

two by two

student newspaper of the St. Petersburg State University Faculty of Journalism

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Quiz show: ethics vs. rating



A quiz show is not always an example of absolutely clear ethics. That's why it's not only the cause for newspapers but also the great idea for a good movie

Bright lamps? Applause? A lot of fans? Big money? Yes, it is quiz show. But what about ethics? Do the producers and participants of quiz shows always allow different codes of ethics? No, ethics is not always the most important part in this list.

In 1994 people have seen film called "Quiz Show", telling the true story of the Twenty One quiz show scandal of the 1950s. It is the story about two participants of the show Herbert Stempel, played by John Turturro, and Charles Van Doren, played by Ralph Fiennes. Both of them were the winners of Twenty One, but both of them knew the answers to the questions, given to them by the producers of the show Dan Enright and Albert Freedman. So, we can say exactly that they deceived the audience and, it is, of course, against the ethics. But there are some more questions: was it really a very big violation of ethics, which could do any harm to the audience and which could become a reason to destroy the career of the participants?

In the film we can see the American point of view about the question of ethics. For Americans law stands on the first place, often even higher than mercy and sympathy. Charles Van Doren is a son of famous parents - renowned intellectual Mark Van Doren (Paul Scofield) and prize-winning novelist Dorothy Van Doren (Elizabeth Wilson), a professor of Columbia University with a wonderful reputation, but after this scandal, for them, he is only a person who has deceived them. And even the fact that at the court he honestly said he had known the answers, does not make people kinder to him. Only three of the judges and nobody among the people were touched by his words. He had to resign from Columbia University.

I think that in Russia there would be another situation. Russian people look emotionally at many things. Reading

"Crime and Punishment" written by Dostoevskii Russians forget about the crime of Raskolnikov, when they see his suffering from it and, most of all, when he is telling the truth, that he has committed the crime. At this time he is even a hero and nobody wants any punishment for him. I think that in the case with quiz show the reaction in Russia would be the same as with Raskolnikov's crime. The moment, when Charles is saying the truth, which is not good for him, would touch everyone: judges and viewers.

I also can't say that it's such a big violation of ethics. Of course, they couldn't agree to take part in this deception, but we know that it is only a quiz show, which we can watch or not, and the main purpose of it is to entertain people and to give them some new knowledge. These purpose was achieved, and nobody suffered from this cheating. And, of course, the fact that Charles Van Doren admitted his participation in cheating, showed that it was his unconscious mistake, which can't become a reason to destroy his career.

So, as you see, a quiz show is not always an example of absolutely clear ethics. Sometimes producers violate ethics to make the show more interesting and to increase its audience. Of course, producers can't do it and there can't be a reason to justify them. All people, from all countries, would agree with it. But their opinion about some of the participants of the show would be different. For Americans, law stands in the first place, and for Russians - mercy, they would be touched by the words of Charles Van Doren and wouldn't destroy his career.

Of course, it's difficult to answer the question: who is right. Let's better remember the words, which sound in the famous Russian film "12": "Law is higher than everything, but what about the situation, when mercy appears higher than law".



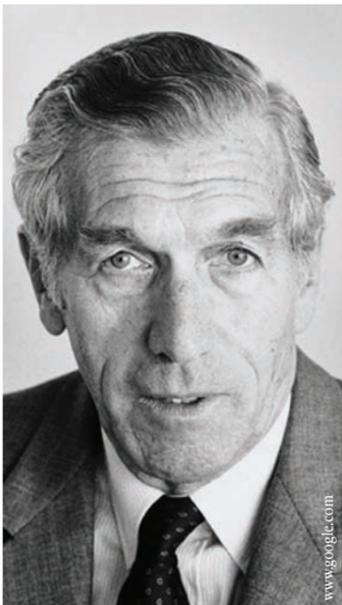
For Russians emotions are more important than law stands

Karina KIYAMOVA

„One cannot not communicate“

The need for theoretical background in the communication business

Paul Watzlawick, an Austrian theoretician in the fields of communication and psychotherapy, formed this sentence. What he wanted to say with this phrase was that it is not possible not to communicate. Everybody is communicating something all of the time. And therefore people – receptors – are receiving a lot of information all of the time.



Paul Watzlawick said «One cannot not communicate». He was right.

