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Popularization of Science via Mass Media in the Russian Federation Today

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Abstract*: In the paper by Khuako and Kumpilova on the basis of the literature review carried out in the beginning, regarding the topic of science popularization, it is supposed to cover the relevant concepts. This allows going into the details of the structure of science agitators, emerging in Russia today. Probable models of action of a scientific popularizer are given in the specified academic paper by the named authors. The paper emphasizes a clear activity on the immersion of the masses in science: in the Russian Federation, such projects are periodically organized and implemented. Specific state institutions, social associations, and collectives of firms must be responsible for them from time to time, which sometimes manifests itself in the creation of a cycle of transitional models, differing in their level of similarity with reality. Such an analogy can be both tangible and, on the contrary, zero, making the form completely different from reality. Accordingly, the authorities in today's Russia are obliged to present an integral unified policy of disseminating popularity of science, examples of which are given in the paper taking Adygea as a case study.

***Index Terms*: Science, activity, popularization, media, region, Adygea.**

I. INTRODUCTION

Tangible static transformations are inherent in modern society. Despite the classic attitudes developed by Soviet scientists (for example, Golub and Rozental [1], as well as by Rakhmanin [2] in their conceptuality or by Soper [3] in his practicality), the changes are caused by a serious complex of economic, technocratic, social and political circumstances. Undoubtedly, any passing era creates (and many times) previously unknown difficulties. The pivotal factors that generate such transformations include technical advances, in particular, those affecting information schemes and strategies. In addition, the appeal to the market, which has been in force in Russia for several decades, also played its role. The activity of science in such modifications produces a significant mission, and the weight of this role is invariably enhanced. Today's period is based on a bunch of oppositions.

First of all, the impact of science on modern progress (both the society and the individual) is quite noticeable. Moreover, the end-user is far from being inclined to relate the available existing accommodations to the revolution of science and technology. This is because scientific success is already familiar in the existing realities. It can be also argued that the current consumer is obliged to own some scientific aggregate in order to exercise own civil rights, freedoms, and obligations. In the second place, in relation to the activity of science, it is possible to trace the presence of difficulties in recognition, which can be seen in language dissimilarity (both ordinary and academic), in the level of information details, in contradictions between carriers of general and narrow scientific knowledge. In this way, in today's world society, being in continuous, intensive scientific and technical progression, the task of awareness of its members about the activities of science is very topical. When the influence of scientific and technical conditions is a sign of a conditional refreshment of popularization, being widespread both in the Russian Federation (RF) and around the globe, the transformation under the influence of the market is a symptom more distinct in Russia due to a number of social and political circumstances of the new century, generating problems previously unknown to the Russian science (as evidenced, for example, by a modern publicist Timofeeva, quoting Gromova, in her claims to the "intelligentsia today" [4]).

At the same time, scientific communicativeness is required and therefore is developing; it is required not only within the academic team but also outside of it – in the contact of the researcher and society. Consequently, there are certain tangibly significant aspects: the way how science is perceived in social thinking, and the way it is possible to really edit its archetype. This can be done as follows: introduce and promote the discoveries made; oppose the introduction of false information or unverified concepts; thereby promote a positive transformation of social and scientific contact. In particular, the British Association for the Advancement of Science, established already in the 19th century (1831), called its own key goal the spread of scientific popularity in society. According to Gordienko, "In the first half of the 19th century, signs of the business press were finally formed in the printed media" [5, p. 51]. In a similar way, it was supposed to guarantee the implementation of research projects, to promote the expansion of the scientific space. The pursuit of scientific popularity in the modern world, at the time when it acts as a compulsory share in the social status of each state, is actually considered the goal of the whole nation. The public credibility of the acting scientific field is transformed in a mobile way, being reproduced in the thinking of the members of society as fresh typical images. Activities aimed at scientific popularization can be regarded as a public propaganda, which seeks to produce, among others, power.

