Subcultures of the "Analogue" and the "Digital": Prospects of Intergenerational Communication

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Abstract. One of the signs of the post-literacy era is the emergence of a communication gap between people with a limited set of forms of literacy, which often complicates intercultural and intergenerational dialogue. This allows us to single out holistic media generations, the distinctive features of which are not only different generational media practices, often in mismatched media environments, but also different thematic vectors of interests, which generally characterize generational media subcultures.

Based on the author's sociocultural concept of media generations and the use of the Sketch Engine, a modern cloud tool for studying large text collections, arrays of frequency vocabulary of text media corpora were formed, thematic repertoires of media intentions focused on the typically "analogue" and typically "digital" media generations are revealed. The comparative analysis made it possible to identify the dominant vocabulary groups that we identify as markers of generations that complement the characteristics of generational media subcultures. The markers of the typically "analogue" media generation are the topics of family, person in work, state and power, history of the country, and the typically "digital" one is the topics of business, labor, state and public order, family, entertainment.

Keywords: communication gap, digital divide, "analogue" and "digital" media generations, media subcultures, generational communication

1. Introduction

The modern "cultural and civilizational technological dialogue" (according to M. Y. Gudova) is implemented in the era of post-literacy, which by being a phenomenon of "modern culture and civilization, has divided society technologically and, as a result, generationally…" [Gudova, 2014,

p.30]. Technological digital innovations have led to the emergence of the so-called "digital" divide [Dewan, Riggins, 2005], which in Russia manifests itself both at the level of digital inequality of regions and at the level of digital competencies as a "set of internalized abilities" of a person [Gladkova, Vartanova & Ragnedda, 2020, 3]. Access to ICT and digital competencies, according to researchers, form the so-called digital capital of a media user [Ragnedda, Ruiu & Addeo, 2020; Vartanova & Gladkova, 2020]. "At the same time, the lack of computer literacy among the majority of older people leads to their informational and technological dependence on those around them" [Gudova, 2014, 30], and, accordingly, to a decrease in opportunities of the formation of digital capital.

The generational communication gap, caused by different levels of digital capital of users, leads, on the one hand, to "the difference in social benefits that users receive when using technology and Internet access" [Ragnedda, 2018, 2370], and on the other hand, the development of multiculturalism and the formation of sustainable media generational subcultures. O. V. Yazovskaya interprets the phenomenon of multiculturalism "as cultural diversity and the clash of different cultures in situations of intercultural interaction" [Yazovskaya, 2018, 253], which "sets, in particular, the characteristics of various subcultural formations" [Ibid, 254].

Thus, the contradiction between the need to adapt the human community to the "digital information civilization", the need / ability of a person to master digital media practices and overcome the communication generation gap mediated by media technologies, the development of intercultural interaction, actualizes the study of emerging subcultures of media generations, including significant generational thematic dominants in media texts.

2. Depth of Scientific Research

Widespread digitalization contributed to the onset of the post-literacy era, which, according to M. Y. Gudova's position, represents "the subject-subjective property of modern culture, which arose under the pressure of a set of socio-cultural factors: the emergence and mass distribution of gadgets and mobile Internet; the complication of socio-cultural ties and relationships due to the emergence of a virtual network culture, communities and individuals; accelerated updating of the technical-technological and semiotic external environment of human life" [Gudova, 2018, 3]. L. Manovich, the author of maniscripts on the theory of digital culture, believes that in the era of

"pervasive computerization, information interaction between a man and the digital environment, with the help of new technologies, invisible layers of modern culture become visible, cultural objects are born" [Manovich, 2017, 73]. When we use such word as "new" layers of culture, we refer to the emerging subcultures of media generations that have arisen as a result of the digital and, as a result, communication gap.

The paper authors' socio-cultural concept of media generations allowed us to distinguish several generations of media users, among which are typically "analogue" and typically "digital" [Sumskaya, Sverdlov, 2019].

By the generation of media audience, we understand the groups of people whose socialization period coincided with the growth of popularization of one or another type of media — press, radio, television or Internet media and formed the corresponding priorities in media consumption and media behaviour.

From the perspective of the significance of the events that defined the differences in media generations, perhaps one of the most critical developments in the context of our study is the transition from analogue to digital methods of production and broadcasting.

The digital signal has led to the civilizational changes that we see today — the multiplicity of digital mass media, the mediatization of modern life, the digitalization of many everyday practices, including communicative ones. Analogue media includes all those that are transmitted by the analogue signal. Primarily analogue media are those that emerged from the use of the analogue transmission of information but later became digital.

