<i>Spo- rts</i>	<i>Cul- ture</i>	<i>Ever- day Life</i>	<i>Inci- dents</i>	<i>Scie- nce</i>	<i>Intern. Rela- tions</i>	<i>Emp- eror family</i>
Asahi Weekdays	12,8	12,8	5,1	15,4	12,8	20,5	7,7	0	12,8	0
Asahi Weekend	10,2	7,1	9,2	23,5	19,4	12,2	6,1	4,1	7,1	1,0
Izvestia Weekdays	10,5	31,6	10,5	21,1	5,3	0	5,3	0	15,8	

The quality press, according to the researchers, describes the rigid structure of the main sections. It is believed that the main themes are political and economic which adjoins the social and cultural sphere. The content analysis of publications has shown that this is indeed the case. Analysis of thematic structures in the two newspapers shows they are quite a big similarity, which indicates a constant model of the leading national newspapers of the two countries. The differences are related to the way and conditions of life, traditions and specificities of countries and peoples.

## DISCUSSIONS

The study of literature indicates on the presence of a theoretical framework on the issue of the formation of students the ability to online and offline behavior in



modern media space. However, it seems, comes a new reality, the Internet is gradually and steadily fills the gap that traditionally were occupied by the newspapers. The main question is remaining unanswered how soon the Internet would be able to replace completely the functioning of the print media for the youth. The new information technologies and their products are today an alternative to printed media, and in some cases, completely supplant them. In fact, the current generation in different countries becomes a witness of the end of the era of print media. Time has come for the means the individualized information. The ongoing processes of globalization of the network turned cyberspace into an important sphere for education and development of the youth in all countries in the world.

According to a poll conducted by the Research Institute of the NHK Broadcasting Culture, in the last 5 years, the proportion of Internet users in Japan in size also spared the reader segment. The rapid rise of the Internet, however, is bringing structural changes to the industry; and newspaper companies in Japan, as elsewhere in the world, face a challenging future. One way they are responding is through management changes; streamlining their staffing, outsourcing their printing, and eliminating evening editions. They are also beginning to promote their own digital editions. Today, media content and target audience are in a relationship, in a symbiotic relationship. The information texts today, regardless of linguistic and cultural identity, filled with descriptions of similar events in the field of policy, information on emergencies (accidents, disasters, contract killings, bombings, and explosions), reports of sensational events and so on. The globalization of information sphere leads to the convergence of a set of events, publicized in the international media, which is not due to the influence of any single culture but caused by civilization (Ponomarenko, 2013a, 2013b, 2013c). Therefore, the contents of media texts have to take into account the interests of the modern generation of readers oriented on the globalization and post-modernism. How does the new generation adapt to the consumption of media products in the time of globalization and post-modernism?

According to the theory of generations, *generation X* - is born in years 1965-1982, and is managed today by Russian business. Russia's «Generation X» is characterized by a high degree of reflection and a unique adaptation of experience, for which the family has a high value (Semenova, 2009). Emotionally, people tend to X sincerity of feeling, constancy in friendships and family relationships.

*Generation Y* - was born from 1983 to the end of the 1990s, which influenced world as perestroika and the collapse of the Soviet Union, and the international financial crisis. Generation involved in digital technology, in part subject to the concept of eternal youth, his representatives in the provinces even find opportunities to accelerate development, then to move to Moscow or St. Petersburg. Generation Y, as compared to its predecessors is much better adapted to the latest technological innovations, and the Internet has become their main source of information about financial products.

*Generation Z* - people were born in the early 1990s and in the 2000s, grew up during the global financial and economic crisis, the flourishing of mobile technologies, globalization and post-modernism. They are characterized by the denial of the hierarchy, egotism and narcissism. Abroad generation *Æ* intuitively is called «Me Me Me» Generation, Generation Z, Net Generation, Internet Generation, Generation I, Generation M, Homeland Generation, New Silent Generation, Generation 9/11 (Podberezkina, 2013; Gordon, 2014).

In Japan, the division of generations, like in Russia is not so common, but they have a different division for 5 generations: generation of “Dankai”, the generation of the bubble economy, the generation of “Ice Age”, the generation of the “pressure” and the generation of “yutori”. Even today there is a new generation – “satori”.

The people born between 1988 and 2004 we call “generation yutori”. “Yutori” literally translated as ‘safety, easing’. They went to school for a new program of education “yutori k,iku”, introduced by the Government since 2002. Education “yutori k,iku” – “facilitated education” came under pressure from the idea of self-actualization. In addition, as a generation of “pressure”, they do not know a good market situation. During their childhood, actively there was the active development of information technologies.

