

Concept and mediamentality structure

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The concept and the structure of mediamentality are examined in the article on an example of news telecasting. It is underlined communication between an archaic picture of the world and media sphere. The hypothesis about analogy between an archaic picture of the world and a structure of visual media sphere is put forward and considered.

Key words: *mentality, media mentality, three-level structure of a picture of the world.*

In a modern science sharply there is a problem of research of concept "the mentality", covering the psychological maintenance of processes of modelling of a reality in the consciousness, the determined historical and cultural specificity of human existence. The psychological science puts a difficult problem which consists in criteria of division of displays of state of mind and mentality before researchers. Many researchers (S.V. Lure, V.I. Berlov, D.V. Polezhaev, etc.) consider mentality as collective unconscious, without separating it from state of mind [1].

Psychologists believe that mentality exists without state of mind. V.A. Shkuratov divides concepts "mentality" and "state of mind", specifying that animals have not got mentality at low level of culture. He divides mentality into classes: oral, written and media mentality [2]. Each class differs from each other in the speed, rates, conditions and in the ways of an information transfer. Slow classes of mentality – oral and written since they spend a lot of time for granting to the interlocutor of the information, fast class- media mentality since giving and translation of messages occurs by means of mass media.

Mediamentality is understood as some manufacture, transfer, mastering and effects of comprehension of the information. Media mentality consists of images which have short cycles of existence in an electromagnetic substratum [2]. In a hypothesis that the world picture consists of three layers-the top, the middle and the bottom, it is accepted that each layer reflects certain beliefs. In our opinion, such outlook is inherent also in a modern media picture of the world since not only the person designs media space, but also mass media form it round the person. In other words, it is a question of bilateral process of formation of a media reality. Our hypothesis consists that the visual media sphere is under construction by analogy to a three-level picture of the world. For check of this hypothesis the news material can be used.

Extract has made 480 releases of news of channels "Russia" and "NTV" from June till August 2008r. The news material is divided on emotional colouring, an information occasion and on three-level model of the analysis. On emotional colouring of news it is possible to classify on positive, neutral and negative, in an information occasion – political, economic, criminal, military etc. For a basis of division of news on an information occasion the plot of media messages undertook. The quantity of positive and negative media events in a news material makes 90 %, neutral 10 % since all messages reflected emotional conditions of people.



The quantity of news in an information occasion was not considered, since all news file is analysed by means of the typological analysis where the basic categories of three-level model of a media card of the world are allocated.

The top: «space», «sky», «the natural phenomena», «spiritual practice», «technics», «astronomy».

The middle: «policy», «economy», «criminal case», «culture», «transport», «history», «accidents», «military operations» and «medicine».

The bottom: «mines», «depths of ocean, the rivers, the seas», «earth geology», «minerals».

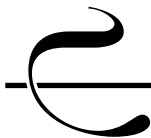
In the course of data processing in a news material the parity of positions top, the middle and the bottom is allocated. In June and July to a position «top» were referred to 10 media messages which basically reflected categories «space» and «the sky» the researches of planets of Mars connected with illumination and Saturn, with malfunctioning onboard (ISS) (The international space station) and flights of a shuttle «Discovery».

The category «sky» abounds with reportings with aviashow and the first regular flight of air bus A-380. In August for the first time the position «top» has been presented by one category ->«sky»: all news plots were devoted to wreck of passenger planes in Spain and Kirghizia.

These media messages carry both neutral and negative character since media events of a category «space» cause only informative interest to research of planets, but do not leave an emotional print. The video series is sated by photos of a research vehicle «Phoenix» of a surface of a planet Mars and rings of Saturn. The video picture was accompanied by the story about importance of studying of planets, its international status where the basic contribution was brought by the American scientists. Duration of expedition of device «Phoenix» – half a year. In this time scientists will collect the information on a planet, will try to find the answer to a question on life disappearance to Mars. Thus, the given media messages do not cause any emotions. Media events of a category «sky» have ambivalent character since in June and July it was told about flights of passenger and military planes, and also about importance of aviashow for development of domestic military design offices. All reportings were under construction on the report on flights and on emotional reactions of passengers. In August there are media messages on tragedies, in airport territory in Spain and Kirghizia. In reportings there are shots with fragments of planes, cars of firemen and rescuers, and also relatives of victims dominate.

The position «bottom» is presented by seven media events which reflect «mine» categories, «earth geology» and «depths of oceans, the rivers and the seas».

Basically all reportings have neutral character since messages describe results of archaeological and ecological expeditions. Only in June there were the negative events connected with a collapse of mines in Ukraine and in China. In August the events describing this position for the first time are not presented. Position «Middle» totals 463 media events where categories of «politician», «criminal case», «the natu-



ral phenomena», «accidents» and «military operations» dominate. In June and July categories of «politician», «criminal case» and «accidents» prevailed. In June of media event represented earthquake in China, flooding on Philippines, conflict origin between Russia and Georgia. The quantity of the media events connected with acts of terrorism and road and transport incidents has sharply increased. In parallel with these messages it was shined a football theme. In July categories of «politician» and «accident» dominated. The category of «politician» shines court over M. Karadzichem, the Serbian political criminal. A category «Accidents» considers technogenic and natural tragedies. Often there are messages on natural accidents – storms. Technogenic accidents are shown through collision of vehicles between Russia and Georgia, and also achievements of the Russian national team on the Olympic Games in China.

Thus, the three-level model of construction of a media picture of the world finds the reflexion in a news material. In position «top» categories «space» and «sky» are dominated, positions «bottom» of a category of «mine», «earth geology» and «researches of depths of ocean», in a position «middle» – «policy», «criminal case», «the natural phenomena», «military operations» dominated. A prevailing position in a media material is «middle» since mass media first of all shine the events connected with ability to live of the person, in the second – the events reflecting the heavenly and terrestrial phenomena. The three-dimensional model of a media picture of the world allows to reveal degree of a saturation of subjects news the message of certain semantics, to define recurrence of structural elements of media mentality, and also gives the chance to see reaction of an audience to this or that media event.

The Literature

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