Initially, we refer to the digital media as those that initially used the digital transmission of data and the Internet to access the content. This gives a basis for the identification of at least two main auditorium clusters: "analogue" and "digital", which give priority to the consumption of original analogue and print or digital media. The audience that is more accustomed to using primarily analogue media is called the "analogue" generation, and the audience that prefers digital media is called the "digital" generation. Data summaries based on generation theories allowed identifying not only "analogue" and "digital" generations but also transitional, so-called "echo-generation".

Thus, it is possible to identify the age groups of media generations. According to the researchers' concepts, the "analogue" generation today includes the audience of mass media, who are about 50 years old and older. "Echo-generation" consists of the age range of the media audience between

the ages of 37–50 years. Accordingly, the "digital" generation of the audience is under 36 years old. Each generation has its core audience. It includes the average audience, which seems to have the most typical characteristics. For example, the typical "analogue" generation is 65 years old and older, the typical "echo-generation" is 40–47 years old, and the typical "digital" generation is under 25 years old [Sumskaya, Lozovskaya, 2019].

It is necessary to take into account the statement that the change of generation cycles is connected with urbanization: in provincial cities and rural areas the change of generations is slower due to the stability of the way of life; the influence of information technologies is delayed, not so transforming. In urban communities with populations of more than 20,000 people, however, the application of generational theory has been equally successful. The results of sociological research confirm that the Russian "digital" generation mainly lives in towns with a population of millions and thousands of people, while the analogue generation lives in small cities and rural areas [Gladkova, Vartanova & Ragnedda, 2020, 22].Urbanization is directly related to the increased use of information technologies in everyday life practices and the mediatization of the life of society.

Thus, the second parameter, which is vital for correlating the audience with a particular media generation, is the idea of S. G. Korkonosenko about the development of the media city as a "peculiar civilization formation", created by media communication and lacking spatial certainty, in which the "common person" is active in the media behaviour.

"Media life" in this media city "proceeds according to its laws and rules…" [Korkonosenko, 2013, 16]. In this regard, we believe that a significant competence of the modern media audience is "digital competency" (according to M. Ragnedda). Developing the ideas of S. G. Korkonosenko, it is possible to identify the generations of mass media, which are distinguished not only by the intervals of history, but also by their "digital competency", and media practices in the digital environment. In this regard, the analogue generation is defined as a multi-aged audience of mass media, the territorial localization of which does not matter. This generation prefers primarily analogue mass media, since they do not have a high level of digital competency and only use technologies discretely in everyday practices.

In its turn, the "digital" generation is identified as a media audience that is proficient in information technology at a high level, using, above all,

digital media and social media based on mobile devices, preferring short forms of communication, perceiving information non-linearly and discretely.

Thus, two generations with stable characteristics of "analogue" and "digital" are defined; two transitional generations, the reference to which is based on the level of "information competency", and the echo-generation, which is an intermediate between "digital" and "analogue".

These generations form their subcultures of media communication, which are manifested in various thematic preferences, various symbolic (intangible value) capital, audiovisual technologies and formats for representing reality [Sumskaya, 2020; Sumskaya, Solomeina, 2019]. This work is focused on identifying thematic markers of the subcultures of the "analogue" and "digital" media generations of Russians through the use of lexical and statistical analysis of media texts.

A detailed study of speech behavior and generalization of the sociolinguistic characteristics of users in VKontakte social media resourse based on MyStem and MS Access tools, and as a result, the identification of sociocultural priorities of different generations and the specifics of intergenerational communication is described in the works of M. Y. Mukhin, A. I. Lozovskaya [Mukhin, Lozovskaya, 2019].

Purpose of the study: to identify thematic markers of the media generation subculture based on a comparative analysis of the frequency vocabulary of the media.

Objectives of the study:

1. To form the arrays of the frequency vocabulary of the mass media text corpora, focused on the typically "analogue" and typically "digital" media generation.

2. To conduct morphological analysis within each subcorpus.

3. To analyze the frequency of the received lexemes.

4. To combine the frequency vocabulary according to denotative spheres on the basis of lexicostatistical, contextological analysis in each generational subcorpus.

5. To interpret the data obtained by identifying large semantic categories in media texts targeted at different generations ("analogue" and / or "digital") that characterize generational subcultures.

