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TECHNOLOGIES OF VIOLENCE REPRESENTATION IN THE CONTEXT OF MODERN MEDIA CULTURE

Master's thesis
ABSTRACT

Speciality: 1-23 80 11 Communications

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ABSTRACT

The object of the master's thesis is new (interactive) media. The subject of the of the master's thesis is the technologies of representing physical violence in new media using the example of computer games. The purpose of the of the master's thesis is to characterize the social technologies and reveal their features in the context of modern media culture based on the analysis of the representation of aggression and violence in new media.

The master thesis analyzes the representation of violence in new media using the example of the video games Cyberpunk 2077 and The Last of us Part II. According to the results of the study, it can be concluded that the technologies of representing violence in new media differs from similar technologies in traditional media.

The scientific novelty of the work lies in the fact that, on the basis of an analysis of individual cases and a survey of a large number of respondents, it makes it possible to reveal exactly how the shown stories containing scenes of violence can be perceived by the audience.

The area of possible practical application of the of the master's thesis may be its use in further building up scientific knowledge in the field of studying the representation of violence in new media, media culture and video games in particular. The author of the work confirms that the analytical material presented in it objectively reflects the state of the process under study, and all theoretical, methodological provisions and concepts borrowed from literary and other sources are accompanied by references to their authors.

The structure of the master's thesis includes three chapters. The first chapter is devoted to the problems of definition, classification and characteristics of the main terms, as well as fundamental research in the field of the impact of violence in the media on the audience. The second chapter provides a theoretical examination of the technologies of representing violence in traditional and new media, and also examines the phenomenon of fear of violence and the process of catharsis. The third chapter presents the results of the conducted research on the technologies of representation of violence in video games.

Keywords: mass media, violence, medianause, video games, media, new media.