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The need for a consistent conviction of citizens in the scientific merits is proclaimed in a number of official legal acts that structure the educational environment (the Act on Education, etc.) [6, p. 1326]. Nevertheless, the chronicle of the progression of such a mobile and active tool as Russian TV scientific popularization seems to be neglected and grim since the temporary rise that preceded the restructuring was replaced by a protracted and solid decline, continuing from the 1990s and to date. The results of the sociopolitical and economic modifications in perestroika and in subsequent Russia turned out to be some chronological facts that affected the popular science environment, such as the termination of governmental support, as well as the conversion of broadcasting to the market (advertising campaigns). Such a combination of factors naturally led to the need to study, systematize and develop new technologies related to the involvement of potential activists in science, that is, its popularization. A greater number of Russian projects of the scientific course appeared unprepared for competition with the so-called "consumer projects", i.e. widespread entertainment and consumer needs. Moreover, foreign programs that popularize science for an ordinary client appeared much more powerful. Such weakness in the domestic market predetermined the departure from the arena of most of the relevant shows. Only a few (including very active during the Soviet era, in fact, monopolists for TV – "Health", "Obvious-unbelievable", "In the World of Animals", "Club of Travelers") stayed within the framework of domestic television. The first three of these shows were able to survive the social transformations occurring in the 1990s, to adjust to the new country and remain valid until today, creating a competitive environment in the media market. Although in the new time, these long-term projects, recognized and of sufficient quality, invariably change their time on TV. This causes such activity defects as the loss of viewers, the lack of stable broadcasting time, and not always optimal adjustment to the business plan of the channel.

The popular science path can influence both society as a whole and a share of the population. In particular, its share, such as young people, is capable, in turn, of tangibly affecting national development. Therefore, if the formation of young people directly or indirectly felt the scientific popularization, this could not but affect the state in subsequent years. Today, Russian TV is broadcasting a certain number of shows that are aimed at motivating youth activity. These are "U.M.NI.K.", "Kulibin" and others. At the same time, in the course of reforming television in the RF, such a line was expanded through other programs ("Seekers", "Geniuses and Villains", "No Way Notes"). However, most of the broadcasts that have appeared on the air over the past decade have been unable to gain a foothold in the current, everyday TV network. Thus, such lack of demand for the works of various directors who acted as scientists testifies to the low interest of the youth in somewhat academic spending of time. This, in turn, leads to the conclusion about the relevance of the subject under consideration in Russian society today. In addition, due to the ambiguity of the domestic TV industry, the sector of good, rational, and mobile for the mass of viewers popular science TV in Russia is still gaping with vacuum. This is in contrast to the periodical media debate and rhetorical building of the starting plans of this popularization.

II. METHODS

Now, let us make a turn further to the means of popularization. Among those of interest are those that have a media form and those popularizing images in which the instrument (the word itself) is viewed in the foreground. Meantime, reactions or direct interaction with the object under study are actually or perceptibly absent. As a result, the tangible basis for the preparation and development of popular science courses and cycles inherent in the professionals of the last century, which was a significant factor for the subsequent progress in this field, has disappeared over the past few decades. Such a situation implies the need to find directions aimed at overcoming gloomy symptoms in the media – popularizing science. Also, a search for potencies is required that restore scientific popularity in the Russian TV environment. A tangible goal in this activity can be considered the transformation of traditional or vague information into valid and interesting information for the reader (viewer). Practically, scientific popularization is the transformation of materials found in the process of scientific examination into an object that is understandable and even entertaining for a layperson. In such an environment and in this form, the social information function of science seeks materialization. Therefore, the scientific element should contribute to such a broadcast in terms of popularity. In a different situation, science does not have the spiritual stimulus to demand government support in a modern society.

The originator of the popular science information is a person denoted as "popularizer", that is, a certain connoisseur who created a text work that carries information and may be related to different genre types. For example, it is obvious that any intelligent person can use the newspaper structure as an instrument during a speech act. Moreover, the functions of popularizers in the newspaper sphere are assumed by prose writers, poets, media workers, and researchers. As a result, the RF is being filled with an increasing number of professionals acting in the popular science direction.

