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REFLECTION OF GENERATION Z LEISURE PRACTICES IN THE AUDIOVISUAL MEDIA DISCOURSE OF CHINA AND RUSSIA

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CONTENTS

INTRODUCTION

Relevance of the research topic. The world is becoming more and more digital every year, new technologies penetrate into all spheres of human life. Most of the world's population witnesses digitalization in dynamics, from its origins to the latest technological solutions. However, unlike previous generations, only the youngest generation, Generation Z, is going through all the stages of its formation in the digital reality. This experience is unprecedented and is of interest to many researchers. An important part of the life of Generation Z is leisure time. The leisure practices of Generation Z have potentially new characteristics related to the conditions in which they are realized. In the era of digital technologies, the leisure of generation Z is connected with the media, and the phenomena of consumption and hedonism appear in leisure practices in the context of mediatization. At the same time, the development of media influences the values and communications of Generation Z. Professor D.P. Gavra emphasizes that "any process in human society, any interaction of a person with other social actors and not only with them can be interpreted as communication"[1].

The ancient Greek philosopher Aristotle called leisure time "the center of everything"[2]. Karl Marx, the German philosopher and founder of the communist and socialist movements, put the development of an individual in direct correlation with the amount of free time he or she has at his or her disposal. In addition, according to the philosopher, the level of development of leisure practices also determines the welfare of states. Another German philosopher, Joseph Pieper, studied the relationship between leisure and religion. Russian scientists L. R. Duskaeva and N. S. Tsvetova in their work "Leisure Activities in Russian Journalism: Problems of Specialist Training" emphasize that "leisure journalism faces an acute need to protect and preserve

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[1] Gavra D. P. Fundamentals of the theory of communication: textbook. Moscow: Yurait Publishing House, 2018. C.263.
[2] Aristotle. "Nicomachean Ethics".1997. C.106.

traditional cultural values in society"[3]. In the context of analyzing leisure practices, the author also focuses, in particular, on the theory of Canadian sociologist Robert A. Stebbins, who divides leisure into serious and ordinary, and also emphasizes the special place of volunteering and hobbies in leisure practices.

Leisure practices may differ according to age group. Different age groups have different interests, depending on the characteristics that they have as individual subjects of leisure. In science there are many theories of generations, some authors group generations of 20-21 centuries, based on the calculation of 20-25 years for each new generation, so distinguished, for example, generation of baby boomers, generation X, generation Y, generation Z. Some Chinese researchers adhere to the classification of generations by decades: "post-70s", "post-80s", "post-90s" and "post-00s"[4]. The author of this dissertation research focuses on the generation of young people born between 2000 and 2009, also known as the "post-00s" or Generation Z. Digitalization has a huge impact on the life and the process of formation of the representatives of generation Z, this is the first generation that from birth and at all stages of adulthood is accompanied by the Internet and modern technology. "Members of Generation Z are less dependent on traditional media and consume news through mobile devices"[5]. Among leisure practices, Generation Z chooses various "digital forms of entertainment", be it video games, movies on various Internet services, music on streaming platforms[6].

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[3] Duskaeva L.R., Tsvetova N.S. Leisure direction in Russian journalism: problems of training specialists. // Scientific Notes of the Zabaikalsky State University. Series: Professional Education, Theory and Methodology of Education. 2011.№. 6. C.178.

[4] Zhou I. Generation gap and generational difference: metaphor and definition of nature // Studies in Social Sciences, 1993. No.6.P.76; Zhang Yongjie, Cheng Yuanzhong. The fourth generation. Oriental Press.1988.P.67; Liao Xiaoping, Zeng Xianyun. The theory of "generation" // Journal of Jianghai Studies. 2004. №4. C.8.

[5] Deloitte Consulting: The post-00s' view of media consumption. - Research Report // URL: https://www2.deloitte.com/cn/en/pages/technology-media-and telecommunications/articles/post-00s-attitude-toward-media-consumption.html (accessed 12.12.2021).

[6] Ibid. C.10

The data obtained from the analysis of media both in China and Russia allow us to highlight the peculiarities and characteristic features of Generation Z representatives. We studied YouTube as the most popular media platform in the audiovisual media discourse of Generation Z's leisure practices in the context of both traditional audiovisual media (television) and innovative media (bloggers).

Thus, the scientific task of analyzing audiovisual media texts to identify the characteristics and comparative analysis of the reflection of the leisure practices of Generation Z in the audiovisual media discourse of China and Russia is relevant.

Level of scientific development of the topic.

The concept of leisure practices in the context of their influence on society and personality has been of interest to researchers for a long period of time, especially in the field of leisure journalism. Special attention was paid to this problem by the scientific school of media linguistics of the Institute "Higher School of Journalism and Media Communications of St. Petersburg State University. In her famous work "Leisure Journalism", the head of this scientific school, L.R. Duskaeva, investigated the peculiarities of the functioning of journalism in one of the most actively developing spheres of social life - leisure. N.S. Tsvetova studies the discourse of art in the sphere of leisure journalism. V. A. Sidorov examined leisure journalism and social time from the point of view of axiology[7].

The role of leisure as a factor of personal development was studied by German philosopher Karl Marx. The nature of leisure was studied by the American scientist T. Veblen, German researcher Joseph Pieper. From the point of view of sociology, leisure and its role were considered by such researchers as P. Bourdieu, L.A. Akimova, A.V. Sokolov, D.P. Gavra, Robert A. Stebbins, in which the authors characterize the sociocultural aspects of leisure and emphasize the importance of leisure in personal

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[7] Duskaeva L. R., Voskresenskaya M. A., Rysakova P. I., Blokhin I. N., Gromova L. P., Surikova T. I. Leisure Journalism: textbook.2012. P.24; Tsvetova N. S. Discourse of Art in Contemporary Russian Journalism // Vestnik of St. Petersburg University. Language and Literature. 2012.No.1.P.231-237; Sidorov V.A. Leisure journalism and social time : value analysis // Philology and Man. 2013.№. 2. C. 39-50.

development and social interaction[8]. Classification of leisure practices was given by such researchers as Qing Qianlong, Sun Haishi, E.V.Sokolov, Y.A.Streltsov[9].

The authors of the most famous generational theories analyzed in this paper are such American scholars as Neil Howe and William Strauss, Chinese scholars Zhang Yongjie and Cheng Yuanzhong, Chinese professor Liao Xiaoping, Russian sociologist Yu.A.Levada[10].

Comparison of generation Z with other generations in sociological discourse was considered by V.V.Radaev. The peculiarities and characteristic features of generation Z were considered in their works by D.Stillman, L.I.Ochirova, G.U.Soldatova. The values of the representatives of generation Z, as well as the features of their self-consciousness in their works were studied by such authors as Wang Hongwei, E.G.Erikson, C.H.Cooley[11].

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[8] Veblen T. Theory of the idle class. M., 1984. 183 c.; Pieper J. Leisure: the Basis of Culture and The Philosophical Act. Ignatius Press. San Francisco 2009. 145p; Bourdieu P. Bourdieu P. Forms of Capital / Translated from English by M. S. Dobryakova; Bourdieu P. Distinction: Social Critique of Judgment (fragments of the book), Moscow: ROSSPEN. 2004.680 c: Akimova L.A. Sociology of Leisure: Study Guide. 2003 123c; Sokolov A. V. General social communication: Textbook. SPb.: 2002.461s; Gavra D.P. Fundamentals of the theory of communication: textbook. 2018.263c; Stebbins R. A. Free time: toward an optimal style of leisure (view from Canada) // Sociol. issledov. 2000. № 7. C.64-72.

[9] Qing Qianlong. Western leisure studies: history and current situation // The impact of science on society. 2004.№3. C.51-53; Sun Haishi. Leisure Studies. Publishing house of the North-Eastern University of Finance and Economics. 2005.147s; Golod, S.I., Sokolov E.V. Leisure and culture of young worker. Leningrad: O-Vo "Znanie", 1977.116 p; Streltsov Y.A. Culture leisure. Textbook. Moscow: MGUKI, 2003.142 p.

[10] Howe N. Strauss W. Generations: The History of America's Future, 1584 to 2069. William Morrow & Company. New York. 1991. 538p.; Zhang Yongjie, Cheng Yuanzhong. The Fourth Generation Beijing: Oriental Press,1988.430p; Liao Xiaoping, Zeng Xiangyun. The theory of "generation"//Journal of Jianghai Studies. 2004.№4. C.5-12; Levada Y.A. Generations of the XX century: research opportunities // Monitoring of public opinion: economic and social changes. 2001. № 5. C. 7-14.

[11] Radaev V.V. Millennials on the background of previous generations: an empirical analysis // Sociological Studies. 2018. № 3. C.15-33; Stillman D. Generation Z at work. How to understand it and find a common language with it / Moscow: Mann, Ivanov and Ferber 2018.272c.; Ochirova L. I. The study of value orientations of a developing personality in modern conditions // BSU Bulletin. 2017. №4. C. 157–161; Soldatova G. U., Olkina (Teslavskaya) O. I. Friendship in the real and virtual world: the view of Russian schoolchildren // ACADEMIA. Pedagogical journal of the Moscow region.

The peculiarities of the Internet in the formation of values of generation Z are presented in the works of Chinese scientists Chen Jia, Zhang Bin, Huang Hanyun, Xu Bailin[12]. There is a lot of research in the USA, this problematic is dealt with, for example: Barbara M. Newman, A. Whiting and D. Williams, Clark. L and Boyer. L[13]. These studies emphasize the importance of the Internet as a key factor in shaping the values and worldview of Generation Z, showing both positive and negative aspects of its influence[14].

Due to the author's research orientation to the analysis of media texts, a particularly important part of the theoretical foundation of the dissertation research consists of works on discourse theory, characteristics of discursive practices and discourse analysis. For the study of discursive practices, the works of Harris.Z.S, R. Jacobson, Van Dijk, Huang Dan, Foucault. M, Norman Fairclough, and D.P. Gavra are considered. These studies provide a rich toolkit for analyzing the discursive leisure practices of Generation Z, considering both linguistic and social aspects[15].

2016. № 3(9). P.39-47; Wang Hongwei. Research on the relationship between self-identity, social support and subjective well-being among university students: master's thesis. Hebei, 2012. 50c; E. G. Erikson. Identity: Youth and Crisis. Moscow: Flinta, 2006. 53 c; Cooley C. H., Tolstov A. B. Human Nature and Social Order. Moscow: Idea-Press, 2000. 210 c.

[12] Chen Jia. Research on the influence of Internet culture on contemporary college students' values and measures of teaching guidance: master's thesis Chongqing, 2013. 49c; Zhang Bin. Analyzing the dual influence of Internet on students' values // Journal of Taiyuan Normal College: social science publication. 2004.№3. C.136-138; Huang Hanyun. Social media use and addiction among Chinese adolescents: Affinity motivation, impression management and social capital. Journalism and Communication Research,2015(10).P.28-49; Xu Beilin. A study of teenagers' social media use and privacy management - an analysis based on a survey conducted by the Pew Research Center in the United States // Media Today 2017. no.25(5). C.70-72.

[13] Clark N., Boyer L. and Lee S. A place of their own: an exploratory study of college student's uses of Facebook. // Journal of Broadcasting and Electronic Media. 2008. №32. P.31-44. (Meta Platforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product – the social network Facebook.)

[14] Newman B. M. social media affects adolescent peer relationships: friendship, oneliness, and belonging. // China Youth Studies. 2014. №2. P. 16-20; Whiting A, Williams D. Why people use social media: a uses and gratifications approach. // Qualitative market research: an international journal. 2013. №16(4) P. 362-369.

[15] Harris Z. S. Structural linguistics. The university of Chicago Press. Chicago.1963. 408 p; Jakobson R.O. Language and the Unconscious. Moscow: Gnosis Publishing House, 1996. 245 p; Huang Dan,

The thesis applies discourse analysis methods to the study of media texts. In the context of the study, the corpus of texts in Chinese and Russian media that reflect Z's leisure practices is mainly considered. These texts, Chinese and Russian respectively, constitute the empirical base of this study. The theoretical framework used to develop the methodology with regard to structural models of youth leisure includes Maslow's pyramid, E. V. Sokolov's structures of leisure models, Y.A. Streltsov's functional model, Stebbins' SLP model (The serious leisure perspective)[16] .

In order to select the most relevant methods for assessing the leisure activities of Generation Z in Chinese and Russian media discourses, the methods for shaping the leisure activities of Generation Z were summarized on the basis of social research reports by QuestMobile in China and VCIOM (Russian Public Opinion Research Center) in Russia[17].

The author works in a frontier sphere, where the results obtained by researchers in various related fields are used. But the basis of the work is the analysis of media texts in the methodology of philological analysis of media texts. Here we rely on the works of Y.V. Rozhdestvensky. His thesis that "the entire composition of society's culture is expressed in the works of words"[18] is important for us.

Zhou Qi. Culture and Society of Communication. Communication University of China Press, 2021.325c; Foucault M. The order of discourse. // The Will to Truth: Beyond Knowledge, Power and Sexuality. Works of different years by M. Foucault. M.: Kastal.1996.448 c; Fairclough, Norman. Critical discourse analysis: The critical study of language. Routledge, 2013.P.9-20; Gavra D.P. Ipatova N.A. Using the concept of discursive practices T.A. Van Dijk in the study of social phenomena // Journal of Sociology and Social Anthropology. 2008. №11(1) C.127-135.

[16] Maslow A.G. Motivation and Personality: [translated from English] SPb.: Piter Publishing House, 2009. 352 p; Golod S.I., Sokolov E.V. Leisure and culture of a young worker. 1977. 116 c; Streltsov Y.A. Culture leisure. Textbook. Moscow: MGUKI, 2003.142c; Stebbins, R.A. Amateurs, professionals, and serious leisure. Montreal, QC and Kingston, ON: McGill-Queen's University Press.1992. 156 p.

[17] QuestMobile URL:https://baijiahao.baidu.com/s?id=1741282868903647886&wfr=spider&for=pc (date of reference: 29.04. 2023); (date of reference: 28.04. 2023). Russian Public Opinion Research Center VCIOM URL: https://wciom.ru/analytical-reviews/analiticheskii-obzor/obraz-rossiiskoi-molodezhi-monitoring (date of reference: 22.07. 2024)

[18] Rozhdestvensky Y. V. General philology. M.: Fund "New Millennium", 1996. C.15.

The object of the study is the leisure practices of Generation Z as an object of reflection in the audiovisual media discourse of China and Russia.

The subject of the research is the characteristics of reflection of leisure practices of Generation Z in media texts of China and Russia.

The purpose of this research is the identify the characteristics and comparative analysis of the reflection of Generation Z leisure practices in the audiovisual media discourse of China and Russia during the pandemic and postpandemic periods.

Goals of the research.

In order to achieve this goal, the following tasks must be accomplished.

1. Identify the current state of theoretical concepts of leisure and generational theory and the general characteristics of Generation Z.

2. To generalize theoretical approaches to methodology and tools for studying leisure practices of Generation Z in the audiovisual media discourse of China and Russia.

3. To trace the dynamics of publications and discussions about leisure practices of Generation Z in the audiovisual media discourse of China and Russia.

4. To characterize and classify the content of leisure practices of Generation Z in the audiovisual media discourse of China and Russia;

5. To compare the characteristics of reflection of leisure practices of Generation Z in the audiovisual media discourse of China and Russia.

Hypotheses of the research:

1. In the Chinese sample of audiovisual media, social and cultural themes dominate over entertainment themes.

2. When reflecting the leisure practices of Generation Z in the media texts of the most popular Chinese bloggers, leisure topics related to Chinese national culture, and, in particular, traditional culture, predominate.

3. When reflecting the leisure activities of Generation Z in Russian TV programs, a significant place is taken by media texts that implement satirical discourse, while serious topics in the social and political sphere are raised.

4. in the media discourse of Russian bloggers, the problem of leisure is reflected in the context of consumerization and alienation of leisure activities.

5. cultural differences between China and Russia are manifested in the nature of reflection of Generation Z leisure practices in the media discourse, which is reflected in both the content and genre structure of media texts.

6. Chinese and Russian Generation Z preserve unique localized forms of leisure, which is manifested in the different ways of presenting youth leisure practices in national media discourses.

Theoretical significance of the research consists of:

- conceptualizing the concept of leisure practices as an object of reflection in media texts and identifying the characteristics of Generation Z as subjects of leisure practices and consumers of media content;

- in the critical analysis of Western and Eastern generational theories with the development of a synthetic approach that allows for a comparative analysis of Russian and Chinese media discourse;

- in substantiating methodological approaches to the empirical analysis of audiovisual media texts on Russian and Chinese media samples;

- in identifying the peculiarities of presenting the leisure practices of Generation Z in the audiovisual media discourse of China and Russia, highlighting the genre preferences and narratives specific to each country's media discourse.

The practical significance of the research lies in the fact that on the basis of the methodology and author's algorithms of studying the leisure practices of Generation Z in audiovisual media discourse, it will be possible to predict the values and leisure preferences of Generation Z representatives. The methodology of comparative analysis of leisure practices in media texts of Russia and China proposed in the thesis is of high value in the context of developing relations between these countries and the opportunities for future cooperation, representatives of generation Z as the youngest age group will play an important role in these processes.

The scientific novelty of the dissertation research consists in the following:

1. The characteristics of leisure practices of Generation Z in the audiovisual media discourse of China and Russia were clarified.

2. The author's method of analyzing media texts reflecting leisure practices of generation Z in the audiovisual media discourse of Russia and China was developed; this method was applied to identify the common and special in youth leisure practices of the two countries in the context of social values, identity and culture of generation Z groups.

3. For the first time empirical analysis of the leisure practices of generation Z in the audiovisual media discourse of Russia and China on the YouTube platform over a six-year period using the author's proposed methodology for analyzing the themes of the leisure discourse of generation Z, which considers traditional methods of processing empirical data, in particular, content analysis, quantitative analysis, discourse analysis.

4. For the first time summarized leisure practices in the audiovisual media discourse of Russia and China on the YouTube platform over a six-year period (2018-2023) and revealed their dynamic changes during the pandemic period with the identification of genre preferences and narratives specific to the media discourse of each country.

Research methodology and methods.

The theoretical and methodological basis of the study is conditioned by the purpose and topic of the work.

1. The research methods used in this paper include systemic, typological and comparative analysis. The system analysis allows us to fully consider leisure practices as an important element of modern society.

2. Comparative-historical method (structural and thematic analysis and synthesis) is applied in the study of trends in the development of leisure practices and generation theory.

The empirical data are collected and processed using data mining techniques, including combining classifiers, Big Data (Big Data) methods and technologies. The empirical basis of this study is the videos published on the YouTube platform from 2018 to 2023, which specifically focus on the leisure activities of Generation Z in China and Russia. The following were used as methods of processing the empirical material of the study:

1. The method of qualitative-quantitative analysis (content analysis and frequency analysis) is used to identify the reflection of leisure practices of generation Z of China, Russia on the YouTube platform. The method is based on the application of weiciyun, Python.

2. The method of structural-functional analysis of texts (discourse analysis, and cluster analysis) was used in the study of media publications of their reflection in social, economic, political, cultural and educational aspects.

3. The method of comparative analysis of empirical materials (selected video content of China and Russia links to leisure practices of generation Z) provides perceptions of leisure practices of generation Z on YouTube, as well as characterization of leisure practices of generation Z under the influence of public opinion leaders.

Approbation of the results of the research.

Interim results of the thesis research were presented at the following scientific conferences:

1. International Forum "Russia and Iberoamerica in a Globalizing World: History and Modernity" September 30 - October 3, 2019, St. Petersburg (SPbU)

2. International Conference of Students, Postgraduates and Young Scientists "Media in the Modern World. Young Researchers", March 5–6, 2020, St. Petersburg (SPbU)

3. 18th Annual International Conference on Communication and Mass Media "ATINER", March 11-14, 2020, Athens, Greece.

4. International Conference of Students, Postgraduates and Young Scientists "Lomonosov-2020", November 10-27, 2020, Moscow (Moscow State University).

5. International Forum "Moscow Readings", November 19-20, 2020, Moscow (Moscow State University)

6. International Conference of Students, Postgraduates and Young Scientists "Lomonosov-2021", April 12-23, 2021, Moscow (Moscow State University).

7. International Scientific and Practical Conference "Strategic Communications in Business and Politics", June 28 - July 1, 2023, St. Petersburg (SPbU).

The author has published 3(three) articles were published in the peer-reviewed edition recommended by the Higher Attestation Commission under the Ministry of Education and Science of the Russian Federation.

1. Fu Lisha. Leisure practices as an object of media reflection // World of Science, Culture, Education. 2020. № 2. T. 81. P. 613–614.

2. Fu Lisha. The study of motivation of media use by Chinese generation z in the context of mediatization // Modern Humanities Success. 2022.№ 5. P.64-68.

3. Fu Lisha. Reflection of leisure practices of generation z in media discourse // World of Science, Culture, Education. 2022. №3. Vol. 94.P.375-377.

Main scientific results:

1. Modern theoretical concepts of leisure and leisure practices are generalized and the author's interpretation of leisure practices as an object of media reflection in the aggregate of different types of these practices is proposed[19].

2. For the first time, theoretical approaches to the operationalization of generations and, in particular, generation Z, developed by contemporary Chinese scholars, were introduced into the Russian scientific turnover. The methodological approaches are substantiated and the methodology of automated analysis of leisure practices of generation Z in the audiovisual media

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[19] Fu L. Leisure practices as an object of media reflection // World of Science, Culture, Education. 2020. № 2. (81). C. 613-614.

discourse of China and Russia is developed. Based on the formed media sampling and the conducted empirical research, the characteristics of the reflection of leisure practices of the Russian and Chinese generation Z in the audiovisual discourse of the two countries were revealed for the first time. Based on the content analysis of Chinese and Russian audiovisual media texts, polarized assessments of different forms of youth leisure presented in the country media samples were revealed[20].

3. The audiovisual media discourse of China shows that the leisure of Generation Z is reflected in the context of a strong sense of national cultural pride stemming from identification with traditional culture. With regard to the reflection of the leisure practices of Generation Z in the Russian media sample, the predominance of consumerist practices was revealed, which allowed us to confirm the hypothesis about trends of alienation of some leisure forms[21].

4. A comparative structural analysis of the media reflection of leisure practices of Generation Z in Russian and Chinese audiovisual media discourses has been carried out. Based on this analysis, similarities and differences in the presentation of various forms of youth spending their free time have been revealed for the first time, and the dominants of the presentation of leisure practices depending on the national cultural specifics have been determined[22].

Findings to be defended:

1. Leisure practices are in direct correlation with the social, economic and technological level of society's development. In the conditions of the developing digital society, leisure practices meet its demands. The forms of leisure in modern society are characterized by the desire for optimization, universality,

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[20] Fu L. Study of the motivation of media use by Chinese generation z in the context of mediatization // Successes of Humanities. 2022. № 5. С.64-68.

[21] Fu L. Reflection of leisure practices of generation z in media discourse // World of Science, Culture, Education. 2022 №3 (94). С. 375–377.

[22] Fu L. Reflection of leisure practices of generation z in media discourse // World of Science, Culture, Education. 2022 №3 (94). С. 375–377.

multifunctionality and multitasking. One of the features of modern leisure practices is that most of them take place online.

Leisure journalism is mainly concerned with the production and dissemination of information on the consumption of cultural values. The development of leisure journalism seeks to provide audiences with various forms of free time and aims to fill free time in various ways.

2. One of the main characteristics of Generation Z is that digital technologies play an important role in their lives, influencing all spheres of life of this generation, and in particular, its recreational part - leisure. Representatives of Generation Z today choose both forms of serious leisure and ordinary leisure. Serious leisure includes volunteer activities, cognitive leisure, and creativity. Ordinary leisure as video games, watching movies, entertaining listening to music, and these leisure practices are realized through the use of digital technologies, on various Internet services or digital platforms. The role of mobile applications related to finding friends around the world is increasing, thus realizing the need of generation Z for communication, which is realized in a completely different way than in previous generations that did not have such resources.

3. Cultural differences between China and Russia are evident in the media discourse of Generation Z's leisure practices. Despite the impact of globalization on Generation Z's leisure practices, the media discourse in China and Russia reflect that Chinese and Russian Generation Z will retain unique forms of localized leisure. In the Chinese media sampling of Generation Z's leisure practices, social media and online platforms will be the main driving force, while in the Russian media sampling, traditional media such as television still play an important role.

4. In the Chinese media discourse, Generation Z's leisure practices are mainly dominated by the cultural and economic spheres, where cultural topics cover various aspects of national and traditional culture. Chinese opinion leaders actively promote national culture through leisure activities, and their influence

on the international dissemination of culture surpasses traditional media. In Chinese media sampling, the reflection of Generation Z's leisure practices usually focuses on traditional culture, cooking, handicrafts, and the lives of national minorities, with TV program content not only entertaining but also providing positive cultural interpretation, and social topics have increased since the COVID-19 pandemic.

5. In the Russian media sample, media consumption is a popular topic among Russian opinion leaders; hobbies as a form of leisure time were positively evaluated. In Russian television, satirical negative discourse actually reflects serious social and political topics, demonstrating the positive value of Russia's unique humor and satire. Russian TV programs strive to create unique content, often using negative headlines to draw attention to their content.

The structure of the dissertation work is determined by the purpose and objectives of the research and the logic of the material presentation. The thesis consists of an introduction, three chapters, conclusion, list of references and appendices.

In the first chapter, we will analyze the concept of leisure and define leisure activities and the peculiarities of the trend of development of leisure journalism. Then we will move on to the generational theory and the general characteristics of Generation Z. We will also analyze the discourse of generational theory in Chinese academic literature, and criticism of generational theory in world and Chinese academic literature. Finally, the role of the Internet in shaping the values of generation Z will be identified, and the influence of the network on the values of generation Z will be revealed.

Chapter 2 of the study substantiates the methodology of empirical research of Russian and Chinese media texts devoted to the leisure practices of Generation Z. An important empirical source of media materials is the YouTube video hosting site, which is especially popular among young people, and where both audiovisual materials from national TV channels and media texts of influencers are presented. The author proposes

a method by which a large sample of empirical data can be collected and digitally processed.

The final chapter builds on the results of the first two parts of the thesis. The third chapter of the thesis consists of three parts: the first paragraph describes in detail the reflection of Generation Z leisure practices in the audiovisual media discourse of China. The second paragraph describes the reflection of Generation Z leisure practices in Russian media discourse. The final part is based on the results of the empirical research, using comparative analysis the author examines the peculiarities of the leisure practices of generation Z in the audiovisual media discourse of China and Russia.

CHAPTER.1 LEISURE PRACTICES OF GENERATION Z IN MODERN SOCIETY

1.1 Leisure practices in modern society: essence, characteristics, structure

Leisure is pronounced as "Xiu Xian" in Chinese. In Chinese, "Xiu Xian" is a hieroglyphic word. "Xiu" means a person leaning on a tree for leisure. The word means "joy". The character for "Xian" in Chinese consists of "door" and "tree"[23]. Trees are planted in front of the door, which means scope and has moral and legal significance. In ancient Chinese, "free" means "modest, pure and peaceful"[24]. The combination of "Xiu" and "Xian" shows its unique culture and morality, physical and psychological leisure at the same time. The word "leisure" in English, Webster's Dictionary in the United States indicates that the word comes from the Old French *leisire,* which is the verb leisir[25]. *Leisire* is the noun form of the verb *leisir*. *Leisir* comes from the Latin word *licere,* meaning "to be allowed" or "to be free" first appeared in the early 14th century.

"The American Heritage Dictionary of the English Language" is interpreted as "(1) the noun use infinitive *leisir* comes from Latin *licere*, meaning" allowed "; (2) from Old French leisir or Modern French loisir, meaning "To permit, leisure, free time"; (3) an opportunity to do something, free time to socialize "[26]. A simple definition of leisure is "time spent away from work and major domestic activities." "Leisure" is an arrangement of receptive understanding of immersion in the real[27]. For an experience

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[23] Baranova Z. I. Big Chinese-Russian dictionary.2009. C.367.

[24] Li Zhongguang. A study of leisure activities. Chinese travel press. 2011.C.7.

[25] Babcock Gove P. Webster's Third New International Dictionary of the English Language Unabridge. Publishers Springfield, Messachusetts. 1993.P.1292.

[26] Morris W. The Amecican Heritage Dictionary. Houghton Mifflin Company. Boston. 1976.P.145.

[27] Zhang Guangrui, Song Rui. Research on leisure time // Social Scientist. 2001. №9.C.17.

to qualify as leisure, it must fulfill three criteria: 1) the experience is a state of mind; 2) the experience must be voluntarily obtained; and 3) it must be intrinsically motivated[28].

The Greek word for leisure is "σχολή". According to the Greeks, the main function of leisure was not necessarily recreational activity, but the expansion of the worldview[29]. The social context of this understanding of leisure has been largely lost, and with it the concept of leisure as the pursuit of philosophy. This concept of leisure, which is still held by many people, has developed a clear dichotomy between work and leisure, in which work is the opposite of leisure. The concept of leisure is "time spent on non-compulsory activities, time spent away from worries and difficulties"[30]. Because free time does not require compulsory activities such as work, running a business, education, stress, eating and sleeping, it is often referred to as "free time". The distinction between leisure time and compulsory activities is not a strict one, as compulsory activities can be undertaken for both pleasure and long-term utility.

The ancient Greek philosopher Aristotle, in his two books Nicomachean Ethics and Politics, discusses leisure and believes that leisure is the "center of all things" and can make people happier and preserve inner peace[31].

The study of the "nature of leisure" in the United States began at the very end of the 19th century[32]. One of the first works on this topic is Veblen's "Theory of the Idle Class" published in 1899, in which the author considered the relationship between leisure and the economy. Veblen called leisure a special "way of life and behavior". It was this work that marked the beginning of academic studies of leisure in the United States. Thirty-seven years before the publication of Veblen's "Theory of the Idle Class," Karl Marx expressed the idea that human development depends largely on the

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[28] Neulinger J. The phycology of leisure. Charles C. Thomas Publisher. 2008. P.57.

[29] Ji Zhong. The Philosophical Meaning of Leisure // Studies in Natural Dialectics. 2001. №17. C. 54.

[30] Dumazedier J. On the way to the civilization of leisure // MSU Vestn. MSU. Ser. 12: Social and Political Studies. 1993. №1. C. 83.

[31] Aristotle. Nicomachean Ethics. M.: Azbuka Publishing House, 2022.P.106.

[32] Qing Qianlong. Western Leisure Studies: History and Current Situation // The Impact of Science on Society. 2004. №3. C.51.

amount of free time one has[33]. When Marx identified the importance of reducing workers' working hours and increasing free time, he made a dialectical analysis in terms of combining personal development with social development. "Free time" is not only necessary to restore the health and strength of each nation's working class. It is also necessary to ensure that workers have the opportunity to develop their intellect, social and political activities." Marx also suggested that "the sign of the true wealth of a country is the reduction of working time and the increase of free time."[34] The development of world history for more than 100 years since the 19th century shows that the level of leisure development is an indicator of the wealth of a country or region[35].

In 1947, German philosopher Joseph Pieper suggested in his book *Leisure: the basis of culture* that leisure is an expression of human thought, spirit and attitude and is not directly determined by external factors and practices[36]. Pieper analyzes the relationship between leisure and religion because leisure reflects a kind of mental attitude and state of mind of people. After analyzing the relationship between leisure and religion from the perspective of religion, Pieper concluded that leisure reflects a kind of psychological state of people.

With humanity's entry into the post-industrial era, the rapid development of the knowledge economy has begun. The function of leisure in social life has changed greatly from the past, making the study of leisure in the American academic community a popular field of study[37]. In the 1990s, American scholar Jeffrey Godbey proposed a more modern definition of leisure in *The Sociology of Leisure.* He notes

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[33] Veblen T. Theory of the idle class / translated from English by S. D. Sorokina. M.: Progress, 1984, p. 47.

[34] Marx K., Engels F. Works T.25. part II. Moscow: State Publishing House of Political Literature, 1962. C.33.

[35] Lu Yanming and Ma Huitian. A preliminary study of Marx's idea of leisure // Studies in Natural Dialectics. 2002. №1. C.44.

[36] Pieper J. Leisure: the Basis of Culture and The Philosophical Act. Ignatius Press. San Francisco 2009. P.120.

[37] Ma Yong, Zhou Qing. Introduction to the study of leisure time. Chongqing University Publishing House. 2008. C.121.

that in everyday leisure activities, a person or group's behavior, leisure psychology, leisure emotions and leisure values reflect their social status and daily life routines, as well as convey "cultural information", forming a favorable leisure atmosphere and artistic concept[38].

In this paper we understand leisure practices as a special type of social practices. In this regard, let us turn to the interpretation of the category of social practice. Practice from a professional point of view is traditionally defined by the concept of recognizable "work". The need for practice is determined by the presence of a certain set of conditions within a specific, accessible target population, presumably requiring some form of service[39].

French sociologist P. Bourdieu considered social practices as the ability of subjects to check their behavioral acts for compliance with the established ideas about the surrounding reality[40]. Social practices demonstrate stability, reproduction, mass, normativity. According to Bourdieu, social practices have a double structure: on the one hand, they are determined by the social environment; on the other hand, they influence the environment and change its structure.

Thus, social practice largely depends on individuals' mastery of new technologies, economics, educational activities to solve and satisfy important needs, rational use of their time, etc. We will consider leisure practices, which are a type of social practice. Therefore, our study emphasizes the need for leisure practices along with economic, political and cultural activities.

Typology of leisure activities

Philosopher Joseph Pieper believes that leisure is an expression of "human thought", "spirit and attitude", it is not directly determined by external factors and

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[38] Kelly J.R. Godbey G. The Sociology of Leisure. Venture Pub. 1992. P.105.

[39] Gould J., Moore D., and Stebbins R.A. Development of the Serious Leisure Inventory and Measure. // Journal of Leisure Research. 2008. №40(1). P. 47.

[40] Bourdieu P. Bourdieu P. Forms of Capital / Translated from English by M. S. Dobryakova; Bourdieu P. Distinction: Social Critique of Judgment (fragments of the book) M.: ROSSPEN, 2004. C.320.

practices[41]. Leisure, the portion of extra working time that is left to a person after unchangeable non-productive duties (commuting, sleeping, eating, etc.).