A new generation of the term “satori” has appeared in recent years. “Satori” literally means ‘enlightenment kind of meditative practice’. By the generation of “satori”, people were born since 2005 (My navi news, 2013). As a generation of «yutori», they grew up in a period of depression. They do not buy expensive things. They do not need the car, travel, and even love.

The efficiency of education of attitudes of online and offline behavior of the youth in modern media space is increased provided motivational and valuable orientation of teachers on the formation of students’ ability to effective media behavior in the global world. This resulted in the goal of our research.

## **CONCLUSION AND RECOMMENDATIONS**

What do the publishing houses and social networks to attract the audience, and the so-called Generation Z?

For example, the website of the newspaper Asahi «Asahi Shimbun Digital» the target audience now - businesspersons aged 40-60 years. This layer is presented to the audience people who require precise qualitative information from sources. According to traffic data, the site has an average of 520 mln views per month, and 22 mln unique users (Advertisement monthly report, 2013). Free subscribers can read up to three materials free and the search for materials published during the 1st year. In addition, paid subscribers can read any materials. The biggest difference from the subscribers is free access to electronic versions of printed newspapers: the morning and evening, as well as regional news of all regions of Japan. Even paying subscribers can store materials that they want to keep. There is an application

that is optimized for tablets and smartphones. The main functions in the application is no different from the site on a computer.

And for young people, is characterized by a large involvement in the world of digital publishing newspaper “Asahi” offers great discount on the rate of the electronic version, which is called «off to look for work». Usually students do not read newspapers, but if all the friends around them begin to read it willingly or unwillingly have to keep up with the others. In addition, web logs on the site are also products for the young and middle generations.

The situation with the electronic versions of newspapers is somewhat different in Russia. According to “Levada.ru”, in 2015 TV is still the main channel of information for the most Russians. Obviously, in the same way, that the Russians prefer to learn about the latest news from the Internet is not the media, but from neighbors and friends, that means particular value personal relationships. The Japanese and Russian Internet media often simply reprint information from the print media. There is not a certain system for the publication of original articles, which allows to conclude that electronic media is to some extent driven in relation to the traditional media.

Apart from that the confidence in the newspapers much more than trust to the Internet, even according to the survey of the “information behavior of the Japanese” 2010 (Iwanami new book, 2011). In this case should be noted that about 30% of Russians use the Internet as an opportunity to “follow the latest news” and 20% - “to understand what is happening in the country and abroad”. At the same time, the percentage of visits to sites of online media from mobile gadgets is growing rapidly according to “wearesocial.net” portal 33% in 2015. While in Russia, compared with Japan’s TV channels are not so many, and some newspapers come late. At the same Internet network is aimed on socially active and material support of the audience, in general, of the younger of the consumer.

Thus, Japanese online newspapers draw the audience the ability to access a variety of special materials, including materials from web logs. Moreover, the Russian online newspaper readers are mostly using the free access to all information. The Japanese newspapers are trying not to open their information free as opposed to the Russian newspapers. On this occasion, correspondent of the newspaper Asahi in Moscow Shinsaku Mano wrote on Twitter on December 28, 2015, that now is the time to change the “grammar” in the materials on the website of the newspaper. We support his point of view – “Journalists have to write in the way that include enough information so that readers have a comprehensive view of the events of the same material. For example, to write a brief overview of the previous messages at the end of materials” (Twitter, 2015).

The analysis of thematic structures in Russian and Japan newspapers show that they have a quite bigger similarity, which indicates a constant model of the leading national newspapers of the two countries. The differences are related to

the way and conditions of life, traditions and specificities of countries and peoples. If the newspapers have usually the top news about industry and economics, the Internet has become for the modern generation source of information on financial products. The modern generation in Japan consider the newspapers as the source of information. However, the modern generation in Russia consider TV as the channel information. The most Russians prefer to learn news not from the Internet, media but from the neighbors, friends that means special personal relations.

Implications and recommendations for future studies are as follows. Based on findings of this study we can compare the print media and the electronic versions of media products in different media cultures. It should be noted that our future study could form integrated communicative space of virtual political news text in different electronic versions of media products. It is recommended that linguistic and cultural development of research should include complex methods, which were integrated into research process and should be discussed by experts in their fields. The next step in the development of this research will be the creation of basis of the news text in different media cultures.

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