

# Transformation of News Content in a Pandemic

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**Abstract:** The pandemic and post-pandemic epochs put forward new requirements for the formation of national security. State, public, environmental, informational and personal security are in the first place. Following the political and social changes in the mass media, a new video news format is being created, reflecting a new national idea. In the context of the formation of new news content, new technical means and resources, changes in the subject matter and content of news, a new "covid" era needs to be studied within the framework of the concept of "National Security of the Russian Federation" (last revised on July 6, 2021). The purpose of this article is to identify trends in the transformation of the news content of the Russian media in the context of a pandemic. All this as a whole makes it possible to create a basis for further research of the Russian media within the framework of the above concept and to determine relevant information for strengthening various levels of general national security at the level of public consciousness for individual citizens, social groups and society as a whole.


## 1 INTRODUCTION


The formation of a new reality associated with changes in the social structure, communication methods and means of transmitting information leads to significant changes in the format of news in the Russian media. New requirements for news messages related to changes in the target audience, social needs and new requirements for the reliability of information lead to the formation of new video news content in the programs Vesti, Novosti, Vesti on Saturday, Vesti nedeli, etc. broadcast by the leading Russian television channels "Russia 1", "Russia 24", "Russia Culture", "Mir 24", etc. As the comparative analysis of news reports and analytical video materials shows, both the content and the video presented by the modern Russian media have changed. The main trends in 2020-21 formats of zoom-conferences and filming in the "screenlife" format are becoming, which make faces from the TV screen closer to the audience, and the plots - more vivid and real. In the context of a pandemic (post-pandemic), the media continue to expand the coverage and speed of message transmission through

platformization and intellectual development, a modern multi-level communication system is actively developing; as for the news audience, during the epidemic, the ratings of television news significantly increase (Zhang Zhi'an, 2020). All this as a whole has a significant impact on the target audience and puts forward new requirements for the selection of factual material and its content in a pandemic (post-pandemic).

## 2 IMPLEMENTATION OF THE CONCEPT "NATIONAL SECURITY OF THE RUSSIAN FEDERATION" (2018–2021)

The concept of national security, adopted by the government of the Russian Federation in 2018, is a system of interconnected levels of security of the state, society as a whole and individual citizens, in which the general national security is understood as "the state of protection of the national interests of the Russian Federation from external and internal threats,

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which ensures the implementation of the constitutional rights and freedoms of citizens, a decent quality and standard of their life, civil peace and harmony in the country, the protection of the sovereignty of the Russian Federation, its independence and state integrity, socio-economic development of the country. " (Ukaz prezidenta № 400). The presence of various levels of formation and development of the general security of the state requires the use of various instruments and mechanisms, one of which is the mass media.

As the analysis of scientific literature shows, in the last five years, the interest of social and political scientists in the formation of public opinion by media resources, the degree of trust in them of society as a whole and individual social groups has been steadily increasing, their place and role in various social processes and phenomena are being considered (see the studies of Ali Maya, E. Kvernadze, V.N. Ivanov, M.M. Nazarova, I.V. Privalov, E.A. Petrova, etc.) on the basis of various sociological studies, including surveys, questionnaires, analysis of VTsIOM databases, etc. Nevertheless, the question of the relationship between the concept of state security and the news content of modern Russian media remains outside the scope of research. We consider it appropriate to identify trends in the transformation of the news content of the Russian media in the context of a pandemic. To accomplish this task, it is necessary to highlight the key topics of Russian news media containing video content over the past five years, on the basis of key topics, to establish the current changes in connection with the objective situation and the implementation of the state security policy.

We believe that for the selection of news content, it is possible to use various selection methods: 1) a continuous sample of news materials presented in the news section of television channels; 2) selection by tags in the "News" section; 3) search for news by keywords, etc. As the analysis of the results of different types of samples shows, the simultaneous use of different selection methods is required, which allows, on the one hand, to reflect the existing reality presented by modern Russian media, to present information relevant to the central media and the characteristics of various regions of the Russian Federation. Thus, based on the analysis of relevant content and informational content, the authors highlight about 20 topics that reflect the new reality of Russia: culture, history, traditions, politics, economics, social processes, as well as the Russian view of global and regional processes. All this as a whole determines the current situation in the country and allows you to imagine the situation in a new era.

### **3 COMPARATIVE ANALYSIS OF THE CONTENT OF THE NEWS CONTENT OF THE RUSSIAN MEDIA**

A comparative analysis of the news content of the Russian media, carried out by the authors over the past five years (2017-2021), shows a change in current topics. Further, we consider it appropriate to present the main results of the analysis of the news content of the leading Russian media.

