As a manuscript

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MEDIATISATION OF POLITICS IN NEW SOCIOCULTURAL REALITIES: A MODERN MANIFESTATION IN DIGITAL MEDIA

Abstract of dissertation for

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The relevance of the topic of scientific research is due to the fact that the most important characteristic of modern processes is informatization in all spheres of socio-political and economic relations.

The penetration of media formats and digitalization into various spheres of public life is especially noticeable in the political sphere. Traditional instruments of power - official media (media) - coexist and compete with new, decentralized network resources: blogs, forums, social networks. These platforms serve as platforms for the free exchange of information, the organization of social movements and the formation of public opinion, often bypassing traditional media channels and control mechanisms. An analysis of the ongoing processes of mediatization and digitalization and their impact on society allows us to highlight a number of provisions that underlie the relevance of the topic of dissertation research.

1. transformation of the political process under the influence of new media.

The use of big data and algorithms to analyze political trends, voter preferences and audience behavior opens up new opportunities for political campaigns, adjusting the communication strategy, changing the dynamics of communication. But it also raises ethics and privacy issues. The emphasis on "new sociocultural realities" makes it possible to deepen the study by including the influence of information stuffing and fakes in the sphere of attention.

2. increasing the role of social networks in politics.

Social media has emerged as a key political communication tool, allowing political leaders to engage directly with citizens. However, along with this, there are risks of manipulating public opinion, disseminating deliberately false information and deepening social disunity.

Technological capabilities allow millions of users to be involved in the information environment, but this same opportunity can be used for targeted disinformation and propaganda. Society's perception of participation in social and political life and the solution of socially significant issues is gradually transforming.

3. the emergence of new forms of political mobilization.

Policy mediatization creates new opportunities for political mobilization, making it faster, more ambitious, personalized, and accessible. However, it also carries risks, such as polarization, simplification of political discourse, and superficiality of political participation. Understanding these processes is necessary to make better use of the media and build a fairer democratic society.

In modern conditions, scientists consider the mediatization of politics from different points of view: on the one hand, as the influence of mass media on politics, and on the other, on the contrary, the influence of politics on mass media, which is, in principle, correct in both interpretations.

4. The problem of post-truth and information confrontation.

In conditions of post-truth and informational confrontation, the boundaries between facts and opinions are blurred, which poses a threat to political stability, forms conditions for political mobilization and necessitates their detailed study. The significance of mediatization research is steadily increasing due to its impact, audience reach, and implications. The expansion of political discussion in modern media, their influence on social and political processes is studied in various scientific areas and industries. However, their consideration through the prism of sociocultural realities, the study of content and features based on the analysis of modern manifestations of mediatization in the digital space requires a deeper approach, systematic research, and identification of developmental features.

5. Mediatization and digitalization require new skills and competencies from journalists - the ability to work with social networks, create multimedia content, interact with the audience and analyze data. Innovative technologies as a way to solve interpersonal communication issues are moving from the sphere of interpersonal communication to the sphere of political communications, becoming a tool for solving political problems, and influencing the formation of public opinion and the worldview of the audience.

6. The impact of mediatization on political behavior.

Mediatization, as a process of strengthening the role of media in all spheres of public life, has a significant impact on the political behavior of citizens, and the

Russian context is no exception. Media become not just a translator of political information, but also an active participant in political processes, shaping the agenda, determining the image of political actors and influencing electoral choices.

7. The relevance of the study is also due to the multinational composition of Russia with its historical heritage. Modern processes of upholding sovereignty and examples of the former Soviet republics emphasize the importance of sociocultural realities in mediating politics. Scientific understanding of these processes is necessary to understand the prevailing realities.

Thus, the relevance of the topic of the dissertation is determined by the fact that the study of mediatization of politics in new sociocultural realities answers important issues of our time related to the mediatization of the political process, the impact of new media on society, as well as the need to develop effective strategies to counter threats arising in the digital environment.

The object of dissertation research is the mediatization of politics.

The subject of dissertation research is the sociocultural realities of the process of mediatization of politics in the modern digital media space.

The purpose of the dissertation research is to theoretically and methodologically substantiate the process of mediatization of politics and to determine its impact on modern socio-cultural transformations.

Tasks of dissertation research:

1. Conceptualize the main theoretical approaches to conceptualize the phenomenon of mediatization of politics.

2. Consider the genesis of sociocultural realities, revealing the essence and principles of the definition of the concept.