3. Methodology and Research Methods

The research is based on methods such as morphological, lexicostatistical, comparative. We selected storytellings (short and long stories) published in 2018–2019 in the media, the core of the target audience of which is typically "analogue" or typically "digital" media generation. In total, texts from 14 media were used in the study. Sources such as "It's My City", "The Village", "ETV", "BUMAGA", "MEDUZA" are focused mainly on the "digital" media generation, and "Nyazepetrovskie Vesti", "Uralsky Rabochy", "Vecherny Chelyabinsk", "Course Dela", "Obl-TV", "Yuzhnouralskaya panorama", "Izvestia", "AiF", "Mediazavod" — mainly for the "analogue" generation. The empirical base of the research includes 381 texts, over 551,000 words. In the process of manual checking of the 2000 most frequent words, an array of words most frequently encountered in different generational corpora of generations was identified.

First and foremost, this work analyzes frequent nouns in the subcorpuses of texts of "analogue" and "digital" media generations. The analysis of the frequency vocabulary is made on the basis of the ideographic classification of Russian vocabulary developed by the Ural Semantic School (Ural Federal University) and generalized in the universal ideographic dictionary of Russian language, including inter-speech denotative ideographic groups [Universal ideographic dictionary, 2015]. The chosen course of the research, which presupposes not primarily inter-speech, but a sequential analysis of the significant and service parts of speech, is in our opinion, due to the tasks and logic of the study, which involves identifying markers of media generation subcultures in media texts. Therefore, at first, in generational media texts, we analyzed the frequency vocabulary of nouns, since they indicate objects of reality that are significant for this analysis. All received data are combined according to denotative spheres. The frequency of use of lemmas is ranked based on the SKETCH ENGINE IPM service. We believe, all mentioned above will make it possible to judge the processes that can serve as markers of the subcultures of media generations.

4. Study description

With the use of Sketch Engine, a modern cloud tool for researching large text collections, the following analytical model for analyzing the received data has been implemented.

Firstly, two linguistic subcorpuses were created in accordance with the analyzed generations.

Secondly, lists of lexical sets of nouns were formed from media texts oriented towards a typically "analogue" or typically "digital" media generation.

Thirdly, in the process of manual checking of the frequency of lexical sets (1940 words), thematic areas were identified in accordance with denotative spheres and an attempt was made to analyze their absolute frequency and lexical variability.

Fourth, as a result of the comparison, series of lexemes were obtained that are frequency and thematically defined in each subcorpus, an attempt was made to interpret the data obtained, which is presented below.

5. Results and discussions

5.1. Analysis of the lexical set of nouns in media texts focused on the typically "analogue" generation

In the analyzed media texts focused on a typically "digital generation", we single out the 50 most common *nouns*: year, person, time, work, child, life, day, business, place, home, country, Moscow, family, school, district, everything, history, question, Russia, city, word, Ivan, war, attitude, Stalin, USSR, case, peace, situation, beginning, part, moment, end, number, problem, project, death, chief, side, Sergei, building, resident, group, hand, woman, decision, area, team, society, class.

The thematic sets of nouns demonstrate a significant volume, therefore, within the framework of this study, we have identified two criteria for the analysis ("frequency" and "variability") and 3 levels of representation (higher, middle and lower).

Ideographic analysis shows that according to the criterion of "lexical variability", the denotative group (lexical & semantic set) "**Public-state sphere**" is represented on a large scale.

In the group, not only is the subgroup "state, power and public order" seemed to be highlighted, but also in it, in turn, one more subtopic is clearly drawn, which we are inclined to single out and call nothing other than "History of the country". If we turn to the Universal Ideographic Dictionary, we shall see that this subgroup includes a set of words from the subtopics of "military operations, measures, their features and results"; "A person in the public and state sphere"; "Man in the field of art." However, within the framework of this study, we single out this subtopic as an independent

block because the topic of the historical past is very important for Russians, significant for the organization of intergenerational communication. And because at the present time of global transformations of information wars, the historical past of Russia is nonetheless, among other things, the subject of political international discussions. Summaries are given in Table 1.

