

Conference Paper

University Press in the Context of Intercultural and Intergenerational Dialogue (Based on the Materials of the Newspaper "Pedagogical University" MPSU)

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Abstract

The article examines the problems of the modern print media in the context of intercultural and intergenerational dialogue. The article analyzes the current scientific literature and the opinions of leading experts expressed in the media on this issue. Large periodicals, as well as student newspapers, are faced with a lack of funding, their materials are not creatively different, and so they are losing their audience. How can the print media survive the competition with the digital media? This publication explores the solutions to these problems. Special attention is paid to the transformation of the university (student) press on the example of the Moscow Pedagogical State University newspaper "Pedagogical University". The publication serves as a link between different generations, timely notifying students and staff of the most significant events at the University and beyond. The editorial staff strives to make each issue of the newspaper suitable for a wide audience. The necessary approaches to the study of the student media problems are identified, recommendations are given for improving the work of editors.

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1. Introduction

Student media has always paid great attention to the educational development of future generations. It is extremely important to form common cultural values, ideals and world views of the students. In recent years, little attention has been paid to the development of political and economic culture, ethical and aesthetic education.

The basic principles and ideas concerning the education of youth have already been identified, and researchers pay great attention to them, for example, in the works by [1], [2] student media were quite important in the post-literacy era to attract young people to read and create content [3].

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Let's examine the way in which the modern student media operates in the context of intercultural and intergenerational dialogue, and let's determine its role in educating students.

2. The newspaper "Pedagogical University" in the Context of Intercultural and Intergenerational Dialogue

Student media is a unique product with a great responsibility: to become a source of information for a certain audience, to touch on topics that are interesting for all readers, and to update in accordance with the current situation. Due to current trends in the field of specialized media, many printing houses cannot survive in the conditions of the widespread distribution of new media. Y. N. Zassoursky puts greater emphasis on the study of this problem [4, 7]. He believes that "high quality newspapers are not only serious and important brands, they are a kind of national symbol that can be dangerous to lose". Since student media can be attributed not only to specialized, but also to corporate, it is worth noting that recently researchers predict the survival of this particular type of media. The magazine "Journalist" published a number of articles on the problem of transforming corporate media: "Today the government is quite active in supporting television, billions of subsidies are provided to different TV channels. The print media does not receive such investments, which is fundamentally wrong. They can spill over into the audience that avoids watching television, such as youth" [5, 25].

In order to survive in the current conditions, materials of student publications must meet modern standards: contain interactive, exclusive and analytical materials. They should contain information about the academic (and extracurricular) university life, as well as the lives of students and lecturers. In addition, the public should pay particular attention to the brightest periods in the history of the University. In the conditions of modern transformations, print media must be convergent, it is important for them to use all existing formats: print, audio, video, mobile, online and broadcast.

Obviously, the university press cannot be successful if it doesn't keep up with the main criteria for high-quality publications. Many researchers are involved in studying this issue, for example, A. N. Dineev, N. A. Ivashchenko, A.V. Prytkov [6], [7], [8]. They define high-quality press as media with the following features: reliability, relevance, efficiency, analyticity, competence, ethical practices and competent management. To determine the quality and content of materials, it is important for authors to skillfully and clearly express their thoughts and work in a certain journalistic genre. Qualitative

media focuses on the design of the publication and its illustrative content. Most media do not meet these criteria, as well as the university press.

From the point of view of the socio-cultural impact on students, the important functions of university media are the following: informational, educational, communicative, entertaining, pedagogical and patriotic. They provide the audience with useful information, and also contribute to the intellectual development of students.

From the point of view of the socio-cultural impact on the youth, the main functions of student (corporate) media are: informational, educational, communicative, recreational, pedagogical and patriotic. All these functions ensure constant maintenance of high-quality and relevant activities of the publication, they allow providing useful information to people and at the same time supporting the intellectual development of students.

The newspaper of the Moscow Pedagogical State University (MPSU) "Pedagogical University" is both a corporate and student publication, which is aimed at expanding the positive media scene of MPSU inside and outside the University. The editorial staff works in close contact with all departments and faculties of MPSU, which contributes to the expansion of the media scene in general and the University media in particular [9].