Leisure practices are an integral part of human life and are embodied in both individualistic and public, social forms[42]. Leisure practices can be collective or individual, active or passive, conducted outdoors or indoors, healthy or harmful, positively or negatively affecting the development and condition of society. A significant proportion of leisure practices are labeled as "hobbies" in which a person enjoys on a regular basis. A hobby is a state of activity when a person actively pursues the object of his interest and develops creatively[43]. The range of hobbies of modern people is quite wide, from traditional hobbies (collecting, practice of various arts, etc.) to subcultural phenomena of a new type (graffiti, bikerism, the "hippie" movement, etc.) and extreme sports (surfing, diving, snowboarding, etc.). Examples of hobbies include reading, playing or listening to music, watching movies or television, gardening, cooking gourmet meals, hunting, sports, studying and traveling[44].

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[41] Pieper J. Leisure: the Basis of Culture and The Philosophical Act. Ignatius Press. San Francisco 2009. P.102.

[42] Bruce C. Daniels. Puritans at Play. Leisure and Recreation in Colonial New England. St. Martin's Press, New York.,1995. P.76.

[43] Vereshchagina I. M Perspectivity of development of the regional model of leisure center (hobby center) in the conditions of transition economy in Siberia // Bulletin of Tomsk State University. Tomsk: TSU. 2007. № 298. C.174.

[44] Dumazedier J. On the way to the civilization of leisure // MSU Vestn. MSU. Ser. 12, Social and Political Studies. 1993. № 1. C.87.
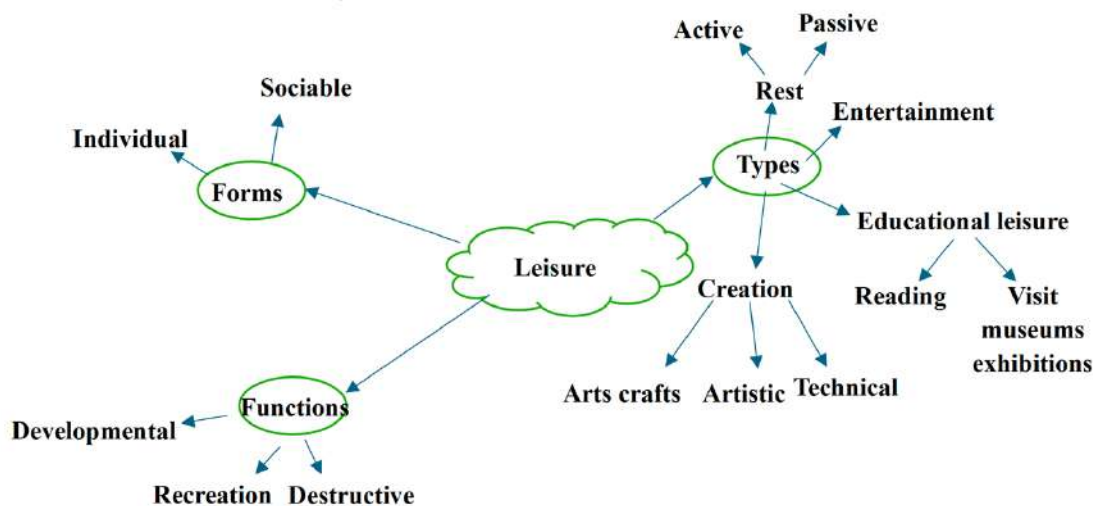
Figure № 1. Structures of leisure models E. V. Sokolova[45]

The simplest form of leisure is rest. Its purpose is to restore the strength expended during work, and it is divided into active and passive. "Passive leisure" is characterized by a state of rest that alleviates fatigue and restores physical strength[46]. In contrast, active rest can lead to recovery above an initial level of strength. It involves muscle activity and psychological functions that are not utilized in work. Active recreation is different from passive recreation and requires a certain minimum level of fresh strength, will and training. It includes sports, physical exercise, mental exercise, travel, games, watching movies, visiting exhibitions, theaters, museums, listening to music, reading, making friends, etc[47].

The next level is entertainment. Entertainment means activities in free time, which brings pleasure, distracts from worries and brings joy, it is entertainment that always requires activity, unlike rest, which can be passive or semi-passive. It is also

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[45] Golod S.I., Sokolov E.V. Leisure and culture of a young worker. Leningrad: O-vo "Znanie", 1977. C.77.

[46] Wang Yaling, Dong Hongyan: Sociology of Leisure Time, Heilongjiang People's Publishing House. 1992. C.138.

[47] Caillois R. Man, play, and games. University of Illinois press. 2001.

worth noting that in the process of rest, the physical state is restored, and entertainment is necessary to relieve psychological fatigue.

The third level – cognitive activity, stemming from active leisure, includes systematic reading of serious literature, visiting museums and exhibitions. This type of leisure is purposeful and systematic; it is the mastering of the world of cultural values, expanding the boundaries of the spiritual world of young people. Within the framework of cognitive activity, the most serious way of spending free time is not for the sake of consumption, but for the sake of creating cultural values, it is getting power – creativity.

The need for creativity is a profound characteristic of every human being, especially young people. Creativity brings the highest sense of fulfillment and is one of the ways of spiritual upliftment.

Creativity includes:

1. Arts and crafts (needlework, sawing, burning, carving, home flower growing, culinary arts);
2. artistic creativity (literary activities, folklore, painting, composition, songs, participation in amateur performances (theater performances));
3. technical creativity (inventions, design, innovation)[48].

Today, leisure time is of great importance for every person. "Leisure" and "free time" are two different concepts and should be distinguished. "Free time" and "leisure time" are the most common terms, but "free time" is more specific meaning that you are not working[49]. Free time is usually understood as "time when I am not performing the duties of my regular job", or "time when I am not at school" for students. So you might say, "I need to use some of my free time to write an essay," but usually when someone refers to "free time" they are doing something they enjoy during that time, not working. Working part-time on holidays represents neither free time nor leisure

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[48] Stebbins R.A. The liberal arts hobbies: A neglected subtype of serious leisure. // Loisir et Société/Society and Leisure. 1994. №16. P. 173.

[49] Grushin B. A. Free Time. Actual problems. Moscow: Mysl, 1967. C.115

time. According to Marx, "free time" is not "leisure" because the realization of individual all-round development is not leisure[50].

At the same time, several components within three groups can be identified to analyze leisure activities:

1) individual and collective forms of participation in culture: for example, attending public events and museums, reading books, watching television programs, etc...;

2) various forms of leisure and social activities: leisure time activities, hobbies, physical education and sports, traveling, excursions, etc...;

3) interaction with other people: activities and games with children, friendly meetings (at home, in cafes and restaurants, etc.)[51].

In the above-mentioned study of leisure practices, two types of leisure can be distinguished: "active" and "passive"[52]. The authors further develop the analysis by stating that passive leisure can be called "lazy". The term is used to refer to a kind of leisure, entertainment, in which a person is at rest, fatigue gradually subsides. It is the time a person spends in a passive state. For any healthy person, passive leisure time is the key to maintaining physical and mental health. Psychologists claim that this process allows one to prepare for challenging creative activities.

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[50] Marcuse H. Towards a critical theory of society. Collected Paper of Herbert Marcuse, London and New York: Routledge of Taylor & Francis Group. 2001. P. 74.

[51] Akimova L.A. Sociology of leisure. Textbook for university students. Moscow: MGUKI Publishing House, 2003. C.67.
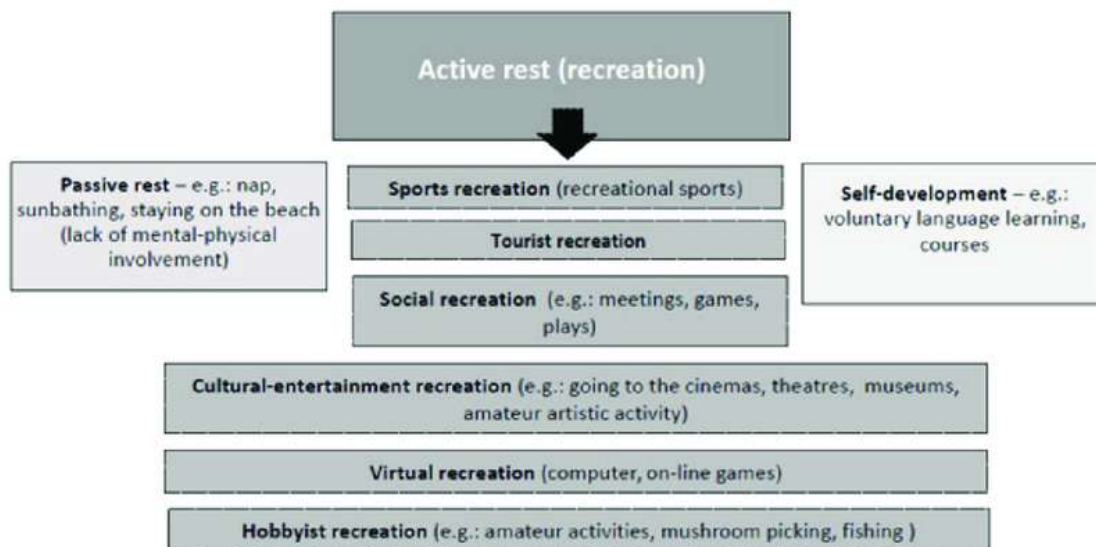
[52] Ibid. P.122.

Leisure time

Active rest (recreation)

| Passive rest – e.g.: nap, sunbathing, staying on the beach (lack of mental-physical involvement) | Sports recreation (recreational sports) | Self-development – e.g.: voluntary language learning, courses |
| Tourist recreation |
| Social recreation (e.g.: meetings, games, plays) |

Cultural-entertainment recreation (e.g.: going to the cinemas, theatres, museums, amateur artistic activity)

Virtual recreation (computer, on-line games)

Hobbyist recreation (e.g.: amateur activities, mushroom picking, fishing)

Figure №. 2 Structural model of active leisure time

Active leisure is associated with active (physical and mental) practices, various activities: playing, singing, sports, etc. This category includes the type and form of leisure, when a person's vital energy is not only restored, but also becomes greater. Leisure activities involve activation of mental and physical functions of the body. Active leisure affects the whole social life of a person, because in modern technological and economic development, leisure has become a measure of the happiness index of human life[53] . For example, visiting theaters, museums, concerts, cinemas, cafes, etc. or any other social activity requires additional material expenses. This way of leisure diversifies the life of each person. That is why active recreation is the most attractive for society.

Canadian sociologist Robert A. Stebbins classifies leisure into "serious" and "ordinary" based on meaningful criteria[54]. Stebbins considers serious leisure activities to be those that require a certain level of knowledge and skills not only for recreation but also for self-development: amateur (amateur, hobbyist), participant in social

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[53] Liu Xudong. Leisure: happy life and harmonious development of people // Theory and Practice of Education. 2008. №3. C.5.

[54] Stebbins R. A. Free Time: Toward an Optimal Style of Leisure (View from Canada) // Sociological Research. 2000. № 7. C.68.

(self-)activities, volunteering, etc[55]. Ordinary leisure includes activities that do not involve any qualified training and bring immediate satisfaction, for example: watching TV programs, traveling, meeting with friends, etc.
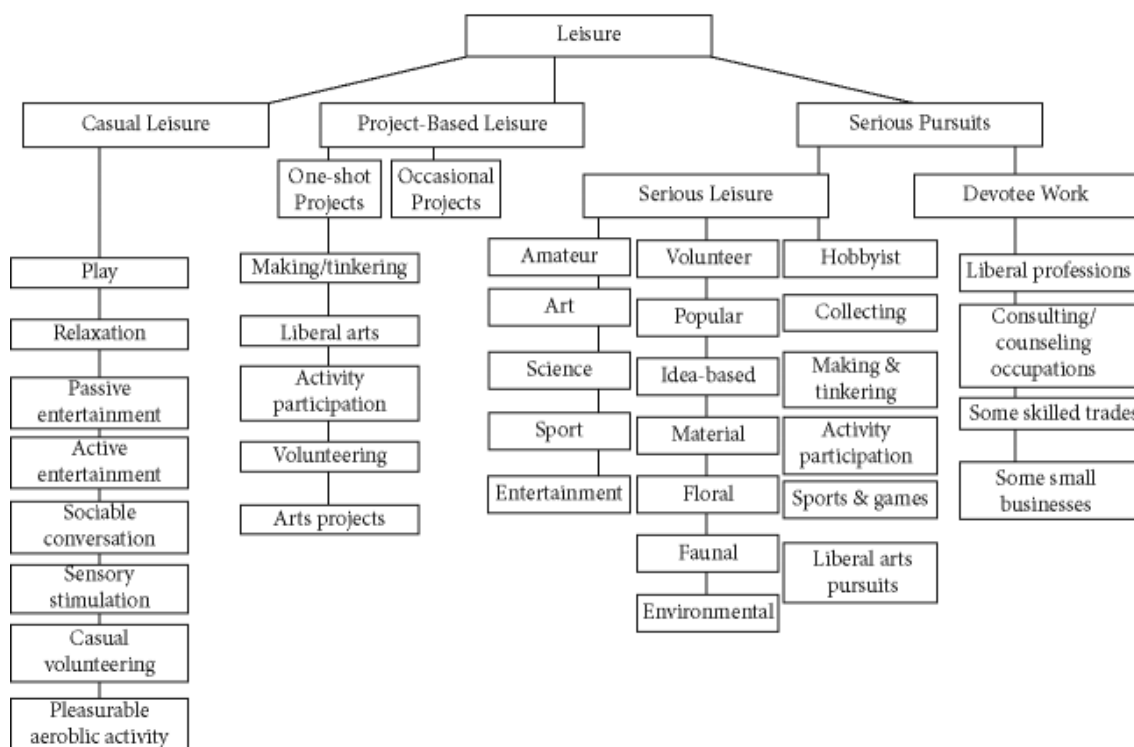

Figure №. 3 Structural model of the SLP (The serious leisure perspective) of serious leisure. Stebbins 2007/2015

Serious leisure is of special importance because it helps people to realize themselves, to get acquainted with work outside their profession and to acquire certain skills and knowledge necessary for their profession. As stated earlier, "serious leisure" is a systematic engagement in amateur, or volunteer activities, a fairly substantial hobby, interesting and useful for the participant. In the process of serious leisure, a person acquires and finds expression for a combination of his or her specialized skills, knowledge and experience[56].

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[55] Stebbins R.A. Amateurs, professionals, and serious leisure. McGill-Queen's University Press. Montreal.1992. P.155.

[56] McQuarrie F. Work careers and serious leisure: The effects of non-work commitment on career commitment. // Leisure/Loisir. 2000. №24. P.120.

As for serious leisure activities, they come in three types: recreational activities, hobbies, and career volunteering[57].

Amateurs can be found in the arts, sciences, sports and entertainment, where they are inevitably, in one way or another, related to professionals. Professionals are defined in (economic rather than sociological) terms that apply well to amateurs, namely as workers who depend on income from activities that other people enjoy with little or no reward as leisure[58]. The relationship between amateurs and professionals is so close that it is much more complex than it appears at first glance.

The subjects of all existing hobbies can be categorized into the following types:

1. collectors
2. manufacturers and artisans;
3. participants in the activity;
4. Amateur sports and games (in competitive, rule-based activities without professionals, e.g.: marathons, competitive swimming);
5. art enthusiasts[59].

Volunteering as a form of serious leisure time is distinct from casual (ordinary) leisure time. R.A. Knaan and M. Wadsworth have identified four characteristic aspects from a number of different definitions of the term volunteering[60]. Volunteering is formal or informal non-compulsory help given on a pro bono basis. This conceptualization of volunteering revolves, to a large extent, around a basic subjective motivational issue: it is necessary to determine whether volunteers feel that they are engaged in an enjoyable (casual leisure), fulfilling (serious leisure), or pleasurable or satisfying activity that they have had the opportunity to accept or reject on their own terms.

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[57] Olmsted A.D. Hobbies, and serious leisure. // World Leisure and Recreation. 1993. №35. P.29.

[58] Robert A. Stebbins. Serious Leisure: A Perspective for Our Time.2007. P.102.

[59] Stebbins R.A. Amateurs, Professionals, and Serious Leisure. Montreal and Kingston: McGillQueen's University Press, 1992.1992. C.32.

[60] Pevnaya M.B. Volunteerism as a sociological category: definition of the concept // Vestnik SurHPU. Sociological sciences. 2012. №1. C.118.

A key element of the concept of free time in volunteering is the perceived lack of moral compulsion to do voluntary work. However, the dominant conceptualization of volunteering in studies of the nonprofit sector is not volunteering as leisure time but volunteering as unpaid work[61]. This economic conceptualization defines volunteering as the absence of payment for existence, whether in cash or in kind. This definition largely avoids the question of motivation so important to the concept of leisure. Statistics Canada, for example, has established a classification of the types of organizations in which professional volunteers can provide their services[62]. The range of possible volunteer assistance options includes:

- care for people of different ages;

- Education;

- social security;

- leisure services;

- service in religious organizations;

- participation in civic, social and political actions[63].

Serious leisure has qualities that are common to both amateurs and volunteers[64]. One of these qualities is the desire for career development, the ability to independently achieve goals during the continuity of activities. Ordinary leisure time, as mentioned above, ordinary leisure time is different from serious leisure time. It has its advantages: it is a relatively short and enjoyable activity that does not require special preparation to enjoy.

Ordinary leisure activities include the following forms:

1. game (including amateur play),

2. Relaxation (e.g., sitting up, daytime naps, walks),

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[61] Arai S.M. Typology of volunteers for a changing sociopolitical context: The impact on social capital, citizenship, and civil society. // Société et Loisir/ Society and Leisure. 2000. № 23(2) P. 335.

[62] Walker G. J. Social class and basic psychological need satisfaction during leisure and paid work. // Journal of Leisure Research. 2016. №48(3). P. 229.

[63] Stebbins R.A. Free Time: Toward an Optimal Style of Leisure (View from Canada) // Sociological Studies. 2000.№ 7. C.71.

[64] Kaplan M. Basic models of leisure. M., 2008. C.62.

3.   Passive entertainment (television, books, music recordings),

4.   active entertainment (gambling, pranks at parties),

5.   lively discussions

6.   sensory stimulation (eating, drinking)[65].

Leisure activities shape lifestyle and national identity. Both China and Russia are characterized by their unique national sports reflecting cultural and historical features. For example, Chinese Wushu and Taijiquan, for Russia such as chess and hockey. These sports are not only recreational practices, but also have a significant impact on the preservation of national cultural identity.

Lifestyle differences are related to the serious leisure career that each person has established. Of course, people may also prefer a casual lifestyle, such as socializing with friends in a café after a long day at work or taking a walk in the park in the evening[66]. Professional volunteers also found an important interest in their hobbies. It could be women's rights, the environment, consumer protection or inequality for certain categories of citizens, etc. In the age of informatization, with the rapid development of technical and computerized social life, more and more people have to face a choice that developed countries have never faced before: whether to turn daily time-consuming and costly (including physical and moral) work into a central life interest or into a serious leisure activity that can not only bring positive emotions but also replenish physical and moral strength[67].

Serious leisure plays an important role in the process of social integration (e.g., the action "Good Saturday") in the absence of work or in connection with retirement. The need to "feel a sense of belonging to an organization", prompts the search for other forms of social communication to compensate for this loss, which explains the human need for social leisure activities. An organization specializing in leisure unites the

[65] Stebbins R.A. Free time: towards an optimal style of leisure (view from Canada). URL: http://ecsocman.hse.ru/data/465/174/1217/009.STEBBINS.pdf (date of reference: 04.12.2020)

[66] Havighurst R.J., Feigenbaum K. Leisure and lifestyle. // American Journal of Sociology.1959. №64. P.396.

[67] Kerr J.H., Fujiyama H., Campano J. Emotion, and stress in serious and hedonistic leisure sport activities. // Journal of Leisure Research. 2002. №34. P. 272–273.

individual leisure identity of its members, helps social realization, since a necessary condition for the existence of the club is the organization of general serious leisure of its members as opposed to ordinary leisure. Maintaining a balance between the two types of leisure should be an integral part of each person's optimal lifestyle[68].

Ordinary leisure, on the other hand, cannot satisfy the need for organizational affiliation because it only occasionally becomes an official organization. Therefore, for many people who lose their jobs for some reason, serious leisure activities can offer many benefits in the future. When it comes to balancing the two types of leisure activities, which are sometimes forgotten when people are too caught up in the progress (career) of serious leisure activities. Thus, combining ordinary leisure with serious leisure should be an integral part of everyone's optimal lifestyle[69].

We have already mentioned earlier that human leisure activities are important for the satisfaction of life needs (spiritual, aesthetic, intellectual, etc.) and also help self-expression and self-realization. Based on Maslow's pyramid model, we can determine the impact of leisure activities on society and individuals.
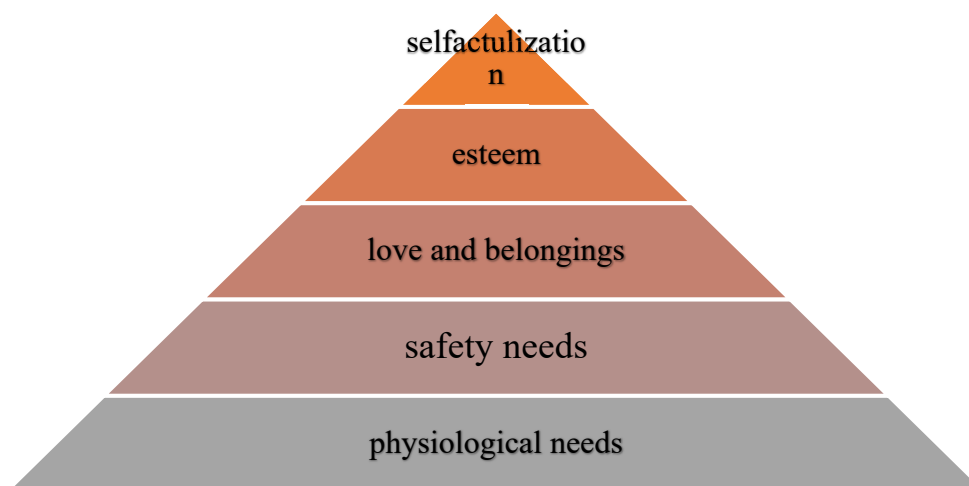
Figure №4 Maslow's pyramid of human needs[70]

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[68] Sokolov A. V. General social communication: Textbook. SPb. Mikhailova V. A. 2002. C.34-36.

[69] Ponukalina O.V. Transformation of the leisure sphere of the Russian society: sociological analysis. Saratov: SSTU Publishing House, 2008. C.68.

[70] Maslow A.G. Motivation and Personality: [translated from English] SPb.: Publishing House "Peter", 2009.P.126.

Leisure practices, hobbies develop certain personal qualities linked to individual desires to, enhance self-esteem and produce therapeutic effects as remedies for depression[71]. The hobby of collecting stimulates enthusiasm, brings joy, fun and increases interest in life. Participation in amateur activities enriches the whole society through creative individuals who rise to new stages in their self-development from consumers of spiritual values to creators. Hobbies help a person to internalize social experience and satisfy his spiritual needs in games, entertainment and creativity[72]. The process of turning information into consumer goods contributes to the "commercialization of creativity". Modern technologies can help a subject not only to participate in the creation of a creative product, but also to receive additional income from it[73].

Hobbies can develop initiative in an individual, reflected in his activities when it comes to the younger generation. At any moment of time people need rest from studies, work and various affairs. And each person makes his choice in favor of the form of leisure and entertainment that is most interesting to him. In addition to individual leisure practices, there are mass forms of leisure, popular among people of different ages and wealth, of different ages, with different interests and hobbies.

The Phenomenon of Alienation of Leisure Activities in the Context of Mediatization

With the rapid development of media technologies and the constant expansion of the scope and forms of media that shape and control "human interaction", "humanity has entered" the era of mediatization. Media entered everyday life and became its "cultural center"[74], created a space of interaction and established new rules of

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[71] Mannell R.C., Kleiber D.A. A social psychology of leisure. Venture. 2006.P.109.

[72] Yu Guangyuan. On the society of universal leisure. China Economic Publishing House, 2004. C.36-38.

[73] Baudrillard J. Consumer Society. Its myths and structures / J. Baudrillard. M: Publishing House "Cultural Revolution", Publishing House "Republic", 2006.C. 210.

[74] McQuail D. Journalism and Society. Moscow: Media Mir, 2013. C.178.

communication[75]. It should be noted that modern media play a very important role in the process of alienation of leisure. As for the alienation of leisure, there is currently a debate over the understanding of what is "alienation of leisure". Generally speaking, "alienation of leisure" refers to the fact that mediatized leisure contradicts the essence of leisure and deviates from the purpose of leisure, which is the embodiment of "alienation" in the field of leisure[76]. Hence, in order to define the concept of "alienation of leisure", we must first clarify the concept of "alienation". Alienation is the relationship between a social subject and any of its social functions, formed as a result of the rupture of their original unity, leading to the impoverishment of the subject's nature and the change (rebirth) of the nature of the alienated function (Sociological Dictionary) [77].

B.R.Berelson divides newspaper reading into six forms: "a source of information about the outside world, a tool of everyday life, a means of recreation, a means of gaining social prestige, a means of communication and directly the purposeful reading of the newspaper itself"[78]. Deep mediatization has defined the human lifestyle with a non-targeted dependence on gadgets. Purposeful newspaper reading and the now common "internet addiction" and "cell phone addiction" reflect society's non-targeted mental dependence on media. Access to media has become an essential daily habit and ritual, not just a real need for media as a source of information. In the era of mediatization, media have become deeply embedded in people's lives and simultaneously construct the social environment, becoming a way and space of existence. In addition to people's reliance on media for information, the mediating functions of media are also manifested in the following ways.

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[75] Zhang Zhiyong. Analyzing aesthetic consciousness in the new media era // Journal of News Amateurs. 2019. №9. C.59.

[76] Kharkovskaya E. V, Miroshnichenko E. V, Tutaeva G. N. Sociocultural activities with people of the third age to overcome social exclusion: regional aspect // Integration of Education. 2016. №20(2). C.196.

[77] Philosophy: Encyclopedic Dictionary [Electronic resource] // edited by A. A. Ivin. M.:Gardariki. 2004. // URL: http://dic.academic.ru/dic.nsf/enc_philosophy/890 (date of reference: 04.12.2020)

[78] Berelson B. What "missing the newspaper" means. // In Communications Research 1948-1949, Harpers&Brothers, New York. 1949. P.117.

On the one hand, the development of communication media technology has expanded the channels of social interaction and increased people's social participation; on the other hand, it has also made the dissemination of information among people increasingly dependent on media. Cell phones, social media (WeChat, Weibo, Twitter, Telegram) and other means of communication are gradually integrated into people's daily life, and instrumental interaction has become the dominant form of intersubjective interaction, real face-to-face interaction between subjects is becoming an increasingly rare form of communication.

With the advent of media technology, we can see all kinds of advertising and different ways of consuming media, which are convenient ways of shopping, where the senses are directly stimulated by audio and video. The diversity of consumer information deprives rational thinking and reduces criticality, discernment and subjugates to the dictates of media under the dominance of consumerism[79].

As media penetrate into people's daily lives, their impact on controlling people's cognitive behavior is gradually increasing, and society is becoming more and more "media dependent". People tend to turn to the Internet for help before making decisions. This is evidenced by the fact that information on the Internet is extremely valued by society. For example, when buying a product, people usually choose a brand with a high degree of prominence in the media space first unless they have special requirements for the product; once the media discredit the quality of a brand, the public will generally resist that brand. That is why brands often use media to create a positive brand image and develop brand policies through media.

Media has become a lifestyle element; as soon as people leave the familiar media sphere, they become anxious, confused, lonely, etc. In the instantaneous flow of information, an individual's sense of existence is often conveyed through some alternative symbolic form, and people are constantly concerned with maintaining contact with their surroundings: constantly reading Weibo or WeChat news feeds,

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[79] Shen Ke-yin. Fromm's alienation theory of consumption and leisure sports consumption // Journal of Sport. 2008. №15. C.29.

commenting or reposting, conveying a sense of presence in communication, and mediatization becomes a more real and personalized feeling than actual contact with an interlocutor.

The influence of media on the alienation of leisure is mainly manifested in two aspects. From the point of view of productive labor, the alienation comes from the essence of leisure, that is, with the advent of the era of post-industrial information society, "network society" in the words of Castells M., the difference between work and leisure is eliminated, because work can always be transferred to the home through the Internet, it erases the differences in home and work space, the differences in behavior at home and at work[80]. The second is the consumerization of leisure, in modern society as a subject of leisure, a person unconsciously falls into the grip of materialization and commercialization. Leisure, initially pursuing physical and psychological pleasure and self-realization, gradually deviates from its essence and receives temporary sensory stimulation in entertainment and consumption, and, deviating from the original meaning of leisure, turns into its opposite.

The problem with the consumerization of leisure in modern society is that the need for consumption is excessive, and its purpose is not to satisfy the basic needs of the individual: the process of consumption becomes a way of self-expression, entertainment (shopping as a form of leisure). This kind of consumerism-oriented leisure distorts the true purpose of leisure.

The entertainment lifestyle promoted by the media is deeply influenced by consumerism, which mainly manifests itself in the promotion of a luxurious lifestyle that is set by opinion leaders and blindly imitated due to the influence of media discourse and the pursuit of fashion.

Thus, as the pursuit of self-development, spiritual freedom and pleasure has gradually turned into the fashionable consumption of luxury goods, leisure has deviated from its original meaning and moved into a trajectory of alienation. In a

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[80] Shkaratana O. I. Information Age: Economy, Society, Culture. Per. from Engl. Moscow: State University Higher School of Economics, 2000. C.79.

consumerist and hedonism-oriented society, leisure is often on a trajectory of alienation, and this is influenced by certain media content. Today, no one can expect that "abstaining from watching TV programs" and "turning off the Internet" will shield the youth audience from media influence. However, as a subject of leisure, the audience can, through self-control, reduce the alienating influence of the media on leisure by choosing a way of spending leisure that is not confined exclusively to media consumption.

Features and trend of leisure media development

Virtually all the contents of leisure practices in China, including concepts, methods, and types of leisure activities are disseminated directly through leisure media. Leisure information created by media communication exists in the real environment in which we live and becomes an integral part of it. Each person consciously and unconsciously perceives information and changes his/her attitude towards reality and society as a whole. Consequently, "leisure communication is a means of expressing people's ideas about leisure, revealing certain content and methods of leisure, creating a favorable social atmosphere and public opinion for the development of leisure industry and promotion of leisure practices in modern society"[81] . The main media in the present time are television and the Internet. Recently in China, the media have been actively used to develop the leisure industry and radically change public opinion about leisure and its role in human life.

We believe that media is the main element of promoting leisure practices. The following features confirm the general trend of using media to promote leisure practices:

1) Many new media, realizing the importance of the importance of leisure for Generation Z, have introduced thematic columns on tourism and leisure, in which they talk about the beauty of the world and the national diversity of people living in its different regions;

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[81] Sekretova L.V. Leisure industry: socio-cultural aspect // Proceedings of the St. Petersburg State Institute of Culture. Mass media (media) and mass communications. 2013. № 3. C. 47.

2) TV media have created special channels for leisure, covering a variety of leisure and entertainment services. The key aspect here is ecotourism and healthy lifestyle;

3) "opinion leaders have been talking more about leisure time, using entertainment and culture"[82].

In addition, the active development of leisure practices has led to the fact that the growth of the economy in this segment has exceeded all expectations. It can be noted that the focus of leisure communication has begun to change with the aspect of expanding the field of use. This is especially true for the leisure practices of Generation Z and for the phenomenon of leisure-oriented consumption among the Generation Z group.

Due to the rapid development of Russian society and the expansion of the sphere of leisure information, the number of magazines, radio and television programs, and specialized channels is increasing. The content in the field of leisure is very diverse: artistic creativity (exhibitions, performances, concerts), hobbies, sports, games, fashion, restaurants, cooking, etc. Leisure media usually appear in specialized sections of print and online media such as lifestyle magazines, entertainment or specialized entertainment news sites. Leisure media content may not provide in-depth analysis or serious discussion but tends toward light and appealing content. In the article by Russian scholars L.R. Duskaeva, N.S. Tsvetova. "The Leisure Direction in Russian Journalism: Problems of Specialist Training" emphasizes that "leisure journalism faces an acute need to protect and preserve traditional cultural values in society"[83].

The content of leisure media largely depends on the level of intellectual development and views of their audience. Two types of journalistic products are successful in today's media environment: one is designed for audiences with a broad

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[82] Liu L, Cheng D, Su H. An empirical study of the influence of opinion leaders on the behavior of participants in tourism virtual communities - the example of students // Journal of Tourism. 2018. №33. C.89-91.

[83] Duskaeva L.R., Tsvetova N.S. Leisure direction in Russian journalism: problems of training specialists // Academic Notes of the Zabaikalsky State University. Series: Professional Education, Theory and Methodology of Education. 2011.№.6.C.178.

reading or viewing experience. This type offers materials related to equal rights, broadening of horizons, and development of taste (including consumer preferences). The second is for a general audience that does not have high content requirements. This type focuses more on gossip, rumors, speculation, and jokes that may not be cognitively or aesthetically significant but are effective in attracting and entertaining audiences of lower social status by diverting their attention from socially relevant issues. Publications of the second type tend to focus on certain topics, such as sex or violence, and often use facts and events from the personal lives of media personalities to attract attention. Thus, leisure media show diversity in the provision of information, with different levels of "high" and "low"[84].

According to V.A. Sidorov, "Leisure journalism is characterized by certain political, moral and cultural orientations, which grow out of the ideology of free time that has developed in society - goals, tasks and ways of solving them. This once again allows us to confirm the idea of the high social significance of leisure journalism and the inadmissibility of seeing it as a synonym for mindless entertainment"[85]. The "three faces of culture" - its spiritual, technical and social sides - are projected onto the sphere of leisure[86].

Leisure media play an important role in promoting national and local culture, such as the publication of literary works and various art exhibitions. These materials not only cater to the interests of the audience, but also promote national pride and identity. With the spread of social media, the ways of disseminating leisure news and interacting with audiences have also changed. Many leisure media actively utilize social platforms such as VK, Telegram and Instagram (banned in Russia)[87], which have become important venues for publishing news and interacting with audiences. Demand for leisure among young people is increasing with the development of technology and the

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[84] Ibid. C. 180.