How the receptors deal with all the information is difficult to explain. It depends on their cultural background, personal experience and human instincts. For people working professionally in the field of communications, like advertising, marketing, public relations and journalism it is very important to learn about different ways of perception and different ways to communicate to increase the chance of being understood in the right way by the audience.

Going back it is not only important to be understood by the audience but first of all to know “Who is my audience?” and further “How can I reach my audience?”. These questions are important due to the large number of questions that appear in the field of communications.

Theoreticians of the psychological sphere deliver a lot of ideas and approaches that help us to understand how the sending-receiving-process works, which relevant facts need to be noticed and how we all can improve our work in the field of mass media.

The lecture “Psychology in Advertising and Mass Communication: Creation and Perception” with Anna Sosnovskaya at the Faculty of Journalism at the “Saint Petersburg State University” offered an insight into a lot of psychological theories

that have a big impact on mass communications. In classes we were talking about the different ways the audience deals with information and how many different ways exist to communicate something and what is important to keep in mind when communicating. The topics reached from theories of mass communication to “Gestalttherapie” and the archetypes of C.G. Jung. In this essay I would like to discuss again the theories of C.G. Jung and its relevance to the field of mass communications, especially in the practical use in advertising.

Jung was a Swiss psychiatrist who lived from 1875 to 1961. He was one of the main figures on the topic of Analytic Depth Psychology. In his work he focused on the so called archetypes. The term archetype in psychology serves as a model of a person, personality or behaviour. This concept of archetypes was advanced by Jung in the early 20th century.

Jung used archetypes for his research, defined them as prototypes for ideas and said that archetypes are in everybody, that they are inborn but independent from cultural or historical background.

In the work of C.G. Jung archetypes are perceived unconsciously and play an important role for every individual and its individuation-process (kind

of self-discovery when working out psychological problems). The archetypes defined by Jung are “the shadow”, “the anima and animus”, “the great mother”, “the hero”, “the seducer”, “the wise old man”, “the child” and many more.

The psychological theories say that all of these archetypes are settled deep down in every person's soul and that they build a framework for associations. As these processes take part in the subconscious, they play a very important role in advertising. In advertising every picture, every word, sound and slogan should have a special impact on the audience, cause a special feeling and manipulate the receptors in a way that makes them like and buy the offered product. Different pictures cause different associations and are processed in the human brain. It is a subtle influence of perception if pictures connected with specific archetypes are used in advertising.

For example: The figure of an old man with white hair, maybe a beard, a friendly smile and stable state of health might symbolise the archetype of “the wise old man”. He is a symbol for wisdom, knowledge and experience. He is a person you can trust and you can learn from.

An example is “Werther's Original”. This figure is often used

in advertisements to show that something is worth trust and is serious. That it is something good and something with a long tradition that was already proved “good” in the past. As a practical example for the archetype of the “old wise man” in advertising I want to mention here the commercial for a special kind of candy that is produced in Germany and also sold and promoted in Austria. The products name is “Werther's Original”. It is a caramel-candy. For some time the company produced serial commercials for television where an old man, a grandfather-figure, offers these sweets to a child. I think that the image of the grandfather in this commercial is connoted with the archetype of “the wise old man” and communicates the ability to trust this person and to feel safe with his advice. Therefore the sweets are good for you and you should eat them.

Personal Resume. I think that only with knowledge and awareness of human psychological processing we can really communicate in a professional way. It is necessary to know about unconscious processes, the effects of specific pictures and associations to strengthen the message and to avoid misunderstandings in all communication processes.

Teresa LACKNER

Aleksey Nalivaiko. The hobby that becomes work

On November, 17, 2009 the Journalism Faculty welcomed Aleksey Nalivaiko, who is one of the greatest journalists of Channel “5”. Our newspaper just couldn't miss it, and visited his lecture about the work and life of a journalist.

It's hard to start when you graduate from university without having identified any particular place to work – it was the first phrase of a strong middle-aged man with an incredibly trusting look. He seemed very familiar, especially his voice. “Who's he?” – asked the girl next to me. “He's a famous

anchorperson of the football program on Channel “5”! His name's Aleksey Nalivaiko”- was the answer.

I do not normally watch TV so I have only seen him once or twice, but I can say that I like his style a lot. He is always confident, and it seemed to me that he is the right man in the right place. It wasn't a surprise that all of students were listening.