The newspaper "Pedagogical University" is primarily addressed to students who are future teachers and lecturers; it conveys the experience of the faculty members, the best teachers of Moscow and Russia- graduates of MPSU. Such well-known principals and innovators as Sh. Amonashvili, V. Karakovsky, E. Yamburg, S. Boguslavsky and others have repeatedly appeared on the pages of the newspaper. The University media plays a pivotal role in the education and upbringing of students, in the formation of their professional skills, moral principles and patriotism. This is realized by stories about the history of the University, about the activities of its best departments and faculties, about the work of the student council and about the "Pedagogical Debut" competition. The newspaper regularly covers internships, various cultural and sports events. The pages of the "Pedagogical University" constantly published some materials about graduates of MPSU, whose teaching activities fully correspond to the modern trends in education. The newspaper also covered the professional achievements of other graduates of MPSU, among which there are some well-known politicians, Olympic Champions, honored teachers-laureates and winners of various professional competitions.

Of particular importance to students is the fact that the authors of this publication are the students themselves and their lecturers are from different faculties. Thus, the newspaper is a kind of a training center for future journalists: students of specialized faculties practice and publish their first articles there. This gives students the opportunity

to prove themselves in professional journalism, literature and painting, and eliminates the prohibitions associated with the underestimation of their creativity.

Among the tasks set by the staff of the newspaper are, of course, informational, communicative and entertaining, but the main thing is the patriotic or professional education of students. Patriotic education is seen as: military-patriotic and patriotism in relation to the country and the traditions of the University.

The traditions of the University are connected with the stories about the history of MPSU. Leading University professors introduce them to students. For example, in the article "V. I. Guerrier and his favorite creation", a text was published about the founder of the University, V. I. Guerrier, who turned 175 years old. The article was prepared by associate professor I. Brazhnikov [10].

Professor V. Meskin writes in "Reflections at lobby stands" about a famous poet and critic Vladimir Solovyov who taught philosophy at the Women's Courses of Higher Education [11].

Here is the article "We are awkward to be afraid of something" [12]. It is about graduates of the Moscow State Pedagogical Institute (MSPI) in the 1940s, including the great-granddaughter of the Decembrists Fyodor Shakhovskiy and Peter Chaadaev, the granddaughter of D. I. Shakhovskiy, a graduate of the Faculty of Biology and Chemistry in the late 1940s, Maria Mikhailovna Starostenkova. She recalls about her education and work at MSPI in the war and post-war period, about her famous ancestors. The article was written by associate professor N. Bogatyreva.

In the essay "Sergei Solovyov – Architect and Innovator" [13], they tell about an outstanding figure in the era of Russian modernism, who made a significant contribution to the formation of the architectural and cultural identity of Moscow and designed the main building of MPSU.

In the interview "My grandfather felt responsibility for everything he created" [14], Elena Maksimovna Shukhova, great-granddaughter of engineer, Vladimir Grigorievich Shukhov, who designed the atrium in the main building, tells about the history of the Shukhovs, explains what the atrium is and what design it has. Since our atrium is the original "Shukhov's roof", which in addition to MPSU, is still kept safe in GUM and in the Pushkin Museum. The article was prepared by associate professor N. Bogatyreva.

The newspaper publishes both famous graduates and the University professors. It also has an educational effect on students, as students gain additional knowledge, a desire to achieve their goals, and they can also interview famous people. The newspaper published the interviews with the Olympic champion, MPSU student Elena Dementieva, and with sports commentator Vasily Utkin. Also there were some journalistic essays by

Yuliy Kim, interviews with writers Yuri Ryashentsev and Dmitry Bykov, with journalists Alexei Venediktov, Alexander Arkhangelsky and many others. Professional education of young people is in the spotlight, so the newspaper publishes a large number of articles about teachers. Students communicate with leading teachers and Teachers of the Year, who are graduates of the University.

Most importantly, the authors of this publication are students and lecturers of various faculties of the University. Thus, the newspaper becomes a kind of educational platform: students practice there and publish their first articles. This gives students the opportunity to improve their cultural level, to prove themselves in professional journalism, literature and art, to free themselves from prohibitions associated with the underestimation of their creative work. Many articles are written by student journalists. There are some special editions of the newspaper called "Seminar", which are prepared by journalists from the Institute of Journalism, Communications and Media Education at MPSU.