[85] Sidorov V. A. Leisure journalism and social time: value analysis // Philology and Man. 2013. № 2. C. 50.

[86] Karmin A.S. Kulturology. SPb.: Publishers "Lan", 2003.P.10.

[87] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product - the social network Instagram).

influence of global culture, especially among Generation Z, which has become the main consumer of leisure journalism. Generation Z has grown up in a highly digitalized environment, so they tend to receive news and entertainment content through online platforms. The digitalization of leisure media has made it easier for this generation to access different cultures and entertainment news, which to some extent shapes their interests and cultural identity. Leisure media influences Generation Z's values and behaviors by emphasizing certain lifestyles, consumption patterns, and social behaviors. For example, messages about sustainable fashion and eco-friendly travel can encourage young people to adopt more eco-friendly lifestyles. Diversity and inclusivity in leisure media, racial and gender equality issues contribute to a more open and diverse public perception. Leisure media is often linked to social media and internet culture, which influences the ways in which Generation Z communicates and interacts socially. For example, sharing and discussing about leisure topics on social media helps young people make connections in virtual communities and form certain social circles. With the abundance of entertainment information, Generation Z needs to learn how to select and evaluate the credibility and importance of information.

1.2 Common and Characteristics of Generation Z: Theoretical Approaches

The differences between generations are explained by the inherently different logical starting points and objectives for categorizing "generations" in different fields of study.

First, there is division by the principle of origin in the anthropological sense, that is, reliance on the connection between representatives of different generations of the family: grandparents, fathers and children, expressed in the position of each generation in the family structure.

Secondly, division by sociocultural characteristics, i.e. on the basis of certain cultural characteristics inherent in the generation of young people, the generation of middle-aged people and the generation of elderly people.

Third, the criterion of division by social trajectory, proposed by German sociologist Karl Mannheim about , which "ties generational formation to major historical events in society, suggesting that generations born in the same historical period experienced the same social changes and developed a unique historical social consciousness or collective shared consciousness, which in turn influenced their ideology, character traits, behavior, and language, making them different from previous ones by"[88].

History of the origin and development of Strauss and Howe's theory. Based on a number of long-term studies in psychology, economics, politics, and sociology, in 1991 the authors published their classic work, *Generations. A History of the American Future.* 1584-2069 [89]. It is quite important that the research of this direction by Hove and Strauss was conducted in such countries as South Korea, Singapore, Japan, South Africa, a number of European countries, Latin America and the USA.

As part of their study, the researchers define a generation as the total population of all people who were born in a specific time period (approximately 20 years), or people who live through at least one of the life phases in the same period of history: "childhood, youth, middle age, old age"[90].

According to this approach, members of the same generation, being in specific life phases, are influenced by the same historical epoch. At the same time, they encounter "the same social trends" and "historical events" and tend to share similar behaviors and beliefs. Thus, members belonging to the same generation also share a sense of belonging to that generation, with knowledge of the characteristics and experiences they share with their immediate peers[91].

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[88] Mannheim K. Selected. Diagnosis of our time. Moscow: Yurist, 2010. C.154.

[89] Howe N. Strauss W. Generations: The History of America's Future, 1584 to 2069. William Morrow & Company. New York. 1991.

[90] Zakharova V.A. Students of generation z: reality and future // Scientific Proceedings of MosSU. 2019. № 4. C.48.

[91] Howe N. Strauss W. Generations: The History of America's Future, 1584 to 2069. William Morrow & Company. New York. 1991.P.261.

The article by A. B. Kulakov notes that within the framework of this approach the generation is characterized by four cycles, the approximate length of which is in the range of 20 to 25 years. As a result, the total sum is approximately equal to 80-90 years, i.e. it is oriented to the total life expectancy of a modern person. It should be borne in mind that "every 20-25 years, there is the emergence of a new generation, which has its own behavioral characteristics and values, different from the previous generation"[92].

At this point, it is worth recalling Strauss and Howe's theory that the definition of a particular generation is not based on age, but on a particular "set of values developed by a particular group of people"[93].

Researchers have identified two main factors, which in turn create exactly the basic values of a generation from the very initial stage. Then, in the next stage, the subconscious way of thinking as well as behavioral patterns of each individual group are identified. This involves the following aspects:

1. The particular environment in society within which a person grows up until the age of 11-12. This environment includes all "technological, economic, social, cultural and political events and processes within the world around us;

2. "Norms of certain child rearing in the family"[94].

Based on the results presented, the authors summarize and suggest the existence of four generational archetypes within the theoretical study of generations.

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[92] Kulakova A. B. Generation z: theoretical aspect // Issues of territorial development. 2018. № 2 (42). C.2.

[93] Ozhiganova E. M. Theory of generations by N. Howe and W. Strauss. Possibilities of practical application // Business education in the knowledge economy. 2015. № 1. C. 95.

[94] Mukhranova E. N. Socio-cultural aspects of age identification // Vestnik of St. Petersburg University. 2008. №3. C.43.

Table №1 Four generational archetypes[95]

Idealists spring	revolutionaries and optimists who see the goal of shaping an entirely new bright future;
Wanderers summer	about people who are disillusioned with their realities, cynical and fickle, and who reject moral values in every possible way.
Heroes fall	They are not so much ready to bring completely new values into the world, but rather aim to protect the existing ones in every possible way;
Artists winter	people who lack an inner core, who are insecure and lonely, and those who are willing to adapt to the system that already exists.

Each subsequent (fifth) generation, according to this theory, will have such a set of certain values, which will be similar to the first generation. Strauss and Howe, in the process of considering the patterns, talk about the existing and obvious features in the behavior of people who grew up in a certain period of time. Based on the above, the researchers distinguish two different generations, viz:

1. *recessive* (nomads and artists, those who were formed in times of upheaval and crisis, but took a dependent role)

2. *dominant* (prophets and heroes whose formation occurred at a time of passing awakening and destruction)[96].

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[95] Gurova I. M. Evdokimova S. Sh. Theory of generations as a tool for the analysis, formation and development of labor potential // MIR. 2016. № 3. C. 150-153.

[96] Howe N. Strauss W. The Fourth Turning: What the Cycles of History Tell Us About America's Next Rendezvous with Destiny. New York: Broadway Books. 1997.P. 53-62.

As the stage when a new generation grows up, at the same time the formation of its value archetype is realized. The mentioned archetype in its turn is completely opposite to the previous archetype, which "is actually a preparation of this generation for the process of realization of a certain function, which will be in demand for society at the next stage of its development"[97].

"Howe and Strauss, based on this cycle, identified the following series of generations characteristic of the twentieth and twenty-first centuries"[98]. They focused on the events taking place in the United States, which in one way or another were able to influence the formation of values, for each individual group:

Table №2 Strauss and Howe's generational theory[99]

Alternative names	The year of birth of a generation	The events of this generation	Core Values
GI generation (the winning generation or the great generation)	1900 and 1923 (heroes/fallen)	World War I	hard work, responsibility, belief in a bright future, adherence to ideology, categorical judgment, family traditions and dominance;
The silent generation (the lost or broken generation)	1923 и 1943 (artists/winter)	the outbreak of World War II and the Great Depression	thrift, conformity, respect for status and personality, obedience to the law, honor, loyalty, patience.
the baby boomer generation (the baby boom generation)	1943 и 1963 (Prophet/Spring)	the end of World War II, the Cold War period, the Cuban Missile Crisis, the beginning of	Team orientation, idealism, optimism, interest in personal growth, cult of health and youth

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[97] Zenkin S. N. "Generation": Experience of deconstruction of the concept // Generation in the socio-cultural context of the XX century. Collection of articles M.: Nauka, 2005. C.133.

[98] Golubinskaya A. V. To the question of the generational model of Hove-Strauss // International Journal of Humanities and Natural Sciences. 2016. C. 130.

[99] Howe Neil; Strauss William. Generations: The History of America's Future, 1584 to 2069. New York: William Morrow & Company. P.255-265.

		hostilities in Vietnam	
Generation X (unknown generation or 13th generation)	1963 и 1982 (nomads/summer)	the final phase of the Vietnam War, the global crisis and the crisis of power.	global awareness, readiness for change, technological knowledge, choice, pragmatism, emotion seeking, informality of views, lifelong learning, equality, self-confidence.
Generation Y (Millennials, the Net generation)	1982 и 2003 (Heroes/Autumn)	the end of the Cold War, world leadership U.S. world leadership U.S. world leadership and terrorist attacks in the United States.	Responsibility, optimism, civic duty and morality, self-confidence, high technological literacy, immediate reward orientation, ability to obey, and naiveté
Generation Z (Generation XD, Generation Alpha, Generation Digital)	2004 to date (artists/winter)	the war in Iraq, the global financial crisis	Generation Z group is currently in the process of formation, the fundamental values are not highlighted by scholars.

Undoubtedly, one of the main distinguishing features of the new generation Z can be called precisely the free mastery of the latest technologies. However, even though there are different theoretical doctrines, the central tenets of Strauss and Howe's theory look quite universal to most scholars. It should be considered that "it is possible to find exactly the same characteristics in a given generation of people with very different lifestyles"[100].

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[100] Nogales K.S. // Generation Theory XYZ, 2016. [Electronic resource]. URL: https://4brain.ru/blog/ (date of reference: 14.12.2021).

According to the author, like any theory, the theory of generations has its weaknesses, which in this case consist in a certain difficulty for its direct use in the conditions of different countries. The fact is that at the initial stages of its development, the theory in question was formed on the basis of research conducted on the American population. Thus, its national adaptation in any other country requires additional analysis.

Discourses on intergenerational theory in Chinese literature Studies on intergenerational theory in China served as an important reference point for the research and writing of this dissertation. Intergenerational theory was introduced in China in the 1980s, and Chinese scholars began to analyze and develop intergenerational issues in various academic fields such as sociology, youth studies, and demography.

One of the earliest studies of generational theory in China is *The Fourth Generation* by Zhang Yongjie and Cheng Yuanzhong in 1988, which is an early study of generational division in China. According to this paper to whom "Chinese society is divided into four generations based on political history: the first generation that survived the political era, the second generation that grew up 17 years after the founding of the country, the third generation during the Cultural Revolution, and the fourth generation born after the 1960s"[101].

Since then, Zhou Yi has published a number of works on generational differences: "Intergenerational Differences: figurative metaphor and defining their nature", "Sociological Study of the Generation Gap Phenomenon" and "Generational Cultural Characteristics of Contemporary Chinese Rural Society"[102]. He used the term "generation gap" to describe the differences, gaps and conflicts between different generational groups and noted that the phenomenon of generation gap is widespread in

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[101] Zhang Yongjie, Cheng Yuanzhong. The Fourth Generation [M]. Beijing: Oriental Press, 1988.C.120-128.

[102] Zhou I. Generation gap and generational difference: metaphor and definition of nature // Studies in Social Sciences. 1993. №6. C.76-78.

modern society[103]. The so-called "generation gap is a social phenomenon in which differences, gaps and conflicts arise between generations in terms of social affiliation, values and behavioral choices due to rapid changes in time and environmental conditions, interruption of basic socialization process or paradigm shifts"[104].

Yang Dongping's study focuses on *socialization factors*[105], noting that the younger generation is more influenced by social environment than family environment. Shen Jie uses "online information technology as a social dimension to analyze the differences between the new generation and previous generations." He argues that "the online era, as a context of survival in the real world, has had a great impact on the lifestyle, learning style and means of communication of the new generation"[106].

Prof. Liao Xiaoping has made a systematic study of *generation*, and he elaborates on the natural and sociocultural attributes of "generation" in his paper *Generation Theory*. Liao Xiaoping's paper elaborates on the "natural and sociocultural attributes of generation", putting forward the concepts of "individual generation" and "class generation", and points out that "any generation must pass through three stages: entry, presence and exit"[107].

In the existing literature on social groups, migrant workers, family relations, values, etc. in various disciplines in China, it is common to divide generations by decade or so, using "post-70s," "post-80s," "post-90s," and "post-00s" to divide the various groups involved in China. This terminology - "post-70s," "post-80s," "post-90s," and "post-00s" will be used to divide the various groups involved in China into generations.

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[103] Ibid. C.77

[104] Ibid. C.78

[105] Yang Dongping. Access to higher education: class divide in the midst of expansion // Tsinghua University Education Research.2006.No.1. C.23.

[106] Shen Jie. Where is "youth studies" going // Chinese Youth Studies. 2002. №1. C.45.

[107] Liao Xiaoping, Zeng Xiangyun. The theory of "generation" // Journal of Jianghai Studies. 2004. №4. C.9.

Table №3 Chinese theory of generations[108]

titles	The year of birth of a generation	The background to the formation of this generation
post-70s	1970 to 1979	underwent tremendous social changes during the period of reform and opening up
post-80s	1980 to 1989	times of China's deep integration into the global development process
post-90s	1990 to 1999	economic prosperity and rapid social development
post-00th	From 2000 to 2009	a period of digital nativists who have grown up in the age of smartphone and Internet ubiquity

The generations of the 70s may have gone through some political movements and social changes in their upbringing. Those who grew up in the post-80s tend to be more open-minded, and they were the first generation to be influenced by China's one-family-one-child policy. They grew up in the digital age and globalization, with more consumerism and cultural choices. The 90s generation is generally more independent and self-reliant, with people emphasizing their individuality and consumerism, and

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[108] Shen Rufa. A review of "intergenerational relations" research in China // Contemporary Youth Studies. 2002. №2. C.48.

more open to global culture and ideas. Characteristics of the 00s generation include higher levels of digital literacy and the ability to adapt to new technologies. The 00s generation continues to evolve and their characteristics and values may continue to change. These different generations represent different stages of development and cultural characteristics of Chinese society. Each generation has grown up in a specific social environment, so their life experiences, values and habits are different.

A critique of generational theory

The author notes that much of the criticism of the concept in question is based on the fact that its authors placed very little emphasis on sociological and empirical data, and the conclusions they summarize are more artistic than scientific in nature.

For example, according to N. P. Popov, "the rigid periodization proposed in the theory of generations, which limits their duration to 20 years, correlates rather poorly with historical events"[109]. Thus, for example, the events taking place in the world and the proposed variants of the corresponding generations fit rather poorly into 20 years. The Great Depression lasted about 10 years, and World War II was an event of even shorter duration. A certain part of the periods included so many different events that several generations (Generation X, the baby boomers) could be formed within this period of time.

It should be noted that Russian researchers were also not left behind their American colleagues, as they proposed their own variants of generational periodization, which were adapted to the "peculiarities of Russian reality"[110]. Given that in most cases the approaches proposed by the aforementioned authors differ from each other, "all their generational boundaries are in one way or another related to the most important facts of Soviet and Russian history"[111]. These include the Civil War, the revolutionary period, the Great Patriotic War, collectivization, Stalinist mobilization, etc. It follows

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[109] Popov N. P. Russian and American generations of the XX century: where did millennials come from? // Monitoring of public opinion: Economic and social changes. 2018. № 4. C. 309.

[110] Ibid, C.312.

[111] Zaitseva N.A. Theory of generations: are we different or the same? // Russian regions: a look into the future. 2015. № 2(3). C. 220.

that the formation of real social groups in the context of generations is influenced by the events experienced together, their direct perception by people, as well as ways of adaptation to stressful situations, hence, the periodization of generations only on the basis of the fact of birth in one historical period of time looks too superficial and unfounded.

It is important to consider the fact that "based on the concept of socialization, the assimilation of values and social norms begins from the age of 11, and their approximate duration is 15-17 years", that is, not from the moment of birth of a person, but during the period of sexual and social maturation[112]. From this point of view, the boundary between generations is determined at the cost of socio-economic conditions, namely the conditions of the formative period. Among other things, the specific environment in which the individual is located - family, friends, social networks, etc. - is considered. Among other things, it should be taken into account that the socialization process is shifted towards the end of the second half of the generation cycle. This means that the socialization of one generation influences the first ten years of life of the next generation.

It should be considered that the experience gained during this time, has a significant impact on the rest of life. The fact is that "during life a person becomes less sensitive to the changes taking place"[113]. For example, the approach to the ranking of generations applied by Y. Levada considers the main features of historical changes in Russia to the greatest extent, and also correlates with the periods of socialization of generations (Table №.4)

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[112] Ibid.P.222.

[113] Radaev V.V. Millennials on the background of previous generations: an empirical analysis // Sociological Studies. 2018. № 3. С. 32.

Table №4 Y. A. Levada's Periodization of Russia's Generations[114]

Generations	Time frame	Years of birth of the generational group	Conditions of formation and socialization
Revolutionary break	1905-1930	90s of the XIX century	Wars, revolutions, the Silver Age of Russian culture, "the territory of bloody fanaticism".
Stalin's mobilization system	1930-1941	Around 1910.	Formation of a monolithic totalitarian society - peasantization, urbanization, mass terror, mass education, forced uniformity and sameness.
Wartime and post-war period	1941–1953	1920-1928	The question of the survival of the totalitarian regime, the creation of the foundations of the Cold War, political purges, the continuation of repression.
"Thaw."	1953-1964	1929-1943	The 20th Congress of the CPSU, denouncing the "cult" of Stalin; the first generation (generational group) in Soviet history, free from mass fear and hoping for the humanization of socialism, is formed.
"Stagnation."	1964-1985	1944-1968	Attempt to stabilize the party-Soviet regime while abandoning mass repression and reforms, détente with the U.S.; mass consumerism orientations, growth of corruption, emergence of liberal, democratic, dissident national groups and movements, "sixties".
"Perestroika" and "reforms"	1985-1999	Late 1960s	"A new generation has entered active life that has not known fractures and quests."

[114] Levada Y.A. Generations of the XX century: research opportunities // Monitoring of public opinion: economic and social changes. 2001. № 5. C. 7-14.

For example, the values of homogeneous groups were significantly influenced by social and political reality, as it follows from the data presented in Table 2. It should be noted that the key idea about living conditions influencing the formation of generations in the theory of generations by Strauss and Howe has not been developed from the point of view of sociological science. Thus, the above idea is only a hypothesis and has not been substantiated as necessary.

These circumstances were confirmed by the well-known American journalist Andrew Leonardo, who wrote a review article on the second book by Hove and Strauss *The 13th Generation*. The journalist also notes that these authors do not stop emphasizing their generation, "addressing mockery to them and placing on the pages of the book a caricatured image of baby boomers as long-haired hippie hedonists"[115]. In addition, the generational theory of Howe and Strauss fails to explain their own behavior, since they are also members of the baby boomer generation.

As a result, it can be concluded that the authors of the theory in question did not sufficiently argue their justifications in terms of the processes occurring in real life, some of their declarative statements did not find confirmation in the historical periods and events they described. Strauss and Howe artificially create a particular group "based solely on the time of their birth, while at the same time endowing that group with a real presence." "By taking a small portion of an entire generation, the authors present this group in the image of the baby boomers and then extend that image to everyone else."[116]. Based on all of the above, we can conclude that the generational theory proposed by Hove and Strauss is nothing more than a more popularized version of previously existing scientific theories.

It is now known that the sociological version of generational theory was first developed in history by Karl Mannheim. His article *The Problem of Generations* was published in 1928, and almost a century later remains the most important study in this field. In his work, the author, "makes an attempt to realize the unification of the

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[115]   Leonard A. The Boomers' Babies. The New York Times. 1993. P. 31.

[116]   Howe N. Strauss W. Millennials rising: the next great generation. Vintage Books. 2000.P.203.

romantic-historical approach and the positivist approach, which he succeeds in this case"[117].

If we consider the definition of the concept of "Generation" proposed by Mannheim himself, then in this case the scientist understands "generation" as a certain group of people of the same age living in the same historical period. K. Mannheim is of the opinion that the formation of the social context is the responsibility of the older generation, within which the new generation acts.

To summarize, we can conclude that Strauss and Howe's generational theory is rather popular science, but at the same time it can be relied on empirically to investigate generational phenomena. It should be remembered that the generational tradition views generational issues from the perspective of social phenomena. Thus, we are talking about a group of peers who were born at the same time and experienced certain events, which in turn shape their values, differences and attitudes.

Chinese scholars began to research on intergenerational relations since the 1980s, and nearly fifty years have passed since then. During this period, Chinese scholars have explored the generational phenomenon from various disciplines and perspectives, but there is still no reliable system of generational relations theory. "Generational relations is a complex sociocultural phenomenon and an interdisciplinary discipline"[118].

Key characteristics of the Generation Z group

Today, the term "Generation Z" is reflected in various scientific and popular sources. If we talk about any generation, including the "Generation Z", seeing them as certain regularities of societal development, most of the attention is drawn to the theory of generations by Neil Howe and William Strauss.

The above-mentioned scientists proposed their own interpretation of the history of the United States, which was based on the cyclical change of generations, as well as life phases: childhood, youth, maturity, old age. Nevertheless, in today's realities, specialists put the main emphasis on the younger generation. The fact is that

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[117] Mannheim K. The Problem of Generations // In Essays on the Sociology of Knowledge. London: Routledge & K. Paul, 1952. P. 280.

[118] Liao Xiaoping, Cheng Haiying. On Intergenerational Justice // Studies in Ethics. 2004. №4. С.29.

"generation Z" today is just entering the working life of modern society. Nowadays, the topic concerning the interaction of generations in the digital society is particularly important, with Generation Z being emphasized in particular, acquiring a special and iconic character. We believe that various digital technologies, including the transformations associated with them, concerning at the same time also social reality, allowed to mark not only the current stage in the development of modern civilization - the digital age, but also made it possible to determine the real changes in the priority areas of modern society.

The transformations of the first decades of the new century have significantly affected all levels of generational interaction: "the cult of publicity, focus on online activities, emphasis on individual values, etc."[119] Based on the above, it is quite productive to analyze the profiles of the last two generations Y and Z. In the course of this analysis, we can find out that at first glance these two generations have similar values, which are largely based on and predetermined by the world of digital technologies.

For example, the similarity of many characteristics of the two generations Y and Z can be traced back to the portrait of generation Y, described by researcher D. Tapscott. According to Tapscott, "Generation Y is characterized by a completely new set of social skills"[120]. For example, the activity of their life position is manifested not through participation in public events, but in the use of photo and video capabilities of their mobile devices to realize the documentary recording of various events for their subsequent placement in social networks. At the same time, the coincidences between them do not end here and can be continued. Psychological coincidences are also an example. In general, due to the presence of such coincidences, a legitimate question arises, which is related to the identification of certain differences between the two generations. According to D. Stillman, a famous American scientist who deals with the

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[119] Mamina R.I., Tolstikova I.I. Generational problematics in the digital age: philosophical projection // DISKURS. 2019. № 5(6). C.29.

[120] Tapscott D., Williams E. D. Wikinomics. How mass collaboration changes everything. / Moscow: Sberbank, 2011. C.146.

problematic aspects of generations, "Generation Z, when compared to the previous generations, is completely different and seriously differs from them... the most important difference is that for Generation Z there is no difference between the virtual and real world"[121].

Thus, it is possible to distinguish 6 main directions of research of generation Z, which are reflected in Table № 5.

Table №5 Main research directions of generation Z

Direction	Characterization
Cognitive domain	multitasking
	Difficulty holding attention
	decreased critical thinking
Personal characteristics	infantilism or responsibility
	pragmatism
	individualism
	hedonism or moderation
Value and meaning sphere	success
Emotional sphere	depression
	Anxiety
Special skills	Mastery of modern information technologies
Social ties	Low contact with parents and peers or very outgoing and unable to be alone with self

It should be noted that the specificity of generational values and personal meaning is another difficult topic to verify. For example, the research conducted by L. I. Ochirova" reflects the relationship between values and belonging to a certain social

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[121] Stillman D. Generation Z at work. How to understand it and find a common language with it / Moscow: Mann, Ivanov and Ferber, 2018. C.81.

group"[122]. M. Prensky's works raise the question that "today's young generation surpasses and will surpass previous generations in almost everything concerning the use of new technologies"[123]. In turn, the dominance of digital technologies among Generation Z may lead to a weakening of social relationships, which is reflected in the statistics cited by D. Twenge ("today's teenagers spend less time with friends and are more likely to feel lonely than they did 10 years ago")[124]. Children and teenagers use social networks more actively than previous generations, discovering, on the one hand, that there is an easier and more accessible environment for communication ("according to G.U. Soldatova, in 2010 more than half of 11-16-year-olds admitted that they feel more sociable in social networks than in real life")[125]. On the other hand, social contacts on the Internet are perceived by these teenagers as "emotionally boring and lacking intimacy"[126].

Thus, when it comes to the specifics of communication among modern adolescents and young people, the increasing role of social networks and virtual communication in general cannot be denied. The notion that modern adolescents cannot be alone is also only partially supported, since the social sphere of generation Z is certainly changing in the context of general intolerance to loneliness. Therefore, the specificity of historical processes and social relationships is at the heart of generational theory. However, many characteristics of Generation Z may in fact be the result of passing through certain age stages rather than being era specific.

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[122] Ochirova L. I. The study of value orientations of the developing personality in modern conditions // BSU Bulletin. 2017. №4. C.157.

[123] Prensky M. Digital Natives, Digital Immigrants Part 1 // On the Horizon. 2001. № 9(5). P. 6.

[124] Twenge J.M. iGen: Why Today's Super-Connected Kids Are Growing Up Less Rebellious, More Tolerant, Less Happyand Completely Unprepared for Adulthood - and What That Means for the Rest of Us. Atria Books New York. 2017. P.213.

[125] Soldatova G.U., Olkina (Teslavskaya) O.I. Friendship in the real and virtual world: the view of Russian schoolchildren // ACADEMIA. Pedagogical journal of the Moscow region. 2016. № 3(9). C.39.

[126] Ibid,C.45.

Generation Z in Contemporary China: Characteristics and Structure

In the literature available on various disciplines in China, studies on the generation of writers, migrant workers, family relationships, and values are categorized by decade into "post-70s," "post-80s," "post-90s," and "post-00s."

China's Generation Z corresponds to the "post-00" group, which refers to the generation of people born between 2000 and 2009. "'Post-00' - are new Chinese citizens born in the 21st century"[127].

According to Zhou Y., "While the 'post-80s' were the first to enter China's television and information age as teenagers, the 'post-90s' have grown up in China's television and computer Internet era, and the 'post-00s' in China's mobile Internet era."[128]. The efforts of previous generations have created good material conditions for them, and due to the environment, young age and parental guardianship in individual families, many of the "post-00s" are more self-centered than their predecessors. Compared to the "post-80s" and "post-90s," the "post-00s" live in a more affluent era, and they think less about material things and more about personalized emotional experiences in their life goals. They are more interested in personalized emotional experiences and the realization of their self-esteem."[129]. "Post-90s are more likely to develop egocentric value-oriented needs from an early age, where the goal is personal happiness, seeking their own inner satisfaction and pleasure[130].

It is worth noting that "post-00" are independent and autonomous in their behavior because they grow up with the Internet from birth, carry the Internet gene and are called "Internet natives". Chinese scholar Wang Xizhong states that "most of the parents of "post-00" have a high level of knowledge and culture, and their children's

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[127] Wang Haijian. Group characteristics and strategies of ideological and political education of college students "after 00" // Theory of Thought Education. 2018. №10. C.19.

[128] Zhou I. Sociological study of the phenomenon of generation gap // Sociological Studies. 1994. №4. C.67.

[129] Xiang Juyu. Reading college students "after 00" // People's Forum. 2019. №9. C.112.

[130] Wenjin, Y., Jie, W., Yanfen, F., Manjia, L., & Zhaohao, Z. Emoji Discourse Strategy: Breaking the Communication Barrier Between Teachers and "Post-00" College Students. // In 2021 International Conference on Public Relations and Social Sciences (ICPRSS 2021). 2021, October.Atlantis Press. P. 122.

education has changed from strict education in the past to camaraderie and emotional education, so that "post-00" have a natural sense of conformity to learning, so they do not reject learning and have a sense of independent learning." On the one hand, most "post-00s" are only children and their parents are busy due to life difficulties, which has gradually caused post-00s to develop the habit of living independently without relying on their parents. On the other hand, "post-00" are growing up in the era of rapid development of Internet information, where cell phones and computers have become their companions, and they are used to communicating in the virtual world of the Internet and care less about real interpersonal interaction. According to Chinese scholars, "post-00 groups are used to socializing in the virtual world and care less about real interpersonal interaction. They are less inclined to social interaction and prefer to be alone"[131]. This innate independence and self-confidence have given the "post-00" a strong sense of independence and awareness of their own choices.

In the psychological study of adolescents, we refer to "adolescent self-identity", a concept commonly defined in developmental psychology as being formed in teenagers between the ages of 12 and 18, and which is used in this paper to define adolescents. Chinese psychologist Wang Hongwei defines "self-identity as the positive and stable integration of various features of a person's inner self, such as cognitions, attitudes, needs, emotions, and values"[132]. He believes that "self-perceptions and attitudes gradually come into agreement, self-goals and beliefs become clearer, and needs and abilities develop, eventually forming a mature and complete personality structure consisting of self-affirmation, self-esteem and self-improvement"[133]. In the book "Sociology" British sociologist Anthony Giddens believes that "self-identity is a process of self-development in which people develop an idea of themselves and their relationship to the world around them"[134]. And in the work "Human Nature and Social

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[131] Wang Xizhong. The current situation and the disclosure of the social expression of "post-90s" and "post-00s" values in the new era // Journal of All Circles, 2002. №12. C.182.

[132] Wang Hongwei. Research on the relationship between self-identity, social support and subjective well-being among university students: master's thesis. Hebei, 2012. C.43.

[133] Ibid. p.37

[134] Giddens E. Sociology. M.: Publishing house "Unitorial Urss", 2005. C.129.

Order" C.H. Cooley introduced the concept of "mirror self" and argued that "selfhood is formed in the process of interaction with other people. Feedback from others about one's image and attitude to oneself is like a mirror, through which a person always recognizes himself"[135].

Self-identity refers to the integration of an individual's perceptions of his or her present self, physical self, "social expectations", "past experiences" and "other dimensions" into a coherent and harmonious structure that forms a state of social maturity and self-affirmation in personal development[136]. The completion of self-identification has an important impact on the personal growth of a person, his good social adaptation, the realization of self-esteem and, above all, the improvement of personality.

Yu Xiaoqi believes that "those born in the 'post-00' Internet era are digital natives in the true sense of the word"[137]. Unlike the digital immigrants of the 80s and 90s, they have transformed "mobile Internet" and "digital devices" from a "tool" into a life system and lifestyle and are the basis of "mobile Internet consumption". "Post-00s" will become the core of media consumption in the next decade and bring a new wave of traffic to the entertainment industry. From the author's perspective, they will become a target group with more purchasing power than ever before. The "00s" generation is less dependent on traditional media and consumes media through mobile and social channels. "00s" seek personalization and independence, and their demand for leisure and social entertainment is growing. On the other hand, at the same time as the development of society and economic progress in the Internet age has raised our standard of living and changed our lifestyle, many unwanted consumer ideas in various forms are destroying the consciousness of society. The "post-00" people, who were born and raised in the Internet era, are among its main users. Since they are in a critical

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[135] Cooley C. H., & Tolstov, A. B. Human Nature and Social Order. Idea-Press. 2000. C.114.

[136] Erikson E.H. The problem of ego identity. // Journal of the American Psychoanalytic Association. 1959. №4(1). P.59.

[137] Yu Xiaoqi, Chen Chaoyu. A survey analysis of college students' consumer behavior after 00s under new media // Fujian Quality Management. 2020. №4. C.89.

growth period, they are still unstable in forming their consumer values and are easily influenced by new and foreign things, which can destroy their consumer thinking and change their consumer behavior.

According to Deloitte Consulting: The post-00s' view of media consumption[138], digital media now dominates the entertainment activities of post-00s people: watching movies, listening to music, and playing games are the three most popular pastimes of post-00s people who are from the Internet.

Companies in the digital media entertainment industry must cater to the unique media and entertainment needs of post-'00s people, cater to their special upbringing as "digital natives"[139], deeply understand their consumption psychology and preferences, and then use digital media to guide their consumption and capture the next-generation consumer market. The consumption trends of the new generation can be captured by using digital media to guide consumption.

For post-'00s people, online social networks have largely replaced the need for face-to-face communication, and post-'00s people have a strong need to communicate and expand their "social chain", they need good organization and a sense of belonging to a particular group. Online socializing has become a major part of life, and post 00s people are more often than not addicted to it.

Streaming has bridged the gap and has become the fastest growing subscription type for people. The large arsenal of TV shows and the newest TV shows on the air make streaming attractive to subscribers. Although streaming is on an upward trajectory, there is still room for people in their post-'00s to improve their payment habits. Zhang Yinyin believes that "people after the 00s have an extremely high demand for watching movies and are the core viewership. As for the advertising

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[138] Deloitte Consulting: The post-00s' view of media consumption. - Research Report // URL: https://www2.deloitte.com/cn/en/pages/technology-media-and-telecommunications/articles/post-00s-attitude-toward-media-consumption.html (accessed 12.12.2021).
[139] Ibid.

segment, there is a need to rethink direct advertising, as social, gaming and online video advertising will have more influence in the post 00s"[140].

It is worth noting that "smartphones are the preferred device"[141] for gaming at post-00, and among the factors influencing game purchase behavior, players are most interested in the "shareability" of games, with women leading the way among the purchasing group that tends to spend more money to purchase a game"[142]. At the same time, new technologies such as AR and AI are being used to enhance the gaming experience and increase the interactivity and social aspects of games, further widening the range of users.

According to the "2019 China Tencent Post-00 Study"[143], in terms of values, post-00s place more emphasis on openness, working on themselves, and social care. They make decisions on their own, not setting boundaries for themselves, but rather exploring additional opportunities for continuous growth. Compared to other generations, they have a more pronounced care for nature and concern for community. They have a "global citizenship" and are concerned not only about their own country, but also about what is happening in other parts of the world, as well as the problem of global inequality.

In this study, we identify and highlight six key values characteristics of the post-'00s generations: self-understanding, reality, equality, tolerance, adaptation, and caring. In our study, we focus on the values of people born after the 00s, form more comprehensive, universal and accurate conclusions based on basic research, and try to compare similarities and differences in generational values. The Schwartz Value

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[140] Yingying Zhang Research on media exposure and "post 00s" behavior in Shanghai, Zhejiang, Henan and Gansu: Master's thesis. Shanghai, 2015. C.28.