III. RESULTS

For centuries in the West, a line with the presence of some areas and committees, comprising scientists, businessmen and social activists, solving urgent problems for society, is admissible. In addition, the experience of foreign countries in the execution of single projects that carry the scientific popularity of mass media methods is able to make it possible for the RF. It dissolves a series of probabilities of influence on the formation of science, as well as a gallery of state-owned media of scientific popularization. Possible outcomes of the current bodies have instructive tools for many of the participants in the flow. Essential transformations consist in the emergence of scientific configurations, as a result of which new ones conquer previously unknown properties. Quantitative transformations are ensured by enhancing information flows, as well as the number of sources of information multiplication. The case (casus) method is possible here, active in the modern world, i.e., a small literary work that allows not only obtaining information but also immersing in the atmosphere of what is happening.

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This helps a person described imagine being in a real life situation, and not just solve a complex task [13].

Considering the television system of scientific popularization in foreign countries, it is permissible to understand: there is a whole series of operating devices, the main task of which is the introduction into the mass of scientific popularity. In order to uncover a large number of problems of science, prime-time is optimal, comprising an extensive large-scale state project to promote a healthy lifestyle, which also included scientific propaganda. The following are considered activists of foreign scientific popularization. In the USA, for example, the American Association for the Promotion and Development of Science, various foundations (such as Dynasties, Richard Dawkins Foundation for Reason and Science, etc.). In the UK, this is, for example, the Broadcasting Councils, such as the BBC Board of Governors (internationally recognized by the BBC), as well as the Board of Trustees of Commercial Broadcasting. It is permissible to single out the premium category in this industry, this is the Michael Faraday Prize, the Kalinga Prize, the Enlightener Prize. Thus, the power structures of civilized states are in a hurry to establish internal instrumental constructors to expand scientific popularity in society.

In general, the available fresh information channels reveal the effect on scientific popularity not only directly but also indirectly. The transformation of information understanding methods is developing in front of our eyes. They lead to the production of a previously unknown cultural type, which may differ as episodic. Assessing foreign expertise in the reality of the domestic media “bazaar”, it is permissible to express a version. This is a situation where a launch of the All-Russian popular science channel at the expense of the state budget will remain ignored by the authorities. The ability of a consumer to freely dispose of an information resource (for example, by skipping over channels or footnotes); moreover, even the willingness to directly respond to available information and motives, to react to objects, even those with conditional matter – everything above to some extent forges the need for a special component, apparently distinguished from standard types of scientific popularity. In addition, the study of the peculiarities of the scientific popularity of humanitarian information is considered permissible and productive. In this case, the prospect of using a heterogeneous funding model is a challenge. This implies crediting at the price of a relatively low monthly cost with budget deposits, advertising profits and interest on other sources of funding. Consequently, an ordinary client of today's media tools is not well positioned to adequately comprehend texts of different complexity. Instead, he/she chooses close information, influence on all kinds of body organs, their mobility, and color. Speaking about the state assistance of scientific popularization abroad, it should be emphasized that the direct budgetary influence on such tools is not accepted as a traditional rule.

IV. DISCUSSION

By regulating media and scientific relations, such specialists can be united into productive professional teams. Combining the intention to focus the attention of the general public at a scientific product, the information cells that are obliged to do so can significantly influence the value priorities in today's clientele society. Corresponding educational and methodical guidelines are being developed. So, for example, the St. Petersburg National Research University of Information Technologies, Mechanics and Optics offers a master's degree in Scientific Communication. Such experts construct in the minds of the public a multifaceted and positive image of science, refining and introducing allegations about the significant rigor of searching for information in various information springs. In particular, according to a modern researcher Sukhenko, professional groups seeking scientific popularization of knowledge can be classified as follows: “1) scientists seeking to justify the social significance of their profession (general promotion); support mutual understanding between colleagues working in different areas; to attract new staff to science (special popularization); 2) the government interested in increasing the level of adequacy of decision-making, both in authorities and in expression of the public opinion; 3) the business interested in ensuring the flow of qualified personnel; 4) the society aimed at meeting the fundamental needs of each person in cognition of the surrounding reality and sustainable development” [7, p. 18].