Table 1

Larger groups of vocabulary in media texts targeted at the typically "analogue" generation (nouns)

Public and state sphere			
State, power and public order	**Frequency of use** SE (IPM)	**State, power and public order / Country, state / Country history)**	**Frequency of use** SE(IPM)
country	996.1	history	794.1
Russia	739.0	war	633.5
headman	500.3	USSR	624.3
society	445.2	Stalin	624.3
power	408.5	army	302.9
government	321.3	Zhukov	280.0
governance	298.3	CC	270.8
Kremlin	270.8	Lenin	266.2
control	247.8	victory	266.2
citizen	234.1	Kutuzov	224.9
duty	215.7	revolution	220.3
chief	211.1	Stalhanov	220.3
people	201.9	Mausoleum	206.5
Administration	201.9	front	201.9
President	179.0	Chekhov	201.9
Ministers	174.4	enemy	188.2
motherland	160.6	Gorbachev	179.0

This is confirmed by the contexts, we will present only some of them.:
— "The light-engine Cessna-172 aircraft, piloted by 18-year-old German Matthias Rust, had a huge impact on the *history of the Soviet Union*";

Table 2

Medium vocabulary groups in media texts targeted at the typically "analogue" generation (nouns)

Perception of the sur-rounding world / Time	Fre-quency of use SE (IPM)	Person as a living being / The process of human existence	Fre-quency of use SE (IPM)	Public sphere / Education	Fre-quency of use SE (IPM)	Locality	Frequency of use SE (IPM)	Family Relations / Family and Mem-bers	Fre-quency of use SE (IPM)
Year	7,152.2 /	person	3,236.4	school	849.2	home	1,014.5	child	1,592.9 /
time	2,226.4 /	woman	468.2	teacher	449.8	Moscow	899.7	family	858.4 /
day	1,377.1 /	lady	413.1	pupil	335.1	district	817.1	Father/dad	523.3 /
month	426.9 /	man	293.8	education	298.3	city	720.7	parent	422.3
August	348.8 /	fellows	284.6	pedagogue	247.8	citizen	486.6	Mum/mother	537.1
hour	325.9 /	adolescent	197.3/	secondary school	188.2	country-side	335.1	brother	385.6
Time (it's about time)	293.8 /	boy	133.1/	student	183.6	street	325.9	son	325.9
century	280.0 /	girl	179.0	lesson	179.0	Chely-abinsk	197.3	daughter	284.6
week	211.1 /	identity	169.8	university	119.3	township	179.0	wife	252.4
night	211.1 /	adult	68.8	lecturer	119.3	Village	142.3	husband	229.5

— "Next year, our *country* will celebrate the 75th anniversary of the Victory in the Great Patriotic *War*. It's time to think about the grandfathers and great-grandfathers who defended our *Motherland*";

— "I believe that the absence of such storytellers is one of the main dramas of modern Russian *society*";

— "You should know, comrades, that the personality cult of Comrade *Stalin* has taken painful forms and dimensions in the daily practice of *governance*",

— "This category of *citizens* has always been at risk. Partly due to the fact that same-sex intercourse in our *country* is a shameful thing"

— "I do not doubt for a second that the *people* of Russia are striving for a different state of the *country*, for a different quality of life. Now I'm not even talking about the desire to have a lot";

— "Why was this road of *victory* overshadowed by public interest??"

— "As a result, the heavily fortified *enemy* defenses were broken through".

The absolute frequency of historical figures mentioned in this sample, significant for the history of the country: Stalin (136), Zhukov (61), Lenin (58), Kutuzov (49), Stakhanov (48), Chekhov (44), Gorbachev (39), Beria (34), Eisenstein (32), Koganovich (30), Shekhtel (27), Gorky (27), Gagarin (16).

Smaller groups in terms of lexical variability, but significant in frequency nouns can be attributed to the following denotative-ideographic spheres:

1. Perception of the surrounding world ("Time"subgroup).

2. Man, as a living being ("The process of human existence" subgroup).

3. Public and state sphere ("Education"subgroup).

4. Locality.

5. Family relations ("Family and its members, people in relation to the family" subgroup).

Summaries are presented in Table 2.

Analysis shows that, for example, the "woman" lemma is almost twice as frequent as the "man" lemma. Lemmas related to school are many times more frequent than words related to university. The words "father / dad" are more frequent than "mum / mother". The lemma "wife" is more common than "husband".

Selective contextological analysis of texts to clarify the actual meanings of words allows us to give the following examples:

— "During this *time*, son Ivan has grown up";

— "It was hard going to the garage every *day*, but the result was worth it. In two *months* the boats were ready. By that *time*, it was already *August*";

— "In 2005, Sergei Ivanovich decided: "It's *about time* to return!"";

— "They took the violent visitor out into the street, where a few minutes later he was attacked by a passer-by, whose *identity* was established by the police";

— "citizen M. supported the arguments of the complaint, confirmed the fact of hitting his *son* with a belt, explaining that he raised his son in this way so that he would not lie to his father, would not offend the youngest *child*, and would grow up to be a good *person*";

— "Concerned mother of the fifth grader remembered the dismissal of the *teacher* for a photo in a swimsuit for a reason";

— "He always had dogs and cats at *home*, whom he cared for and cherished, and they loved him back";

— "They are talking about this both in the *district* administration and in JSC Chelyaboblkommunenergo";

— My *wife* cooks very well."

