

SUMMARY

The first decades of the 21st century marked the beginning of a new stage in the study of media systems. Indeed, transformational processes in each case involve the determination of the mobilization resources of social theories and the factors that influence current practices on representatives of modern Russian society as a whole and its individual groups. In the framework of the methodology, implemented by the authors of this monograph, the theoretical understanding of mediatization is determined not only by the conditions for the development of the digital environment, but also by the importance of mass media as a tool for social interaction in all areas of socio-cultural development. The methodology is relevant and novelty for several reasons. First, in conditions of intense competition between different media, the role of the media discourse in these competitive processes is defined. Second, the consideration of this media group as a mediator of the communicative and cultural memory of the Russian nation made it possible to identify and systematize the most important indicators of the development of society based on civilizational humanistic traditions. Third, the importance of the study conducted by the authors is due to the social need to study the role and allocation of identification resources of modern mass media in the organization of intergenerational communication in the digital environment. Fourth, in this study, based on the sociological data obtained by the authors during the period from 2011 to 2020, a view of identity is taken through the resources of communicative and cultural memory as a discursive phenomenon that has a dynamic nature and is constructed by various identification practices described in this monograph. Fifth, it is proved that the consideration of culture as a universe opens up broad prospects for studies of the functioning of journalism as a social institution in the new conditions. In this connection, the features of the professional culture of journalists in the

context of the development of the media in the digital era are separately highlighted and described.

As a result, on the basis of a systemic-cultural approach, it was proved that by means of a model, developed by the authors for organizing the effective transmission of communicative and cultural memory to the “digital” generation, it is possible (1) to achieve strategic goals — the formation and development of general and informational culture of Russian society and its representatives, and (2) to solve tactical tasks in finding options and instrumental components of productive intergenerational communication through the media. This model also allows to predict some forms of ensuring interconnections within the emerging new system of procedural and substantive professional attitudes, ethical norms and rules that are relevant for journalists of the digital age.