[141] Deloitte Consulting: The post-00s' view of media consumption - Research Report // URL: https://www2.deloitte.com/cn/en/pages/technology-media-and-telecommunications/articles/post-00s-attitude-toward-media-consumption.html (accessed 12.12.2021).

[142] Ibid. C. 10

[143] Progressive Post-00s-2019 - Tencent Post-00s Research Report // URL: https://file.tencentads.com/web/pdf/index/279f4b12913afb28 (accessed on 12/15/2021).

System[144] was used to measure the current state of values and analyze the value structure of the post 00s generation.

The results of the "Tencent Post-00s Research Report"[145] shows that the top 5 values of the "post-00s" generation:

1) fraternity-nature: protecting the natural environment;

2) autonomy of action: freedom to make decisions about one's own behavior;

3) fraternity - caring: a commitment to equality, justice and the protection of all people;

4) Social security: broad social security and stability;

5) Friendship-care: working on the well-being of members of one's circle.

Using Schwartz's value theory and structural analysis, we can conclude that the post-zero relative to previous generations are more open-minded in terms of openness and conservatism, more concerned with self-transcendence and self-affirmation, social and individual concern, social growth, and assertion of personal boundaries. In general, the traits of the post-'00s generation correlate with the characteristics of a positive, economically efficient and healthy state.

The peculiarities of the Internet in the formation of values of Generation Z

The new Generation Z is "a generation that has grown up with the Internet, a generation that learns about the world through the Internet"[146]. The influx of information from all sorts of complex influences has made Generation Z more mature than other generations at the same stage of development. They are also more knowledgeable and better able to use the Internet than other generations. Here are the arguments in favor of these characteristics.

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[144] Schwartz S. H. Value priorities and behavior: Applying a theory of integrated value systems. // The psychology of values. Psychology Press. 1996. №8. C.121.

[145] Progressive Post-00s-2019 - Tencent Post-00s Research Report // URL: https://file.tencentads.com/web/pdf/index/279f4b12913afb28 (accessed on 12/15/2021).

[146] Sun Haishi. The study of leisure time. Northeastern University of Finance and Economics Publishing House, 2005. C.67.

First, the Internet has a guiding influence on the formation of Generation Z values. The Internet today is an interconnected space that is freely accessible to users with different cultural and social backgrounds. At the same time, the level of control over information, which is becoming more and more abundant, is difficult to compare with the pace of development of this space, which leads to a weakening of control over the Internet as a whole. At the same time, the openness of the Internet and the role of a conduit of culture overlap, with any user being both a creator and conduit of culture and a consumer of it. "The Internet is influencing the values of Generation Z"[147] . This phenomenon has led to the diversification of cultural information on the Internet, and the pluralism of values and ideologies have jointly influenced members of Generation Z as an audience that consumes information consistent with its own values.

Secondly, the Internet will influence the process of realizing the value objectives of Generation Z representatives. "The value system of Generation Z is still at an immature stage, they do not have an accurate standard of value evaluation, and they have not yet formed a perfect value system"[148]. The global synchronization and resource sharing brought by the Internet gives room for the development of the Internet. On the Internet, members of Generation Z can directly experience a wide range of ideas and cultural trends. On the one hand, the diverse and changing cultural information on the Internet enriches their knowledge structure, broadens their horizons, and strengthens their ability to evaluate through value criteria; on the other hand, various globalized cultural trends flood the entire Internet environment, which indirectly affects the understanding and evaluation of Chinese Generation Z's social value tasks.

Thirdly, the Internet has a certain impact on the realization of individual and social values of young people. Thanks to the Internet, Generation Z can get a wide range of information from Internet resources, which gives them more value orientations. In the process of value formation, Generation Z are constantly influenced

[147] Chen Jia. Research on the influence of Internet culture on modern college students' values and measures of teaching guidance: master's thesis Chongqing, 2013. C.25.

[148] Bezbogova M.S., Iontseva M.V. Socio-psychological portrait of modern youth // World of Science. 2020. № 4(6). C.9.

by both non-mainstream and mainstream values, which can lead to confusion about whether they are in line with societal values and contribute to strengthening ideology, national consciousness, and standards of political evaluation. Members of Generation Z are constantly influenced by the integration of self-actualization and the promotion of social values. Thus, for Generation Z, the impact of the Internet on their values will not only demonstrate the same changes as "in the general public" but will be characterized by the coexistence of "initiative and passivity", "openness and tolerance", "relative stability" and "extreme changes"[149].

Research on Generation Z and media by Chinese sociologists and psychologists has focused on adolescents' use of social media in terms of media socialization as well as communication. Huang Hanyun from the Chinese University of Hong Kong examined "the current state of adolescent social media addiction" through an empirical study, which found that "adolescents with a strong need for intimacy tend to use social media more, but this does not mean that adolescents with a strong need for intimacy tend to become dependent on social media and lose interest in their daily social activities."[150]. At the same time, adolescents often use self-promotion, pandering, and damage control strategies when using social media to manage the impression of their online activities.

Chinese scholars' research on the influence of new media on children and adolescents began in the early 1990s. In recent years, the impact of new media on adolescents and children has gradually come to the forefront, and the relevant literature numbers more than a hundred.

Literature review shows that existing studies mainly focus on the effects of various new media consumption channels on adolescent children, especially the effects of television and the Internet on adolescent children. Chinese scholars Xu Bailin and

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[149] Zhang Bin. Analyzing the double influence of Internet on students' values // Journal of Taiyuan Normal College: social science publication. 2004.№3. C.136.

[150] Huang Hanyun. Social media use and addiction among Chinese adolescents: Affinity motivation, impression management and social capital. // Journalism and Communication Research. 2015. №10. P. 28.

Zhang Qinxia focused on "self-presentation and privacy management in adolescents' use of social media". Their study found that "adolescents actively present themselves while using social media and strive to present their ideal self to facilitate interpersonal and social interaction"[151].

In addition, some studies have focused on social media and adolescent socialization. In the United States, Barbara M. Newman investigated "the effects of social media use on adolescent development", focusing on "the effects of social media use on adolescents' social cognitive skills, self-identity formation, self-esteem, and friendship building". She also studied the effects of "social media on adolescents' 12–18-year olds' friendship making behavior, emotions and feelings of loneliness, feelings of group identity, and sense of belonging"[152].

In a quantitative study, Chinese scholar Liao Yiting analyzed the impact of adolescents' use of mobile social media on their socialization process in five domains: "interpersonal relationships, role-playing, social participation, media dependence, and values"[153].

A. Whiting and D. Williams identified 10 types of satisfaction that users can get from using social media: "social interaction, information seeking, time wasting, entertainment, relaxation, communication, convenience, and opinion satisfaction"[154]. Clark. L and Boyer. L in "A Place of Their Own: An Exploratory Study of Facebook[155] Use by American College Students" summarize the needs of American college students

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[151] Xu Bailin. Exploring teenagers' social media use and privacy management - an analysis based on a survey conducted by the Pew Research Center in the United States // Media Today 2017. no.25(5). C.71.

[152] Newman B.M. Social media affects adolescent peer relationships: friendship, oneliness, and belonging. // China Youth Studies. 2014. №2. P. 18.

[153] Liao Yiting. The influence of mobile social networks on adolescents' socialization: a master's thesis. Nanchang, 2015.C. 47.

[154] Whiting A, Williams D. Why people use social media: a uses and gratifications approach. // Qualitative market research: an international journal. 2013. №16(4) P. 367.

[155] Meta Platforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product – the social network Facebook.

using social media as: "information sharing, relationship maintenance, entertainment, and social interaction"[156].

Chinese communications researcher Li Dan in his article "Behavior and Motivation of Users of Social Networking Sites" summarizes the motives of social networking site users as "interpersonal interaction, idle pastime, information seeking, convenience and relaxation"[157]. In addition, in the article "Exploring the Motivation of Media Use by Chinese Generation Z in the Context of Mediatization", I concluded: "in the context of mediatization, Chinese Generation Z uses media that include information acquisition, entertainment and leisure, but most of Generation Z do not use traditional media"[158].

Based on the analysis of sociological literature, we believe that the Internet has a global influence on the formation of values of generation Z, but in different countries this influence manifests itself in different ways. For example, in China and Russia, the specifics of the Internet in the formation of Generation Z values are manifested in the following characteristics.

1. In China and Russia, Generation Z receives information via the Internet in a different way than previous generations. This includes social networks, online news and online forums.

2. The Internet gives young people in China and Russia access to a wider range of cultures and worldviews. This not only broadens their understanding of cultural diversity, but also promotes more open and tolerant values.

3. China and Russia exercise stricter control over content on the Internet than many Western countries. This control affects not only the dissemination of information,

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[156] Clark N., Boyer L. and Lee S. A place of their own: an exploratory study of college student's uses of Facebook. // Journal of Broadcasting and Electronic Media. 2008. №32. P.42. (Meta Platforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product – the social network Facebook.)

[157] Lee Dan. Behavior and motivation of users of social networking sites // Media Watch. 2009. №4. C.44.

[158] Fu L. Study of the motivation of media use by Chinese generation z in the context of mediatization // Successes of Humanities. 2022. № 5. C.64.

but also to some extent shapes the values of the younger generation and their understanding of the role of government.

4. In China and Russia, social media has become an important channel for young people to express themselves and make social connections. It influences their self-identity, social behavior and even political views.

5. In both countries, the use of the Internet and digital technologies in education has significantly influenced the ways in which Generation Z learns and acquires knowledge, which also plays a key role in shaping their values and career choices.

6. In both China and Russia, the Internet provides a platform for young people to express themselves and participate in social movements, which greatly promotes their interest and participation in social issues.

Thus, the Internet plays an important role in shaping the values of Generation Z, this influence occurs within the specific social, political and cultural context of each country. Therefore, although there are similarities, the situation in China and Russia differs significantly in some aspects. Combined with the analysis of leisure practices presented in the first chapter, we can see that the media influence Generation Z's leisure to a certain extent, which provides a theoretical basis for further analyzing the reflection of Generation Z's leisure practices in the media, which will be discussed in the second chapter.

CHAPTER 2. METHODOLOGY AND RESEARCH METHODS OF MEDIA TEXTS ABOUT THE LEISURE PRACTICES OF GENERATION Z IN CHINESE AND RUSSIAN MEDIA

2.1 Methodological approaches to selecting an empirical base of media texts/media materials

"Leisure is a complex and dynamic concept, generating different types of definitions depending on the context and the person pursuing it"[159]. Literally, it means time and activities that are free from work or responsibilities. Some leisure researchers, define leisure as "recreation," whether it is "the pursuit of occupation or the desire to indulge in idleness"[160]. Many others focus on the role of leisure in people's lives and explore it "as an objective phenomenon - as an activity, or a particular setting and time period - or as a subjective phenomenon, i.e. people's involvement in leisure and the satisfaction they derive from it"[161]. However, more critical views seek to go beyond the micro-level of the individual experience of leisure and consider it in a broader structural, political and historical context.

At the macro level, in a study linking personal and contextual perspectives, Stebbins defines leisure as "relaxed, context-bound activities that people do in their free time, that people want to do, and in which they enlist their abilities and resources to actually engage in the activity in a way that will be satisfying. (or both)"[162]. In this sense, "leisure is defined as an aspect of life through which individuals can be controlled and subjugated or empowered to make themselves freer"[163]. Similarly, this

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[159] Russell R. V. Pastimes. McGraw-Hill Humanities/Social Sciences/Languages.1999. P.351.

[160] Walker G. J. Social class and basic psychological need satisfaction during leisure and paid work. // Journal of Leisure Research. 2016. №48(3). P. 234.

[161] Mata-Codesal D., Peperkamp E., & Tiesler N. C. // Migration, migrants, and leisure: meaningful leisure? Leisure Studies. 2015. №34(1). P.3-4.

[162] Stebbins R.A. Serious leisure. Routledge, 2017. P.116.

[163] Liu Xudong. Leisure: happy life and harmonious development of people // Theory and Practice of Education. 2008. №3. C.5.

study considers leisure in general and leisure practices as embedded in a social context. The content of leisure practices can be influenced by factors determined by the social environment, needs, interests, and psychological qualities. The author believes that "the Internet has an instrumental character and is used as a means of social and as well as leisure practices. The emergence of new forms of leisure will displace traditional leisure practices, which, in turn, will be replaced by the dominance of information technologies"[164].

With regard to the leisure practices of Generation Z, L.A. Kruglova analyzed the statistics of media consumption of video content based on the data of diary entries of a control group of young people - Moscow residents, bright representatives of the "digital tribe"[165]. It should be noted that the researcher, L. A. Kruglova, did her project in 2018–2019, when the social platform Instagram of Meta Planforms Inc[166]. was not yet recognized as extremist. However, due to the recognition of Meta Planforms Inc. as an extremist organization[167], the author does not examine media texts and other texts presented on this platform in his dissertation. Returning to the study of L. A. Kruglova, we note that in 2019 she identified the following patterns: time segments of video viewing, average duration of contact with videos, popular platforms for viewing video materials, the most popular topics and genres, the attitude of young people to advertising, as well as technological, psychological, motivational features of media consumption characteristic of representatives of generation Z. According to the results of the study, it was found that the participants who completed the survey more often use social networks to view video content.

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[164] Fu L. Leisure practices as an object of media reflection // World of Science, Culture, Education. 2020. № 2. (81). C. 613.

[165] Kruglova L.A. Media consumption of video content by the digital generation // Mediascope. 2019. Vyp. 2. URL: http://www.mediascope.ru/2542 (date of address: 26.04. 2023).

[166] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product - the social network Instagram).

[167] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product - the social network Instagram).

Table № 6. Video content consumption platforms

Platforms	Quantity	Interest, %
YouTube	308	77
TikTok	178	45
Instagram[168]	97	26
Likee	43	11
Facebook	37	9
Don't use social media	13	4
Others (WhatsApp, Telegram, Twitter, Yandex, Odnoklassniki)	11	3

From personal interviews it became known that the representatives of generation Z who participated in the survey prioritized the choice of YouTube platform for viewing content. The author notes that the survey and personal interview data correlated with each other and did not differ in their results. The most popular type of video content on YouTube consumed by Generation Z is videos by bloggers and entertainment, primarily television shows.

Next, we will turn to the data of another survey conducted from 01.04.2017 to 31.05.2017 among representatives of generation Y (18-35 years old) and Z (14-17 years old). "An online survey on consumer and media preferences was completed by 1,500 people from 15 Russian cities with a million inhabitants"[169].

According to the research, approximately "half of the Y and Z audiences watch television programs - 50% and 51%, respectively. At the same time, about 60% of Generation Y access TV content using official video hosting sites on the Internet, and 55% of the Generation Z audience prefer to watch video content on YouTube. The rate of TV viewing on YouTube is lower for Generation Y than for the younger generation

[168] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its product - the social network Instagram).
[169] Kruglova L.A. Media consumption of video content by the digital generation // Mediascope. 2019. Vyp. 2. URL: http://www.mediascope.ru/2542 (date of address: 26.04. 2023).

and amounts to 39%. In social networks TV content is watched by approximately the same number of representatives of Y and Z - 32% and 35% respectively"[170]. It is worth noting that coverage of youth leisure time in the mainstream media continues to grow, with "Internet sources account for 68% of this indicator by type of media coverage, followed by newspapers with 19% and television in third place with 13%"[171].

The popularity of video content in Russia continues to grow for several reasons: first, the priority in the choice of Internet resources for watching video content is due to the reduction in the cost of Internet services, as well as the improvement in their quality - the speed of information transmission has increased significantly, 4G penetration in almost all regions, has made the content distributed universal and available connection reliability, compared to the opportunities that were presented earlier; second, it is due to the variety of content presented by the Internet. Therefore, this area is becoming increasingly active and in demand. "Viewing full-length online videos, which are specialized by such projects as kinopoisk.ru, ivi.ru, megogo.net, TVZavr.ru, as well as video content presented on the platforms of YouTube, official sites of news channels, today replace watching digital television" on Tricolor TV[172]. Such a transition is explained by the convenience of the interface of these services, their availability in terms of price range. Thus, the use of services of this kind is becoming commonplace for representatives of generation Y and Z, just as the unlimited Internet access tariffing model, which appeared relatively recently, became commonplace earlier.

In order to analyze leisure practices in media discourse in the study, the following reasons justify the **choice of YouTube platform**.

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[170] More than half of Y and Z audience watch TV on the Internet - research // URL: https://www.sostav.ru/publication/bolee-poloviny-auditorii-y-i-z-smotryat-tv-v-internete-issledovanie-26681.html(Date of access: 13.06.2023.)

[171] "GENERATION Z: INDICATORS OF MEDIA CONSUMPTION" // URL: https://bookunion.ru/news/pokolenie_z_pokazateli_mediapotrebleniya/ (Date of circulation: 13.06.2023.)

[172] "What Generation Z watches: main trends in video content for teenagers" // URL: https://rb.ru/young/gen-z-video/ (Date of access: 13.06.2023.)

1. According to the California-based Pew Research Center in 2022, "95% of teens use YouTube to watch video content, which means it has become one of the most popular platforms among young people today."[173]

2. According to the Ipsos Research Center, "80% of Generation Z teens report that YouTube video hosting helps them learn more about something, and 68% said YouTube has helped them improve or acquire skills useful for life."[174].

3. Watching video content becomes a rewarding social experience for members of Generation Z: "7 out of 10 teens said that watching YouTube videos helps them feel 'connected' to other generations."[175].

4. When asked which platforms teens turn to when they want to relax or cheer themselves up, Generation Z responded that "YouTube is number one for them."[176].

5. According to a study by Think with Google, "8 out of 10 Generation Z teens actively share YouTube videos with their parents or other adult family members"[177].

Thus, slightly less than half of the representatives of these generations give preference to watching television programs using the opportunities of digital television. "The majority of television content is consumed by young people using the Internet and, in particular, they use the video hosting YouTube"[178]. Since it is not profitable for

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[173] Pew Research Center // URL: https://mediacritica.md/ru/studiu-pew-research-youtube-cea-mai-populara-platforma-pentru-adolescentii-din-sua/ (Date of address: 13.06.2023.)

[174] Ipsos Report // URL: https://www.ipsos.com/en-uk/generation-z-beyond-binary-new-insights-next-generation (Date of access: 13.06.2023.)

[175] Understanding Gen Z through the lens of YouTube // URL: https://www.thinkwithgoogle.com/marketing-strategies/video/gen-z-and-youtube/ (Date of access: 13.06.2023.)

[176] Ibid.

[177] YouTube statistics you need to know in 2021 // URL: https://lpgenerator.ru/blog/2021/10/07/statistika-youtube-kotoruyu-nuzhno-znat-v-2021/ (Date of access: 13.06.2023.)

[178] Blog about marketing// URL: https://www.michelino.ru/2017/05/ (Date of access: 13.06.2023.)

TV channels to lose their audience, a number of Russian television programs are now posted on YouTube: many TV channels create official accounts on this platform.

Another important finding of the study conducted by communications agency PBN Hill+Knowlton and research firm Magram MR is that "YouTube is now becoming the primary platform for finding and consuming content among Generation Z across virtually all categories"[179].

There is an interesting trend among younger users: "the younger the respondents, the more they rely on advice from bloggers, YouTube video bloggers"[180]. C. S. Bodrunova notes that "bloggers as opinion leaders, who today are also called Influencers, are particularly popular with the younger generation"[181].

The popularity and accessibility of social networks among young people (VK.com, Tik-Tok, Youtube, etc.) shapes the ability of bloggers to influence this audience. The concept of opinion leaders, which originated in Western political communication, was formulated by Lazarsfeld, Berelson and Gordet, who saw it as a "two-level theory of communication" based on the following relationship "media - opinion leader - target audience"[182]. Opinion leaders play an important mediating or filtering role in shaping the effects of information dissemination by broadcasting information to the audience, thus forming a two-level communication. Audiences often rely on opinion leaders' assessments to inform and mitigate risks in decision making. "The mechanism of opinion leaders' influence on the audience can be traced through the decision-making process of the audience"[183], who make choices based on their evaluation of a product

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[179] More than half of Y and Z audience watch TV on the Internet - research // URL: https://www.sostav.ru/publication/bolee-poloviny-auditorii-y-i-z-smotryat-tv-v-internete-issledovanie26681.html?ysclid=ljol3ww7mk973414339 (Date of address: 13.06.2023.)

[180] Tantsyreva A.E. YouTube as a media platform for modern mass media. // URL: https://dspace.susu.ru/xmlui/handle/0001.74/29608 (Date of address: 09.07.2023.)

[181] Bodrunova S. From bloggers to Influencers: the struggle for attention and influence on the audience. New Trends. Analytical report. VTSIOM. September 24. 2020. // URL: https://wciom.ru/analytical-reports/analiticheskii-doklad/ot-Wogerov-k-inflyuenseram-borba-za-vnimanie-i-vliyanie-na-auditoriyu-novye-trendy/ (date of reference: 29.06.2023)

[182] Lazarsfeld P. F., Berelson B., Gaudet H. The people's choice. Columbia University Press. 1948. P.108.

[183] Ibid. p.87.

or service based on the evaluation the opinion leader has given them. Prior to the emergence of the media as opinion leaders, their role was most often played by experts, scientists, celebrities and other people with high social status or social influence, since it was representatives of these groups of people who had access to knowledge and information.

In the twenty-first century, "the exchange of information and dissemination of ideas on online platforms in various fields has led to the emergence of virtual communities in various fields with their own opinion leaders"[184]. Similar to traditional communication, the opinion leaders of a virtual community are also able to control the flow of information online and influence the behavioral decisions and ideology of other visitors to the platform, thus exerting an interpersonal influence that in virtual communities gives them the ability to influence others.

Modern researchers note that today bloggers are becoming active participants in the information and communication process, which is undoubtedly of particular interest in terms of studying their role in the life of society. D. P. Gavra and V. V. Dekalov, engaged in analyzing the relationship between institutional (mass media, journalists) and non-institutional (bloggers, network projects) participants of media space, come to the conclusion that "they come to a common consensus on the distribution of communicative capital between the subjects of information space": "Bloggers and network projects do not replace journalists and mass media, nor are journalists bloggers. They are players in two relatively autonomous spaces. Therefore, it is appropriate to speak, rather, not about blogging as a replacement for journalism or new journalism, but about blogging as an external practice in relation to journalism in conditions when the media audience migrates to the Internet and acquires new features and new models of information consumption"[185].

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[184] Liu L, Cheng D, Su H. An empirical study of the influence of opinion leaders on the behavior of participants in tourism virtual communities - the example of students // Journal of Tourism. 2018. №33. С.90.

[185] Gavra D.P., Dekalov V.V.. Will bloggers replace journalists? Institutional and non-institutional players at the intersection of media and network spaces // Historical and socio-educational thought. 2018. №10(3-2). С.76.

YouTube and Chinese audiences.

Although YouTube is officially blocked in China, Chinese audiences, especially the younger Generation Z, nevertheless access audiovisual information through VPNs and other means. The studied content on the YouTube platform includes popular Chinese TV programs and bloggers. The content of these TV shows is available on local video platforms such as Mango TV and Bilibili, which allows Chinese audiences to freely view the videos.

Popular Chinese TV programs as a special object of media research combines the digital features of YouTube and the cultural, social values of Chinese television, providing the study with a multidimensional perspective and unique analytical advantages. YouTube allows Chinese TV programs to reach a global audience, which is important for studying the perception of programs by different cultures, which is especially important for understanding globalization and cultural localization. Analyzing on the same media platform, such as number of views and viewing time, allows for a clearer comparison of the data collected. Content on YouTube can be saved for later viewing, opening up opportunities to study content both in real time and to analyze the long-term impact and historical trends of TV shows. YouTube can be used to visually compare TV programs from different countries and regions and their global representation, as well as the styles and genres of different entertainment programs in China and Russia.

Many Chinese studies analyze the content of popular YouTube bloggers, such as Yang Weiqing and Luo Qiuqiu's "Constructing Geographical Perceptions of China by Foreign Audiences in the Context of Self-Media: The Case of Li Ziqi's Short YouTube Videos"[186], which notes that the influence of blogger Li Ziqi on YouTube far surpasses that of other mainstream media and offers a new perspective for understanding Chinese culture. Chinese bloggers on YouTube often utilize specific channel management techniques or may reside overseas. This context provides a

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[186] Yang Weiqing and Luo Qiuqiu. Shaping the Geographical Representation of China by Foreign Audiences in the Context of Media in the Example of the Audience of Li Ziqi's Short Video on YouTube // Human Geography. 2024 №1. C. 11.

unique opportunity for Chinese audiences to explore how these vloggers exhibit different leisure practices in different contexts, including freedom of expression on the YouTube platform, which also attracts the attention of Chinese audiences.

2.2 Methodology for automated assessment of Generation Z leisure time in a sample of audiovisual media texts from China and Russia

The use of automated content analysis methods allowed us to analyze the reflection of Generation Z leisure practices in a sample of Chinese and Russian media. Digital automated content analysis is a modern ability to use computer systems to read and understand texts and derive meaningful theories from the processed information. Text analysis software can independently categorize, sort, and extract information from text to reveal patterns, relationships, ideas, and other knowledge. The number of media publications on a key method can be categorized as so-called "big" data, so the use of computer mediated methods is appropriate. The advantage of the automated content analysis method is the ability to constantly compare and code, eventually building a hierarchy appropriate to the study.

The objectives of this study are the tasks of clustering or classifying texts - each class or cluster contains texts with similar topics. In order to apply LDA to a dataset of texts (hereafter referred to as a corpus of texts), it is necessary to transform the corpus into a term-document matrix.

LDA (Latent Dirichlet Allocation) is a topic model used to discover the latent structure of topics in a collection of documents. LDA is an emergent probabilistic model that assumes that each document consists of a mixture of several latent topics, each of which in turn is represented by a mixture of several words. It reveals the distribution of topics in documents and the distribution of words across topics. LDA constructs, for a given Term-Document Matrix and T a predefined number of topics, two distributions: the distribution of topics over texts and the distribution of words over topics. After many iterations, the model converges, and the distribution of topics across documents and the distribution of words across topics become stable. Finally, the

model outputs the distribution of topics in documents and the distribution of words by topics. Thus, we can see the most important topics in the document set and the keywords in these topics.
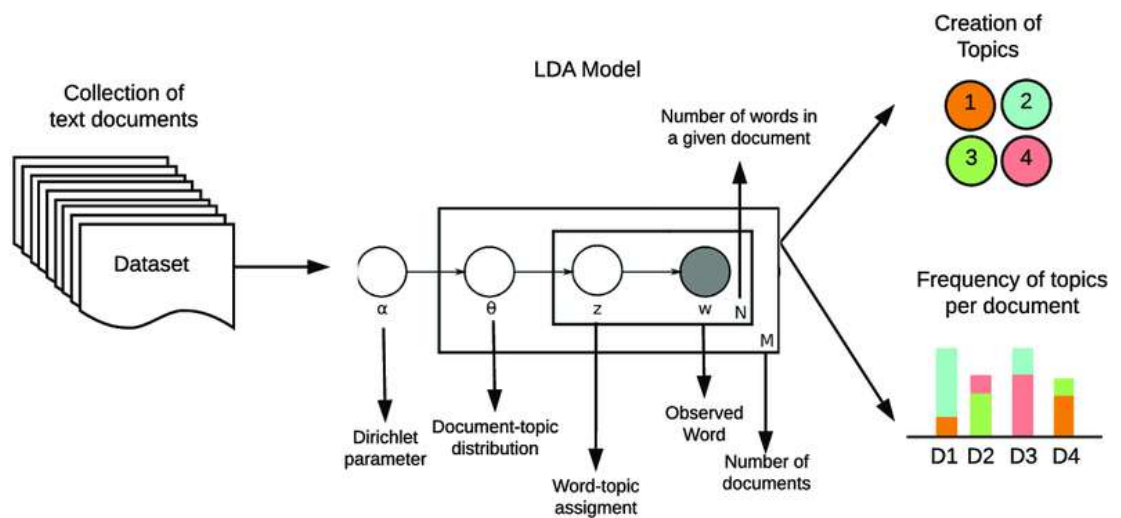
Figure № 5 Model LDA algorithm schematic diagram

During the research process, significant limitations of complete reliance on automated content analysis are found. Weiciyun [187], python software is actually designed to collect data and can be used to produce quantitative analysis results such as the number of likes and comments.

Based on the big data analysis in the paper, the author further applied discourse analysis to study the leisure practices of Generation Z in China and Russia, which are manifested in different political, economic and cultural contexts, and to investigate the reflected socio-cultural phenomena.

The key concept of discourse was first used by Zelting Harris in 1952, at which time he defined it as "text". He also introduced the concept of discourse analysis, "a method of analyzing coherent discourse," which aimed to "extend descriptive linguistics beyond a single sentence at a given moment in time and to link culture and language"[188].

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[187] Weiciyun online analysis text // URL: https://www.weiciyun.com/ (post date:12/15/2023)
[188] Harris Z. S. Structural linguistics. The university of Chicago Press. Chicago. 1963. P.113.

In addition, the outstanding scholarly work of R. Jakobson[189], one of the founders of "linguistic structuralism", contributed to the spread of this tradition among the Prague School, as well as among European and later American structuralism.

For a long time, the development of discourse analysis in China was limited to the academic framework of linguistics. However, 2021 marked the translation and publication of Van Dijk's "News as Discourse"[190] by Huaxia Press, and later the same publisher brought out Van Dijk's "Language, Cognition, Communication" and Norman Fairclough's "Discourse and Social Change"[191] and included these two books in the translation series "Communication Culture and Society" chaired by Professor Huang Dan of Fudan University, which promoted the application of the theory and methodology of discourse analysis in the academic field of journalism and communication in China[192].

For Foucault, "discourse is a force to be controlled" and the language that constitutes discourse is not simply a means of communication, as some linguists assume"[193]. Language is part of society, and it is only by analyzing the interaction of language with various forces and interests in society in context that we can move from the "what" of the linguistic level to the "why" of the discourse level. Discourse analysis can also be used to analyze news content in order to examine the social, historical and cultural contexts in which news language is produced.

In his article D.P. Gavra argues that "T.A. VanDijk's model is weakly formalized when describing the macrostructures of the text and informalized in the part when VanDijk moves on to explaining the phenomena of the social sphere. As a consequence,

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[189] Jakobson R.O. Language and the unconscious. Moscow: Gnosis Publishing House, 1996. C.57.

[190] Van Dijk T. A. Language, cognition, communication. M.: Progress.1989.310c.

[191] Fairclough Norman. Discourse and contemporary social change. Vol. 54. Peter Lang, 2007. P.67.

[192] Huang Dan, Zhou Qi.   Communication culture and society. Communication University of China Press, 2021. 325c.

[193] Foucault M. The order of discourse. // The Will to Truth: Beyond Knowledge, Power and Sexuality. Works of different years by M. Foucault. M.: Kastal. 1996. C.145.

there is an ambiguity of interpretation of the concepts of ideology, attitudes, and context introduced by him"[194].

In addition, we will look at Norman Fairclough's Critical Discourse Analysis (CDA) model. The CDA model is an important part of linguistics that focuses on the role of language in social power relations and their influence. Fairclough emphasizes how language is involved in shaping, maintaining and changing social structures and relations.
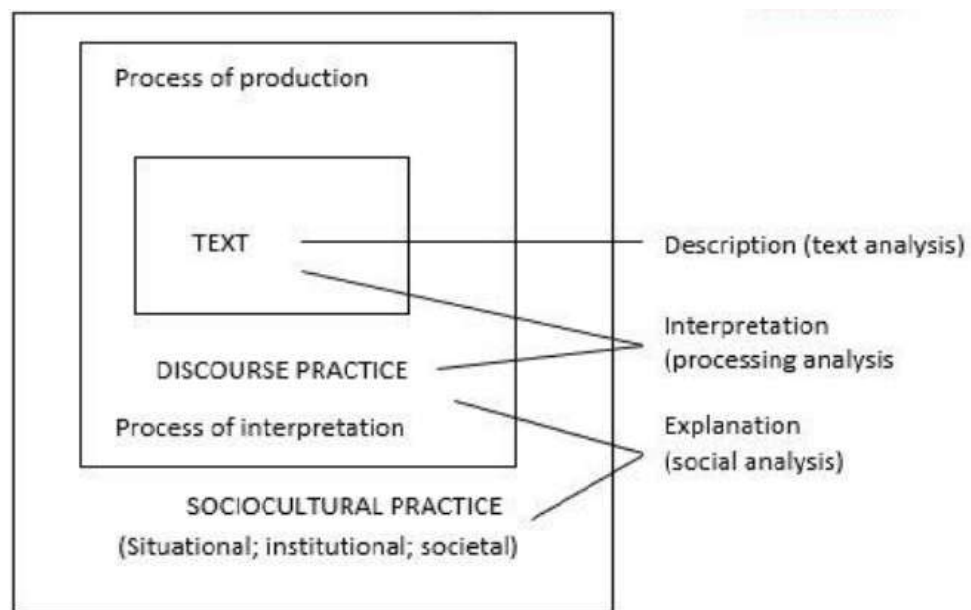
Figure № 6 CDA Three Dimensional Norman Fairclough[195]

Fairclough's model includes three analytical dimensions:

1. Text Analysis: This level involves describing specific language practices, including various language features such as grammar, word choice, and sentence structure.

2. Discourse Practice: this level analyzes the processes of text production and consumption by examining how texts are produced and understood, including the ways in which discourse is created, disseminated, and perceived.

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[194] Gavra D.P.; Ipatova N.A. Using the concept of discursive practices by T.A. Van Dyck in the study of social phenomena // Journal of Sociology and Social Anthropology. 2008. № .11 (1) C.129.

[195] Fairclough Norman. Critical discourse analysis: The critical study of language. // Routledge. 2013 P. 9-20.

3. Socialcultural Practice: this is the broadest level of analysis that examines how texts and discursive practices relate to wider social and cultural structures, exploring how they influence and are influenced by social structures.

Fairclough believes that "an integrated analysis of these three levels can reveal the role of language in social power structures"[196] . His approach emphasizes historical and dynamic perspectives, arguing that discourse is both a product and shaper of social practices. Such an analysis helps to understand how language is used to create ideologies and power relations.

Let us describe the developed methodology.