At the third level, in terms of the number of words of a certain topic and frequency, there are 3 thematic groups that can be attributed to the following denotative ideographic spheres:

1. **Public and state sphere** ("Education" subgroup). In addition, within this area, we have identified a "Culture and Art" subgroup.

2. **Language and speech**.

Summaries are presented in Table 3.

The analysis shows that the lemmas "laborer" and "worker" are several times more frequent than the lemma "businessman". Writing is a significant communication tool. "Film" and "theater" are the most frequent in the thematic group of "Culture and Art".

Selective contextological analysis of texts allows us to give the following examples:

— "The acting of Minister of Construction and Infrastructure V. A. Tupikin assured that construction and installation *work* will be completed by August 15";

— "And another partner of our *project* from Ekaterinburg — the center for the development of children "Republic Polosatov" — can offer very interesting programs";

Table 3

Smaller vocabulary groups in media texts
targeting the typically "analogue" generation (nouns)

Social sphere of human life / Man at work	Frequency of use SE(IPM)	Language and speech	Frequency of use SE(IPM)	Public and State Sphere / Culture and Art	Frequency of use SE/НЧС (IPM)
Job	1,625.1	question	752.9	film	408.6
project	509.6	word	674.8	theater	408.6
employee	362.7	letter	321.3	Exhibition	280.0
specialist	335.1	speech	275.4	art	220.4
work	293.8	information	234.1	picture	206.6
laborer	174.4	opinion	224.9	Chekhov	201.9
worker	169.8	fact	201.9	director	192.8
peasant	68.8	answer	183.6	culture	183.6
businessman	64.3	communication	110.2	movie	165.3
official	55.1	message	96.4	Eisenstein	146.9

— "They submitted to the Duma a *projec*t charter of the Society of City Rows in Moscow";

— "A team of four *workers* works at the construction site every day except Sunday";

— "*Employees* of the Hermitage told Eisenstein that the storming men could not run down the front staircase of the Jordan";

— "A machine operator is a *specialist* who makes parts for different mechanisms";

— "The young *official* is doing excellently with the new position;

— "You are known for writing a *letter* to Russian Prime Minister Dmitry Medvedev. Is there a result?";

— "Now with a local historian, she collects *information* that it was in their area that the great fabulist Krylov was born";

— "Also, according to the *answers* of eyewitnesses, the area between Bashmachnaya and Chernaya Guba is filled with military equipment, which, most likely, participated in the tests";

— "He can neither write nor read, he cannot really bind *words* into sentences".

In addition, as a result of the analysis of nouns in the media texts, focused on the typically "analogue" generation, smaller, but significant groups of vocabulary associated with the public-state sphere are distinguished. These are subtopics: Man in the field of production by occupation, *Law, Agriculture, Technology, Sports, Service industry, Manufacturing, Banknotes, Religion.*

Finally, there are groups of words that reflect the sphere of "**Universal ideas, meanings and relationships**" — life (305 / *1,400.1 **), world (129 / *592.1*), death (110 / *504.9*), fate (56 / *257.0*), era (52 / *238.7*). The word "life" (305) is used more often than "death" (110). The words "death" (110 / *504.9*) and "disease" (54 / *247.8*) are used 4 times more often than "health" (38 / *174.4*). In addition, all lemmas related to religion are used more often than "health".

It is curious that the word "hero" (69 / *316.7*) occurs almost 3 times more often than the word "winner" (29 / *133.1*). The words "Motherland" and "thought" occur the same number of times (35 / *160.6*). The lemmas "sex", "honor" and "knowledge" have the same frequency in this sample of texts (22 / *100.9*).

*These examples provide absolute frequency and frequency per million data.

Finally, one more observation is the absolute priority of male names. Of the 15 most frequently used, only 2 female names are: Maria (43) and Lyubov (43). The following is the list of 10 male names in descending order: Ivan (142), Sergey (106), Alexander (87), Alexey (82), Vladimir (78), Nikolay (74), Dmitry (63), Oleg (62), Andrey (57), Mikhail (49) *.