“The most important thing is to learn how to work with words, and to do it in the right way. Never – and remember this – never start your speech, article or report with the words “Yesterday there was the semi-final of the championship...”. There must be something interesting, something extraordinary.

You must find something to make people stop their work, and read something or listen to you. Don't forget about it before doing something. If you cannot catch the attention of the audience and make

something new, you are not a professional journalist”.

“The most important thing for the professional journalist is to know the topic well and to be interested in it. It is always noticeable when students come to have a practice on our program just to get a good mark in their student's record book, and the students who come to work to get something new. People who really want to work are working better and the audience trusts them. As for me, sport is a great part of my life and of my soul, that's why it often seems to me that I haven't a job – I just have a good hobby. Of course it is hard, and sometimes I want to run away and spend a month in an unidentified place, but I know that I just haven't time for it and I'm doing my work”.

Always smiling and ungrudgingly answering the questions of the students he spent more than an hour talking with students about work, the



Anchorperson of the football program on Channel “5”

future of sport channels, “stars” of sport-journalism, and about amusing and ridiculous situations. When the time was running out Aleksey Nalivaiko gave a piece of advice to the students:

“It's very important to start working right now. None of the directors of TV channels will employ a journalist who has no experience – it's like the joker

in the pack. Don't lose your time, don't waste it. Your teachers can tell you how to write. Your university can give you a degree certificate. Despite all of this, everything means nothing if you have never worked, and have nothing to show for your professional ability”.

Ksenia RABINOVICH



Alexey Nalivaiko: “It often seems to me that I haven't a job – I just have a good hobby”

Creation and Perception

Psychology of mass communication and advertising

In our society, advertisements have a major significance in daily life. Indeed, we are faced every day to so many messages that our mind cannot remind all of them. In this way, the media use a specific scheme in order to captivate our attention, and to give us an ideal image of things, that is to say an image that will stick to our preferences. As a result, they are using the theory of communication. It basically means that the advertising companies try to answer to 5 basic questions, communally called the "5 W":

- The first one is "who" has a message to distribute? Indeed, in order to communicate, we need to find an organism that has some information, some message to transmit to a category of people. Without it, neither communication nor advertisement is possible.

- The second question is "what" do they want to say? It means that they have to clearly determine the message they want to spread in their audience before starting any communication campaign.

- The third question is "how" do they want to diffuse their message? They have to find which platform they want to use, which one would be the most efficient, and the most influential. It can be the newspapers, an advertisement, the TV, or even a specific channel; it depends on the company's goal and target(s).

- The next question is "to whom" the information is going to be transferred? It implies that the companies have to know who their audience is, or in other words, who the main target is. It can be a social class, a gender class or even a more specific group such as students, people practicing sport, etc.

- The last question, which is finally the most significant, is "what effect" will the communication campaign have on the audience? Of course, they do not use the media without any purpose; they get special intentions, they want to make us feel emotions such as happiness and delight, or even fear and anger.

The final result of every campaign is the purchase of goods or a service; that is why everything is planned upstream, nothing is done at random. As a result, we can say that a communication campaign depends on several "pre-actions". Besides, we can notice that to get any sense, a statement has to be created in a particular context, during a concrete time and in a concrete place (this concept is better known under the name "chrono-top"). Each statement



Try to think what this advertisement is about and how it tells you the main idea

has to be a special projection from the broadcasting organism, and it must be able to become an ideal image for each target.

The ideal image of an audience is based on a specific scheme of projection and representation. Each one is particular to one country, so it cannot be used to analyze the behavior of any other population. Below are the different stages that compose the Russian scheme: 1) Idea of the self; 2) means of expression; 3) ideal image of the reader; 4) encoding the "image"; 5) reconstruction of this "image"; 6) decoding, incorporating an answer to the audience.

Every steps of this method are going to be used by the Russian media with the intention of being the most proficient possible.

In order to illustrate this theory, let's take a concrete example. If a beer firm wants to make a new advertisement targeting the men between 25 and 40 years old, and emphasizing the good taste of its product, it would have to reach all of their expectations.

1) So first, the company would have to make some studies about this category of people, about their taste,

the place in which they drink beer, with whom and to which frequency. Usually, men between 25 and 40 like to drink beer with friends, after a working day or on a party, in a bar/club or simply at home, watching the TV.

2) Once the company knows more about its audience, it has to find the adequate platform to spread its message, the one which would be the most efficient. We can of course think about the TV – especially on prime time, when everyone is watching it - but men often read the newspapers, so it can be a second option.