In step №. 1, the releases of the main YouTube inventory are selected. From each video issue we need title, description and transcript. In developing the research methodology, we limited the selection of material to be analyzed to the title, description and transliteration of the publication. Titles and story summaries are extremely important for the perception of information flow, as they already contain the key message. We rely on the studies of such scholars as O.Y. Starodubova, Y.N. Gritskevich, Chu Jun, K.Y. Prokhorova, who discussed the influence of headlines on the attention of the reader[197].

To analyze the leisure time of Generation Z, video materials from YouTube bloggers from different areas of leisure activities, comments to them, quantitative indicators (likes, views) and popular TV programs were used in the media texts. The media were selected for the study based on the following criteria:

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[196] Ibid.gov. P.10

[197] Starodubova O.U. Precedent text in publicistic discourse as a mechanism of realization of authentic author's modality // Sign: problem field of media education. 2019. №2. C. 73-83; Gritskevich Y.N. Influence of the headline on the construction and realization of political discourse in mass-media space // Vestnik of Pskov State University. Series: Social and Humanities. 2015. №1. C. 154-161; Chu Jun, Zhou Jun. Research of the function of newspaper headlines // Journal of Sichuan Institute of Foreign Languages. 2006. №22. C.89-93; Prokhorova K. U. Cumulative headline text as a kind of newspaper text, Ph. D. thesis. St. Petersburg. 2001. 228c.

1. bloggers and programs covering a variety of leisure activities, from entertainment shows to cooking blogs, were selected to provide comprehensive coverage of Generation Z's habits and interests in various leisure activities;

2. Channels with the highest number of subscribers and views on YouTube were selected, indicating their popularity and influence among young people;

3. these channels are popular not only within China but also abroad, which allows us to analyze the differences and similarities in the leisure culture of Generation Z in China and Russia from a broader perspective;

4. selected programs and bloggers cover both entertainment shows and content with national culture, which helps to understand the different leisure needs of Generation Z.

Based on the above principles, the following TV programs were selected for Chinese media:

- "Let's Run"(奔跑吧)is one of the most popular entertainment shows in China, attracting many young viewers with its entertainment and challenges, reflecting Generation Z's love of adventure and interactive entertainment[198];

- "The Challenge" (极限挑战) is a popular entertainment show emphasizing teamwork and problem solving that appeals to many young people and demonstrates Generation Z's interest in collaboration and intellectual challenges[199];

- "Chinese Restaurant" (中餐厅) combines elements of cooking and social interactions, reflecting Generation Z's interest in culinary culture and social events[200];

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[198] "Let's Run" - the official channel of the show// URL: https://www.youtube.com/@KeepRunningChina (accessed on 05.07.2023)

[199] "Challenge" - the official channel of the show // URL: https://www.youtube.com/@SMG-Official (date of address: 05.07.2023)

[200] "Chinese Restaurant" - the official channel of the show // URL: https://www.youtube.com/@MangoTV-Official (date of address: 05.07.2023)

- National Treasures (国家宝藏), a television program featuring China's historical artifacts and cultural heritage, attracts young viewers interested in history and culture and demonstrates the importance of cultural heritage to Generation Z[201];

- "Desired Life" (向往的生活), which shows rural life and natural scenery, attracts young people seeking a simple life and the beauty of nature, reflecting Generation Z's desire for nature and a slow lifestyle[202];

Among the Chinese bloggers selected were:

- Li Ziqi (李子柒), known for showcasing traditional Chinese handicrafts and village life, is very popular around the world, especially among young people interested in traditional culture and natural lifestyle[203];

- Dianxi Xiaoge (滇西小哥), focusing on Yunnan cuisine and village life, attracts Generation Z interested in cooking and natural life[204];

- Xiaoyin cuisine (小颖美食), specializing in home cooking, demonstrates Generation Z's interest in cooking and family life[205];

- Ms. Yeah (办公室小野), who makes creative cooking videos in an office setting with a humorous style, attracts many young viewers, reflecting Generation Z's interest in creativity and humor[206];

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[201] "National Treasures" - the official channel of the show // URL: https://www.youtube.com/@CCTV (date of address: 05.07.2023)

[202] "Desired Life" - the official channel of the show // URL: https://www.youtube.com/@MangoTV-Official (date of address: 05.07.2023)

[203] Li Ziqi is the blogger's official channel // URL: https://www.youtube.com/@cnliziqi (accessed on 03.07.2023)

[204] Dianxi Xiaoge - official blogger channel // URL:https://www.youtube.com/@dianxixiaoge (accessed on 03.07.2023)

[205] Xiaoying Food - official blogger channel // URL: https://www.youtube.com/@XiaoYingFood (date of address: 03.07.2023)

[206] Ms. Yeah is the blogger's official channel // URL:https://www.youtube.com/@MsYeahOfficialChannel (accessed on 03.07.2023)

- Mr. & Mrs. Gao (老高和小茉), known for their discussions of scientific and cultural phenomena, attract young people with a strong interest in knowledge and curiosity, demonstrating Generation Z's passion for exploring the unknown[207].

The following TV programs were selected for the analysis of Russian media:

- "The Voice Kids" is a renowned children's vocal show that showcases the younger generation's interest and talent in music, reflecting Generation Z's love of music and performance[208];

- "Comedy Club" is one of the most popular comedy shows, attracting many young viewers who love humor and comedy, demonstrating Generation Z's need for light entertainment[209];

- "Stand up! " is dedicated to stand-up comedy, reflects the interest of young people in modern humor and life situations[210];

- "Four Weddings" - showcases different styles of weddings, attracts young people interested in weddings and social events, reflecting Generation Z's focus on social events and celebrations[211];

- "Battle of the Chefs," a cooking show that showcases culinary skills and creativity, attracts Generation Z interested in cooking[212].

Among the Russian bloggers selected were:

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[207] Mr. & Mrs. Gao - official blogger channel // URL:https://www.youtube.com/@laogao (accessed on 03.07.2023)

[208] The Voice Kids - the official channel of the show. // URL: https://www.youtube.com/@thevoicekidsrussia (date of address: 03.07.2023).

[209] Comedy Club - official channel of the show // URL: https://www.youtube.com/@ComedyClubRussia (date of address: 03.07.2023).

[210] Stand up! - official channel of the show // URL: https://www.youtube.com/@standup_tnt (date of address: 03.07.2023).

[211] Four Weddings - a selection of videos // URL: https://www.youtube.com/playlist?list=PL-3yuW1_pI51XrobLgRZONtn9ufeSKM-x (date of address: 03.07.2023).

[212] Battle of the Chiefs - a selection of videos // URL: https://www.youtube.com/playlist?list=PL-3yuW1_pI52ew7BLXGkhqjIx3rYwjMJI (date of address: 03.07.2023).

- A4 is a popular blogger specializing in various Challenges and funny videos that are loved by the youth, which demonstrates Generation Z's interest in light entertainment and creative challenges[213];

- Marmok, which specializes in gaming videos and humorous moments, attracts many gamers, which demonstrates Generation Z's love of gaming and humor[214];

- Alexander Boyko's focus on technology and science topics attracts young people with a deep interest in science and technology, which demonstrates Generation Z's desire for knowledge in technology and science[215];

- TheKateClapp, a renowned blogger who writes about lifestyle, fashion and everyday life, attracts young people interested in fashion and personal style, which demonstrates Generation Z's focus on lifestyle and self-expression[216].

The selection of media was based on media metrics and an estimate of the number of subscribers. The selection of these representative media and content creators allows us to comprehensively analyze the preferences and leisure trends of Generation Z in China and Russia. By comparing the comments and quantitative indicators of these contents, it is possible to gain a deeper understanding of the differences and similarities in the culture and entertainment of young people in the two countries.

At stage № 2, based on the selected keywords (by frequency), semantic kernels were formed, which were used to collect material for modeling the leisure practices of generation Z. At the initial stage, when developing the methodology of data collection,

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[213] A4 - official channel of blogger Vlad A4 // URL: https://www.youtube.com/@A4a4a4a4a4 (date of address: 03.07.2023).

[214] Marmok - the official channel of the blogger // URL: https://www.youtube.com/channel/UCf31Gf5nCU8J6eUlr7QSU0w date of address: 03.12.2023)

[215] Alexander Boyko - official channel of the blogger // URL: https://www.youtube.com/@AlexBoyko (date of address: 03.07.2023).

[216] TheKateClapp - the official channel of the blogger // URL: https://www.youtube.com/@TheKateClapp date of address: 03.12.2023)

we should be guided by one or another selected model in order to eventually systematize the information obtained in the course of the research and visualize it by superimposing it on the selected model. In this study the division of leisure practices of generation Z is divided into 5 themes: political, economic, cultural, educational, social, additionally subcategories such as shopping, tourism, sports, national culture were introduced[217] .

Table №.7 Semantic core of the study

Category	1	2	3	4
Political topics	Choice	Political dialog/interview		
Economic subject matter	Shopping	Tourism	Sport	Media consumption
Cultural subject matter	National culture	Artistic and creative	Cultural and spiritual	Subculture
Educational subject matter	Refresher courses	Learning foreign languages	Computer programming	
Social topics	volunteers	Social activities		

In step № 3, annual time periods were set from 2018 through the end of 2023 - a total of 6 periods over 6 years.

In step № 4 was the initial processing of key expressions and their translation into a suitable format for the work of technical specialists, for example, for the key search query "food" for a particular publication -美食 site: https://www.youtube.com/ In fact, we combined the semantic core of the study and the list of sources (5 bloggers + 5 TV channels) for 6 annual periods. As a result of such an operation, we obtained 935 queries for which we collected empirical data.

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[217] Fu L. Reflection of leisure practices of generation z in media discourse // World of Science, Culture, Education. 2022 №3 (94). C. 375.

The last step of the proposed methodology is to determine the tonality of the collected empirical materials. The details of the tonality coding matrix are presented in the Terms of Reference for the research work in Appendix № 5 to this thesis.

CHAPTER 3. REFLECTIONS OF LEISURE PRACTICES OF GENERATION Z IN CHINESE AND RUSSIAN SAMPLES OF AUDIOVISUAL MEDIA TEXTS

3.1 Reflection of Generation Z's leisure practices in Chinese media sample
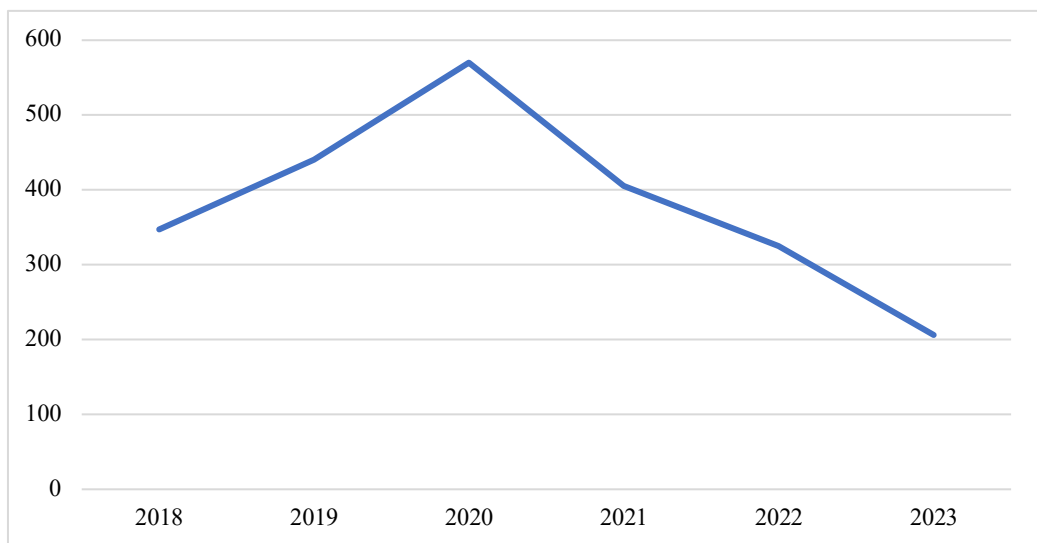
Figure №7 Dynamics of publications on leisure topics of Generation Z in the period 2018-2023.

Over the past 6 years, in the selected sample of Chinese media texts, the amount of Generation Z leisure content on YouTube platform gradually increased, especially in 2020, and then showed a decreasing trend after the pandemic in 2020. The thematic peak was related to Chinese traditional food. One of the most popular were the videos of cooking blogger Li Ziqi[218].

The results are visualized in Figure № 8 "Distribution of publications by source".

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[218] Li Ziqi official blogger channel // URL: https://www.youtube.com/@cnliziqi (accessed on 03.07.2023)
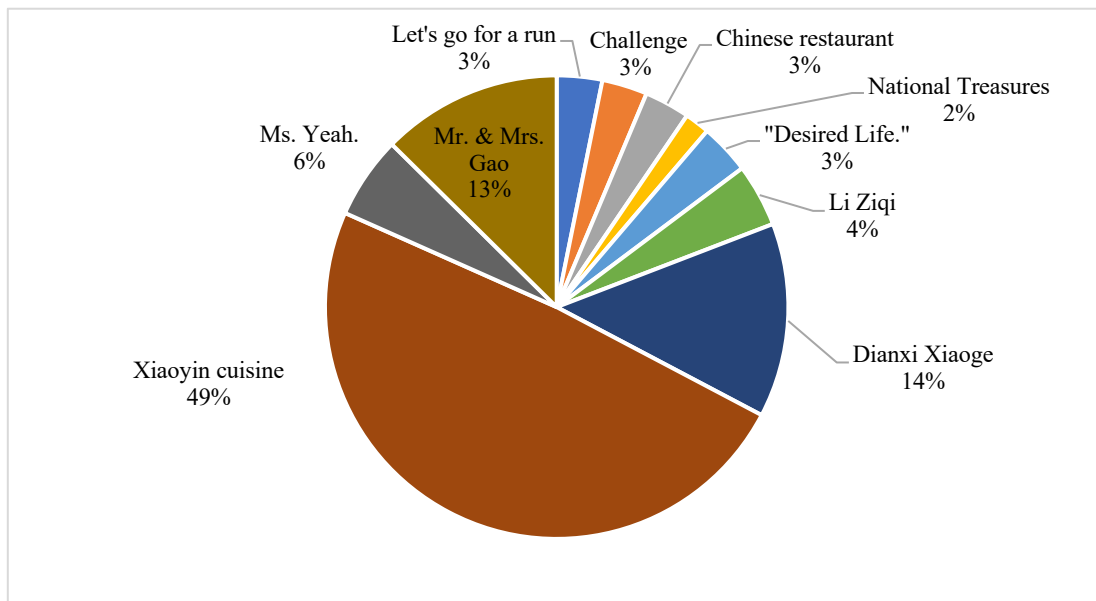
Figure №8 Distribution of publications on leisure activities of Generation Z by sources within the Chinese sample

As the survey results show, the most common posting of Generation Z's leisure practices is on Chinese food bloggers' YouTube channel. Here, Xiaoying Cuisine ranks first with 49%, blogger Dianxi Xiaoge ranks second with 14%, blogger MsYeah ranks third, and blogger Li Ziqi ranks fourth. And TV shows "Let's Run", "Challenge", "Chinese Restaurant", and "Desired Life" are ranked fifth. From this we can see that the weight of publications of opinion leaders' leisure discourse on YouTube significantly exceeds the share of corresponding materials in TV programs and traditional media.
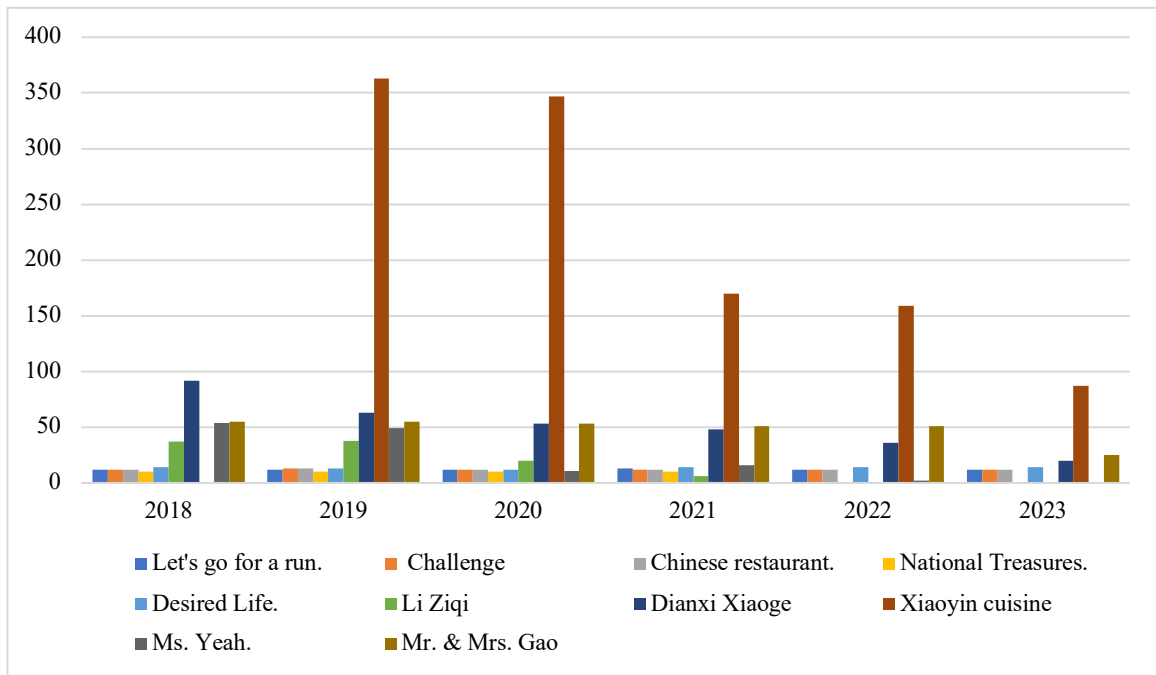
Figure № 9 Ratio of Generation Z leisure media texts in the Chinese media sample by year

After the COVID-19 pandemic outbreak in 2020, the total number of Generation Z leisure publications in the Chinese media sample showed a downward trend, which is mainly reflected in the decreasing number of videos from opinion leaders. The number of videos from "Xiaoying Kitchen" decreased from 363 to 347, and that of "Dianxi Xiaoge" decreased from 63 to 53. Due to measures to prevent the spread of the COVID-19 pandemic, lockdowns were imposed in the PRC, resulting in a significant reduction in outdoor leisure practices. We can say that in Chinese media sampling, the reflection of Generation Z's leisure practices is influenced by the current agenda.

In 2019, two Chinese girls 12 and 14 years old even got hurt trying to follow the recipe of blogger MS Yeah. One of the girls died. Blogger MS Yeah paid monetary compensation to the families for hospital bills and damages but denies her guilt as she warned in every video about not repeating the recipe on her own at home and the possible dangers, and the children did not follow the recommendations properly[219].

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[219] Sohu news // URL: https://www.sohu.com/a/340522871_463965 (date of address: 20.01.2024)

After the accident, she reportedly she reportedly she considered quitting hosting the channel as netizens (net users - online citizens) accused her of being responsible for the girl's death, but after a month's hiatus, she continued posting videos until 2023.
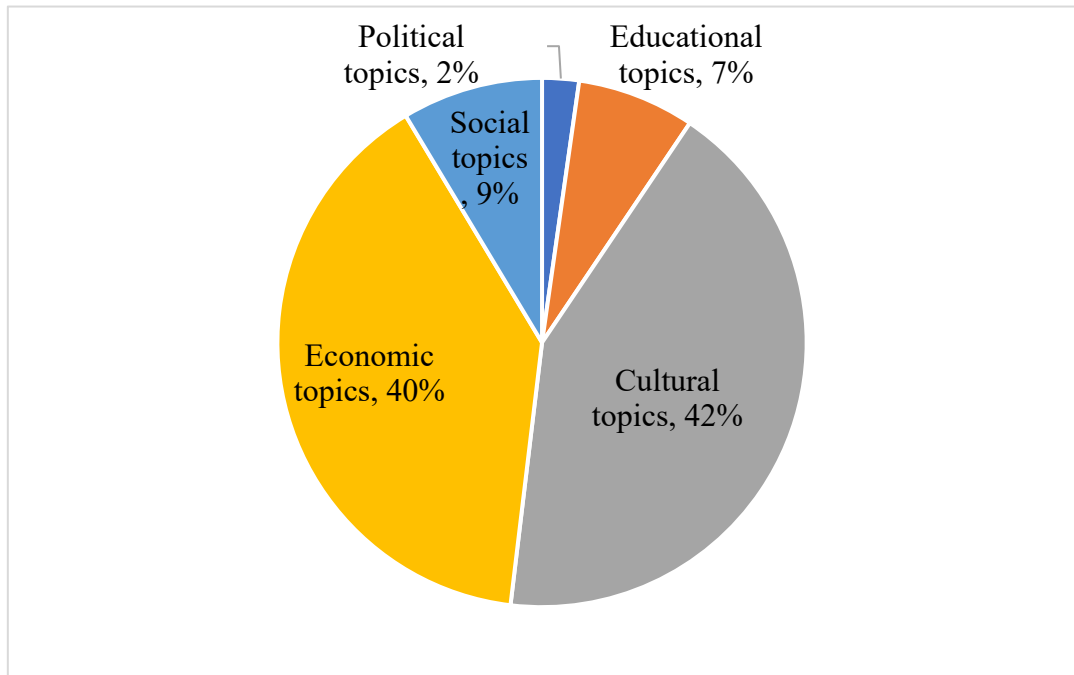
Figure №10 Distribution of Generation Z leisure publications by category in the Chinese media sample

The pie chart shows (see figure№10) that in the structure of Generation Z's leisure practices in terms of weight of representation in the Chinese media sample, cultural topics rank first with 42.63%, followed by economic topics with 39.63%.
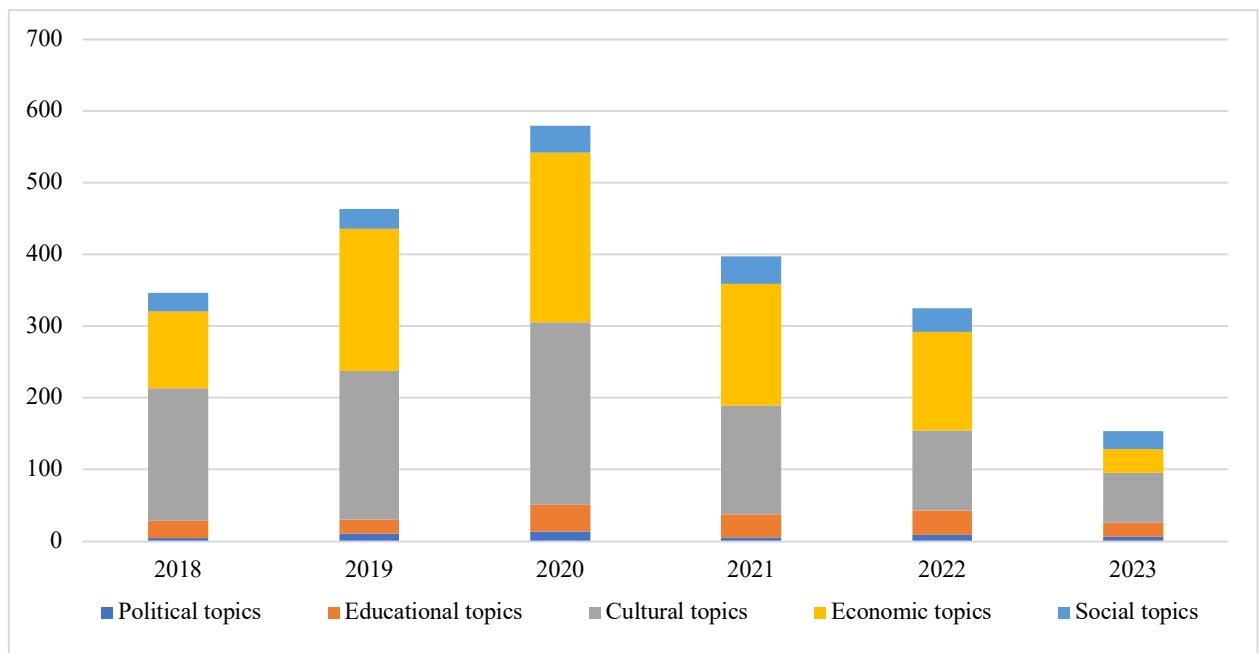
Figure №11 Ratio of Generation Z leisure topics by year in the Chinese media sample

In 2020, political topics increased in popularity in the analyzed sample due to the election of Tsai Ing-wen as Taiwan's regional leader, and a discussion between vloggers on YouTube about this issue unfolded. There has been a general decline in the number of posts in the Chinese media selection, with some vloggers, such as Li Ziqi, having stopped updating their videos due to copyright and other reasons. In 2018, 185 videos were on cultural topics, and in 2020, this topic reaches 236 videos.
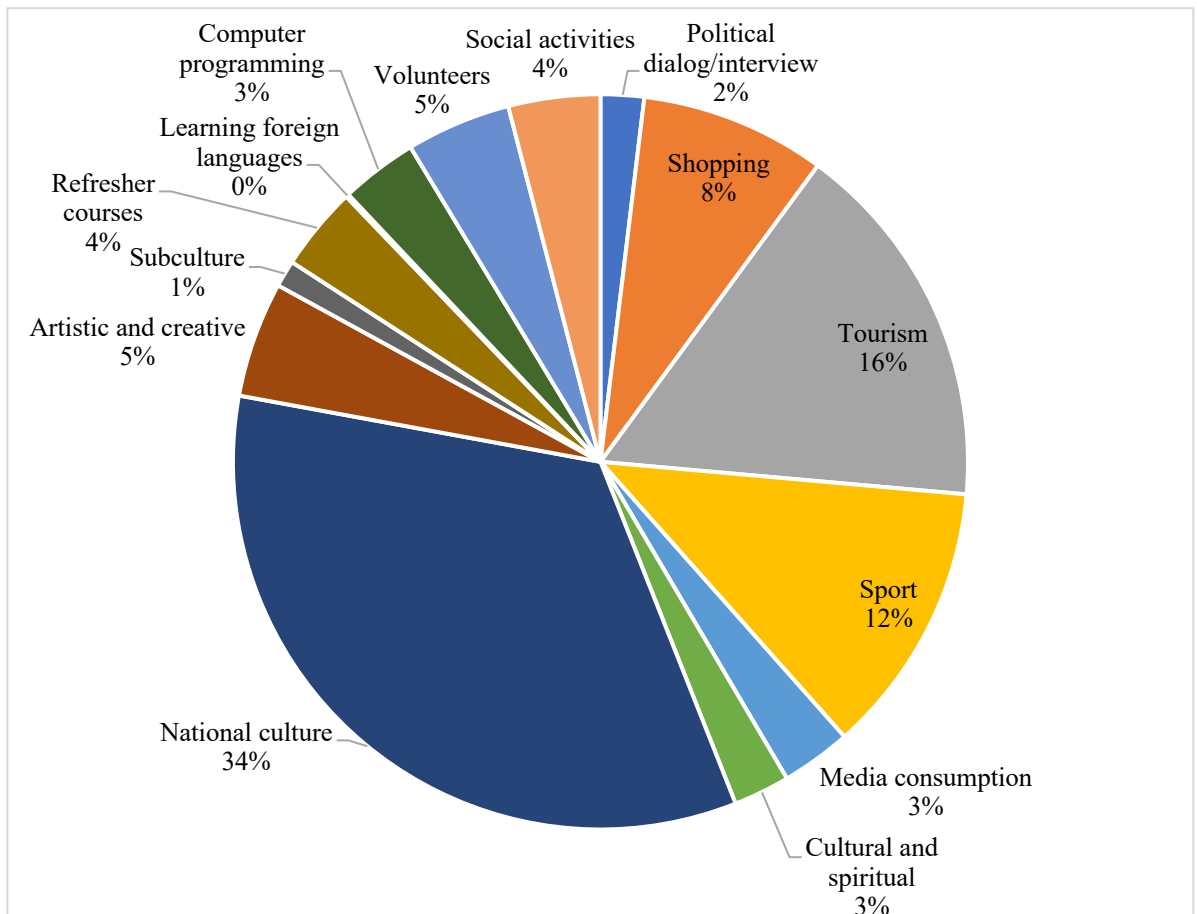
Figure № 12 Distribution of Generation Z leisure publications by subcategory in the Chinese media sample

The most mentioned leisure subcategory of Generation Z was national culture - this topic accounted for 34% of all subcategories; tourism -16%; sports -12%. Among the identified 16 topics, elections, learning foreign languages, political dialog/interviews and subcultures were mentioned much less frequently. The remaining topics belong to the second level. The subcategory "national culture" implies a specific leisure component and accounts for 34% of all discourse units. Recent data show that in Chinese media with national culture videos, the leisure-related context mainly refers to topics such as cooking traditional foods and learning traditional Chinese handicrafts.
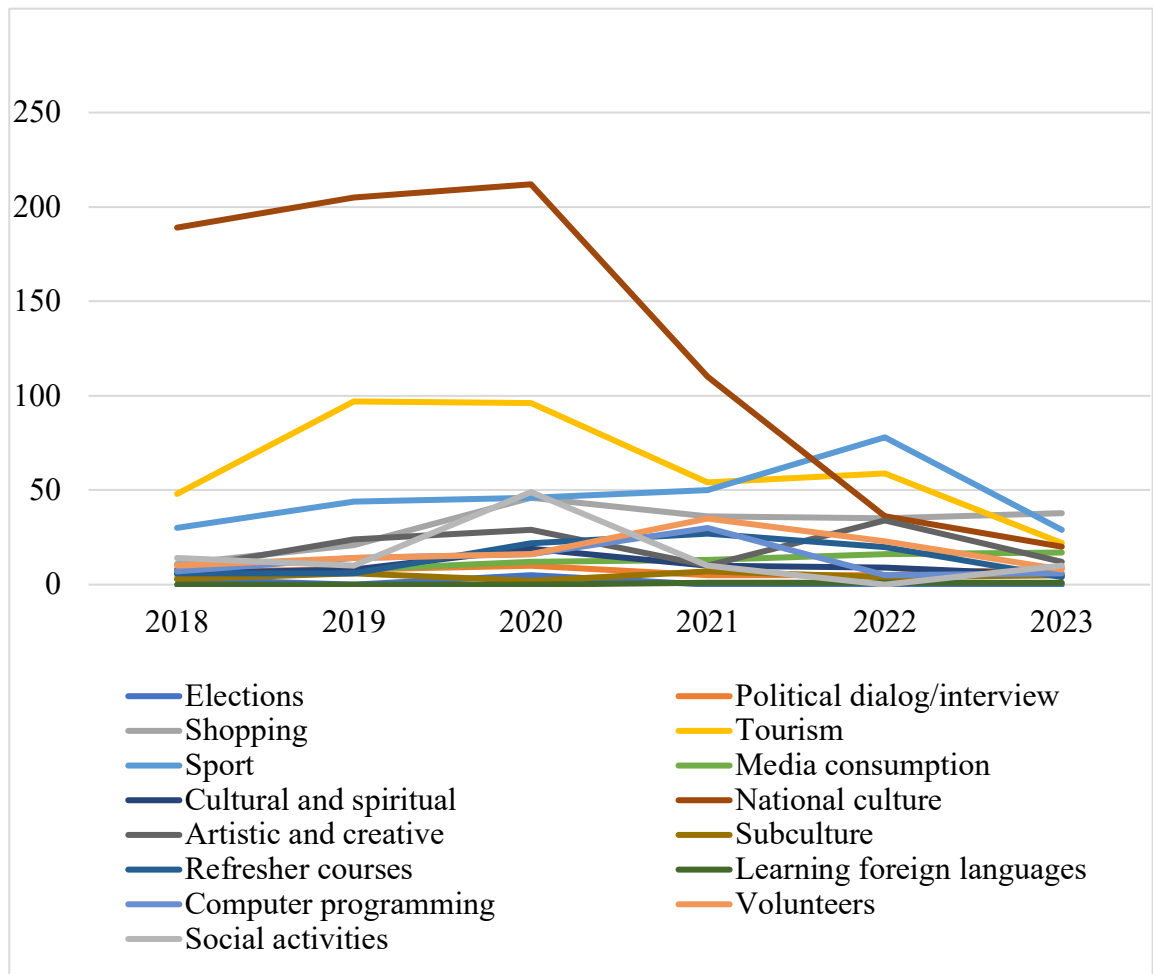
Figure № 13 Dynamics of Generation Z leisure publications by subcategory by year in the Chinese media sample

The dynamics of subcategories for 2018-2023 shows that the Chinese media sample is dominated by the topics of national culture, tourism and sports. This means that about 90% of the publications focus on culture and economy, either combining these two topics in one text or discussing the three aspects of culture, economy and society together in the context of Generation Z's leisure time. (Figure№.13) Similarly, the proportion of "national culture" topics peaks in 2020, starting in 2018 when blogger Li Ziqi became popular, bringing the Chinese culture boom to 2021. When Li Ziqi ceases her activity, the number of culture-related videos decreases and the representation of volunteering topics grows during the coronavirus epidemic in 2020, with an increase in social welfare and social protection authors. The development of coverage of Chinese culture, arts and leisure is changing with the dynamics of the

national agenda. Self-development information is gradually increasing with the development of technology, and coverage of sports events and sports leisure is increasing in the run-up to the 2022 Winter Olympics in Beijing.

The study conducted a comprehensive investigation on the categorization of leisure practices of Generation Z. Using the LDA model to identify themes, we obtained 56 keywords for all subcategories collected in the Chinese media section.