* In this case, absolute frequency data are given.

5.2. Analysis of the lexical set of nouns in media texts targeted at the typically "digital" generation

Let us single out the 50 most frequent nouns in media texts focused on a typically "digital" generation: *year, person, time, work, city, Russia, child, business, day, Ekaterinburg, life, thousand, ruble, place, occasion, house, project, Moscow, word, history, St-Petersburg, company, month, country, problem, woman, family, power, group, girl, center, shop, part, question, street, moment, money, peace, employee, mother, case, apartment, district, situation, prima, end, school, President.*

The analysis shows that the most large-scale according to the criteria of lexical variability and frequency of vocabulary are 5 spheres:

1. **Perception of the surrounding world** ("Time" subgroup).

2. **Locality**.

3. **Social sphere of human life** ("Labor activity, its individual types, spheres and aspects" subgroup).

4. **Language and speech**.

5. **Public and state sphere** ("State, power and public order" and "Culture and art" subgroups).

Summaries by topic and frequency are presented in Table 4.

These results are illustrated by contexts. Here are some examples:

— "According to the *words* of Ekaterina Murzina, about 10 dogs have been accommodated in Ekaterinburg at the *moment*";

— "One of the most picturesque *places* on Elmash is the front square of the Machine Builders",

— "Ural is a *place* where you want to live!";

— "Of course, this stele is located on the *territory* of the Sima-land shopping center";

— "According to Algiyan, today doctors-nephrologists everyday *deal* with patients dependent on furosemide, sometimes in an extremely serious condition";

— "We have big *plans* and ambitions. We want to change the outlook of people for the better";

— "The *chief* of the department of exhibition activities of the Yeltsin Center, Ilya Shipilovskikh, told IMC about the new project";

— "But I never offer my *opinion*";

— "I say: " Let's get out of here "- as an *answer* they began to berate".

Groups of nouns, which can be thematically designated as follows, are smaller in terms of the criterion of "lexical variability", but significant in frequency.

1. **Man as a living being** ("The process of human existence" subgroup).

2. **Public and state sphere** ("Economy" / "Finance and financial activity" subgroup).

3. **Family relations** ("Family and its members" subgroup).

Summaries are presented in Table 5.

The illustrations of contexts are presented below:

— "If a *child* has a sense of community with his parents, any controversial moments of growing up are experienced easier";

Table 4

Larger groups of vocabulary in media texts targeted at the typically "digital" generation (nouns)

Perception of the surrounding world		Locality		Social sphere of human life		Language and speech		Public and state sphere			
Time	Frequency of use SE/IPM	Locality	Frequency of use SE/IPM	Labor activity, its certain types, spheres and aspects	Frequency of use SE/IPM	Language and speech	Frequency of use SE/IPM	State, power and public order	Frequency of use SE/IPM	Culture and art	Frequency of use SE/IPM
year	5,910.3	city	1,477.5	Job	1,499.1	word	875.7	Russia	1,395.6	theater	273.9
time	1,896.0	Russia	1,395.6	deal	1,210.1	question	565.1	country	733.3	concert	237.2
day	1,201.4	Ekaterinburg	1,119.5	project	893.0	language	284.7	power	642.8	excursion	224.3
month	744.1	place	990.0	company	798.1	conversation	245.9	president	407.6	festival	220.0
moment	554.3	house	951.2	employee	481.0	opinion	228.6	deputy	351.5	culture	174.7
hour	358.0	Moscow	875.7	team	332.1	information	222.1	rally	276.1	art	159.6
period	342.9	Petersburg	836.9	plan	248.0	post	198.4	protest	261.0	architecture	153.1
week	293.3	outside	558.6	chief	226.4	answer	179.0	activist	241.5	TV series	153.1

Perception of the surrounding world		Locality		Social sphere of human life		Language and speech		Public and state sphere			
Time	Frequency of use SE/IPM	Locality	Frequency of use SE/IPM	Labor activity, its certain types, spheres and aspects	Frequency of use SE/IPM	Language and speech	Frequency of use SE/IPM	State, power and public order	Frequency of use SE/IPM	Culture and art	Frequency of use SE/IPM
night	235.1	district	446.5	fund	209.2	video	166.0	society	220.0	film	146.6
summer	209.2	citizen	399.0	leader	187.6	speech	166.0	state	213.5	museum	140.2
evening	194.1	building	373.1	specialist	172.5	photo	129.4	control	183.3	A play	127.2
morning	189.8	territory	278.2	colleague	159.6	news	127.2	administration	181.1	song	118.6
minute	181.1	premises	243.7	businessman	155.3	fact	127.2	Putin	179.0	musician	114.3
century	170.4	yard	189.8	firm	140.2	comment	116.4	Svetov	168.2	scene	114.3
May	159.6	village	176.8	position	107.8	text	114.3	official	163.9	Exhibition	107.8
September	159.6	subway	150.9	career	103.5	communication	110.0	FBI	155.3	artist	105.6
August	150.9	park	133.7	work	97.0	message	60.3	Beglov	60.3	painter	103.5