In spite of the specialty in which the agitator of science operates, he/she is obliged to possess core professional features. This, first of all, is a thorough possession of specific information, and, secondly, rhetorical skills that guarantee the correct presentation of this information in a language understandable to the addressee. Moreover, the addressee is obliged to realize and take into account the fact that the ordinary practice of a journalist is little for the making of a popular science product. Since the mass focus on human knowledge spreads around the planet over a few centuries, and the cognitive scientific layer is deepening and constantly expanding from century to century, only those who have undergone a thorough and high-quality study can exercise effective scientific activity. It requires, in this case, enhanced immersion in some close, solid scientific profession. In addition, there should be an extensive theoretical base in the sphere of the conceptual apparatus and the current position of the leading scientific lines existing in society. His/her work is based on a very specific writing manner, adequately perceived only by fellow colleagues. Despite this, although he/she continues own intellectual development (including on a planetary scale), financing of the process is more often manifested only at the social level. This contradicts the fact that such an activity, if it is present, must significantly improve the career and the salary of a specialist.

For the second dozen of post-perestroika years, developing information strategies continue to exert on scientific popularization both direct (the emergence of previously unknown, the transformation of established types) and conditional influence. Such an impact is caused by the modification of information recognition methods by the mass addressee, to which scientific distributors must adapt.

A possible model of inculcating scientific popularity is any stable, actually displayed instrument of communication between society and science.

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This can be used to disseminate scientific information among the spacious masses while simultaneously building up the scientific positive pattern in mass thinking. A typical manifestation of such a model can be considered its typical systematization, which may contain the potential for reporting popular scientific information, developed by researchers. The developers of the problem during a certain chrono-series (not just one year) could work in this popularization sphere, using or at the same time observing various types of similar activities for different age groups and drawing a typical classification. In particular, the systematization of scientific popularization types presented in a thesis by Diveyeva (Voronezh, 2015) contains events both of different genres (note, film, article, monograph, etc.) and different layers (popular science television and radio programs, mass media (popular science magazine, television channel), various institutions (museums, "cities of science"), events (popular science lectures, science festivals, large-scale national and international programs), as well as types of constructing joint activity (competitions, coteries, clubs) [8, p. 9]. In particular, in the current second decade of the new century, a Nizhny Novgorod researcher Sukhenko offers another typology, highlighting two popularization types (entertainment, educational) [7, p. 20]. In accordance with the preferable type, there appear various clients ordering a project. Financing of such developments occurs through advertising profits, sales, sponsorship or government support. In the case of the entertainment type, the main customer is the end user of the product. In the situation with educational popularization, two components can be emphasized: 1) education of children, which requires specific methodological provision, services for the education of the client; 2) popularization of scientific activity in the role of the institutional goal when the client is the head of an organization. Media models of the development of scientific popularity of concern for the authors depend on direct information channels. The balance of these ingredients is also determined by a number of circumstances: the financial condition of the territory; the presence of successful businessmen there who can spend money on a signboard; the wealth of residents; the isolation of the editorial team from the authorities; the available business potency of editors. All this is applicable in a situation where "media means of (mass) communication are technical means of creating, recording, copying, replicating, storing, distributing, perceiving information and exchanging it between a subject (the author of a media text) and an object (a mass audience)" [9, 158].