Table №.8 Author's classification of keywords

Elections	Leaders, government, communist party
Political dialog/interview	Taiwan, election, territory, sovereignty
Shopping	Cosmetics, clothing, perfume, dresses, wedding.
Tourism	Friends, family, village, trip abroad, vacation, relaxation
Sport	Running, racing, yoga, skiing, fitness, challenge, competition
Media consumption	Online games, music, movies, e-books, videos,
Cultural and spiritual sphere	Art exhibition, tea ceremony, flower arrangement, book club, movie exhibition
National culture	Chinese culture, food culture, traditional culture, traditional culture, methods, Chinese food
Artistic and creative sphere	Painting, sculpture, calligraphy
Subcultures	Cosplay, K-pop, emo,
Refresher courses	Consultant, data analyst
Learning foreign languages	English, Chinese
Computer programming	Software, learning, artificial intelligence
Volunteers	Volunteering, helping orphans, the Disabled,
Social activities	Environmental Organizations, Red Cross
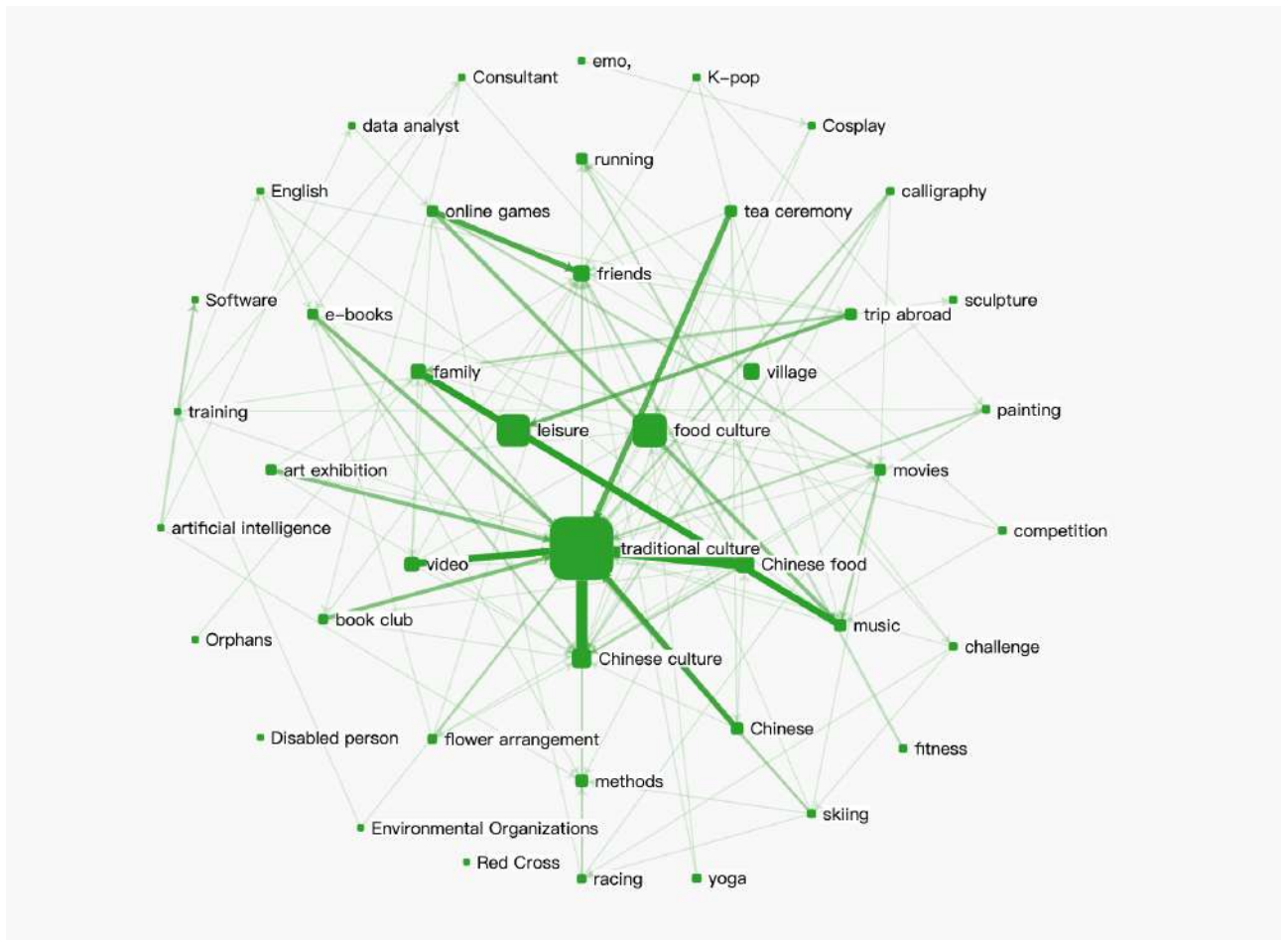
Figure №14 Visualization of the cluster analysis results for the Chinese media sample

The above cluster analysis results revealed 183 correlations.

Firstly, "national culture", which appears 935 times in the media texts, is mainly related to "Chinese culture" and "Chinese cuisine", "gastronomic culture". Thus, the results of the analysis suggest that in the Chinese media sample, the leisure time of Generation Z is significantly represented in the context of traditional Chinese culture and gastronomy.

Secondly, based on the analysis in the sample of the connection with leisure activities, the words "friends" are mentioned 84 times and "family" 72 times, it can be concluded that the social connections of leisure practices are reflected in Chinese media.

The leisure practices of "online gaming" are most associated with "friends" and show the social activity of the Generation Z group in virtual communities.

Third, the words "video" are 71, and they correlate with the groups: "Chinese culture", "traditional culture" and "Chinese food". Thus, in relation to leisure practices, we can conclude that video is the most direct tool for presenting Chinese culture to Generation Z. In the media discourse of the YouTube platform, the issues of Generation Z's leisure practices at the cultural level are divided into two related groups - the study and dissemination of Chinese culture. The theme of learning Chinese culture is related to Chinese food preparation and traditional Chinese skills. Other themes here are related to traditional culture.

Next, we created Table № 9, which presents the tone coding based on the video and descriptions of analytical headlines popular among the Generation Z audience of Chinese media and based on the specifically mentioned words of the most frequently occurring words in the headlines and their descriptions.

Table № 9 Tone coding

Negative (Chinese)	Positive (Chinese)
垃圾 Trash	学习 study
污垢 dirt	休闲 Leisure.
沮丧 frustrated.	创作 creativity
罚款 fine.	娱乐 entertainment
失业 unemployment	休息 vacation
压力 stress	志愿者 volunteer.
问题 question	美食 delicious dishes
危机 crisis	大厨 cook
惩罚 punishment	成员 member
	节目 program

	上桌 to serve
	兄弟 brother
	挑战 test
	任务 Task.
	嘉宾 Guest
	油炸 fried
	孩子 child
	游戏 game
	体验 experience
	客人 guest
	音乐 music
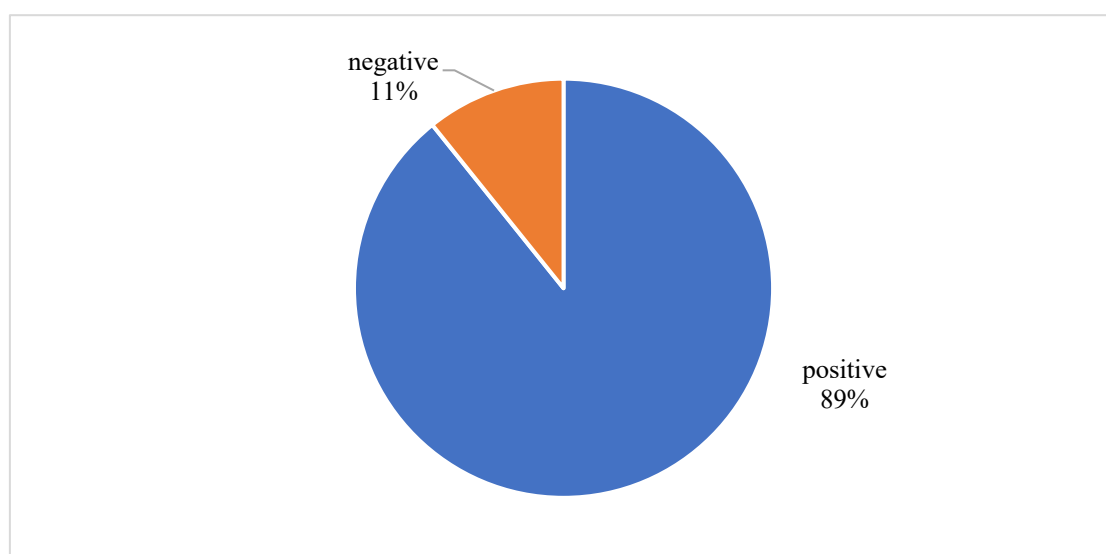
Figure №15 Ratio of tones (positive and negative) in relation to leisure practices of Generation Z in Chinese media sample between 2018 and 2023.

Over the past six years, the Chinese media sample has been dominated by a positive agenda related to Generation Z's leisure activities. Across all empirical data, 89% of headlines and descriptions contain words associated with positive meaning.

Only 11% of the cases contain words from "negative" meaning series. The total number of words classified as "positive" was 2931 and those classified as "negative" were 362.

Next, we will conduct a content analysis of Chinese bloggers' content on YouTube. In this study, we will use both quantitative and qualitative analysis to get the number of videos, likes, comments and views for each blogger.

Table № 10 Top 5 Chinese channel bloggers on YouTube

Canal	Number videos	Quantity likes	Quantity commentary	Quantity views	Number subscribers
Liziqi (Li Ziqi)	128	43.3 mil.	2.26 mil.	2.961 million.	17.6 million.
Ms. Yeah Officia	206	20.33 mil.	594.99 thousand.	2.682 million.	13 mil.
Dianxixiaoge (Dianxi Xiaoge)	312	38.23 mil.	1.31 mil.	3.2 billion.	10.10 mil.
Laogao (Mr. & Mrs. Gao	290	22.81 mil.	1.86 mil.	1.673 million.	5.8 mil.
Xiaoying Food (Xiaoyin cuisine)	1126	10.54 mil.	393.97 thousand.	1.257 million.	3.75 mil.

Based on the above statistics, we can conclude that Li Ziqi with the most 2265412 comments and likes has been mentioned 433206650 times; the one with the most videos is Xiaoying Food (Xiaoying Food) with 1126, and the one with the most views is Dianxi Xiaoge, which leads us to the following results.
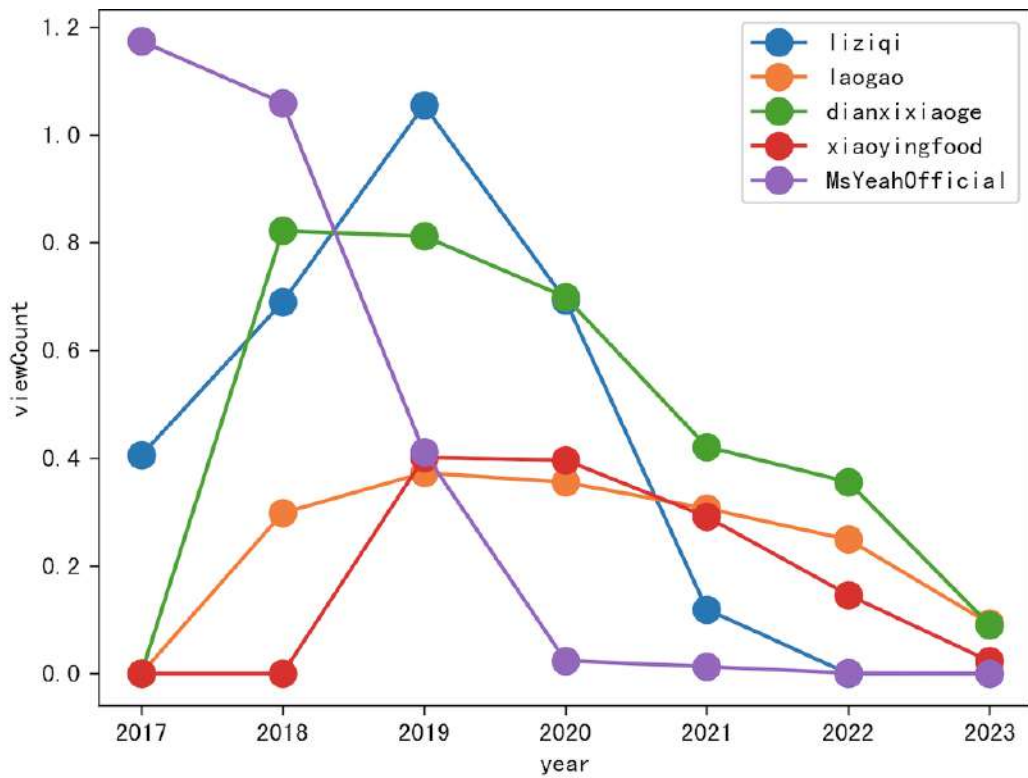
Figure № 16 Dynamics of the number of views of Chinese video bloggers by year on YouTube
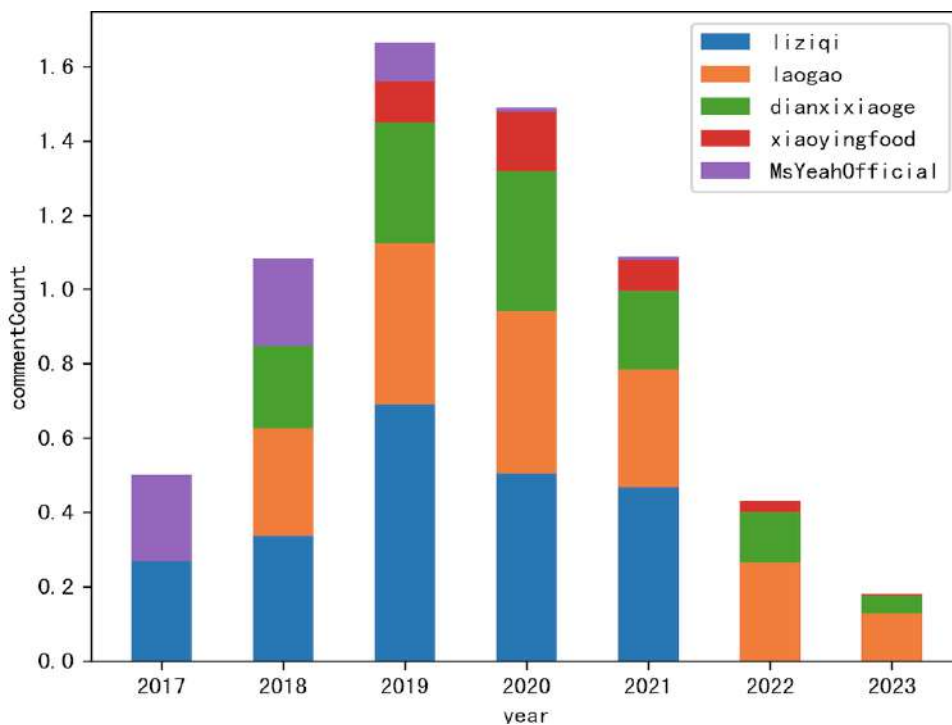
Figure №17 Number of views of Chinese video bloggers by year on YouTube

From August 22, 2017 to June 15, 2023, we selected only those in the top 5 views to analyze the leisure practices of young audiences. From all collected data, we

identified a total of 12501 comments on Generation Z's leisure video content (food, culture, recreation, etc.) -5082 positive (40.65%) - 5626 neutral (45.01%) and -1793 negative (14.34%).

According to the presented analysis, as shown in Figure №.12, the theme of national culture accounts for 34% of the Chinese media selection. Combined with the results presented in Figure No.9, it can be seen that the peak of views was reached in 2020. Since opinion leaders who write on national culture topics play an important role in leisure discourse, we have separately analyzed China's most popular cultural blogger Li Ziqi.

For a deeper analysis, we selected 2,500 of the most popular comments under each video and then filtered the 100 most viewed comments under each video. As a result, a total of 1,500 comments with semantic coherence and unity were selected. Among them, we found 1,376 comments in English, 48 in Chinese, 6 in Japanese, and 20 in Russian. We analyzed the content in the language of the comments and classified them. Analyzing the comments under the video in Li Ziqi's account showed that most users were enthusiastic about exploring Chinese culture, expressed their sympathy for Li Ziqi, and showed respect for Chinese food, nature, and religious life.

Among the possible factors of the blogger's success is the manifestation of positive emotions on the part of users towards Li Ziqi herself. In particular, user *jessdoritowhale* wrote, "*My mom has been cooking authentic Filipino food every single day non-stop since she lost her battle with cancer about a year ago. ....Your videos saved me from forgetting her, your videos helped me through those dark times, even though it's not Filipino food, the way you cook is so similar to my mom's. Thank you for this" the* spelling, punctuation, grammar and style of the comment has been preserved.

Another user *lifeinthetropics3579* expresses his thoughts, "It's *so nice to watch videos like this because this pandemic limits us from traveling, but thanks to your video I have the luxury of seeing your place in my home and it allows me to learn something of your beautiful culture!*". Another commented, "*She shows people how we should all*

live, true self-sufficiency, sustainable use of renewable resources. She is a real person." *The* use of the words "beautiful" and "real" expresses positive audience attitudes.

Li Ziqi's videos mainly present two types of subjects: cooking traditional Chinese food and making traditional art objects. The contents of Li Ziqi's videos are unique and refreshing, satisfying foreign users' imagination about China and forming an idyllic picture of China in the Internet era. At the same time, Li Ziqi's videos contain an appeal to the emotional needs and values of Generation Z, which are widely shared by foreign audiences and satisfy people's psychological need to relieve stress.

The author believes that through the Internet platform, Li Ziqi communicates his own cognitive concepts and philosophy of life to the outside world. This personalized lifestyle and spreading positive energy to Generation Z groups has been recognized by the public and not only gained numerous fans, but also attracted audiences from other age cohorts. Accordingly, to a certain extent, it has influenced the social cognition, social psychology and emotional structure of the audiences, and even enriched leisure time with a kind of aesthetics. The author defines the cultural effect Li Ziqi has on audiences as the "Li Ziqi phenomenon" [220]. As a famous Chinese youtuber of Generation Z, Li Ziqiqi spreads traditional Chinese culture through videos with the following key points.

First, Li Ziqi's videos not only show life in a Chinese village, but also incorporate traditional cooking techniques, crafts, and agricultural practices. Her videos teach viewers traditional Chinese culture and arts, raising awareness and appreciation of these traditions.

Second, her videos are known for their high-quality visuals and careful plot development, highly artistic speech, which enhances the appeal of Chinese rural life and traditional lifestyle.

Third, as one of the youngest representative opinion leaders in China, the blogger promotes intercultural exchange and understanding, making Chinese traditional culture

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[220] China PR - online magazine // URL: https://www.chinapr.com.cn/249/202004/2618.html (date of address: 26.04. 2023)

more accessible and understandable to the international community, and stimulating viewers' interest in other cultures.

In addition, as a member of Generation Z born in the age of mediatization, blogger Li Ziqi uses modern social media platforms to demonstrate the combination of traditional culture with modern technology.

On the other hand, when analyzing bloggers' comments, the author noticed that some bloggers lack the editorial filter of objectivity and screening out false information in classic media; however, bloggers sell emotions rather than facts. This is a strength and at the same time a weakness of bloggers compared to traditional media.

For example, the author analyzed the comments on Lao Gao's videos (Mr & Mrs Gao)[221]. Of the 2,500 comments, 53.36% were "positive," 41.16% were "negative," and 5.48% were "neutral." In particular, a user with the nickname *donaldchopin3552* wrote, *"So I think you are being a bit untruthful, almost everyone is talking nonsense and scamming kids!".* Another user with the name *jerrylin* put it this way *"I'm not trying to argue with you or have an altercation. You should know that science is not always completely correct, and there are countless mysteries in the world that science cannot explain. I agree with what you say, but I want to tell you that science does turn generations upside down, and the idea of breaking science is not funny at all."* Another criticism from user *LUHSIENHENG*: *"The blogger is talking nonsense and you take it seriously. In this video, nonsense where a mechanical programming student talks about archaeology, biology, medicine, sociology, and other very complex and cutting edge issues, what kind of rigor can you expect." The* use of the two words "*nonsense*" and "*nonsense*" expresses the audience's negative attitude that there is no scientific validity in the views presented by the blogger and that they only serve to entertain.

Based on the above analysis, we can conclude that the blogger's product is intentionally personalized, which attracts the audience and generates interest in the blogger as a person. Media also regularly try to personalize their material by

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[221] Mr. & Mrs. Gao - official blogger channel // URL: https://www.youtube.com/@laogao (date of address: 03.07.2023)

introducing author's columns or programs, but their possibilities in this area are always limited by the structure of the media institution. Video bloggers successfully bring together audiences with common needs and interests. The information, opinions and reactions presented in video blogs are adapted to the communication style and socio-cultural context of the assembled communities. Comments and virtual statistics under the videos reflect the community's social reaction to discussions of cultural, political and social phenomenon. In turn, high-profile postings by popular video bloggers become an important and discussed phenomenon in the media.

Based on the above analysis, we believe that Chinese opinion leaders actively combine new technologies with old ideas, creating a cultural landscape consisting of a mix of old and new images. Young people are interested in leisure activities such as cooking, rural life, and the pursuit of simplicity, which have very different characteristics for bloggers Li Ziqi from Sichuan and Dianxi Xiaoge from Yunnan. The culture of these remote areas, as well as the dialects spoken by the people of Sichuan and Yunnan, are very different from those of major Chinese cities. Cultural differences in leisure activities arising from geographical location attract people living widely in big cities, especially among the younger generation. This also supports our hypothesis that the reflection of Generation Z's leisure practices in Chinese bloggers' media discourse cultural themes including Chinese national culture and traditional culture are predominant.

The author believes that the examples of these blogs are not an exception, but rather a fairly stable cultural trend observed in contemporary China. The trend of online dissemination of traditional culture and its revitalization through the Internet in virtual space is particularly noticeable among Generation Z. Among China's Generation Z, these ancient traditional ideas are gradually developing and becoming part of a growing nationalist trend. As discussed in Chapter Two, Generation Z lives in an era of rapid technological development, while in China, the Generation 2000s were born in a more affluent era, so they pay more attention to self-development and self-actualization. In the article "Reflection of Generation z's leisure practices in media discourse", we

concluded "Generation Z's leisure practices are reflected in China's media discourse by a strong sense of national cultural pride stemming from their identification with traditional culture. In the social aspect of leisure, Generation Z has a stronger sense of national identity and social responsibility, these trends are vividly expressed in Chinese media discourse"[222].

As influential opinion leaders of Generation Z, bloggers demonstrate identity by focusing on self-actualization and social needs in the context of culture. Chinese vloggers, by exploring and demonstrating traditional Chinese crafts and the process of preparing Chinese cuisine, help viewers around the world gain a deeper understanding and appreciation of the diversity and richness of Chinese culture. Having conducted a discourse analysis of Chinese YouTube bloggers' embodiment of leisure practices, we summarize the findings.

1. Bloggers act as a cultural bridge connecting international audiences with traditional Chinese culture. They demonstrate leisure practices characteristic of Chinese culture.

2. On the international stage, influential opinion leaders are demonstrating ways to spend leisure time in a positive way.

3. Opinion leaders have successfully utilized modern media platforms such as YouTube to showcase Chinese traditional culture to a global audience, demonstrating the effectiveness of new media in spreading culture.

Next, let us turn to the topics about leisure practices in TV programs. The following methodology was used in this study: quantitative (structure) and qualitative (content) content analysis of TV programs. Additionally, the titles of TV programs were analyzed, which serve as a title in the printed text. Based on the quantitative content and discourse analysis of leisure practices in TV programs, the representation of socialist values with Chinese specificity in these practices was revealed.

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[222] Fu L. Reflection of leisure practices of generation z in media discourse // World of Science, Culture, Education. 2022 №3 (94). C. 376.

Since television's primary means of influencing the viewer is visual, modern TV companies strive to provide the audience with content that will delight and entertain them. Neil Postman in his book "Amusing Ourselves to Death" says that "the only constant voice of television is the voice of entertainment"[223].

Russian researcher S. N. Ilchenko discusses television as a space of play: "Play is one of the most popular forms of humanity's leisure time at all stages of its existence", and "the thirst for play and entertainment is one of the most important motives behind the public's interest in the most modern and popular media, which is rightly called television"[224].

In order to understand more precisely the specifics of the presence of all game types and formats on television, let us turn to the proposed classification of game types as a type of sociocultural activity.   In the work of R. Caillois, one of the most famous theorists in this field, it is proposed to divide all types of games into four main types: Agon, Alea, Mimicry, Ilinx.

Table №.11 Classifications of R. Caillois [225] and S. N. Ilchenko[226]

	Cultural forms on the periphery of the social mechanism	Institutional forms integrated into the life of society	Television genres
Agon (jousting)	Sport	Commercial competition	Sports broadcasts (on the record and straight) chef competition shows music competitions and games

[223] Postman N. Amusing ourselves to death: Public discourse in the age of show business. Penguin. 2005. P.129.

[224] Duskaeva L. R., Voskresenskaya M. A. A., Rysakova P. I., Blokhin I. N., Gromova L. P., Surikova T. I. Leisure Journalism: textbook. SPb.: Vyssh. shkola Zhurn. i mas. kommunikatsii, 2012.C.8-24.

[225] Caillois R. Games and People. Publisher: AST, 2022. 288c.

[226] Duskaeva L. R., Voskresenskaya M. A. A., Rysakova P. I., Blokhin I. N., Gromova L. P., Surikova T. I. Leisure Journalism: textbook. SPb.: Vyssh. shkola zhurn. i mas. kommunikatsii, 2012. C.202-208.

Alea (Luck)	Casino Lotteries	Exchange speculation	Roulette, tails, dice, lottery, etc.
Mimicry (simulation)	Carnival Theater Movie	Uniform, Etiquette, ceremonial	Reality shows, talk shows, quiz games, prank shows, etc.
Ilinx. (dizziness)	Mountaineering	professions	Intellectual game

Based on the above theoretical framework, the five most popular Chinese television programs were selected and then differentiated according to the attributes defined by the concept of "game". In a number of cases in the on-air practice of television there is a convergence of two or three types of games, based on R. Caillois' classification.

Table №.12 Description of selected popular Chinese TV programs by number of views

Title	Canal	Number of views	Quantity subscribers
"Let's go for a run." Agon, Alea, Mimicry.	Zhejiang STV Official Channel	426 million.	2.36 mil.
"Challenge." Agon, Alea, Mimicry.	SMG Shanghai TV Official Channel	180 mil.	1.88 mil.
"Chinese restaurant." Alea, Mimicry	MangoTV Super Variety	100 mil.	251 thousand.
"Desired Life." Alea, Mimicry	MangoTV Super Variety	300 mil.	251 thousand.
"National Treasures." Ilinx. Agon	CCTV China Central Television	70 mil.	1.64 mil.

As shown in Table № 12, the program with the highest number of views was "Let's Run" on Zhejiang STV Official Channel, and the program with the lowest

number of views was "National Treasures" on CCTV. The author found that Agon was the most significant sector of all "leisure television" in terms of game genres and forms. Attitudes towards leisure television are reflected in the fact that sports and competition programs are the most popular among viewers.

The content of regional TV channels is more popular, while central TV channels fail to attract the attention of viewers. Of the selected TV programs, only one is not a reality show, all the rest are reality shows that are very popular. Based on our study the presenters in reality shows are presented in the programs in a positive way. In the period 2018-2023, due to the COVID-19 pandemic, programs previously aimed solely at entertainment are now produced with cultural and social narratives.

In the study (see "Figure №13 Dynamics of the number of subcategories by year"), we show that in 2020, due to the impact of the COVID-19 pandemic, most Chinese media publications about leisure topics of Generation Z showed a decreasing trend. In addition, socially relevant content increased: the subcategories "volunteers", "social activities", showed an upward trend after the pandemic. We conducted a separate analysis of content on social topics of generation Z in TV programs in the period from 2020 to 2023.

Table № 13 Selected Chinese social TV programs from 2020 to 2023.

Transmission time	program	Type	Table of Contents
2020/05/29	"Let's go for a run."	Reality show	Discussing "life choices" through university entrance exams, work and marriage, which causes social resonance.
2021/05/21	"Let's go for a run."	Reality show	Carbon emissions are closely linked to the state of life on Earth, the program emphasizes animal welfare, and the overall concept of the story is geared

			toward environmental and human survival issues.
2023/04/28	"Let's go for a run."	Reality show	Discussion on the topic of nationwide physical fitness and health.
2021/04/23	"Challenge."	Reality show	Participate in social welfare programs, and learn about a day in the life of a worker.
2022/08/07	"Challenge."	Reality show	Demonstrating "national treasure", strengthening the memory and awareness of national culture among the audience.

The multifunctionality of Chinese entertainment programs "Let's Run" and "Challenge" include social themes, emphasizing sociocultural values such as teamwork and positive attitudes toward hardship, build a sense of social responsibility, which is expressed in "*protecting the environment", "caring about overcoming social inequalities and health issues*".

The analysis of TV shows and individual episodes allows us to draw conclusions about changes both at the structural and content levels. At the structural level in entertainment programs there is a convergence of two or three types of games, based on the classification of R. Caillois.

The leisure practices of Generation Z in the Chinese media sample are manifested in the cultural and economic programs "Desired Life", "Chinese Restaurant" and "National Treasures". The analyzed programs, firstly, present local cultural elements such as dialects, traditional customs, local dishes, etc. Such cultural exchange not only strengthens cultural identity and understanding between different regions of the country, but also showcases China's traditional culture to the world. Second, the programs bring economic benefits to the leisure industry through

advertisements and brand collaborations, promoting the development of tourism, fashion, consumer goods industry, etc. We confirmed the hypothesis that under the influence of globalization, Generation Z still retains indigenous forms of leisure activities, which is reflected in the coverage of traditional culture in Chinese TV programs. We also confirmed the hypothesis that the level of economic development, political system and social values can indirectly shape young people's leisure practices.

As discussed in chapters one and two, the development of technology and consumption has led to an increasing need for recreation, especially among members of Generation Z. In this context, there is a need for culture as a spiritual anchor, and numerous cultural products with themes of 'healing' and 'relaxation' have begun to appear. This led to the emergence of "slow relaxation" programs on television.

In 2017, the emergence of Hunan Mango TV's new entertainment show "Desired Life" set new trends in the development of television programs. Since then, the concept of "slow leisure" has gradually penetrated the public consciousness. It reflects the return of cultural and aesthetic values of television programs, responding to the entertainment needs of modern viewers, especially young people, which has made it a very successful form of television in recent years. Unlike competitive TV shows, these programs do not show intense competitions or complicated rules of the game, but place guests in a relatively free environment, showing their natural and sincere state, with the choice of topics and filming locations representing the countryside, away from the hustle and bustle of the city.

The content of TV shows is related to active leisure in social, cultural and economic spheres and reflects the role of leisure for Generation Z, in which volunteer work is acutalized as a type of serious leisure activity in which skills, knowledge and experience are acquired and demonstrated. Such coverage makes leisure practices a form of education, cultural dissemination, social interaction, and economic stimulation. TV programs conveying traditional cultural information awaken young people's sense of national identity and increase their national pride in China's traditional culture. TV programs influence the leisure choices of Chinese Generation

Z, also shapes socialist values with Chinese characteristics among the youth. This supports our hypothesis that in Chinese media discourse of thematic content, purely entertainment themes have given way to social and cultural themes. In addition, the information conveyed by TV programs is mainly related to active leisure and reflects interest in healthy lifestyle, social activities, etc., the main theme of TV programs is socially positive.

3.2 Reflection of Generation Z leisure practices in the Russian media sample
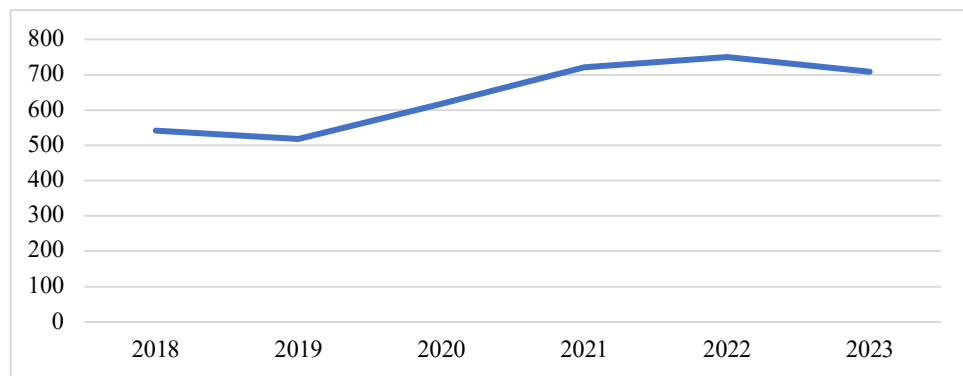
Figure №.18 Dynamics of publications about leisure practices of Generation Z during 6 years in the Russian media sample

Over the past 6 years, the amount of Russian content on the YouTube platform on the topic of leisure activities of generation Z has been gradually increasing, its peak is in 2022, and in 2023 it is decreasing. Over the entire research period, publications in the media were unevenly distributed. The results are clearly presented in Figure 19 "Distribution of publications by source".
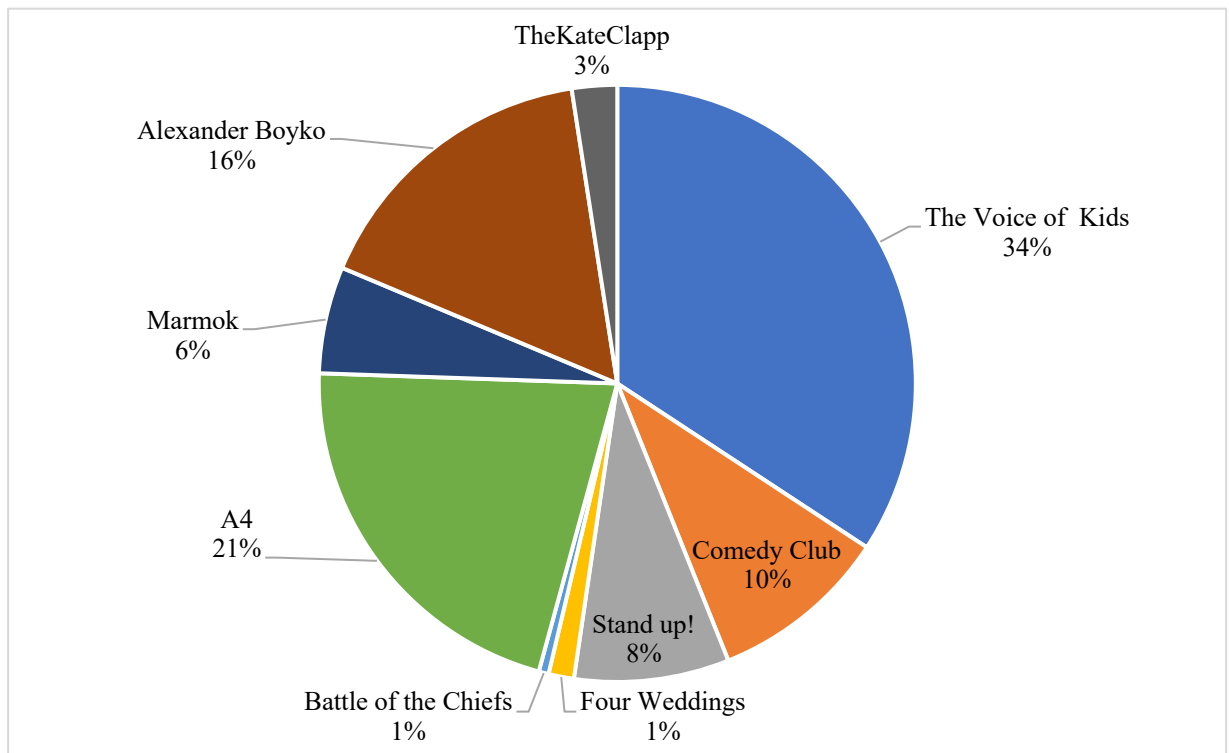
Figure №.19 Distribution of publications on leisure activities of Generation Z by source in the Russian media sample

The most frequently published materials about leisure time were published on YouTube channels "The voice Kids" - 1273, in second place blogger A4 -792, and in third place also blogger Alexander Boyko - 603, in fourth place "Comedy Club" -360, and 5th "stand up!" -312. The share of leisure discourse of television programs and traditional media on the YouTube platform is much higher than that of bloggers. As of June 2023, the first channel presented on the YouTube platform was blocked by the decision of the video hosting management. The reason for the blocking was the wording of the belonging of the TV program to Channel One[227]. Now all episodes are available on the official website of the channel, as well as on alternative sites such as ivi.ru and rutube.ru. Before this, YouTube decided to block Russian state media channels (Russia 1, Russia 24, RBC, and Channel One). However, the projects of Russian state channels such as "The voice Kids" and "The voice" can still be found on

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[227] YouTube blocked Vecherniy Urgant channel https://kanobu.ru/news/youtube-zablokiroval-kanal-vechernego-urganta-449368/ (Date of access: 09.07.2023.)