3) At the same time, the media have to realize the ideal image of their product, but of course from their audience point of view. It must be a "perfect" image, the one which is going to catch the audience's attention and which corresponds the most to their ideal.

4) 5) Then, the company has to add various elements to its image in order to incorporate the values gathered by the population targeted. In our case, it could be "youth", living it up, be sportive, healthy, etc. The audience has to detect all these signs by its first

sight, without thinking about it. At the same time, the media is going to reconstruct this "image" by giving it a concrete text, a slogan, or even by adding new pictures, dialogues, changing the colors, etc.

6) Last, the "final image" is created, everything has been done to satisfy the consumers (present and potential) and the advertisement is ready. With this ultimate step, the viewers may be able to find everything they are looking for, either in terms of taste, social environment, colors, or atmosphere. They must be able to project themselves in the situation depicted in the advertisement but also to represent it clearly in their mind. That is the ultimate aim of every company, to convince their audience that the product they offer is the perfect one, the only personalized one.

To conclude, we can see that the viewers, readers, or any audience the media want to reach have different needs and personality. As a result, the task becomes more complicated for any companies who care about these needs. Besides, it is obvious that their way of life, of entertaining, their points of view, etc. is changing

according to the country in which they are situated. That is why most of the international trademarks have different commercial breaks; they adapt them according to the country in which they are. As a French student, I noticed that some advertising are almost the same in France and Russia, but that some others are completely different. If we take the examples of "Actimel" and "Kinder", we can see that the advertisements are quite similar. Indeed, the main target of these brands is of course the same in both countries, namely children. The atmosphere is always familial and convivial, and we can always see a mother with her children. On the contrary, in France, we have a great deal of announcements about meat and the various way of cooking it but there is no one in Russia. France is undeniably a gastronomic country in which people like spending time in their kitchen and learning to cook, but Russia does not have this culinary culture. As a consequence, this kind of advertisements would have no effect on the Russian population.

Emilie LAPORTE



Vital issue

Every second person prefers reading newspapers by folding pages rather than clicking their mouse. The circulation of newspapers is dropping under the pressure of on-line media. What is the future of newspapers?

With the appearance of Internet came Internet media, also called online media. The advantage of online media is its marvelous efficiency. Furthermore, it gives the possibility of feedback. The problem is no one can guarantee the professionalism of online media authors. Anyone can be a blogger despite a lack of journalistic or communication skills. Moreover, sometimes bloggers haven't their own opinion and merely convey another opinion using different words.

With the appearance of online media, other types of media are now being dubbed "traditional" media. All traditional media now have an online version of their publications. Sometimes this version is published after the output of the printed issue. Sometimes users must pay to access the online version's archive or even the website as a whole. Paid access is a tradition of some "elite" business magazines or, sometimes, fashion glossies. I think that archives are the most acceptable function of online websites of "traditional" media because users can always "look back" to past news and occurrences written with the expertise of professional journalists.

At last there's the problem of responsibility for online publications. In some countries this subject has spurred a lot of discussion. Not even specialists have the answer. In Russia there are no guidelines for Internet media but in my country, Kazakhstan, online publications have civil responsibility. Many oppositional figures post their provocations in the popular blog services such as LiveJournal. It's impossible to enter LJ from Kazakhstan because all the providers blocked it by the edict of the present government. I think this is a problem of freedom of speech, without a short and simple answer.

Maxim DANILOV

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Do C@mpus - be in!



“The Death Industry”

Until November 4th, The Committee of Human Rights invites you drop by their new exhibition brought by the Church of Scientology. Nexttime you find yourself walking down Litejnyj prospect, consider taking up this invitation and checking out “Psychiatry: The Death Industry.” You won’t be expected to get involved in the Church. It’s worth seeing just to get informed.

For your information –The Citizens Commission of Human Rights (CCHR), was established in 1969 by The Church of Scientology. Its members use methods which can destroy the human organism and psyche. In some cases, they can cause not only conflicts, but also court cases.

How did they start to learn psychiatry in such a violent way as the “death industry”? One day Ron Hubbard – “The Father” of Scientology – was sent for psychiatric help at the Oak Knoll Hospital. He claims his disease was something similar to depression. He states that psychiatrists cannot cure nor change somebody to be good or bad, and as result they decide to kill “difficult patients”. Those who disagree they send to prison and usually kill. After Hubbard’s death hydroxyzin – a medical product with antihistamine and tranquilizing action – was found in his blood.