Substantial scientific popularization is an indispensable element of the progressing science of every state. The need for mastering the ability of a clear, simple construction of texts compels to look for tools that are used to convey different information. The degree of the popularization of scientific texts and the extent of their dissemination vividly illustrate the perception of science by the current society. They allow conclusions to be drawn about the specifics of the government strategy in this area, including the ownership of media instruments by authorities. "And such a specific quality of a newspaper, as its universality – the desire to display in it all aspects of life that interest a person and society, attracts its citizens to it" [10, p. 105]. On the global information field, the demand for the progression of printed structures at the multinational level can be considered the most popular. It is necessary to modernize such a construction in the direction of saturating and taking into account national requests of Russia's ethnic groups, which Amerkhanova emphasizes in her paper today: "Obviously, this is due to the fact that the historiography dedicated to this aspect went through several stages in its development" [11, p. 2]. Undoubtedly, the decline of interest in scientific activity traced in modern Russia in the situation of extensive coverage by the mass entertainment culture and the emergence of an active consumer society cannot be considered a strictly local RF difficulty. It is traced to a certain extent in many world components. Some possibilities for printed progression in the languages of both root ethnic groups in the Republic of Adygea are possessed by periodicals of both local and regional scale. The vastness of the dissemination of republican local publications (most often, newspapers) is due to their information richness. Sometimes, it is a social and political landmark. For example, among the newspaper products, the most extensive clientele is inherent in the "Soviet Adygea" and "Adyghe Mak" ("Voice of the Adyghe"). The prerogatives and prerequisites of such an advantage are traced in the sometimes critical manifestation on their pages in relation to the authorities, as well as in the voluminous professional writing style sufficient for a regional level journalist. At the same time, the magazine "Literary Adygea", published since 1995, considered both a literary and artistic and socio-political periodical, can be considered potentially connected with the scientific popularization in Adygea. In addition to the necessarily artistic or literary paragraphs ("Pages of History", "Family Reading Circle", "Prose", "Poetry", "Publicism", "Literary Criticism"), here arise popular rubrics, such as: "Point of View", "Far – near", "Problems of Tolerance and Freedom of Conscience". In the section "Relevant Problems of the Day", "Priority national projects" are considered. In contrast to the scientific literature, which appeals to the relatively limited and, as a rule, professionally homogeneous audience, popularization is always designed to expand the audience and, as a result, is connected with the search for means, including speech, to establish contact with the reader. In this regard, for the popularization of science, the communicative aspect is quite significant. From this point of view, the figures of the sender and the addressee (recipient) of the message, as well as the purpose of communication, are important. It is within the framework of this model that one can use each of the media tools identified in Sukhenko's systematization, potentially positioned to disseminate scientific information. Each of the five points cited is able to line up under this model of the speech act, necessarily assuming the sender and the addressee with a certain communication purpose: 1) the media, which are distinguished by a wide audience, as well as powerful efficiency during the speech act; 2) popular science lectures with such significant signs as virtuality and direct access to information in the real mode; 3) nonfiction literature, carrying publications widely distributed in science; 4) popular science journals, publishing scientific news articles, "columns of interesting data, photo reports", allowing illustration in the form of "tables, references, interesting facts"; 5) Internet tool that can include the above tools and, in particular, make them mobile, since participants are immediately able to respond to what they have received [7, p. 19].

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In addition to the last (fifth) point, the Internet is used by traditional media not only as a distribution channel but also for promotion purposes. There are three main options for the presence of traditional media on the Internet: 1) traditional media have offices on the Internet (among them are "In the World of Science" and "Science First-Hand" magazines, "24Tekhno" TV channel); 2) traditional media use electronic distribution channels along with traditional ones (as an example, "Popular Mechanics", "Discovery", "Science in Focus", "Science Illustrated", "Science and Life", "Chemistry and Life 21st century", "Technology for Youth", "Knowledge – power", "Around the World", TV programs "EXperiments", "Academia", "Technopark", etc.); 3) traditional media are completely virtualized, that is, they do not exist on paper and have only electronic form ("NakedScience" magazine, PodFM service, "Simplescience" channel) [12].

Within the limits of visual technical achievements in today's world, the material saturation failure remains sufficiently significant for regional media. The system of local printing, which significantly needs serious investments, today often survives mainly through energetic volunteers. More often in some or other Russian region, the only state-owned printing house, which plays an imperious role, hardly remains. This limits the course of presentations, gives them a one-sided defect and one-wayness, which forces one to doubt the future productivity for publications. Analyzing the possibilities of modern Russian "popular science projects in the national TV commercial broadcasting networks at the state level", Konstantinova emphasizes the potential of using tactical tools such as "developing and introducing a clear system of requirements for program strategies of federal channels that involve socially significant educational programs, imposing an obligation on TV channels to take part in the production and broadcast of popular science TV content, approval of the system of tax benefits for companies investing in TV projects popularizing science" [13].