3. Identify trends in the transformation of socio-cultural realities in the process of mediatization of politics.

4. Systematize the structural and functional features of policy mediation in the political digital media space.

5. Assess the representation of Russian politics in the mediatized digital media space.

6. To characterize sociocultural realities in the modern practice of the development of the digital media environment.

Scientific hypothesis of dissertation research. The proposed author's interpretation of the phenomenon of mediatization of politics defines the process of mediatization of politics as the mutual integration of the political space and the media sphere, which creates the conditions for the transformation of both the political and media discourse. The mediatization of politics in the new sociocultural realities can have both positive and negative consequences.

Within the framework of scientific research, theoretical and methodological approaches are used, reflecting a wide range of views of Russian and foreign researchers. The key elements of the theoretical base are the concepts: "mediatization of politics" by J. Thompson, the theory of mass communications and propaganda by W. Lippmann, G. Lasswell, P. Lazarsfeld, the concept of "deep mediatization" by A. Hepp, "mediated worlds" by S. Hjarward, "transactional mediatization" and "new sociocultural realities" by D. Le Havre, subjected to a detailed theoretical and methodological study.

The interdisciplinary nature of the study necessitated the application of a comprehensive methodology combining quantitative and qualitative methods from various fields of scientific knowledge.

To study the content of publications in scientific publications and identify the dynamics of key terms reflecting the activity of research in this area, the content analysis method was used. Additionally, the method of analyzing documents, a comparative analysis of assessing the impact of social media on political processes on the Internet was used.

The empirical basis of scientific research is analytical, statistical and regulatory documents, as well as electronic resources of government bodies, international organizations and monitoring centers. The work also uses monographs, articles from scientific journals and materials presented at scientific conferences.

The empirical basis of the scientific study was also the results of the analysis of various information resources "VKontakte," "Odnoklassniki" Telegram,

"Yandex.Zen" and "Rutub" "Yandex," "Rambler." The study analyzed the content of political bloggers, influencers, multimedia content and streaming.

The research novelty is as follows:

1. The theoretical basis of the process of mediatization of politics in the context of modern socio-cultural realities has been developed.

The work systematized and supplemented the existing theoretical approaches to the study of mediatization of politics, including the concepts of "deep mediatization" (A. Hepp), "mediated worlds" (S. Hjarvard) and "transactional mediatization" (D. Le Havre).

Based on the integration of classical and modern theoretical approaches, the author's interpretation of the phenomenon of mediatization of politics was developed, which takes into account the modern specifics of the digital media space and its influence on political processes. The scientific novelty lies in the systematization of these approaches and their application to determine the specifics of mediatization in the digital media space of Russia, which makes it possible to identify unique features of the interaction of media and politics in the national context. The author's description is given and the mechanisms of the concepts of "media logic" and "digital traditionalism" are identified, which expand the conceptual apparatus of research in the field of media space development (paragraph 3 of the passport - Topics and problems of journalism and the media. Representation of social, economic media communications).

2. The genesis of sociocultural realities and their influence on the mediatization of politics is presented.

The study reveals the interdependence between the mediatization of politics and the transformation of sociocultural realities in the context of digitalization. Based on an interdisciplinary approach (political, sociological, cultural), key trends have been identified, such as the hybridization of media consumption, the formation of digital identities and the influence of algorithms on the process of mediatization of politics. It shows how media participate in the construction of political reality through symbolic representation and cultural codes. The dynamics of changes in

sociocultural realities in the context of digitalization is revealed, including the formation of new value orientations, behavior models and identities. The novelty of the work also lies in the identification of trends such as the hybridization of media consumption in a combination of traditional and digital practices, the emergence of "digital patriotism" and the fragmentation of the public sphere. These processes are analyzed through the prism of Russian specifics, which allows a deeper understanding of the mechanisms of adaptation of traditional sociocultural paradigms to the challenges of the digital era (paragraph 4 of the passport - Creative process in journalism and media communications. Professional methods and tools of journalism and media communications. Formation of journalism genres and their development. Language features and style of media communications).

3. Structural and functional features of policy mediation in the digital media space have been identified.

The paper presents the structural components of the digital political media space (state media, independent platforms, social networks) and their functional roles (information, communication, mobilization, legitimization). Mediatization mechanisms have been identified, including algorithmic content personalization, viral content distribution, and manipulative technologies.

The scientific novelty of media literacy also lies in the author's interpretation of the functional features of mediatization, such as algorithmic personalization, content and manipulative technologies spreading at high speed, as well as their impact on political communication. Decentralization of communications and the role of algorithms in the formation of "information bubbles," their impact on the public sphere were noted (paragraph 5 of the passport - Convergent integration processes in the media space).

