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Personal branding of a professional journalist in RuTube

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The object is the personal branding of a professional journalist in RuTube. The subject is the features of personal branding of a professional journalist in RuTube. The method is a survey (questioning).

Hypothesis: if the Russian audience of YouTube equates the video blogs of professional journalists with the media, then the brand of a professional journalist should be built in a way that is relevant to media branding. ("The Media Person's Paradox")

Media brand and branding: A media brand is a mass media that has a strong ideological influence on the viewer, reader, listener, forms the public opinion of its loyal audience, and also has a recognizable image. Feature of media branding: ambivalent nature, on the one hand, the mass media act as a tool, and on the other hand, as an object of promotion in the relevant market segment.

Personal brand and branding: A personal brand is the images (promises, expectations) that appear in the minds of other people from a particular person. (Builds on principles and models such as Person Promise Promotion; 4D Brand Field)

2 researches by questionnaire method:

- 1) The study of the degree of influence of the personal brand prof. journalist-blogger YouTube and assessment of the elements of this brand by his audience (N=109);
- 2) Research of media preferences of the audience (N=104).

Conclusion: the audience tends to the old model and formats of information consumption through the media. Therefore, when forming a personal brand of a professional YouTube blogger, it is necessary to use a different strategy than media branding. New tools, technologies and parameters should be used for personal branding of YouTube vloggers.

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