Now let us turn from technical means to those with which a competent reader will react to the word that appeared before him/her on the page. A text product is created with a focus on the fact that it will be adequately perceived (often – thought out) by the consumer, the role of which is often played by the readership interested in this product. As a result, the creator is obliged to clearly delineate the recipient, as well as correctly assess what is required of him/her and from the information placed in the text. "For example, a textbook could include purely scientific research on the relationship between the verbalization of similarities and differences of objects when solving cognitive-communicative tasks, but most of the student readers will not understand it" [14, p. 52].

Some scientists formulate their statements in a too sophisticated way; this text is so confusing that it is difficult to understand even for a fellow colleague. At the same time, the transformation towards simplification, popularization of the narrated could significantly increase the number of people who want to see a study. In relation to a strictly scientific form, popular science does not at all insist on the maximum verification of the content and obligatory citation. According to Georgiev, a researcher of the 1980s, "The accessibility of a newspaper as a means of communication, information exchange and its receipt ensures its democracy, the ability to use its services for any member of society" [10, p. 105]. In media stylistics, brevity, some simplicity and conversationalism are sufficiently permitted, fragmentariness is possible. However, such stylistic admissibility does not at all imply the permissiveness of the language of any scientific text. Popularization is permissible only when the stated work is aimed at a wide, ubiquitous client. Thus, the language of a popular science text is perceptibly visible, differing substantially from the language of science. Developed on the basis of the common literary style, its popular science version differs from the scientific writing manner. It can rather be considered closer to the official business style. In it, colloquialism is more permissible, short syntactic forms are preferred, and complex syntactic constructions are actually prohibited. This specificity is aimed at the ordinary reader, accustomed to the street dialect, which allows facilitating the accessibility of the popularized text and speed up its entry into the credibility of the client.

An independent administrative set of tools for enhancing attention to science in society is the organization of all sorts of artistic, aesthetic and event activities focused on the presentation of scientific success. Moreover, during the preparation, planning, and implementation of such projects, one should take into account local ethnic attitudes that influence the scientific progression in a given country. Today, such forms, as Sukhenko puts, "scientific festivals, theaters, podcasts, audio editions of popular science journals, interactive scientific museums, scientific cafes, online interviews of scientists, scientific automobile races, etc." can be regarded as optimally in demand [7, p. 21].

In the first place among the events organized, in the authors' opinion, is the formation of both periodically (episodically) functioning and constant (permanent) exposition series or exhibitions on a given theme, common for participants. This is because such a form is directly capable of promoting progress in the practical application of scientific knowledge, that is, practical implementation, in bringing science theories closer to everyday life (for example, Knowledge Day). The exposition events are dedicated to the scientific and technical achievements of mankind in various information fields, their theory and practice. In this direction, it is possible to create at exhibitions such event complexes as the Week of Knowledge or the Festival of Science [13].

The most popular in the exposition field is one of the standard forms influential in the Soviet culture, which today does not refuse virtualization, but preserves constancy, namely, the museum form. Today, as an instrument that objectively reflects scientific potencies and corresponding successes can be considered, undoubtedly, a science museum, the degree of effectiveness of which is revealed by scientists today. Thia, for example, is stated by Cheltybashev and Kurlyandskaya, who conducted a study of the productivity of application of this form of science popularization. The role of the subject of study was played by the hall of the museum "Kola North: History, Culture, Education" opened at Murmansk State Humanitarian University (Murmansk, 2014).

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As is known, at the global level, the first science museum was created in Spain (Madrid) in 1752 with an exhibition of scientific discoveries devoted to natural resources. According to Sukhenko, "At the moment, this direction is actively developing. A large number of modern and accessible museums for different audiences appear" [7, p. 20]. Moreover, the use of adequate means of scientific popularization for the masses (in particular, festivals of science and museum exhibitions) contributes to forging an inclination to the subject that in the conditions of modern globalization is an essential goal in high school's work. Another example is the so-called Days of Science, held in Russia since February 8, 1999 (in accordance with the Decree of President Yeltsin).