4. Factors of representation of Russian politics in the digital media space are determined.

Using the example of the Russian context, the features of policy mediation are disclosed, such as the combination of state control with the development of alternative digital platforms; the formation of "digital patriotism" and the use of

media to ensure the legitimization of power. It shows how digital technologies are transforming traditional models of political communication, creating new forms of participation and manipulation. The novelty of the study is also the identification of the specifics of the Russian media resource, which combines global trends (for example, emotionalization and personalization) and national features (emphasis on patriotism and traditional values). This allowed the author to reveal the mechanisms of legitimization of power and the formation of political narratives in the digital environment (paragraph 9 of the passport - Professional standards and values in journalism and media communications. The impact of technological progress and digitalization on the professional toolkit of journalists, professionals in the field of media communications and non-professional authors).

5. Methods and methods of influencing the audience are systematized

The dissertation presents a new perspective on the transformation of forms of political participation under the influence of digital media, including the transition from traditional activity to clip forms of communication and online mobilization. The contradictory consequences of mediatization have been identified: on the one hand, the expansion of opportunities for civil participation, on the other, the risks of manipulation and polarization. It was noted that digital platforms are becoming an instrument of both state propaganda and alternative political initiatives (paragraph 9 of the passport - Professional standards and values in journalism and media communications. The impact of technological progress and digitalization on the professional toolkit of journalists, professionals in the field of media communications and non-professional authors).

6. Practical recommendations have been developed to optimize the process of policy mediation.

Based on the analysis of empirical data, measures have been proposed to increase the media literacy of the audience in understanding values, countering disinformation and strengthening confidence in media institutions. The work formulated specific recommendations for managing the digital media sphere, developing political communications in the face of new challenges, countering

disinformation, and expanding media literacy programs. The novelty of the work also lies in a constructive understanding of the value of the Russian experience, the sociocultural context and the peculiarities of the development of the domestic media system. This is the basis for the development and adoption of optimal management decisions that ensure strengthening confidence in the media and improving the quality of political discourse (paragraph 13 of the passport - Professional education in journalism and media communications. Theoretical foundations of media literacy. Media education for a wide audience, target audience groups).

7. An attempt was made to typologize media in the context of digitalization.

The work expands the understanding of the features of the dynamics of the media system in the context of globalization and digitalization, the interaction of traditional and new media. It is shown how digital platforms transform the professional standards of journalism and media communications, affecting the creative process, genre diversity and language features of media texts. Scientific novelty lies in a new author's approach to the systematization and typologization of new media in the context of mediatization of politics (paragraph 4 of the passport - Creative process in journalism and media communications. Professional methods and tools of journalism and media communications. Formation of journalism genres and their development. Language features and style of media communications).

Thus, the scientific novelty of research lies in a comprehensive analysis of policy mediatization through the prism of sociocultural realities, which contributes to deepening the theoretical foundations of media communications, ideas about the interaction of media and politics in the digital era and offers practical tools to optimize this process in Russian conditions.

Provisions submitted for protection:

1. the phenomenon of mediatization of politics manifested itself due to the fact that in modern conditions many aspects of the process of developing and implementing political decisions are related to the media, since:

firstly, media becomes the space of communications of politicians, political communications cover the field of media and go far beyond the generally accepted professional communication;

secondly, the media space becomes a platform for demonstrating the positions of various parties, political movements, public organizations, leaders, where communications and the content of discourses are concentrated, which is the essence of the process of mediatization of politics, there is a merger of politics and the media system.

2. The dynamics of the process increases and the vectors of transformation of socio-cultural realities become uncertain, on the one hand, they change in the context of modern trends aimed at autonomizing a number of cultures, and on the other hand, they are subject to the integration of various channels, means and methods of communication that are carriers of socio-cultural values, various social groups, ethnic groups, nationalities - this statement requires further research and clarification.

3. Digitalization forms new standards of political behavior in the current socio-cultural realities. Among them are the active participation of citizens in online discussions, and the formation of public opinion on the network, which in turn affects the image of political figures and their approaches to interacting with the electorate. Modern media, including social networks and mobile applications, provide platforms for the instant dissemination of their own opinions and information, which radically changes the dynamics of political communication and significantly expands access to political information for the general population. The unprecedented development of new media technologies has a deep impact on the models of political communications, creating new challenges for modern society (information overload, manipulation of public opinion, increased political conflicts, etc.).