3. Newspaper of the University and Quality Content

An important direction of the modern university press is the desire for high-quality journalism, which has absorbed all its traditional features, as well as the implementation of all the basic functions of student (corporate) media. The results of the transformation of the modern university press will provide it with a new level of competitiveness and will attract more readers.

Researchers are currently worried about the future of print media. The invention of the data carrier, the closure of printing houses and printing kiosks, the increase in paper prices, printing and logistics make up the list of problems faced by periodicals. As a result, newspapers and magazines lose their readership and reduce the number of publications. According to the report of the Union of Print Industry enterprises of December 25, 2018, this figure decreases by 10-15% every six months. The subscription circulation of Russian periodicals was reduced from 1 billion copies in 2013 to 500 million copies in 2017, and at the end of the first half of 2018 to 450 million copies [15]. Many publications, such as "Rossiyskaya Gazeta", "Moskovsky Komsomolets", "Izvestia", "Arguments and Facts", and "Vedomosti" adapt to new conditions and create electronic versions. However, for some newspapers and magazines it is very difficult to maintain their market position. According to the data in the report, the number of active print media in Russia was already 52,629, although there were 73,000 a few years ago. "When will the newspapers die?"- this is the question that is being raised more and more often in the current situation.

Specific figures are given in the book of the same name by one Russian journalist Andrei Miroshnichenko, written in 2011. In his opinion, the era of print media will end with the departure of the last generation of newspapers by the 2030s. "The media of general interest will last for 3.5 years, business and entertainment - 10 years, specialized - 15 years. "Vedomosti" will close its paper version in 2021, "Kommersant" in 2023," Miroshnichenko said [16].

Other experts in the field of media are more optimistic. They believe that print media has a future. From their point of view, the issue is not the disappearance of newspapers and magazines, but their transformation, the transition to new business models, technologies and formats. In the interview with TASS on the eve of Russian Press Day, editor-in-chief of "Rossiyskaya Gazeta" Vladislav Fronin stated that "the site is not a mirror of the printed version, but it is not a controversial type of publication" [17]. He is convinced that electronic media will not supplant newspapers and magazines.

The leading expert of Rospechat Gennady Kudiy notes the stabilization of the print media market. According to him, there is a process of returning to newspapers and magazines, since the Internet gives out a huge amount of information that people cannot analyze due to lack of time. Kudiy believes that online media cannot provide the reader with a complete worldview. "Reading seven or ten news gives a very brief idea. If you read the newspaper for 20-30 minutes, you get a completely different, more holistic worldview," the expert said [18].

The President of the journalism faculty at MSU, Yassen Zassoursky, is convinced that newspapers will never die. In his opinion, information is needed not only in transmission speed, but also in understanding, and this is best done in print publications, since they have a culture of analysis. According to him, "a newspaper is a learning tool" [4, 5].

Researchers also pay attention to the problem of media transformation, including the history and genesis of the press [19], [20], [21], [22], [23], [24].

The future of print media is visible in the corporate and industry press, which remains the most stable segment in the Russian market, which continues to amaze with its stability and growth even amid economic problems. The newspaper "Pedagogical University", which was analyzed in this article, has been published since the 1920s and seems to be the starting point for many cub reporters. The publication is interesting for teachers, students and applicants, as it tells about the life of the University and all its faculties. Unlike a site, where there is only news information, the newspaper presents various materials: reports, interviews, fiction and journalistic texts, poems and photos.

The publication serves as a link between different generations, timely notifying students and staff of the most significant events at the University and beyond it. The

newspaper is also a high-quality advertisement for applicants, and special issues with complete information for applicants are published on Doors Open Day. The newspaper "Pedagogical University" is freely available to all faculties of MPSU, schools and exhibitions, and the electronic version is regularly posted on the University's website, where you can also find the full back-file of previous issues. The editorial office of the newspaper works in close contact with all departments, institutes and faculties, employees and graduates of MPSU, which positively affects the expansion of the data medium of the University and also helps to unite different generations of readers.