At the exhibition you can find documents stating that psychiatry is responsible for World War I and others relating to Hitler’s and Stalin’s coming to power, falling USA standards of education, wars

in Bosnia and Kosovo and 9/11. The exhibition is full of numbers, statics, examples and quotations (sometimes out of context). Movies may be viewed to help understand the statements and a polite man is at hand to answer any questions.

St. Petersburg is not the first city to host the fight against psychiatry. Exhibitions and mass-meetings have been held on 5 continents and more than a hundred cities. Publications have been made in mass-media (E.g. article “Rvachi-ubijtsy” by Dmitry Bykov in journal “Ogonek”).

It’s not necessary to describe the heavy impression this exhibition can leave on you. Just find an hour and visit an exhibition to create your own point-of-view. Entrance is free.

Victoria FLIPPOVA



Do you expect any help from them? They don't care about your expectations



The Berlin Wall and the Cold War Wall

I was 40 years old when the Berlin Wall fell in 1989. It took another 10 years before the Cold War Wall in my brain collapsed. I was born in Bristol, England and my childhood was filled with a fear of the Soviet Union and Russians; the western propaganda was very effective. I was raised with images of Russians being unhappy automatons, working in large factories, making nuclear bombs to drop on my head. I can remember watching on television the Berlin Wall being built in 1961. For years afterwards there were regular news reports of people being shot trying to escape.

The collapse of the Berlin Wall was a total surprise, and I did not realise how much it would affect my life. In 1992 an Admiral of the Russian Navy visited the British submarine base in Scotland. I understood then that the Russians had stopped wanting to drop a bomb on my head. Events moved on, and in 1999 I

was in charge of building an American cigarette factory in St Petersburg. We had appointed the Russian army to build all of the foundations and roads. The highlight of my 50th birthday was Colonel Lev, in full uniform, bursting into my office holding a bunch of lily flowers and a bottle of vodka. He stood at attention and through an interpreter said ‘On behalf of the Russian Army, we wish you a happy 50th birthday!’ I felt very proud and humble.

The Cold War Wall in my brain collapsed finally a month later. I was at a Russian 60th birthday party in a countryside dacha. At 1.30am in the morning, there were ten Russians singing western songs from the 1950s and 60’s in English. I did not know all of the words; they had been taught at school and were word perfect. It was then that I began to understand how powerful and totally inaccurate the western propaganda had been. I now understand that the Soviet education system was very broad and inclusive, and that Russian people enjoy their life.

Peter ELLIS

Those who say programmers are not fun are wrong

One day in the life of an ordinary programmer

Alarm clock’s ring breaks the silence. I’m waking up just long enough to turn the sound off. Waking up again.

I’m in a subway. Sullen people go to work and don’t know what a beautiful day awaits them. My office is located in a far industrial district so we can enjoy a nice urban view from a window. That also means all the staff needs to get up early and go to work before the rush hour begins.

I’m half an hour late. There are two more men in the office. When I come in they close fun websites with well-practiced moves but relax immediately after. They have nothing to hide from me. I’m sitting down and begin to prepare for the new work day. The

heads will arrive in half an hour.

Those who say programmers are not fun are wrong. We always know the latest news and fresh jokes, improve our conversation skills constantly and don’t let each other get bored. Drinking tea we share our knowledge and motivate ourselves to make good quality programs. Our chiefs also try to vary our work. These creative people change tech documentation constantly and propose new ideas that sometimes require nearly inhuman efforts to be done. Thanks to our chief’s care we obtain such useful skills as benevolence, self-restraint and peacefulness.

Lunch time comes and we break from our hard work for an hour, eating,

reading news and chatting with friends. Some of us even have time to go shopping or to make insurance payments. And then back to work.

Code lines, bugs, features, the day starts to flow in a pattern. Writing, checking, deleting code, launching debugger, resolving old errors and discovering new ones. Drinking coffee. A lot of it. When I’m taking a break it’s dark outside. So I’m sitting some more time in hope to make all the work today. Finally I give up, write a list of tasks I will do tomorrow then leave office to get dinner and go home. Another working day comes to end.

Oleg GORELKIN (Ukraine)



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