

Problems of ensuring media safety in the field of ethnic relations

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Abstract

The article is devoted to the study of various aspects of media security, which is actually a prerequisite of the universal well-being of citizens. The authors used traditional empirical and general scientific methods, including historical, analysis and synthesis, observation, comparison. As a result, particular emphasis is placed on the mechanisms for creating and strengthening ethnic media security, which is aimed at regulating social relations based on the principles of multiculturalism and tolerance. In conclusion, media security becomes the national strategy of many states in the conditions of an accelerating globalization process.

Key words: Media Security, Information Security, Literacy.

Problemas para garantizar la seguridad de los medios en el campo de las relaciones étnicas

Resumen

El artículo está dedicado al estudio de varios aspectos de la seguridad de los medios, que en realidad es un requisito previo del bienestar universal de los ciudadanos. Los autores utilizaron métodos tradicionales empíricos y científicos generales, incluidos los históricos, el análisis y la síntesis, la observación y la comparación. Como resultado, se hace especial hincapié en los mecanismos para crear y fortalecer la seguridad de los medios étnicos, que tiene como objetivo regular las relaciones sociales basadas en los principios del multiculturalismo y la tolerancia. En conclusión, la seguridad de los medios se convierte en la estrategia nacional de muchos estados en las condiciones de un proceso de globalización acelerado.

Palabras clave: seguridad de los medios, seguridad de la información, alfabetización.

1. Introduction

In the so-called pyramid of needs, developed by the American psychologist Abraham Maslow, the security needs take second place, yielding only to physiological ones, such as hunger and thirst, without which human existence is impossible. In modern conditions, along with technogenic, environmental safety, the role of media safety, which is designed to ensure the protection of society from receiving unreliable information, is increasing. The issues of media security are even more acute in the era of the development of alternative media communication. Dangerous, unverified and knowingly false information can cause serious harm to a person, including his/her personal and moral development.

2. Methodology

The authors used traditional empirical and general scientific methods, including historical, analysis and synthesis, observation, comparison. Methodologically, the study is based on the scientific works of the theorists of modern journalism. Many of the theoretical aspects of studying the problems of media security and media literacy are presented in the works of Bondarenko (2017); Gendina (2013); Zasursky (2001); Kirillova (2005); Yakovleva (2017); Buckingham (2010); Kamaruzaman and Nurul (2009); Kiountouzis and Kokolakis (2008); Kubey (1997); Marsh et al. (2013); Mohr (2003); Pipkin (2000); Spagnoletti and Resca (2008); Weston (2017); Garifullin et al. (2017). It should be noted that the terms information security and media security are not equivalent. Zasursky (2001), for example, considers the concept of information security in a broad context, the meaning by this concept, first of all, good information provision, which is implemented not only through the mass media, but also through the interpersonal and business communication, educational resources, social actions, etc. In his opinion, this type of security is necessary to protect the information borders, its national culture, language, as well as information resources. The concept of media security, which arose relatively recently, is considered exclusively in the system of mass communications. This concept was widely included in the mass media segment of the Russian Federation during the discussion and implementation of the law On Children Protection from the Information Harmful to their Health and Development, which was adopted in 2010.

3. Results and discussion

Some theorists of journalism who study media security point out that the large global corporations are more involved in the process of forming an information agenda in the network space than the countries and states. The cultural and media globalization are the product of the monopoly participation of several influential world structures that adhere to certain views that may threaten the cultural identification of individual peoples. Thus, hybrid cultures and transnational media corporations are decisively attacking national cultures and national identity. The researchers identified a number of factors controlling mass media that are capable of ensuring effective media security, including public journalists, as well as the blogosphere. We are talking about state, public, personal, pedagogical and ethical factors. The easiest way to protect yourself from unwanted information is to engage in self-education and self-control. However, taking into account the inability of the population to protect themselves from the negative in the network, it can be stated

that the level of media literacy in the society remains at a rather low level. According to Shylyna (2012) it would be appropriate to introduce an ethical communication code, which could be the basis for the formation of the principles of Internet ethics.