Also, organizational and event mechanisms can be considered potentially available for the introduction of tools of scientific popularity. From the standpoint of the organized activity, scholars recognize the battles of scientists on the go (i.e. Science Slam) in a rather entertaining format. This form, among other organizational events, is transformed into media spaces; it is also permissible to call this a serious focus on the progress of scientific popularity. Within the scenario limits (more often, in cafes, clubs, etc.), friendly researchers appear in front of the applauding audience for a dozen minutes, presenting information about their projects and achievements. In this case, they strive to clearly and expressively explain to the client their professional success, relying on the personal authority in science.

The development of a specific political scenario, the development of a newly-established institutional leadership usually declares itself via a previously unknown publication. Such an advertising leaflet acts as a tool of collection and attraction, bringing its admirers into a single whole, significantly indivisible. If this does not happen, the press seeks to quickly adjust the constant and required contact with any periodical, to use it for transforming into a genuine science microphone when introduced into the crowds of admirers. Often, during this campaign, the standard way of using a camera is consistent with the secrecy. For example, hidden video cameras are tacitly located near a hypermarket's cargo site. The narrator informs the public that from minute to minute people will see the group stealing of the national property. At the same time, a truck slows down at the store shelves, and the movers in work clothes (in fact, the journalist's acquaintances) start loading bags into the truck. A few minutes later, one of the merchants is at last beginning to be interested in what is being done. The laconic response about the order of the boss calms him down enough. The truck departs fairly calmly, and the journalist has the opportunity to come out of the cache and start a condemning discussion about unreliable security systems in the RF trade sector. This kind of reporting is called choreographed. A similar event apparatus is inherent in the organization of many not only domestic socio-political and economic plots but also in the predominant number of other relevant blocs in many other countries. Further, the authors consider how productively and adequately Russia manages to apply foreign experience in its social spaces.

V. CONCLUSION

Consequently, the production of socially located media, meeting the aspirations of not just vast communities but also of specific participants, is not a primitive goal, but an accessible one. Moreover, as the chronicle of civilized states proves, it must be resolved directly in the power ranks. In this way, scientific popularization is looking for fresh ways to reach the public. This tactic of scientific popularization was tested for the first time in the 19th century's England, which formed a special professional association on this occasion, as indicated above. The organization has been active in this area; due to it, the British began to attend presentations, mass lectures, discussions and debates, presentations of experiments. To date, the popularization of science still remains among the serious areas aimed at productive social progression. The examples above in the paper demonstrate the periodic attempts of the Russian government, aligning with the success of foreign projects, to provide some or other support or assistance, suggesting subsequent impact. Such a policy is a procedure for presenting the information of science in an adequate for perception manner, understandable for a vast human contingent. Nevertheless, these steps are not enough to bring the system of popular science back to normal.

The intense conviction of popularizers in relation to the strengthening of the scientific status in Russia can, firstly, be expressed in the course of the participation of science representatives in conferences and seminars devoted to academic word-building. Secondly, it can manifest itself in readiness to appeal during public speeches or through open appeals in the media to representatives of the authorities who are able to make positive changes in state policy in this area. Thirdly, it can become the basis for openness to versatile cooperation in creating media projects on scientific subjects. Such projects are provided in varying degrees by redeeming the value inherent in the subscription price list, or through periodic government funding. Periodic observations of mass activity suggest the following: there is a fact of productive use of the "Festival of Science" model. Virtual presentations of discoveries in science are also effective. So, in particular, one of the most massive global programs that emerged in the 1980s is the Edinburgh International Science Festival. Such an active policy of immersion of the masses in science contributes to increasing attention and respect for the very fact of scientific research and for scientific production, which generates a scientific text. In the RF, periodically (more often, once a year) similar projects are organized and implemented, for example, the All-Russian Science Festival or the Moscow Science Festival [13]. However, unlike in Russia, in civilized states, for example, for public broadcasting, the public council is based on the specialists who control the payment system and the production of channels. Standard decades-long developed media models may experience digital transformation in varying degrees. Specific government agencies, social associations, and groups of firms should be in charge for them. This is sometimes manifested in the creation of a cycle of transitional models, differing in the level of similarity with reality.

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