2017:

Culture: cultural events in museums, exhibition halls and open areas, music, theater and film festivals, book fairs, anniversaries of cultural figures

Education: Teacher of the Year, University Rankings, Admissions Company

Russian language: Society of Russian Literature, «Russkiy Mir» Foundation

Science and innovation: new technologies and discoveries in the field of technical sciences

History: Navy Day, Victory Day, cultural heritage monuments, the work of search teams

Society: Foundation for Social Initiatives, social assistance to various categories of the population

Ecology: reserves, federal programs for nature conservation

Economy: federal budget, economic forums, ratings of enterprises and highly paid professions, energy development, rural and rural development

International relations and international organizations: SCO, BRICS, EVRAZES, Meetings of Heads of State, development of bilateral relations, events of bilateral humanitarian exchanges

Sports: professional and grassroots sports (Russian Ski Track, city marathons, friendly matches, etc.)

2019:

Culture: mass and entertainment events, national cultural policy, culture of various countries of the world, the spread of Russian culture abroad, anniversaries of Russian cultural figures

Peoples of Russia: ethnographic festivals in different regions, ethnographic dictation, Mother Language Day

Russian language: Day of the Russian language, summer language schools, events for foreigners learning Russian

Education: Teacher of the Year, Admissions Company, Leaders' Meetings with Teachers, Schoolchildren and Students

Science and innovation: new technologies and discoveries in the field of technical sciences

History: important historical dates in the history of the Russian Federation, objects of the country's historical heritage; history of other countries

Society: social problems of various categories of the population

Ecology: federal programs for nature conservation, care for the environment and conservation of forests, water bodies, coastal areas, environmental actions

Tourism: development of domestic tourism, tourism facilities and infrastructure

Economy: federal budget, economic forums, ratings of enterprises, development of ecological production, development of agriculture

International relations and international organizations: SCO, BRICS, EVRAZES, Meetings of Heads of State, development of bilateral relations

Sports: mass sports, anniversaries of athletes, the success of the Russian Federation in the international sports arena

2020-2021:

Volunteer movement in Russia: assistance to various categories of the population in a pandemic, the work of doctors

Russian youth and youth problems: state support for youth, youth actions and movements, youth participation in public life, raising the level of education and social responsibility of youth

Ecology and environmental protection: ecological campaigns "Clean Country", etc., federal support, the construction of environmentally friendly enterprises, the use of new energy

Travel and tourism: rejection of "external" and the development of domestic tourism, the development of Russian tourism infrastructure, objects of domestic tourism, including ecological, culinary, extreme

Cultural and natural heritage: UNESCO monuments, protection of cultural and natural heritage in the center and in the regions

The peoples of Russia: small peoples, traditional folk culture, customs and traditions of the peoples of Russia

World and Russian art: music, painting, cinema, theater

History of Russia: important dates in the history of the Russian Federation (Victory Day, Day of Russia, etc.), events related to historical dates

Russian language: World Day of the Russian language, changes in the Russian language in a pandemic

Science and higher education: scientific discoveries and achievements of Russian scientists, anniversaries of the country's leading universities, scientists and educators

Modern Russian economy: development of leading sectors of the Russian economy, including agriculture, infrastructure construction, etc., government support, projects to support small and medium-sized businesses

International organizations and international relations: UN activities, summits of the OSCE, BRICS, SCO, NATO and other regional and international organizations, the work of the Russian Foreign Ministry, armed conflicts, bilateral relations, answers to questions and press conferences of the heads of state and press services, assistance from the Russian Federations to other countries in the fight against the pandemic

As the thematic analysis shows, news content as a whole reflects the main directions of state policy in the field of economics, education, culture, sports, etc., representing a kind of "cut" of reality. However, according to Ye.B. Gromova, the theme of safety and security, as well as the theme of holidays are excessively presented on the air, while there are not enough acute conflict stories (Gromova, 2020). If in 2017 the Russian media pays attention to federal programs related to the development of culture, sports and agriculture, then in a pandemic, the problems of assistance and support for various groups of the population and enterprises within the country, as well as interaction with other countries in the fight with a pandemic and countering external threats. In the context of the rapid rise to the fore of the level of personal security, news media also need to "strategically define a new stage, a new concept and a new model, activate resources, break the shackles, cross-border integration and start all over again" (Shao Huadong et al., 2021). Particular attention should be paid to sources of information, the content of the report must be accurate. "This requires journalists to be able to respond in a timely manner to large-scale emergencies, as well as the ability to accurately predict the nature of news events" (Xin Xin, 2020).

All this creates new conditions and a new reality for our country, reflecting the profound changes of the modern era, thereby forming a new "covid content".