YouTube, which indicates that Russian cultural and entertainment content brought YouTube a significant profit.
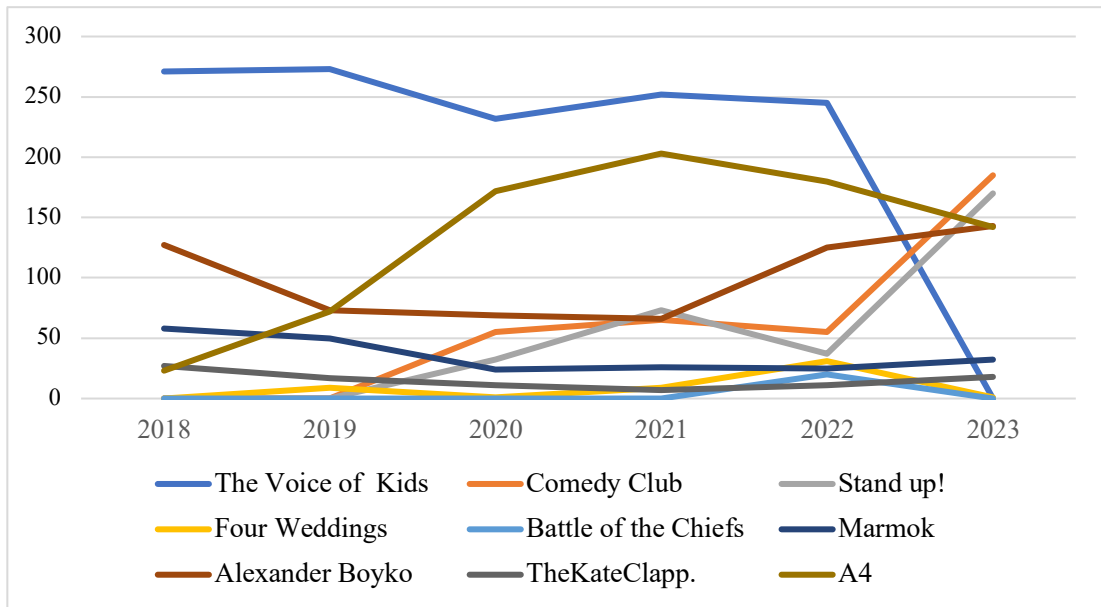
Figure №.20 Dynamics of publications on leisure activities of Generation Z by sources by year in the Russian media sample

After 24.02.2022, there was a sharp decline in all Russian media on the YouTube platform. In particular, in 2023 the most popular TV program "The voice Kids" The humorous program "Comedy Club" showed growth, the number of episodes increased from 55 in 2022 to 185, and the program "Stand up!" of the same TV channel also grew from 37 in 2022 to 170. In addition, blogger Alexander Boyko was not affected by sanctions or the culture of abolition, increasing his rating from 125 in 2022 to 143 in 2023.
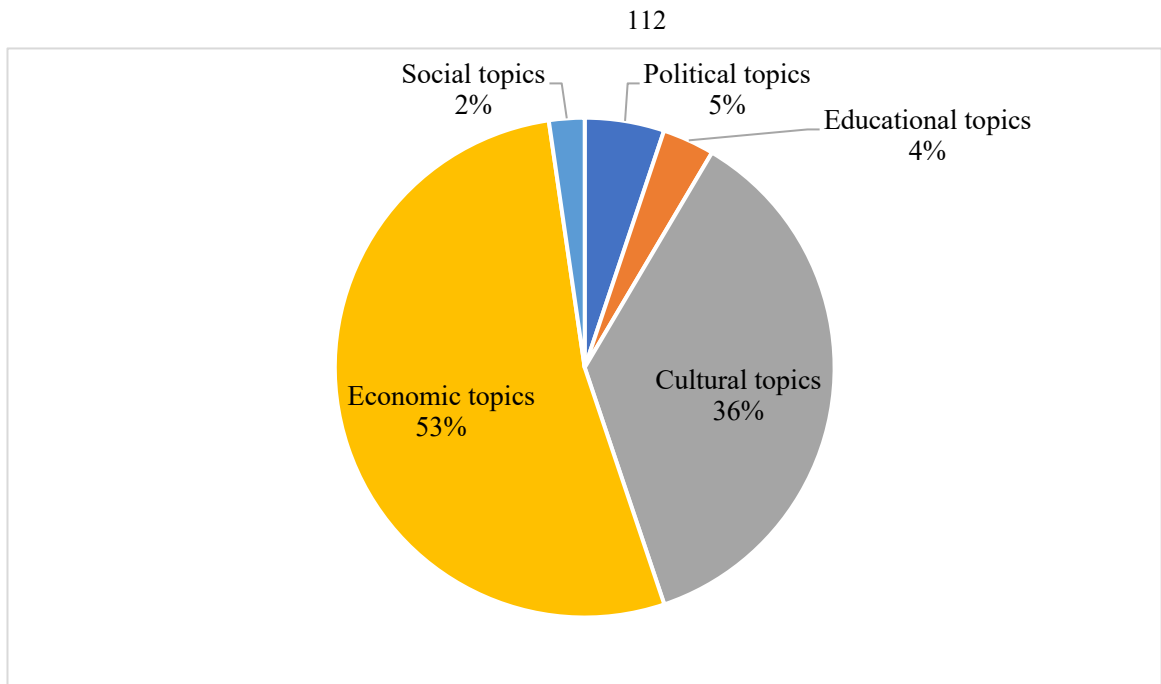
Figure №.21 Distribution of publications on leisure topics of Generation Z by category in the Russian media sample

The sector diagram shows (see Figure 21) that in the structure of leisure practices of Generation Z by weight of Russian media representation, the economic theme (investments, deposits, exchange rate, etc.) is in the first place - 53%, followed by the cultural theme - 36% (exhibitions, biopics of personalities, analysis of film productions, literary reviews, interviews with theater and film personalities).
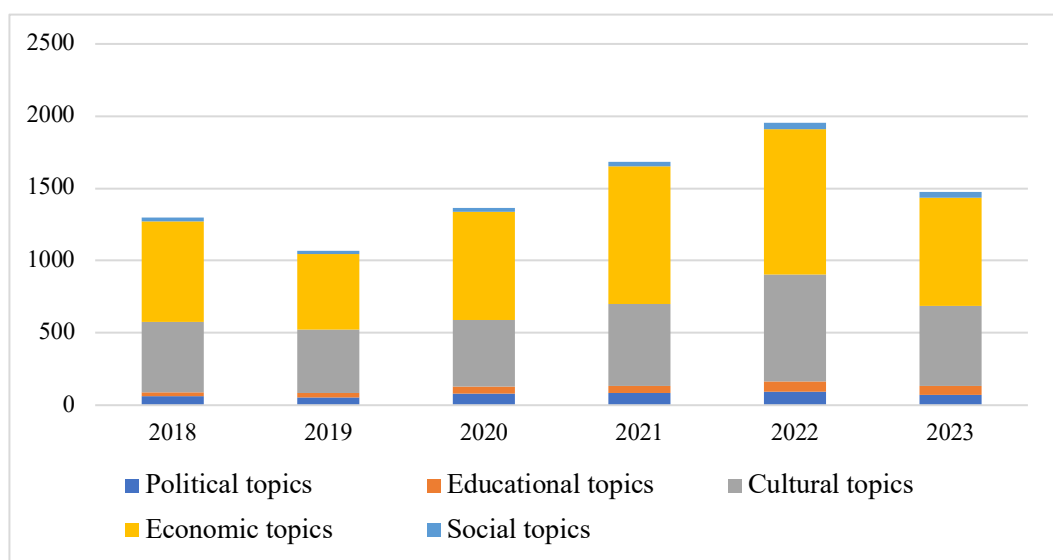
Figure №.22 Ratio of leisure activities of Generation Z in the Russian media sample (by year)

The representation of political topics grew from year to year. During the 2018 FIFA World Cup in Russia, there were 485 publications on cultural topics. Since in our understanding sport refers to economic topics, there were up to 695 publications on economic topics in 2018. It is noteworthy that the representation of materials on political topics was higher in 2018 than in 2019, which is related to the presidential election. From the start of the pandemic in 2020, social topics continued to grow through 2023, and there was also a continuous increase in education publications from 2018.
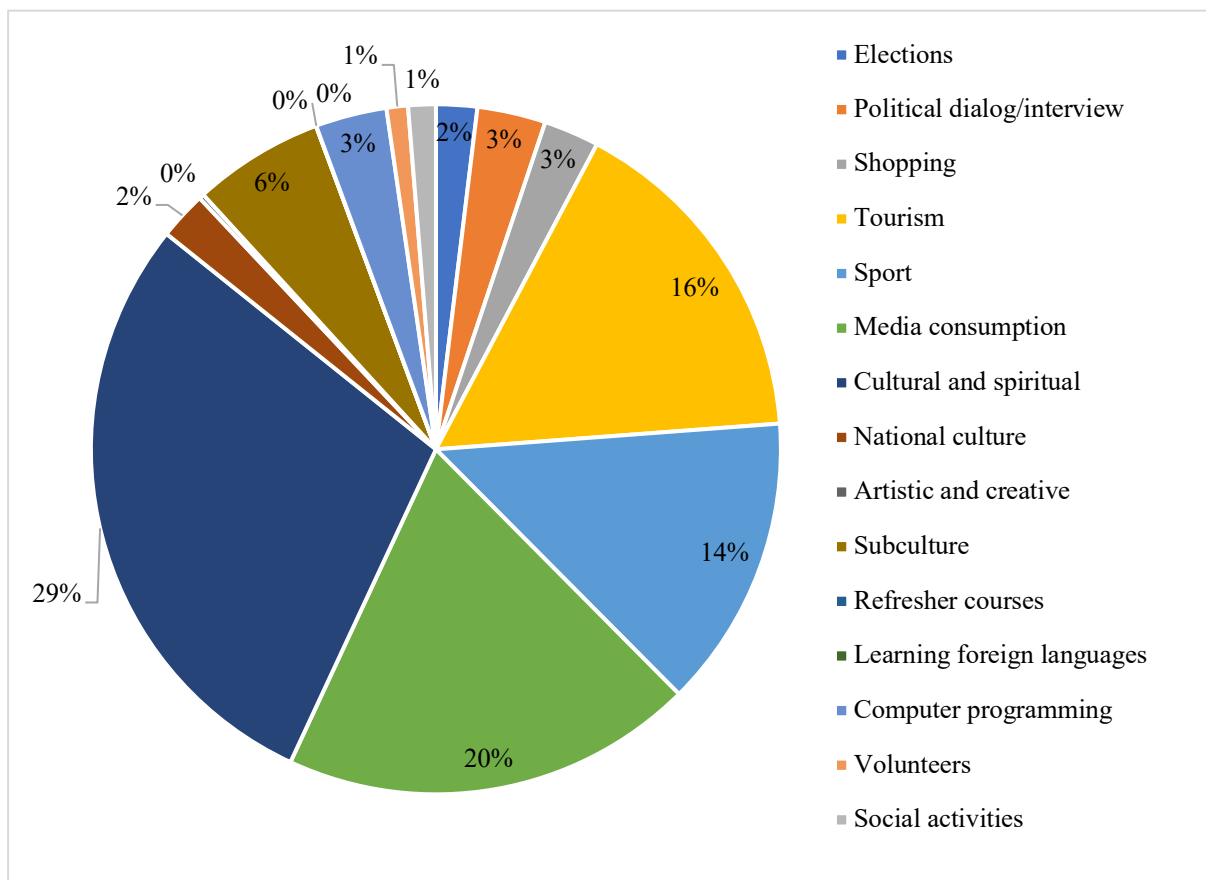
Figure №.23 Distribution of publications on leisure activities of Generation Z by subcategories in the Russian sample

The most mentioned leisure subcategory of Generation Z is cultural and spiritual - 29% of all subcategories; media consumption - 20%, tourism -16%; sports - 14%. Within these 15 subcategories, volunteering, learning foreign languages, professional development courses and social activities are mentioned much less frequently. The remaining topics fall into the second tier. In the Russian media sample, coverage of

cultural and spiritual topics in the context of Generation Z's leisure time is most often associated with art exhibitions, reading clubs, film festivals, meditation, and art. In Russian media covering economic topics, the content related to leisure is mainly related to media consumption, sports and tourism.
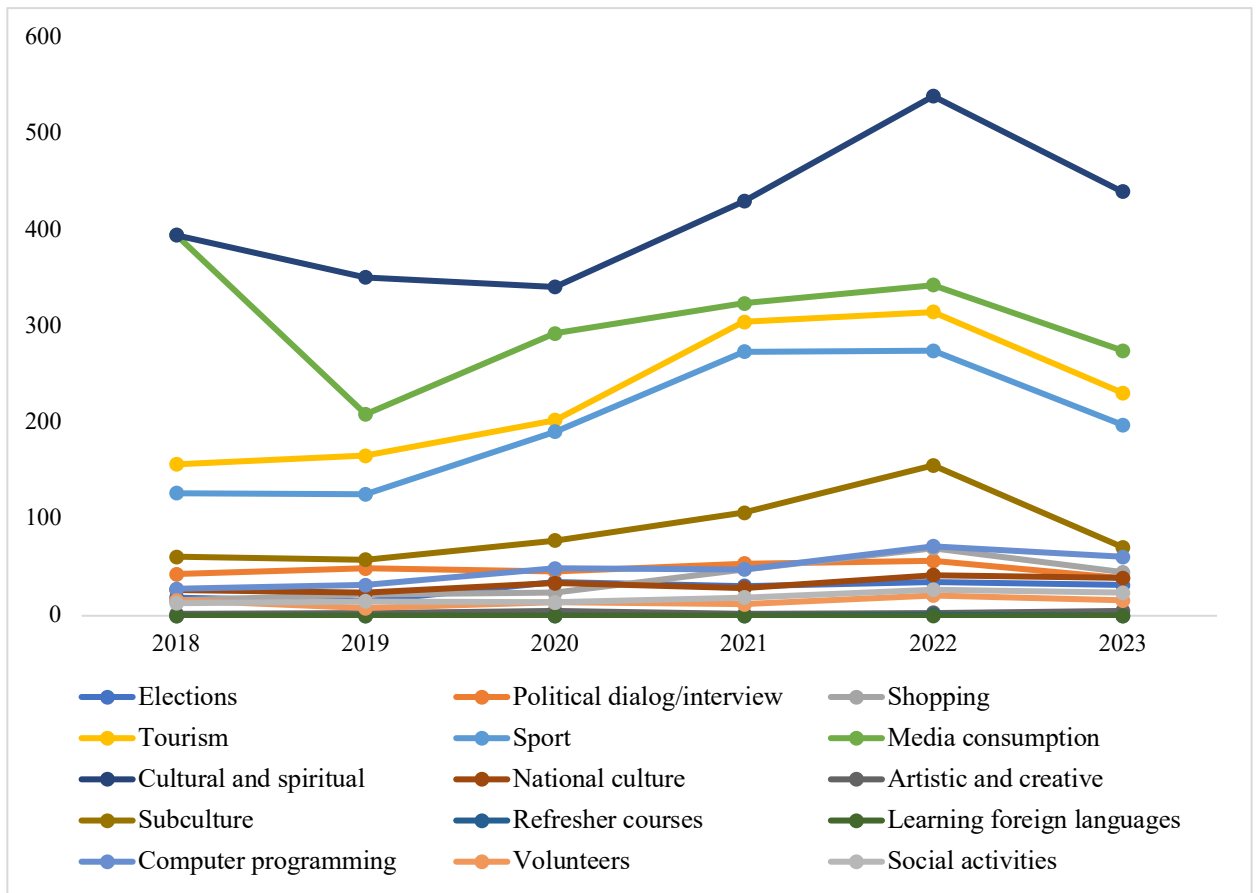
Figure №.24 Dynamics of publications on leisure topics of Generation Z subcategory by year in the Russian sample

The dynamics of subcategories from 2018 to 2023 shows that the Russian media selection is mainly focused on spiritual culture, media consumption, tourism and sports. The share of publications on spiritual culture peaked in 2022. After the COVID-19 pandemic in 2020, the number of videos in this area decreased, the range of sports topics expanded, and the share of materials on media consumption increased until 2022. After 2022, under the influence of the international political situation and sanctions, the total number of leisure publications decreased, which affected the topics of culture, media consumption, tourism, sports, etc. In conditions of economic instability, consumers' interests and priorities may change. People may pay more attention to news

or information programs to the detriment of entertainment and leisure topics. Sanctions and changes in international relations may limit access to international resources such as movies, music or sporting events that were previously popular and widely covered in the media. In addition. international tourism flows are decreasing, which in turn reduces interest in publications related to the tourism industry and travel.

When modeling the attitudes towards the leisure of Generation Z, we can assert that, in general, consumerist issues occupy a leading place in the information agenda of Russian media discourse: when examining the semantic core, the economic component includes such spheres as "sports", "tourism" and "media consumption". We believe that these subcategories are also commercialized to a large extent, as the leisure practices of Generation Z are more dependent on consumerism.
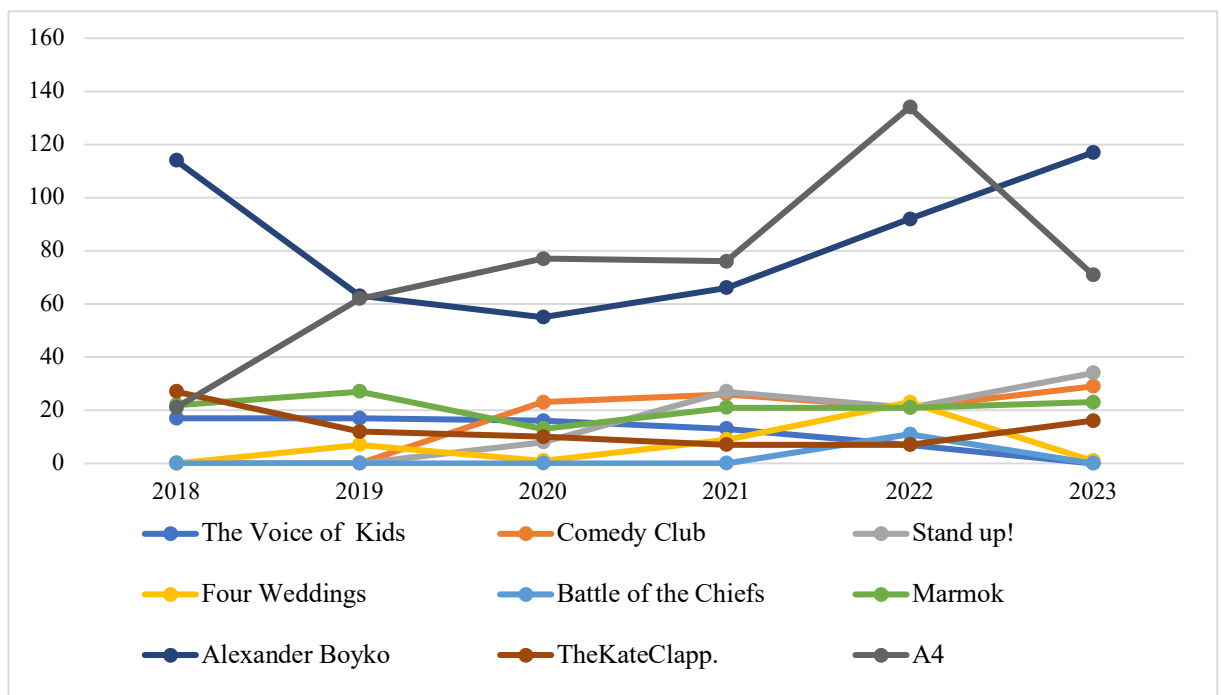
Figure № 25 Dynamics of Generation Z leisure sources by media consumption subcategories in the Russian sample

The A4 blogger peaked in 2022 with 134 publications on the topic of media consumption, followed by the blogger Alexander Boyko, whose attention to media consumption is also growing year by year. There are relatively few publications on the topic of media consumption in television programs.

Based on the study of Chinese media discourse (paragraph 3.1), we conduct a comprehensive study of the classification of leisure practices in the Russian media sphere. Using the LDA model to identify themes, we obtain 65 keywords for each theme in Russian media.

Table №.14 Author's classification of keywords

Elections	Russia, leaders, government, party,
Political dialog/interview	territory, sovereignty,country,
Shopping	cosmetics, clothes, perfume, dresses, wedding, luxury, beauty salon, makeup
Tourism	Friends, family, trip abroad, rest, relaxation, recreation, vacation, travel, holiday,
Sport	running, yoga, skiing, fitness, soccer.
Media consumption	online games, music, e-books, videos, movies, cell phone, internet
Cultural and spiritual sphere	art exhibition, book club, movie exhibition, meditation, art
National culture	Russian culture, food culture, Russian humor style, theater, Russian literature
Artistic and creative sphere	painting, sculpture, graphics,
Subculture	Cosplay, K-pop, emo, Goths, Rockers, Rappers.
Training, professional development	Consultant, Data Analyst, Online Training
Learning foreign languages	English, Chinese
Computer programming	Software, learning, artificial intelligence, computer,
Volunteers	Orphans, Persons with Disabilities, Education
Social activities	Environmental Organizations, Red Cross, cultural/controversial event
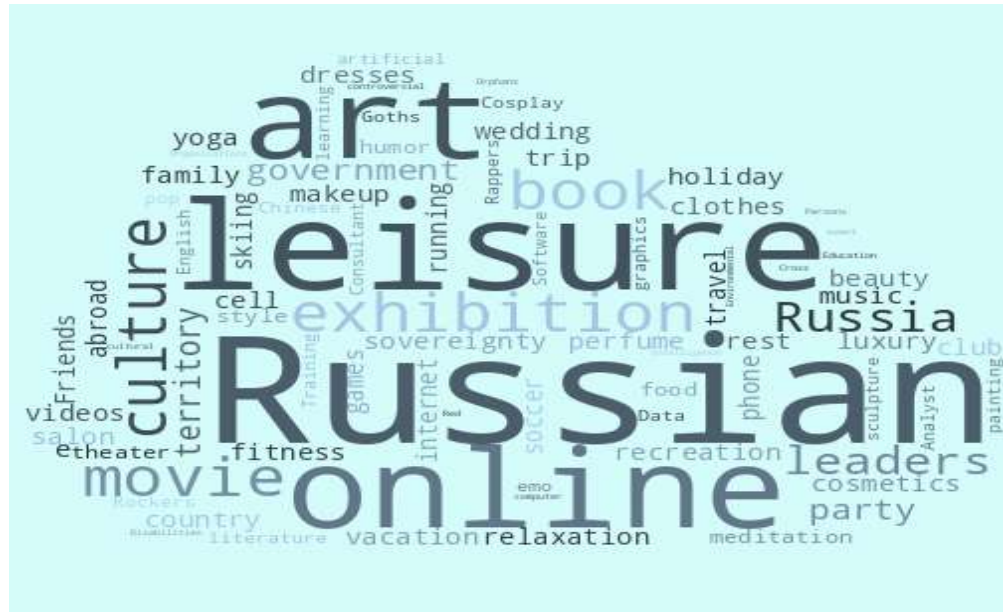
Figure №.26 Keyword Cloud

The verbalization of the lexicon in the headlines in the Russian media sample is collected in a word cloud (Fig. №.26), and Table № 3.18 presents a matrix of tone encoding of media materials.

Table №.15 Tone coding

Negative	Positive
Trash	Checking
Dirt	Relationship
Depression	Fidelity
Fines	Culture
Unemployed	Paving
Complexes	Humor
Fines	Traveler
Disease	Youth
Special operation	Salon review
Politics	Business
Poisoning	Showman
Garbage	Makeup
Bandit	A gift

Man	Contracts
Alcoholics	Experiment
Harassment	Desire
Emigration	Tour
Death	Vacation
Disorder	Love
Complexes	Childbirth
	Present

When developing the tone coding matrix, we assumed that only the titles of videos in the Russian media sample were to be analyzed. Based on this data, we present Figure 27, which presents a diagram of the ratio of positive to negative in relation to the leisure activities of Generation Z in the tone of the publication. Each coded word is taken as a unit.
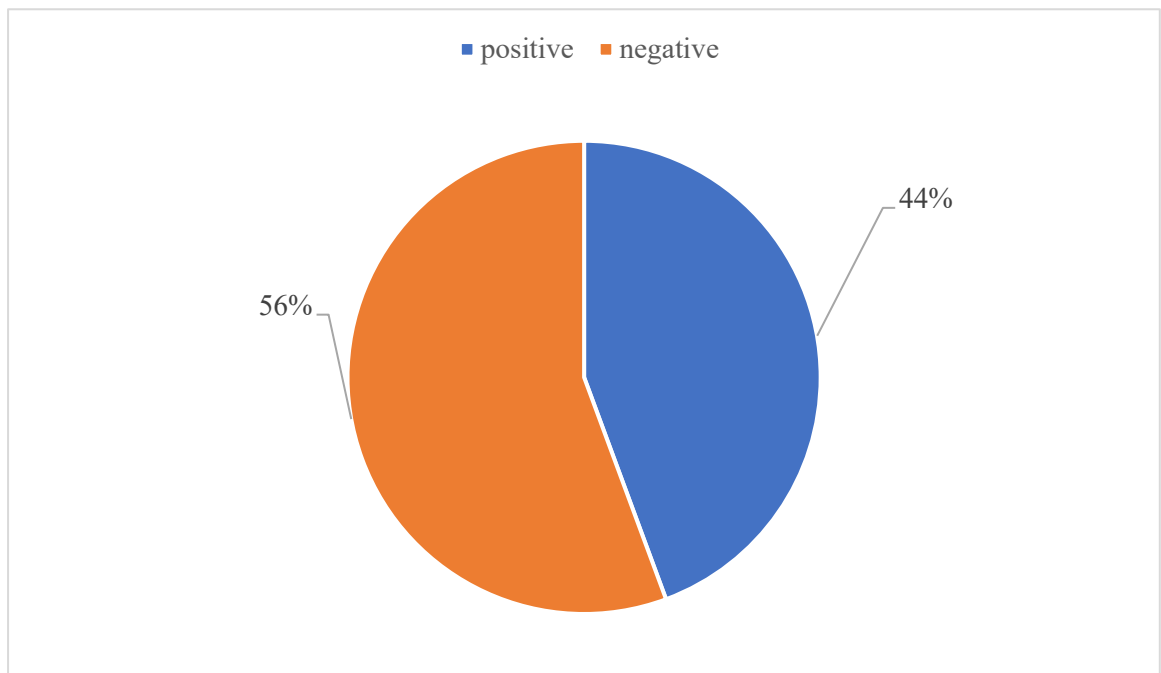
Figure №.27 Ratio of positive to negative in relation to the reflection of Generation Z's leisure time in the Russian media sample in the period 2018-2023.

The diagram shows that with regard to leisure practices negative tone prevails over positive tone in the Russian media sample over the last 6 years. Positive tone

occupies 45.7%. Negative tone of messages attracts attention and stimulates the young audience to watch them. Since representatives of Generation Z tend to "discard all unnecessary things" due to their "clip mentality", brightly colored pro-vocational headlines attract their attention.

For content analysis of bloggers' materials in the Russian media sample, we selected five YouTube-bloggers of different leisure practices of Generation Z. These are A4, Marmok, TheKateClapp, and Alexander Boyko. In this study, we will use both quantitative and qualitative analysis to get information about the number of video comments and views for each blogger.

Table №.16 Russian bloggers by number of views

Canal	Number of videos	Quantity views	Number of subscribe
A4	845	25.6 myrd.	49.5 million.
Marmok	388	3.58 billion.	18.8mil.
Alexander Boyko	978	2.63bn.	7.34mil.
TheKateClapp	470	940 million.	7.14mil.

According to Table № 16, blogger A4 has the most subscribers; Alexander Boyko has the most videos - 978. This leads us to the conclusion that the video content of bloggers in 2018-2023 was perceived by viewers as entertainment even with the actualization of acutely social discussions.

Table №.17 Mentions of leisure practices in the materials of popular bloggers

Subcategory	Amount
Media consumption	1371
Cultural and spiritual	1049
Sport	908
Choice	849
Tourism	846
Subcultures	307
Computer programming	247

Political dialog/interview	199
Shopping	189
National culture	167
Social activities	77
Volunteering	67
Artistic and creative sphere	64
Learning foreign languages	11
Refresher courses	1

Analysis of the content of the most popular A4 blogger showed reflection of the leisure practices of generation Z. Most of the blogger's leisure content is subordinated to the theme of media consumption (the keyword "media consumption" was used 566 times), the second place is occupied by the theme "sports" - 498, the third place - "tourism" - 448. Since the subthemes of tourism and sports are included in the theme of consumerism, the blogger's materials are related to consumption: "*reactions to gadgets of the future*", "*24 hours in a tree house!*", "*food from the best vs worst restaurants*".

In modern society, the leisure practices of opinion leaders (e.g., influential social media users and public figures) do show a tendency towards alienation, towards individualization and weakening of social ties. Online users now interact more with the smartphone screen, chasing views, likes, etc. We believe that Generation Z's leisure time is no longer just a way to relax and enjoy but has become a means of demonstrating identity and social status. Influencers increase their social status and influence by sharing photos and videos of premium vacations on social media (For example: A4 shared in the video "*24 on a yacht*", "*From bum to millionaire*", "*24 hours of Maybach*", etc.) expensive hobbies, etc. Many of them combine their leisure activities with brand collaborations, which translates leisure into commercial activities. Opinion leaders, sharing their experience of brand collaboration, not only influence public opinion on leisure activities, but also set trends in this area to a certain extent.

To study and analyze the representation of Generation Z's leisure time in the Russian media sample, we selected blogger A. Boyko, who has 7.11 million subscribers and 893 videos, by content analysis. Date of registration: December 15. 2013. Total number of views on the channel - 2,476,577,728 views. Channel description: "The *most unusual and fun experiments, as well as reviews of goods from China and not only! All reviews are accompanied by links to the seller of this product! Buy from trusted sellers in China*!"[228] The channel presents only entertaining videos.

When analyzing the content, we found the 1,000 most popular comments under each video. We analyzed the comments under the video and found that most users expressed their curiosity and shock about the tested products, as well as their interest in products made in China.

"Man, such a cool channel, recently started watching and already can not tear myself *away, cool well done";* "Cool *also want one"; "Idea, you can peel oranges and these shavings to sell at the market".*

When analyzing Alexander Boyko's content, the topic related to leisure practices "media consumption" occurs 458 times, "spiritual culture" - 318 times, "sports" - 123 times. Alexander Boyko successfully presents Chinese goods for the Russian audience using humor (*testing SOS survival kit from China, new apple slicer vs. Kinder Surprise, Sausage, Cucumbers and other things!)*.

Next, we will analyze the publications about the leisure activities of Generation Z on TV channels "Channel One Russia", "TNT" and "Friday! ". Based on the theoretical framework of the previous section on Chinese television, we introduced the concept of "games" from R. Caillois who proposes to divide all types of games into four main types: Agon, Alea, Mimicry, Ilinx.

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[228] AlexBoyko - official channel of the blogger // URL: https://www.youtube.com/@AlexBoyko (date of address: 03.07.2023).

Table № 18 Top 5 TV programs on Russian television

Title	Canal	Number of views	Quantity subscribers
"The Voice Kids." Agon &Mimicry	Channel One	1.83 billion	2.88mil.
"Comedy Club." Mimicry	TNT	2.74bn	5.80 mil.
"Stand up! " Mimicry	TNT	442 mil.	1.15mil.
"Four Weddings." Agon&Mimicry	Friday	13 mil.	5.23 mil.
"Battle of the Chiefs." Agon&Mimicry	Friday	3.17 mil.	5.23 mil.

The structure and content of the most popular programs fit the Mimicry type according to the classification of R. Caillois. The most popular forms of leisure among TV viewers are humorous talk shows, followed by Agon type of sports and competition programs.

Next, in order to analyze the content, we selected the most popular TV shows, the 10 most popular episodes of the 5 TV shows with the highest number of views.

