

32.019.52

DOI 10.18413/2075-4574-2019-38-4-573-583

— — — :

**FRAGMENTATION OF THE MODERN AGENDA:  
ANALYSIS OF THE TEXTS OF THE MASS MEDIA AND SOCIAL MEDIA**

. .  
**D.I. Kaminchenko**

, 603950, . , . , 23

Lobachevsky State University of Nizhni Novgorod  
23 Gagarin Avenue, Nizhnij Novgorod, 603950, Russia

E-mail: ert1fg2@rambler.ru

**Abstract**

The process of the society, political actors and the media agenda-setting significantly changes in the conditions of the modern information society. This impact affects both the behavior of the subjects of this process and the content of the agenda itself. The digitalization of communicative processes can affect the character and features of the agenda. The influence of society networking on the processes of agenda-setting, especially in terms of changing its properties and characteristics, is still not well explored in modern science. This study examines the display in the content of the agenda of traditional and modern media agenda, and social media agenda of such a characteristic as fragmentation. The research forms an indicator of the agenda fragmentation based on the observation and content analysis of news headlines of the information array of different types of media, as well as social media. With the help of a comparative analysis, the paper compares the values of the fragmentation indicators of different media agendas. Due to the analysis of the dynamics of changes in the values of the indicator of agendas fragmentation during the period of time considered in the paper, the author makes a conclusion about the sustainability and display of situationality in the content of agendas. The results of the study showed that the level of general



. . : " "» . [ , 2013, . 55]. ,

, ( ) , ( , ) .

( ) .

« » [ , , 2015, . 34].

. . : « » [2019, . 97].

[Edy, Meirick, 2018, p. 676], [Edy, Meirick, 2018, p. 662]. . . , « » [2011].

, , , .

. , , , . . .

( , ) . : « » [2003, . 10].

« " " » [2012, . 140].

. . « ( ) » [2018, . 12].

. . . « . » [2015,

. 165].

» [2013, . 89].

«

» [Lane et al., 2016, p. 1].

[Anstead, O'Loughlin, 2015].

[ , 2016]

«

»

[ , , 2017].

0 1:



8:00 9:00) ( 21:00 22:00) .

(  
)  
(  
,  
,  
)  
(  
,  
)  
,  
,  
(  
,  
)).

, - . 1.

. 2.

1  
Table 1

The overall index of fragmentation of the agenda of a television channel, Internet media and social media over the entire observation period

« »	0,5
- «Lenta.ru»	0,5
( «MediaMetrics»)	0,4

2  
Table 2

The index of fragmentation of the agenda of a television channel, Internet media and social media for each of the days of observation

	8	9	10	11	12	13	14
« »	0,5	0,4	0,5	0,5	0,6	0,6	0,6
- «Lenta.ru»	0,5	0,6	0,5	0,6	0,6	0,5	0,4
( «MediaMetrics»)	0,4	0,5	0,4	0,4	0,4	0,4	0,5

. 1.

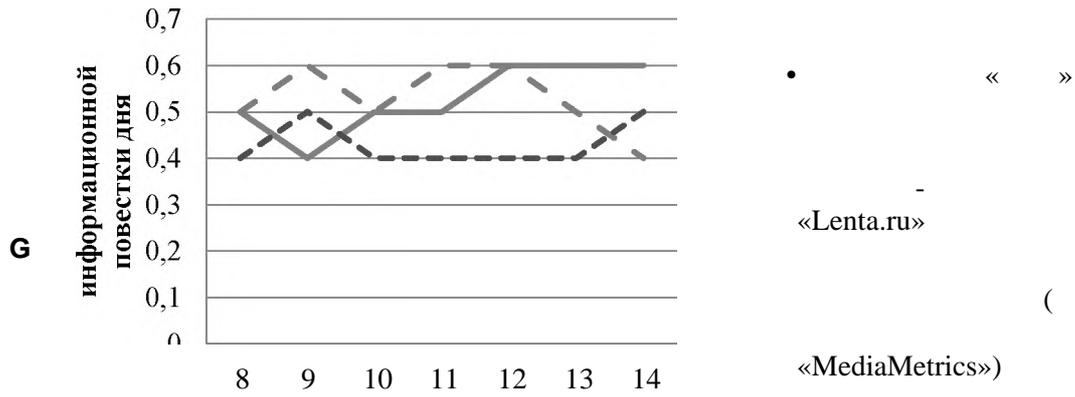


Fig. 1. The index of fragmentation of the agenda of a television channel, Internet media and social media

Table 3

The overall index of political content fragmentation of the agenda of a television channel, Internet media and social media over the entire observation period

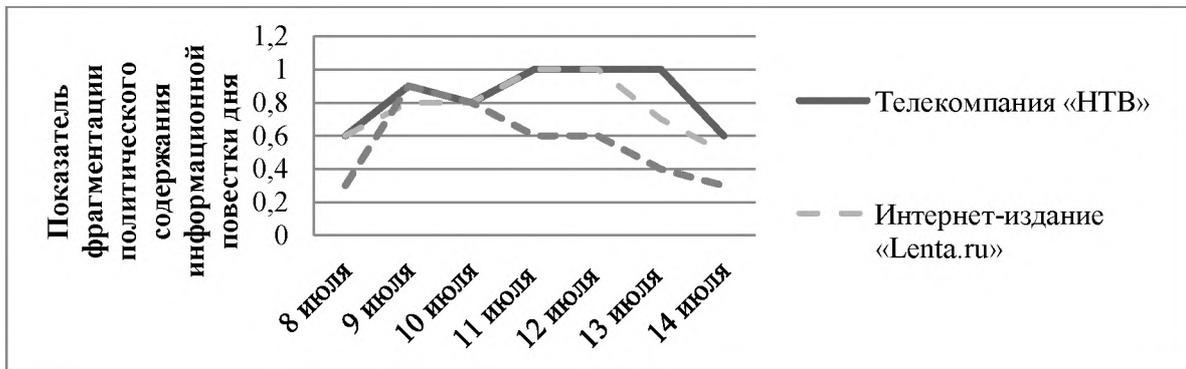
Table 4

The index of political content fragmentation of the agenda of a television channel, Internet media and social media for each of the days of observation

«Lenta.ru»	0,8
«Lenta.ru»	0,8
(«MediaMetrics»)	0,6

	8	9	10	11	12	13	14
«Lenta.ru»	0,6	0,9	0,8	1	1	1	0,6
«Lenta.ru»	0,6	0,8	0,8	1	1	0,7	0,5
(«MediaMetrics»)	0,3	0,9	0,8	0,6	0,6	0,4	0,3

.2.



.2.

Fig. 2. The index of political content fragmentation of the agenda of a television channel, Internet media and social media (by days)

Fragmentation of the agenda of a television channel, Internet media and social media (by days)

0,4.

0,5,

0,2),

0,4 0,6

0,4 0,5).

7