In order to keep citizens from negative information, media education is carried out in a number of countries. In the USA, they began to introduce the courses on the most important aspects of media culture into the educational process, especially in higher educational institutions, already in the 1980s. In the Russian Federation, there is still no unified set of activities, but there are some attempts to create common standards aimed at educating citizens in the modern media environment within the framework of the project Safety of Children and Adolescents on the Internet. The researchers note the need not for local, but for the mass increase in the level of media literacy involving a wide range of people, which should include the students of schools, secondary specialized educational institutions, their parents, and teaching staff. Today, journalism and publicism are the main regulators of the development of cultural values of a certain part of citizens. The blogosphere and social networks have stepped far forward. Here the dilettantes, who can ignore the established rules, and not the professional journalists and philologists, are active.

Unfortunately, not all journalists and bloggers are aware of their responsibility to society, deliberately resorting to creating sensations, one-sided coverage of events, and artificially increasing the negative background. This state may very likely lead to the devaluation of moral values and the promotion of cruelty and violence. The audience begins to perceive the manifestation of deviant behavior, to which so much attention is paid in the modern media space as the norm. This issue of media security is particularly acute in the blogosphere, where people without a special journalistic education are more involved. According to the study, Russia leads in the number of participants in social networks among all countries. However, blogs hide a lot of threats that can harm the mental state of the younger generation. It is also an incentive for illegal actions, calls for cruelty, violence, use of offensive words, incitement to hatred on various grounds, as well as the destruction of the foundations of the national language culture. In addition, the blogosphere is of great interest to young people from the point of view of the fact that the online diary represents a kind of virtual public platform, from which it is possible to confront, in their opinion, absolutely any truth. All the above actions remain sometimes unpunished, even despite the fact that the blog that hosts information that can be harmful from the point of view of media security, is visited by thousands, and sometimes millions of users.

One of the effective measures to establish responsibility and a person who has committed a crime on the Internet could be deprivation of anonymity, the so-called passporting of users following the example of the DPRK, where it is possible to connect to the Internet only through a SIM-card issued strictly under the passport. The share of responsibility for ensuring media security in the virtual communication space, of course, lies with the owners of social networks and services, providing the opportunity to create and maintain blogs that could adhere to certain moral and ethical standards. For example, you can find users whose names or so-called nicknames use obscene language in social networks and the blogosphere. It would be possible to organize a system to prevent such incidents, or to block such users who, by their actions, threaten information security in the network. Realizing the role that the blogosphere plays in ensuring media security, some amendments were made to the Federal Law On Information in 2014. This suggests that the blogosphere has entered the legal field, blogs that have more than three thousand readers per day are actually equal to the media, they should be specially registered in Roskomnadzor.

A special approach requires the creation of a unified information picture in polyethnic regions. A researcher Nailya Baybatyrova notes that it is extremely important to take into account

the processes of increasing and reducing conflict-ability in regional society, regulating social relations based on the principles of multiculturalism and tolerance. Today, Russian regions quite actively reflect on this problem. For example, the Cabinet of Ministers of the Republic of Tatarstan adopted an action plan, which aims to ensure the information security of children and young people under the age of 23 years old. The document implementation is designed for three years - from 2017 to 2019. Not only students, but also their parents will take media literacy courses. The schools are planning to introduce a single safety lesson on the Internet, which will be taught in the framework of the discipline Fundamentals of Life Safety.

The experts from a number of ministries and departments are involved in the implementation of the republican program: Ministry of Internal Affairs of the Republic of Tatarstan, prosecutors, management of Rospotrebnadzor, Roskomnadzor, Academy of Sciences of the Republic of Tatarstan, Kazan Federal University, Agency for Press and Mass Communications Tatmedia. They will have to submit a monthly report on the work done at their level to the Ministry of Education and Science of the Republic of Tatarstan. The documents will be analyzed in detail and the additional mechanisms improve the quality of media literacy teaching will be developed on their basis. The law enforcement and supervisory authorities, according to the document, should strengthen the work on the identification and blocking of harmful information. It is planned to create a registry of malicious moderators who will post information on the social networks that does not meet the requirements of media security. In addition, the representatives of kibersquads are planned to be involved in the education of children and their parents. The thematic book exhibitions *If you have hit the web*, *The Internet without dependence*, *Let us communicate in person!* are planned to be held within the Ministry of Culture of the Republic of Tatarstan.