#### **4 ANALYSIS OF RUSSIAN VIDEO NEWS IN A PANDEMIC (POST-PANDEMIC)**

Traditionally, the content of news is represented by different in structure and duration "reports" from the

scene, in which the leading role is played by the journalists directly participating in the news "event". In the context of increasing "remote" communication and the need to establish and maintain contacts in a "pandemic" (post-pandemic) society, the structure of news is fundamentally changing. On the one hand, various new technical means are used, on the other hand, the news video series is changing. Whereas pre-pandemic news coverage is preceded by a short summary from the studio, followed by another journalist's story in real life through live coverage, etc., nowadays it is often possible to observe a completely new "pandemic" message format using Zoom-conferences, screenshots, videos from other sources, etc. All this forms a new perception of reality, on the one hand, giving the effect of direct presence, on the other, direct contact with the speaker (bypassing the journalist). Thus, the change in the visual series of news requires the formation of new skills of perception of messages and their textual representation.

We consider it appropriate to note the following features of the news video content of the leading Russian media:

1) a high degree of reliability of the information provided, which is ensured by the use of news reports of the Russian state central (regional) TV channels ("Russia 1", "Russia 24", "Russia Culture", etc.);

2) the representation of various regions of the Russian Federation (from Kaliningrad in the west to Kamchatka in the east and from Karelia in the north to the Caucasus in the south), which makes it possible to form a general idea of the socio-economic ties and differences of Greater Russia;

3) representation of various ethnic and social groups in different regions of the Russian Federation (peoples of the Far North, Caucasus, Urals and Siberia; youth and elderly people; students, doctors, builders, scientists, culture, education, etc.);

4) the relevance and relevance of the topic for various social groups (youth policy, volunteer movement, assistance to victims of natural disasters, accidents and man-made disasters, support for pensioners, state support and development of small and medium-sized businesses in a pandemic, etc.);

5) the presence of "live reports" (answers to journalists' questions, expression of assessments and opinions of political leaders, ministers, heads of various organizations and ordinary people);

Thus, when creating news video content, various factors are taken into account that are directly or indirectly related to the reliability of the information provided and the formation of public opinion, which contributes to strengthening the consciousness of

state security. This approach is especially relevant in the context of increasing "remote" communication and the need to establish and maintain contacts in a pandemic (post-pandemic) society, as well as to "tune" internal and external ties and relationships.

As a result of analyzing the information content of the leading television channels of the Russian Federation, we have identified the following topics that are relevant for modern Russian media: international organizations and international relations in the modern era, economic development, the situation in agriculture and environmental protection, cultural, national and historical heritage, education, youth and volunteer movements, language situation and language policy, travel and tourism, sports and health care. All this is directly related to the levels of the concept of state security to mobilize the development of the Russian Federation, improve the overall quality of life of citizens of the Russian Federation, ensure political stability and increase the prestige of the Russian Federation in the world arena and its competitiveness of the economy.

However, in addition to the representation of various types of security, it is advisable to consider the perception of their reliability from the point of view of video news consumers in a pandemic. The main functions of public trust, according to A. B. Kupreychenko, I. V. Mersyanova, «... ensuring the self-organization of society and the reproduction of the social structure. This type of trust is the basis for the joint life of people, contributes to the maintenance of moral foundations and social norms» (Trust and Mistrust, 2014). As noted in the article by E.E. Ermolaev et al., Those who are actively involved in the content of the information and news feed about COVID-19, there are violations of the unity of the system of trust in themselves and in the world (Ermolaev et al., 2020). According to our observations, in Russia, there have been no studies of changes in the degree of trust in news media in the context of a pandemic, therefore, we consider it appropriate to cite the results of studies carried out in the PRC. The results of Chinese studies show that in 2018–2021. the attitude of respondents to the reliability of information provided by the media themselves does not change, the low degree of trust is 60.9%, 57.4%, 62.9% and 61.1%, respectively, over the years, with particular attention being paid by the respondents to the presence of "vulgar" and "kitsch" information, the main purpose of which is to attract viewers (Zhao Ding, 2021). In general, this reflects the general global trends in the development of news media.

## 5 CONCLUSION

There are no boundaries for today's modern media, both in technological and informational terms. The pandemic has forced a new look at the role of information and the particular importance of reliable information, therefore, changes in the format of the media are obvious, which are increasingly becoming a means of shaping public opinion, social attitudes and values; the most important is the analysis of the information flow, which turns into a powerful tool for the formation of new thinking in the framework of the implementation of the concept of "State security of the Russian Federation". Russian ones allow citizens to form all the potential necessary for an adequate perception and create a basis for further personal development in love and respect for Russian culture and Russia.

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