— "It is important that in the future my *children* recognize the right of any person to choose a partner of any gender";

— "Why then do some *adults* say something about storks and cabbage?";

— "They sell *virginity* via the Internet and in Russia, but for much smaller amounts (from 20 thousand rubles) and often because of difficult life situations";

— "Today the 59-year-old *businessman* owns more than 170 enterprises in different parts of the country";

— "I sold a thousand copies over the summer for 110 *dollars* each";

— "When my *mother* gave birth to me, my half-dead father was lying at our house with some mistress, who then left in my mother's tracksuit".

Analysis shows that the "woman" lemma is more frequent than the "man" lemma. The word "girl" is used more often than the word "boy". The lemma "mum" is used more often than "father" and "dad". The word "son" is almost 2 times more frequent than "daughter". The word "ruble" is used more often than "dollar", and "euro".

Table 5

Medium vocabulary groups in media texts targeted at the typically "digital" generation (nouns)

Man as a living being / The process of human existence	Frequency of use SE (IPM)	Public and State sphere / Economy / Finance and financial activities	Frequency of use SE (IPM)	Family Relationships / Family and its Members	Frequency of use SE (IPM)
person	4,262.3	thousand	1,059.1	a family	660.0
child	1,231.6	ruble	992.2	mum / mother	606
woman	703.1	money	841,2	parent	401.2
lady	593.1	business	368.8	father	271.7
man	394.7	price	230.8	son	250.2
girl	295.5	dollar	194.1	husband	237.2
guy	163.9	bank	163.9	wife	220.0
virginity	157.4	salary	153.1	brother	181.1
boy	129.4	income	120.7	relative	161.7
adult	58.2	businessman	118.6	daughter	114.3

At the third level, according to the number of words of a certain topic and frequency there are 3 thematic groups of **"Public and State" sphere**:

1. "Product and its properties, signs" subtopic.

2. "Education" subtopic.

3. "Entertainment and rest" subtopic.

Summaries for these groups are presented in Table 6.

Here are some contexts:

— "I also know in which stores certain *products* are cheaper";

— "Briefly: Retelling of Golunov's investigation about the owners of cemeteries in Moscow — How FBI generals helped to seize the funeral *market*";

— "Some apartment *buyers* have never heard of constructivism before";

— "When I paid for repairs, the *purchase* of a car, household appliances, furniture, financed trips abroad to visit my relatives, our relations were warm";

— "After *school* I entered the Moscow Plekhanov Institute as a commodity expert-economist";

— "*Students* receive beggarly scholarships";

Table 6

**Smaller vocabulary groups in media texts targeting
the typically "digital" generation (nouns)**

Public and state sphere					
Product and its properties, its signs	**Frequency of use SE (IPM)**	**Public sphere / Education SE (IPM)**	**Frequency of use SE (IPM)**	**Public sector / Entertainment and recreation SE (IPM)**	**Frequency of use SE (IPM)**
shop	571.6	school	416.3	bar	196.2
market	394.7	student	222.1	music	194.1
stock	386.1	university	213.5	restaurant	187.6
sale	299.8	lecture	170.4	food	181.1
buyer	122.9	education	163.9	club	172.5
rent	114.3	institute	140.2	game	150.9
product	112.1	Higher school	118.6	song	118.6
purchase	105.6	teacher	81.9	tour (journey)	133.7

— "Kiev history *teacher* Vasily Goloborodko in a wife-beateris going to work in school in the morning";

— "The modern owners of the *bar* at the entrance to these gloomy rooms say that they ransacked only part of the dungeons";

— "This *music* will be performed by the Ural Philharmonic Orchestra with Dmitry Liss".

There are smaller, but significant groups of vocabulary associated with the public-state sphere (Law, Technology, "Man in the sphere of production by occupation, Religion) and Nations.