4. The space of political communications in the modern public system is transformed into a media environment where virtual ideas about real reality are formed. The media space is developing not only in digital format in various media - audio, video, Internet platforms.

In real mass events and actions, the media space reflects the processes and events of political communication for the most part - in the digital media space, where their own norms and rules of communication are developed, which are presented to society. In turn, the media space becomes a subject for understanding mediatization, making changes in the socio-cultural environment.

5. Social networks play a key role in enabling stakeholders to spread information quickly, organize protests and, in general, activate civil society. Social networks generate unique ways of involving citizens in political processes, create new spaces for the formation and expression of political identities, generate new forms of political participation that differ from traditional ones. Forms and their effectiveness in political mobilization in social networks can vary significantly depending on the socio-cultural context, political system and level of development of digital technologies.

6. Socio-cultural realities are changing dynamically. The prevailing socio-cultural features (environment, traditions, culture, language, values, assessments and views on various aspects of the interaction of a person, social group, nationality) formed during long periods of development of peoples and ethnic groups are also influenced by modern media. These features influence the worldview, behavior patterns, ethnocultural and ethno-confessional features. The interdependence of sociocultural realities and digital media is multidirectional. Small ethnic groups in interaction seek to preserve their identity in the media space, to protect their identity in a changing world.

However, the growing processes of globalization of communications are gradually washing out ethno-national and ethno-confessional features, erasing their boundaries. Larger ethnic groups in some cases absorb small ones, gradually eroding their language, traditions, cultural characteristics. At the same time, the spiritual and moral values   of ethnic groups are broadcast through confessional systemic representations, preserving their character and continuing to exert their influence on society.

The theoretical significance of the dissertation research is determined by its contribution to the development of modern scientific ideas about the interaction of media, politics and society in the context of digital transformation and the unique socio-cultural features of Russia. In recent years, mediatization of politics has become a key factor in the formation of political discourse and public opinion, which requires a rethinking of classical theories of political communication, taking into account national characteristics.

The theoretical significance of the study also lies in a comprehensive analysis of the mediatization of politics, taking into account the unique socio-cultural conditions of Russia, which expands the scientific understanding of the mechanisms of political communication in the digital era. The specifics of the Russian media space, the interaction of various actors and the influence of cultural factors on the political process have been identified, which contributes to the development of domestic political science and media theory and forms the basis for further research and practical recommendations.

The practical significance of the dissertation research lies in the fact that the results and conclusions obtained can be used in various spheres of public and political life, as well as in the activities of state and non-state institutions related to media and communications in Russia. In the face of dynamic changes in the digital media space and the complication of the socio-cultural context of the country, the study offers specific recommendations and tools to increase the effectiveness of interaction between political actors, media and civil society.

The practical significance of the study is also expressed in the systematization of recommendations and tools aimed at improving the functioning of the media environment, improving the quality of political communication and strengthening civil society in the new socio-cultural realities of Russia.

The scientific and practical significance of the research results lies in the possibility of increasing political science knowledge about the specifics of mediating politics in new sociocultural realities and modern manifestation in the digital media space by using the conclusions and recommendations presented in this dissertation.

The degree of reliability of the provisions and results of the research is confirmed by their logic, architectonics of the text of the dissertation, meaningful unity, consistency of the author's conclusions and formulated provisions, the correlation of the conceptual foundations of the study with theoretical approaches generally accepted in political science, and the absence of incorrect borrowings.

Approbation of study results.

The materials of the dissertation research had the following testing at scientific and practical conference sessions and conferences:

- international level: II International Scientific and Practical Conference "New Trends in Journalism and Media Communications" (Moscow, Russian State University for the Humanities, April 14, 2023), International Conference Session "Public Administration and Development of Russia: civilizational challenges and national interests" (Moscow, Russian Presidential Academy of National Economy and Public Administration, May 16-20, 2023), III International Scientific and Practical Conference "New Trends in Journalism and Media Communications" (Moscow, Russian State University for the Humanities, April 19, 2024), IV International Scientific and Practical Conference "New Trends in Journalism and Media Communications" (Moscow, Russian State University for the Humanities, April 18, 2025), Conference session of the IGSU RANEPA "Public Administration and Development of Russia: challenges, strategies and prospects" (Moscow, Russian Presidential Academy of National Economy and Public Administration, May 21, 2025).

The dissertation materials published by the author include (9 publications, 6 of them in scientific journals recommended by the Higher Attestation Commission under the Ministry of Science and Higher Education of the Russian Federation.

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