Let's look at some of the topics and genres that were covered in this newspaper in 2018. During the year, the rector of the Moscow Pedagogical State University V. A. Lubkov held public lectures on author's cinema. The publication gave detailed publicity to each of them, and told readers about films, the difficult fate of actors and the best representatives of Soviet cinema. In No.1-2, there was a report by N. Alimova on a lecture of the works of A. Tarkovsky [25]. In 2018, there was the 150th anniversary of the birth of the outstanding scientist, speech pathologist, teacher of people with hearing impairments and speech therapist, one of the organizers of speech pathology in our country, F. A. Rau [26]. In No.3-4, the essay about him was published. Anastasia Belova, a correspondent for the newspaper "Pedagogical University", spoke about financial literacy with the director of the Institute for Social and Humanitarian Education M. M. Musarsky [27]. Mark Mikhailovich gave practical advice on where and in what currency to store money, whether to take loans for a wedding, and what bitcoins are. The newspaper also addresses entertainment topics, in particular the hobbies of employees. For example, associate professor of the Department of Methodology of Teaching Literature at the Institute of Philology, N.A. Popova, talked about her collection of sculptures [28].

The publication has advertising features, for example, in No.5-6, it addresses the applicants: correspondents prepared a report on the famous graduates of MPSU, spoke about the faculties and institutes, forms and areas of training, special programs and learning conditions [29].

The theme of patriotism is touched upon in No.7-8, where there are notes of a former prisoner of war, a theorist of literature, teacher and publicist S. I. Sheshukov [30]. Correspondent Nadezhda Alimova interviewed MPSU professor emeritus, head of the English Grammar Department and Chairman of the Council of Veterans, M. Yu. Bloch [31]. Readers have learned how the university's veteran organization works, how you can increase patriotism among young people, and how to communicate with older people.

In No.9-10, special attention is always given to the MPSU graduates. A. Odjo became the chairman of the Student Council of MPSU, he told about the university life, school practice and plans of the Student Council [32].

The correspondent interviewed the writer and historian, cultural critic and MPSU graduate K. P. Kovalev-Sluchevsky, who became the laureate of the Patriarchal Prize in Literature [33]. The honorary rector of the Church of the Icon of the Mother of God "The Sign" in Khovrin, archpriest Georgy Polozov shared with readers his memories of MPSU, with which he has been familiar since his childhood [34]. His father, Georgy Pavlovich, taught at the University for many years and was the first director of the History Museum of MPSU.

No.11-12 published an interview with the head of the Department of General and Experimental Physics, MPSU professor emeritus and the founder of several companies, G. N. Goltsman [35], as well as an exclusive interview with Mikhail Tarkovsky, writer and graduate of the Department of Geography [36].

No.13-14 published an interview with D. Perkhulov [37], a fifth-year student of the Department of Geography, who has been working as a geography teacher at school No.1273 for 3 years. Some reports were published on the III International Orthodox Forum, where students of the Institute of Journalism, Communications and Media Education won a grant for the development of the "Heritage" radio programs [38]; on the opening of the MPSU Astro-space complex named after S. P. Korolev and the "Physical Living Room"[39].

The topic of education and science is also covered in the newspaper. In No.15-16, a report was published on the celebration of the centenary of the 2nd Moscow State University [40], a panel discussion was held on the topic "Grades in school: pros and cons" [41]. No.17-18 published a report summarizing the results of the International Scientific Forum dedicated to the 125th anniversary of the birth of the philosopher and lecturer of MSPI A. F. Losev [42]. The article dedicated to the 100th birthday of painting lecturer M. M. Kukunov is based on the archival letters from students to their teacher [43]; an interview with V. L. Kabanov, a deputy director of the Institute "Higher School of Education" about the opening of a new direction "Family Education" [44]. In No.19-20, a report from the student competition "Peddebyut-2018" was published [45].

In 2019, the editors continued to publish materials designed to establish intercultural and intergenerational dialogue, for example, No.1-2 was dedicated to the opening of the Board of Trustees of MPSU and the meeting of the university rector with students [46]. An interview with T. N. Kandaurova, doctor of philology and MPSU professor, who turned 100 in January 2019, was published here [47]. In No.3-4, a panel discussion was