The end result of the three-year program should be the enhancement of the spiritual and moral culture of young people, the formation of their positive image and adequate basic ideas about the world and human, the skills of independent and responsible consumption of information products. If we consider the functioning of the Tatar blogosphere in the system of ethnic media security, then we can confidently state that the activities of national bloggers are aimed at its strengthening. In the Tatar blogosphere, a significant part of the posts is to some extent devoted to the popularization of the national language, traditions and culture. The blogs pay particular attention to the issues of friendship and mutual understanding between nations. There are two languages actively functioning in the Tatar blogosphere. They are enshrined in the Constitution of the Republic of Tatarstan as state languages - Tatar and Russian. This also plays a crucial role in ensuring ethnic media security in this area. For example, the web-site of the bilingual magazine *Idel (Volga)* has a rubric *Bloglar (Blogi)*, where a wide spectrum of social and political, including national issues is discussed. The electronic publication *Intertat* has a separate tab *Tatar blogerlary (Tatarskie blogery)*, where both the journalists and third-party experts post their posts. The *Intertat* bloggers also often turn to national issues.

Tatar bloggers also conduct productive activities in the video hosting service YouTube, among them are such activists as *Bulat Bravo*, *Azat Kashapov*, *Tatar Malay (Rinat Galiakhmetov)*, *Ilnaz Gabidullin*. They shoot *Vains*- short videos reflecting interesting moments from life - in the Tatar language. According to the *Vainers* themselves (bloggers who shoot short videos), their activity is primarily aimed at promoting the Tatar language and national culture among young people. Their posts often include criticism of native speakers for their passivity in upholding national interests. However, this is done solely for the purpose of identifying pain points and calling for the search for solutions to the arisen national issues. In the globalization context, the national component is subject to harsh discredit, so the enterprising and active people, along with

government agencies, who, from their part, also take an active part in maintaining the balance in the field of interethnic relations, make attempts to ensure the attractiveness of national languages and attributes. It can be said that the idea of the functioning of the Tatar blogosphere is based on the consolidation motive.

Some regions try to create their own national niche in the blogosphere in an artificial way by introducing special mechanisms. Thus, for example, speaking of the Udmurt blogosphere, the presence of a blog in the Udmurt language was a prerequisite for participation in the Miss Udmurtia 2010 contest. It was even organized the Udmurt Bloginya 2010 contest. The Mari Republic is also perplexed by the creation of a national blogosphere. In 2014, the first republican training seminar School of Mari Blogger was held in Yoshkar-Ola, which, according to the organizers, was primarily aimed at attracting the attention of a wide range of people to the possibility of using the Internet to preserve, develop and popularize their native language. The Mari El Republic held the Zvezdy Marneta contest in the Mari language for websites and blogs. A similar competition in the Tatar language - Zvezdy Tatneta - has been held in Tatarstan since 2003. Its main goal is to identify the most significant information resources on the Internet, created in the state languages of Tatarstan and related to the republic or the Tatar people. In contrast to Zvezdy Marneta, Zvezdy Tatneta contest considers only the web-site and does not involve bloggers. Generally, not so many players are concentrated on the field of the national blogosphere, therefore, an empty niche is occupied by enterprising people who want to make new and at the same time draw public attention to the most pressing national issues.

4. Conclusions

When analyzing national bloggers, we did not reveal any facts discrediting the basis of ethnic media security. At the same time, the relevance of studying media security in a multiethnic subject against the background of the growth of ethnic diversity in Russia is particularly enhanced, since the tendency of growth of interethnic and interfaith intolerance continues. The media security becomes the national strategy of many states in the conditions of an accelerating globalization process. Not only the representatives of the media, but also the federal and regional authorities should take part in ensuring the media security of national actors, which the author describes as ethnic media security.

5. Summary

By ensuring ethnic media security in the territory of a given region, it is ensured universal security, which relates to every citizen. It is necessary to develop and adopt a set of measures in the media space aimed at preventing conflicts on interethnic grounds, and it is also extremely important to conduct educational work on the formation of a tolerant attitude towards representatives of various nationalities and faiths.

6. Conflict of interest

The author confirms that the data presented does not contain any conflict of interest.

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