The word "life" (510 / 1,100.0 *) is used more often than "death" (149 / 321.4) more than 3 times. The word "health" is not frequent. However, for example, the word "disease" (55 / 118.6) is less common than words associated with the deliberate use of physical force or power / violence (86 / 185.5), victim (63 / 135.8). Quite frequent is the word "client" (115 / 248.0). All lemmas related to religion are used more often than "health".

*These examples are absolute and frequency per million data.

The words "sex" and "career" appear the same number of times — 48 each (ipm103.5). Also, as in the case of the "analogue" generation, male names are in absolute priority. The most frequently used female names are Anastasia (98) and Ekaterina (58). The list of frequency male names in descending order: Sergey (161), Alexander (146), Alexey (128), Vladimir (107), Dmitry (106), Andrey (95), Evgeniy (82), Mikhail (76), Vadim (67), Yuri (64).

* In this case, the data are absolute frequency.

Thus, on the basis of a comparative analysis of nouns in media texts focused on the "analogue" and "digital" generations, we can draw the following conclusions:

1. In the media oriented towards the typically "digital" generation, more topics are articulated than in the media of the "analogue" generation. The number of the most frequent topics of the "digital" generation is 2 times greater than that of the "analogue" one.

2. Equally high level of frequency of vocabulary in the texts of "analogue" and "digital" generations on the subject of time (perceived differently — how an individual life span correlates with the life of a generation, fate (integrity, certainty, reliance on stable stereotypes within a generation) and how variable segments of individual life (freedom)) and family are. The topic of education is more frequent in the vocabulary of the media oriented towards the "analogue" generation, and the topic of labor and business professional

activity is more frequent in the media oriented towards the typically "digital" generation.

3. The frequency of topics related to the state and society is the only area that has an equally similar level.

4. A wide range of significance for generations was shown by the topics related to the sphere of "Language and Speech". And not simply because in the texts of the "analogue" generation it is defined more as "information, means of communication", but the texts of the "digital" one are on a more advanced level and the topics are identified as "information, communication". And not because in the texts of the "analogue" generation the topic of language and communication is of higher in frequency than in the "digital" one.

These results are probably, on the one hand, an indicator of the importance of social communication in the modern digital world, the modern digital divide, leading to the problems of intergenerational communication in the digital environment.

On the other hand, it is a challenge for the "analogue" generation, interested in intergenerational communication in the modern information society, but historically oriented, to a greater extent, to one-way communication than to both sided communication and interaction.

5. The topic of the country's history is found only in the media of the "analogue" generation, and topics related to money, finance and leisure are found in the media of the "digital" media generation.

6. Lexical markers of the "analogue" generation are the words: Stalin, USSR, Lenin, war, etc. Markers of the "digital" media generation: shop, business, office, drug, rally, protest, violence, feminism, virginity, dollar, bar, etc.

7. Albeit on the periphery, but still in the texts of "analogue" and "digital" media generations, the following themes are indicated: crime and punishment (colony, punishment, murder, sentence, court, prison), professions (teacher, architect, director, doctor, journalist, psychologist), religion (temple, church, cathedral).

8. The "analogue" generation is more interested in the topics of economy and local production, and the "digital" one — in the events of the international agenda (Ukraine, Europe, USA).

9. In the texts of the "analogue" generation, "death" and "disease" are used several times more often than the word "health". In "digital" texts, the word "disease" is not frequent, unlike the words "violence", "victim".

10. In the texts of the "analogue" generation, the word "school" is mentioned more often than vocabulary related to higher education. In the "digital" texts, only two levels of education are identified — school and university.

6. Conclusions

The comparative analysis made it possible to identify the dominant vocabulary groups that we identify as markers of the subculture of generations:

1. The most pronounced thematic markers of the "analogue" generation: family, work, public and state sphere, history of the country, language and speech (communication).

2. The most frequent topics of the "digital" generation: economy (business), labor, state and public order, family.

3. The only thematic area of close significance for both generations is "state, power and public order".

The results obtained indicate different generational thematic and semantic ensembles and only partially intersecting life worlds. Nevertheless, if we trust the conclusions of O. V Yazovskaya, who claims that "within the framework of the established era of post-literacy, the phenomenon of multiculturalism is formed as a sort of interaction and acceptance of the Other within the framework of intercultural dialogue" [Yazovskaya, 2018, 257], then we can assume further development of intergenerational dialogue of "analogue" and "digital" media generations, at least based on the identified thematic dominants.

Conflict of Interest

The authors have no conflict of interest to declare.

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