published on the topic "What is the role of women in the modern world?" [48], as well as a series of materials dedicated to the 150th anniversary of the birth of the great mathematician, academician and former director of the University S.A. Chaplygin [49]. No.5-6 was addressed to applicants, and they were informed about what new areas of study the University offers; interviews were conducted with graduates who had achieved success in their professional field [50]. The reports on the Moscow International Salon of Education [51], the Grand Opening of the Art Exhibition of Tactile Drawings of deaf and blind artists in the Main building were published in No. 7-8 [52]. On the eve of Victory Day, the newspaper reminded the readers of the acts of courage of the student V. L. Belik [53] and the teacher N. F. Rubtsov [54] during the Great Patriotic War; their monuments are in the hall of the MPSU Main building. There were published notes by S. I. Sheshukov [30], a literary critic, a MPSU teacher, a publicist and a former prisoner of war. Also, there is an interview about the work of the veteran organization headed by the university professor emeritus M. Yu. Bloch [31]. No.9-10 was traditionally addressed to the MPSU graduates [55]. Also, some reports were published on the presentation of the book by A. F. Kiselev [56], chairman of the Board of Trustees of MPSU dedicated to the celebration of Victory Day [57]. Interviews with freshmen, as well as a report on the meeting with the Minister of Education of the Russian Federation O. Yu. Vasilyeva [58], and a report on the opening of the art exhibition of children in Lugansk, Syria and Donbass "Children paint the world" [59] were published in No.11-12. The newspaper published a series of interviews as part of the last panel discussion on the topic "The Role of the Teacher in the Digital Age." [60]. An article was published on the centenary of the death of V. I. Guerrier, a historian and the founder of the Moscow Women's Courses of Higher Education [61].

4. Results and Discussion

Thus, the editorial staff strives to make each issue of the newspaper suitable for a wide audience. The newspaper has relevant genres: interviews, reports, essays. Each material is exclusive. Based on the above information, it becomes obvious that the main direction of the University press is the ambition for high- quality journalism with all its distinctive features, as well as the implementation of all the basic functions of the corporate media. First of all, publications should work on their content, which can attract readers with its analytics and exclusivity.

The "Pedagogical University" explores new forms of working with the audience. Due to the fact that the potential audience of this media is students, teachers, University

staff, as well as future applicants, the editors decided to focus on the exclusivity, entertainment and recognizability of the newspaper. So, for example, there is a heading "Tested on myself" with an interview with the head of the physical laboratory Ksenia Teplyakova. The author of the article, N. Alimova, wrote an intriguing heading: "What is the physical living room of MPSU and why is it needed?" We decided to check on ourselves and, of course, tell you about it. So, in our experience there are several participants: a correspondent (1), the six-year-old son of the correspondent (1) and a MPSU graduate, head of the KOEF laboratory Ksenia Olegovna Teplyakova (1). Ksenia is a real enthusiast, and before our evening meeting, she and her colleagues spent many hours with seventh-grade students to immerse them in the world of physics. And after that, she had the strength not only to speak, but also to conduct various physical experiments with a six-year-old boy [62]. The newspaper also publishes reports on current events, for example "An Actual Topic in a Media Café", which is about a discussion in a media cafe on the topic "Political Journalism in the Information War" [63]. There are several literary works of students who have won professional contests, for example, the story of Ivan Kuznetsov "One by one" [64]. We also draw attention to the visual component of the newspaper, and for that reason all materials are accompanied by exclusive photos.

For student media, not only the content of the newspaper is important, but also the form of working with the audience. The editorial staff conducts seminars on journalism for students and schoolchildren, thereby attracting new authors and readers. In 2017, the book "In the Mirror of Time: Articles, Interviews, and Essays on People at MPSU ("Pedagogical University")" [65] was published, authored by the newspaper staff. Thus, we draw the attention of students to the newspaper materials, and they need to publish unique articles about their fellow students and teachers.

Since 2018, at the Institute of Journalism, Communications and Media Education, MPSU has been hosting a "Media Café". This is a discussion club for students, organized by the editor-in-chief of the newspaper "Pedagogical University", Valentina Alexandrovna Slavina. These meetings are actively attended by correspondents and the University professors. At the events, socio-political issues, ethical aspects, features of the profession of a journalist are discussed. The results of the meeting are described in detail in the newspaper.

5. Conclusion

An important direction of the modern university press in the context of intercultural and intergenerational dialogue is the desire for high-quality journalism with all its features, as well as the implementation of all the main functions of student media. The results of the transformation of the modern university press will ensure its access to a new level of development and create the conditions for its improvement.

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