Audience Section

Abstracts of papers accepted for presentation in the Online Conference Papers of the
International Association for Media and Communication Research[1]

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[1] These are the abstracts of the papers accepted by the IAMCR section or working group named above for presentation in the Online Conference Papers component of the 2020 annual conference. This publication will be updated prior to the conference to include the papers that are actually included in the final programme. To be included in the programme, authors must submit their paper by 19 June 2020 and register for the conference.

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stage doctoral de deux semestres en France (2019-2020) à l'Université Sorbonne Nouvelle – Paris 3.

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2953

The role of authors of creative commentary in the perception of journalistic material

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Abstract
Universal digitalization could not but touch upon such a sphere of life as the media. Digital technologies, which allowed combining the principles of interpersonal and mass communication, have become a kind of challenge both to the journalism professions and to society as a whole. The transition of all the media first to online, and then to social networks led to the communicative act structure transformation, first of all, the position of the addressee has changed. The recipient now possesses the opportunity of a "primary interaction" not only with the creators of the content, but also with the author broadcasting the information. The representative of the mass audience, due to the involvement provided by digital technologies, acquired additional functions, which have become a typological feature of social media. Commentators cannot only make the news a burning topic, but also supplement them by introducing new meanings and changing emphasis. The context that the media content falls into is constantly expanding and changing, which, as a result, can be either reinforced by additional meanings, or distorted, even misinterpreted. This is especially true for comments media-aesthetically mediated by music and images, requiring creative practices. We introduced the concept of creative commentary for such comments. Under the creative comment we understand complex (polycode) forms of comments including elements of visualization (photos, sketches, mems, stop frames, dialogue print screens, emoticons, GIFs, video), audio content, various forms of the comment design, artistic elements, demanding time and emotional expenses from a user (*The research is supported by the Russian Science Foundation (project №18-18-00007)*).

It should also be noted that many editors, trying to increase user engagement in the discussion of materials, are increasingly paying attention to such an indicator of involvement as creative commenting. This trend is clearly visible in public on the VKontakte social network of such publications as «Lentach» and «Obrazovach».

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