1. In the episode "Stand up!" 2021/02/02 *Alexei Scherbakov talks about comedic situations involving children and the topic of intimacy. Viktoria Skladchikova hosts a YouTube conversation about pet breeds, inheritance and lack of sex in episode 2021/03/25, and during the conversation she talks about her experience choosing a shelter dog and her thoughts on pedigree animals and shares a story about her family and inheritance.*

2. "Comedy club" 2020/09/04 featuring the *married couple Boris and Irina, who play in a humorous style. They answer questions related to unusual and funny topics such as famous places in Hamburg and Amsterdam. The game is filled*

with humor and light irony. The 2020/12/28 skit serves it up in a humorous way, with an emphasis on how the hero was saved by his wife after tracking him down by geolocation.

3. In the 2021/01/01 episode of the seventh season of the show "The Voice. Kids", participants *Skomorokhova, Deryabina and Andreeva performed the song "Dance Monkey". At the end, one of the participants was selected for further participation in the project. Ksenia Shaplyko performed at the blind auditions of the show "Golos. Kids" in the seventh season 2020/03/13, performing the song "Rayons-Quarters".*

4. Episode 2022/04/21 of the YouTube special "Battle of the Chefs" is characterized by a dramatic and dynamic atmosphere, where two famous chefs - *Renat Agzamov and Konstantin Ivlev - compete in culinary skills. Based on the results of the tasting, the chefs will select participants for their teams and organize a culinary competition.*

5. In this video from the channel "Friday" show "Four Weddings" 2019/08/14 weddings *with budgets of 1.5 million and 350 thousand rubles are discussed. Brides share impressions of their weddings, evaluate their rivals and talk about the preparation. One of the participants, Regina, holds a wedding in Essentuki with a Greek restaurant interior and 70 guests. She expresses her confidence in winning the contest, where the main prize is a dream trip.* The video also includes moments of choosing a wedding dress and other preparatory stages. Episode 2021/01/22 *Four brides from different cities enter the competition by attending and judging each other's weddings. They evaluate the dresses, menus and decorations in a bid to win the grand prize of a dream trip. The episode describes weddings with different budgets, including one in Moscow for 800,000 and another more modest one outside the city.*

The selected episodes represent a wide range of television formats - from comedy shows ("Stand up!", "Comedy club") to music competitions ("The Voice. Kids") and reality shows ("Battle of the Chiefs", "Four Weddings"). This demonstrates the

flexibility and diversity of entertainment projects on contemporary Russian television. Episodes touch on a wide range of cultural and social topics, including family relationships, personal stories, and discussions of traditions and stereotypes. For example, the discussion of "*pet breeds*" and "*family heritage*" in "Stand up!" or "*wedding traditions*" in "Four Weddings." The "Comedy club" program is built on humor, comedy skits and jokes. This emphasizes the importance of entertainment and humor in modern television. Shows such as "The Voice. Kids" and "Battle of the Chefs", focus on showcasing talent and the competitive element. For example, the content of "Battle of the Chefs" programs includes: "*two famous chefs - Renat Agzamov and Konstantin Ivlev - compete in culinary skills"*. This emphasizes the viewers' interest in success stories and promotion of personal brand while natively integrating domestic products and medium and small businesses. Entertainment programs (talk shows) remain the most popular and the content of entertainment programs is gradually becoming more socially relevant. These programs present Russia's cultural diversity, social values, traditions and modern trends, as well as public problems and attitudes towards various social and cultural issues from different perspectives in the context of leisure.

Journalists working in the sphere of leisure use a variety of genre models of the comic, according to A. N. Teplyashina, K. V. Prokhorova "small comic genre formats (anecdote, gossip, baika, comic commentary and aphorism, jokes, etc.)"[229] . Anecdote is one of the most popular genres on everyday television. A distinctive feature of the genre is its ability to uncover hitherto unnoticed anomalies without going beyond the ordinary. Comics as a small comic genre of a non-narrative nature involves the use of a humorous photo, video or graphic image with minimal textual commentary. Within this trend, the programs "Comedy Club", "Stand up!" specialize in humor, mainly jokes and pranks. Comedians and hosts talk about everyday situations, social phenomena or

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[229] Duskaeva L. R., Voskresenskaya M. A. A., Rysakova P. I., Blokhin I. N., Gromova L. P. Surikova T. I. Leisure Journalism: textbook. SPb.: Vyssh. shkola zhurn. i mas. kommunikatsii, 2012. C.263-268.

cultural differences, creating comic moments. The monologue format allows comedians to explore various topics in more depth, often achieving comic effect through exaggeration or an unexpected twist.

Here is an analysis of comments to the above-mentioned TV programs.

So, user *Suzukichka* wrote: *"I always wonder why I'm drawn to such thrash. But I like it.*" Another user *rymi_8645* expresses his thoughts "I *decided to review all the episodes and realized that I like the host of the project more than any other participant. His comments are unparalleled."* User *user-bb7bn6tp2e* asks the question: "*Excuse me, and since when did we start to consider a wedding for 500 thousand rubles cheap*?" Another criticism of *user user-rq3sg8fr6u* wrote: "*Masha calls herself educated, but she herself insults another person's family. a cry of the soul."* Criticism user *zhannatyrtykayeva173* wrote a *comment about one of the heroines: "The way a person communicates with waiters and other attendants can generally judge the education and character of a person. So, Masha, disgraced herself for the whole country and showed her nasty character. One good thing is that she has already married..." The* use of two words ″disgraced*", "thrash"* expresses the negative attitude of the audience, views on the behavior of the participants in the programs. Most of the participants of the TV project demonstrate negative behavior, which is the result of deliberate creation of the program effect.

However, the phrases "*I like"*, "*like it"* express a positive attitude of the viewers and a part of them really like to watch it. Some TV reality shows, including elements of "conflict" and "jokes", attract the attention of viewers, especially young people, but in most cases it has a negative impact, as viewers (among whom there are many young people) do not hesitate to take screen characters as a reference point, and the show is created to attract attention and increase ratings, which leads to a negative impact on the values of young people.

Table № 19 References to leisure practices in popular TV programs

Subcategory	Amount
Cultural and spiritual	1460
Tourism	537
Choice	356
Media consumption	318
Sport	291
Subculture	227
Shopping	106
Political dialog/interview	79
National culture	76
Computer programming	44
Social activities	37
Volunteers	20
Artistic and creative sphere	9
Refresher courses	0
Learning foreign languages	0

Some TV programs use negative content to attract viewers, use sarcasm and grotesque, and abuse negative content. In the Russian media sample, the cultural and spiritual sphere receives 29% of the subcategories of leisure discourse for Generation Z (comedy programs and music contests).

Based on the peculiarities and trends of Russian culture, let us further analyze the very popular TV program "Comedy club" in the period under consideration.

Based on the empirical data in "Comedy club" "Cultural and spiritual" theme in the leisure discourse is mentioned 256 times, "tourism" -127, and "sport" - 83. The theme "elections" appears 61 times. The program stands out for its provocative style, often using hyperbolization and satire to discuss important social and political topics in Russian society. *(for example: "like in Moscow", "political label").* The reaction of viewers to Comedy club is polar: some praise the program, while others express

criticism because they find certain moments offensive or unacceptable. The tactical calculation of the show's creators was simple: using the style of youth humor and sarcasm, they aroused increased interest in the audience and distinguished the project in the minds of viewers from the existing range of show formats.

Based on the analysis of content on YouTube, we see that Russian TV channels duplicate on YouTube video hosting the content that is aired as part of the TV broadcasting schedule. As we found out in the course of our work, in order to attract attention to the content, the negative tone of headlines is often used. This is explained by the "selectivity" of attention of Generation Z. It is the "clip thinking" [230], which allows young people to ignore information noise, that stimulates content creators to attract the attention of the young audience with bright and provocative headlines ("*Maternal Alphabet*", "*Mysterious Murder*", "*Crazy in the Park*"), although the content itself was presented in a positive way. In the Russian media sample, TV programs reflect cultural and political aspects of Russian society in an entertaining way, while demonstrating the style of Russian youth humor and satire.

We can see that the Russian media sample of leisure practices of Generation Z fully reflects the spiritual and cultural level and diversity of media consumption (for example: online games, music, e-books, videos, movies, cell phones, Internet, etc.) The reflection of leisure practices in the Russian media sample is mainly related to consumerist themes, cultural themes are in second place, with the author attributing sports and tourism to consumerist themes.

3.3 Similarities and Differences in the Leisure Practices of the Young Generation in Russian and Chinese Media Discourse

This paragraph presents a comparative analysis of the leisure practices of Generation Z in the media sample of China and Russia, based on the findings of the research presented in Sections 3.1 and 3.2.

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[230] Bukharbaeva A. R. Sergeeva L. V. Clip thinking of generation Z: methods of development of students' creative potential // Vestnik RUDN. Series: Literary Studies, Journalism. 2020. №4. C. 288.
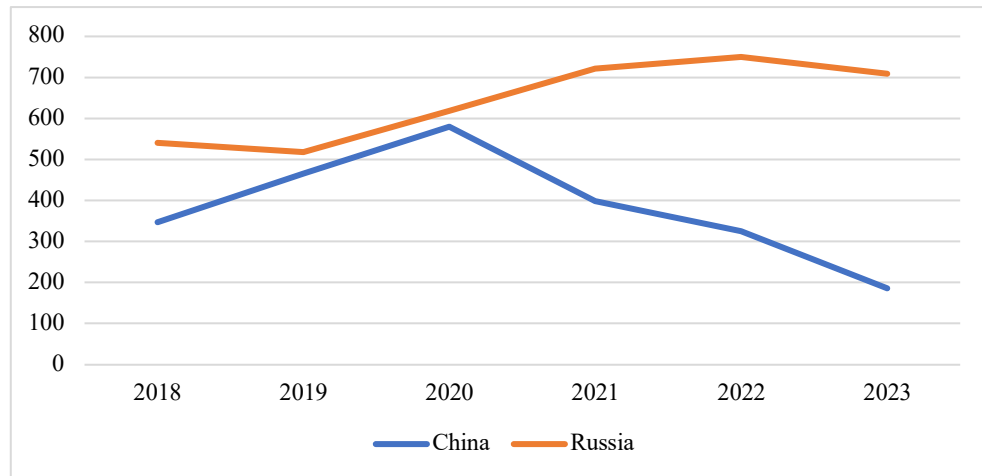
Figure № 28 Dynamics of publications on leisure activities of Generation Z in the media sample of Russia and China by year

During the selected period, the dynamics of publications on the topic under consideration in the Chinese and Russian media samples was not homogeneous. The number of publications in the Chinese media sample peaked in 2020 and then showed a downward trend, with the number of relevant media texts decreasing to a minimum in 2023. In contrast, the Russian media sample showed an increase after 2019, peaking in 2022, after which it also began to decline. According to the research, the changes in the Chinese sample are related to the COVID-19 pandemic, while in the Russian context - to the special operation on 24.02.2022.
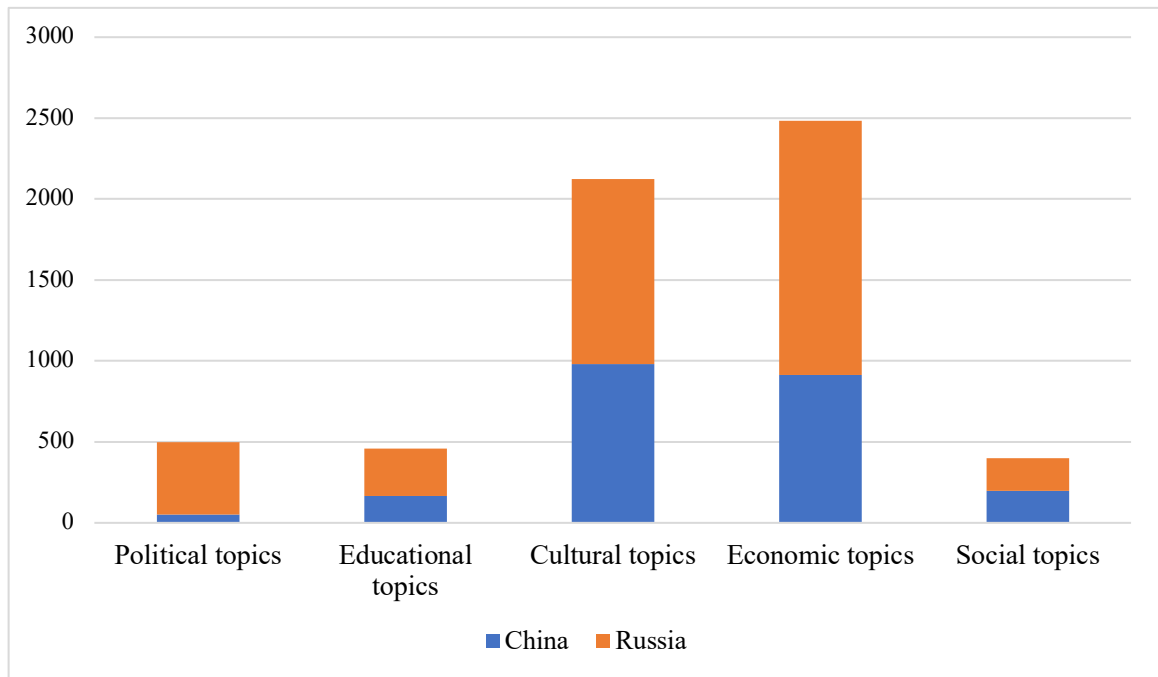
Figure №.29 Ratio of Generation Z leisure time in the media sample of Russia and China by category

According to Figure 29, "economic (consumerist) themes" takes the first place among all the topics relevant to our study in the Russian media sample, including tourism, sports and media consumption themes; in the Chinese media discourse, cultural themes take the first place. This indicates that in the analyzed Chinese media discourse, the topics related to the dissemination of national culture are mostly emphasized in relation to young people's leisure time. Due to the different social structure of the two countries, there are differences in the emphasis on social issues, and the reflection of social topics in Chinese and Russian media discourse is not the same.

The study showed that social issues related to the leisure activities of Generation Z are not the main focus of attention in the analyzed corpus of media texts. In addition, political topics make up a small share of all units of Chinese media discourse, which is significantly lower than the corresponding share in the Russian sample (the number of publications in the Russian media sample is 445, while in the Chinese media sample it is 52).
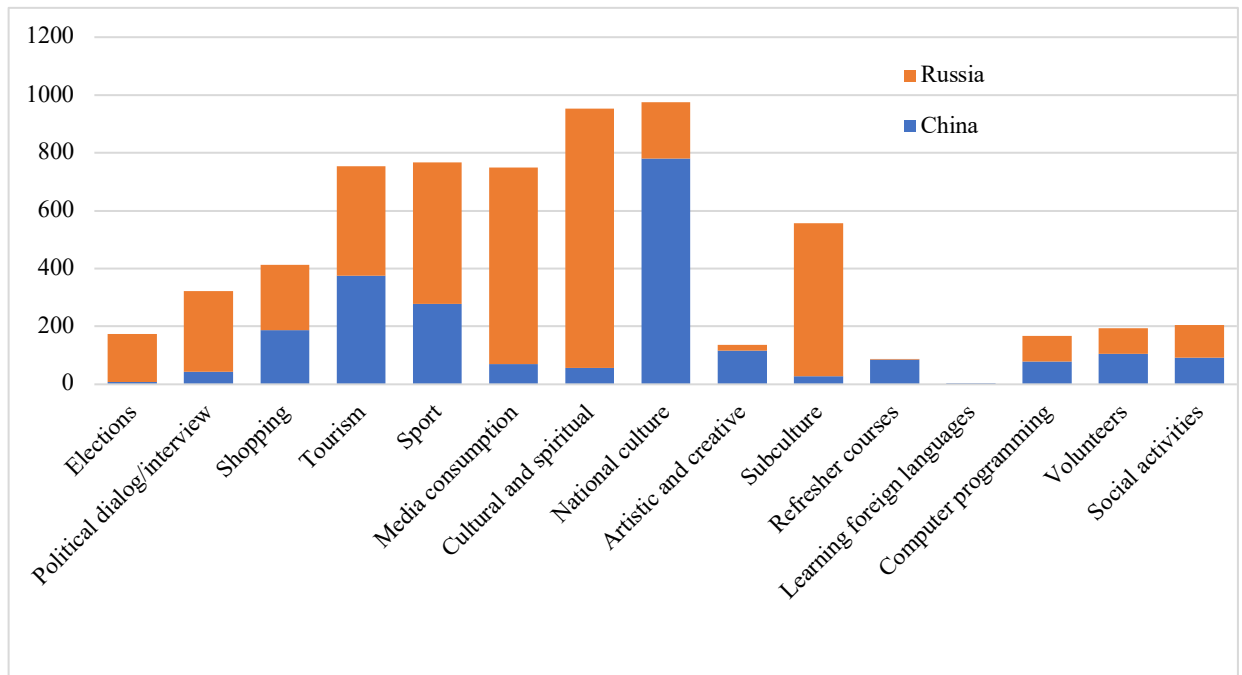
Figure №30 Ratio of media materials about leisure practices of Generation Z in media samples of Russia and China by subcategories

According to the data from paragraphs 3.1 and 3.2, "spiritual culture" ranks first among all leisure topics in the Russian media discourse (29%), followed by media consumption (20%), tourism (16%) and sports (14%). In Chinese media discourse, national culture (34%) comes first, followed by tourism (16%), sports (12%) and shopping (8%). In addition, in the analyzed media samples, the share of leisure practices of "subcultures" of Generation Z is 6% (in the Russian media sample) and 1% (in the Chinese media sample). This indicates that the Chinese media sample discusses more mainstream entertainment culture, instead of subcultures that have a significant influence on Generation Z.

According to Figure №.30, the subcategories "cultural-spiritual" and "national culture" occupy the largest share of cultural topics in the media discourse of China and Russia. This indicates that culture is considered a priority topic in the Chinese and Russian media samples in relation to the leisure practices of young people. In the Chinese media sample, the attention to consumer forms of leisure, "shopping" is lower than the corresponding share in the Russian media sample.   In the media discourse of China and Russia are consistent in the "tourist" agenda. In the Chinese media discourse,

publications related to the topics of "professional development courses" and "artistic and creative" are higher than in the Russian media discourse. This indicates that publications about the leisure of Generation Z in the Chinese media sample are more skewed toward culture and creativity.

Comparing the results of the analysis in paragraphs 3.1 and 3.2, among all social topics, "volunteering" ranks first in both the Russian and Chinese media samples of Generation Z's leisure practices. Figure No.30 shows that the publications in the Chinese media sample are 106, while those in the Russian sample are 87, indicating that in this case, the Chinese media sample pays more attention to the topic of volunteering, especially after the COVID-19 pandemic. These materials focus on fostering a sense of social responsibility among Generation Z.

Among all education-related topics in the Russian media sample of Generation Z's leisure practices, the share of topics on learning computer programming in the Russian media sample, this issue in the respective media samples is covered in approximately equal proportion: publications in the Chinese media sample are 78, and in the Russian media sample - 90. This shows the importance of young people in both countries using their free time to acquire digital competencies.

Finally, among all political topics, "political dialogue/interview" ranks first in the Chinese media sample - 44 and in the Russian media sample - 278, indicating that the Russian media discourse of leisure practices is more politicized than the Chinese one.
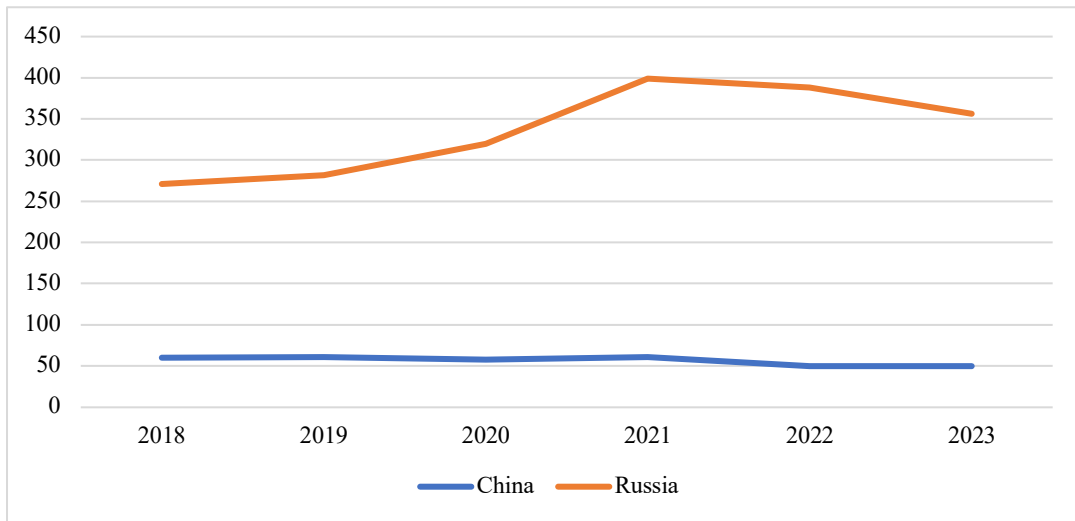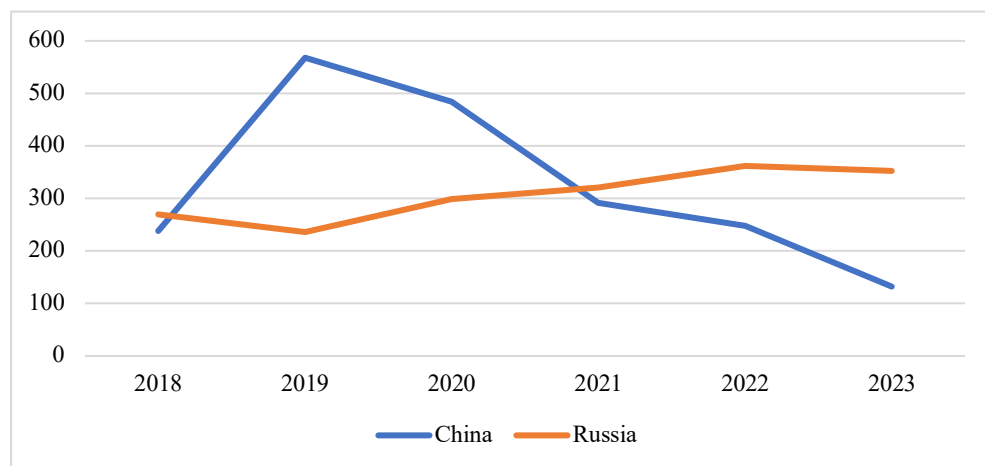
Figure № 31 Dynamics of publications of TV programs on leisure topics of Generation Z in the media samples of Russia and China by years

The analysis of the dynamics of the number of TV programs devoted to the leisure practices of Generation Z in the Chinese and Russian media samples shows that, in quantitative terms, Chinese TV programs remain largely stable, while in the Russian media sample, after peaking in 2021, there is a downward trend. According to paragraphs 3.1 and 3.2, of all the leisure topics in the Russian media sample, in the TV program segment of local and central TV channels, cultural, spiritual and entertainment content, mainly related to culture and show business, ranks first. However, among the leisure topics in the sample of Chinese media that occupy the first place in the TV section, the TV channels mainly present active leisure (sports, tourism), and more emphasis is placed on serious leisure (volunteering, social activities). The share of publications about leisure practices of Generation Z in the Russian media sample is larger than in the Chinese one.

A comparative analysis of Chinese and Russian TV programs on the YouTube platform showed that Channel One had 7.82 million subscribers before the blocking. The programs of China's central television CCTV on the YouTube platform have only 1.64 million subscribers, and the TV program "National Treasures" has 70 million views. Thus, on the YouTube platform, the Russian central channel is more popular than the Chinese central channel in the context of leisure.

Compared to the centralized Chinese channels covering youth leisure activities, some regional TV channels with leisure content are more popular. For example, the TV program "Let's Run" produced by Zhejiang TV on the official YouTube channel of Zhejiang STV has 426 million views and 2.36 million subscribers. A similarly popular program is "Challenge", a television program produced by Shanghai TV, which is available on SMG Shanghai TV's official YouTube channel has 180 million views and 1.88 million subscribers. In other words, leisure discourse is represented differently in different regions; among Chinese television media, the central channels promote more serious, positive cultural images, but the discourse of regional televisions presents a more diverse range of youth leisure practices.

In the Chinese media sampling of Generation Z's leisure practices, active leisure is the main content, with "sports" and "recreation" and "outdoors" themes accounting for a large proportion. It is worth noting that "public welfare" and "national culture" dominate the main themes of Chinese TV programs, which demonstrates the important role that Chinese leisure discourse plays in building a sense of national responsibility and cultural identity, especially among young people.

In the Russian media sample, television programs about youth leisure activities include the following topics: "cultural and spiritual", "tourism" and "politics and elections". In Russian TV programs some participants present unattractive types of behavior. This is a deliberate creation of a conflict effect to increase ratings. Besides the fact that there are often headlines with negative meanings, and ironic statements actually reflect serious topics in politics and society through positive presentation.

Let us summarize the differences in the media discourse of Generation Z's leisure practices on Chinese and Russian television and highlight three aspects: thematic content, values conveyed and presenter's style.

1. The leisure practices of Generation Z in television programs in China and Russia are united by the common theme of national and local culture.

2. Chinese television programs strive to convey socialist values (social responsibility and collectivism). Russian TV programs may show negative

reactions to social and political events using critical and satirical statements. Chinese television programs rarely touch on sensitive political topics due to the strict censorship system.

3. In television programs, the style of presenters differs. Russian presenters are more humor-oriented and free style, they can show more direct and open expression of their point of view. In Chinese television programs, the presenters are more careful and polite in their expressions. In the leisure context, Chinese presenters create positive images, emphasize traditional cultural elements, and promote traditional values and cultural identity. Some entertainment programs may focus on the theme of collective cooperation, friendship and collaboration. In Russian programs, the hosts show negative images, achieving comic effect through pranks or humiliation of the participants. Some game shows or reality shows may encourage provocative and hostile behavior between participants.

Thus, the hypothesis of the study (cultural differences between China and Russia are manifested in the media discourse of leisure practices of Generation Z, which is reflected in different genres of TV programs) is confirmed. Moreover, the different political structure also leads to different aspects of coverage of Generation Z's leisure activities in the studied media sample of China and Russia.

Figure № 32 Dynamics of bloggers' publications on leisure topics of Generation Z in the media samples of Russia and China by years

If we examine the media texts about youth leisure activities posted by media influencers the China and Russia, we can see meaningful differences in the Chinese

media sample the volume of relevant publications by opinion leaders peaked in 2019, after which a decline began, reaching a minimum in 2023; while in the Russian media sample opinion leaders show an upward trend in the number of publications, the growth continued after 2019 until 2022, followed by a decline.

Based on the analysis of the results of the study conducted in paragraphs 3.1 and 3.2, we note that during the six-year period, the negative agenda prevailed over the positive agenda in the media discourse of Generation Z's leisure practices in the Russian media sample. Of the total empirical data for the Russian sample, 54.3% of headlines, listicles and descriptions contained words with negative connotations. In contrast, only 45.7% of cases contained words from the "positive" sample. This shows that bloggers use negative headlines to attract the audience's attention, but the content of the video itself does not have negative connotations.

In the Russian media sample, among Russian bloggers, content related to media consumption takes the first place. Political topics occupy a significant place in the Russian media sample, with bloggers paying attention to presidential elections, the situation of the conflict between Russia and Ukraine, and in social topics - women's rights, environmental issues, and inequality in civil rights. In addition, we see bloggers in Russia presenting interesting hobbies to their audience, where hobbies as a form of leisure are shown as a positive phenomenon. Thanks to the popularization of such content, members of Generation Z can rise from the role of consumers of broadcasted values to a new level of self-development and creative realization.

In the Chinese media sample, the cooking topic ranks first among the media texts of Chinese bloggers, the cooking and experimentation topic also ranks second, and the entertainment topic ranks third. From all the collected data, we observed a total of 12501 comments on leisure video content (food, games, science, entertainment, etc.). - 5082 "positive" (40.65%) - 5626 "neutral" (45.01%) and - 1793 "negative" (14.34%). Chinese opinion leaders present more content about active leisure activities, including those related to creativity and national culture, which promotes Generation Z's sense of national responsibility and identification with traditional culture.

Next, we will look at a comparison of the most popular media influencers writing about the leisure of Generation Z - Chinese and Russian bloggers. We will highlight the most popular bloggers among Generation Z - Li Ziqi and A4. The number of subscribers is 17.6 million for Li Ziqi and 49.5 million for A4.
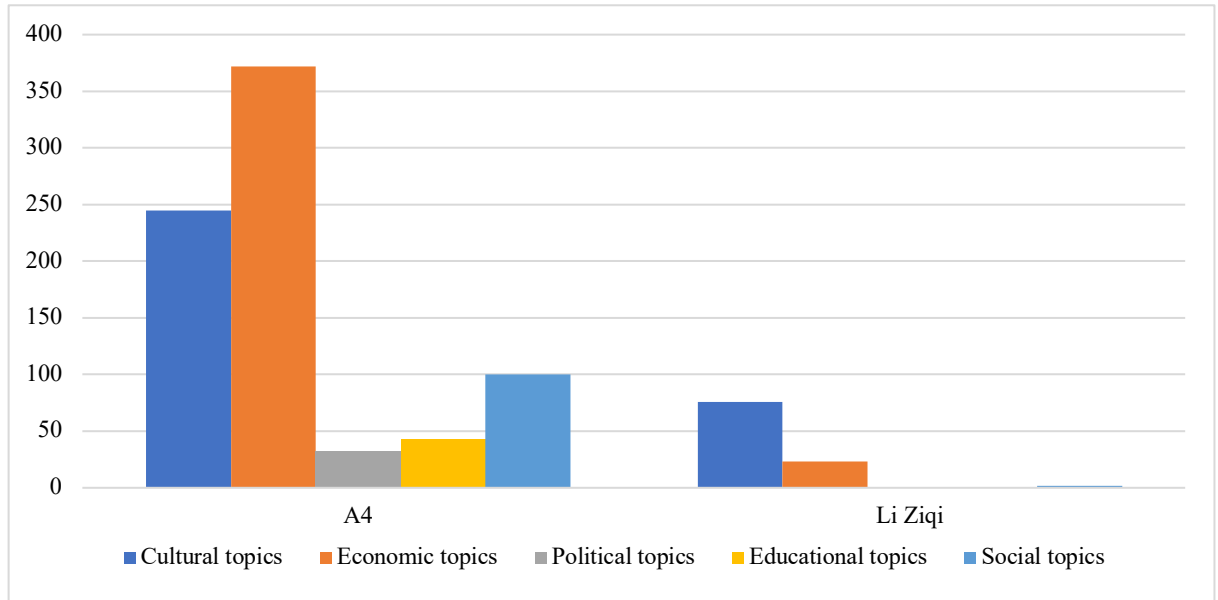
Figure № 33 Thematic structure of media texts about Generation Z leisure activities by media influencers in Russia and China

According to Figure №33, compared to Russian bloggers, Chinese bloggers rarely focus on political issues, which is due to the differences in political contexts. Bloggers from Russia and China equally focus on cultural topics and the differences in Eastern and Western culture, which is also reflected in the media discourse of Generation Z's leisure practices.

Section 3.2 notes that from 2018 to 2022, the number of media texts in the "media consumption" subcategory of the Russian blogger's A4 video has grown continuously, gradually coming second among all thematic blocks.

It should also be concluded that the study showed significant differences in the approaches of media influencers in the two countries to the topics of Generation Z leisure: opinion leaders in the Chinese media sample play an important role in promoting Chinese culture in the international arena, while opinion leaders in the Russian media sample promote a more consumerist approach to media, which indicates

the presence of the processes of leisure alienation discussed by the author in Section 1.3.

To summarize, the author summarizes the differences between Chinese and Russian YouTube-bloggers in the context of Generation Z's leisure discourse as follows:

1. Differences in content topics:

   a) Chinese bloggers focus on traditional culture, cooking, travel and emphasize traditional values;

   b) Russian bloggers focus on entertainment topics, but also touch on issues related to media consumption, politics and society.

2. Differences in political contexts:

   c) Chinese bloggers generally face high levels of censorship and self-censorship, perhaps avoiding discussion of political or sensitive topics in leisure discourse;

   d) Russian bloggers generally have more freedom of speech than Chinese bloggers. They can more freely express their views, including attitudes towards society and politics.

3. Differences in societal values:

   a) Chinese bloggers pay attention to the transmission of traditional cultural heritage, emphasizing traditional values;

   b) Russian bloggers strive to integrate modern elements, emphasizing innovation and pioneering, while maintaining respect for local culture.

Thus, when discussing the reflection of Generation Z's leisure practices in media selections in China and Russia, we note that Chinese bloggers tend to pay more attention to local cultural leisure and cognitive leisure, while opinion leaders in Russia, which is in a complex political context and international environment, pay more attention to serious topics such as politics and society. This paper tested the hypothesis that the different political-economic contexts of China and Russia have a latent influence on Generation Z's leisure practices and media coverage under different political contexts and societal values.

CONCLUSION

In the dissertation work the theoretical part considers leisure as an important sphere of life in modern society. Types of leisure practices and three levels of leisure are defined.

Leisure practices are in direct dependence on the social, economic and technological level of society's development. In the conditions of the developing digital society, leisure practices meet its demands. The forms of leisure in modern society are characterized by the desire for optimization, universality, multifunctionality and multitasking. One of the features of modern leisure practices is that most of them take place online.

Leisure journalism is mainly concerned with the production and dissemination of information about the consumption of cultural values. Leisure journalism media texts seek to provide audiences with various forms of free time and aim to fill their free time in various ways.

In passive leisure, human beings can recuperate by returning to the "original" state, while active leisure can enhance human abilities and have a positive impact on the whole society. In the context of mediatization, as the pursuit of self-development, spiritual freedom and pleasure has gradually turned into consumption, leisure has deviated from its original meaning and moved to the trajectory of alienation. The paper explicates the peculiarities of the trend in the development of leisure journalism.

The thesis reviewed the generational theory of Strauss and Howe approaches of Chinese scholars to identify and characterize generations, and summarized five characteristics of generation Z, revealed the social relations of this generation moved to the virtual environment under the influence of the Internet.

One of the main characteristics of Generation Z is that digital technologies play an important role in their lives, influencing all spheres of life of this generation, and in particular, its recreational part - leisure. Representatives of Generation Z today choose both forms of serious leisure and ordinary leisure. Serious leisure includes volunteer

activities, cognitive leisure, and creativity. Ordinary leisure as video games, watching movies, entertaining listening to music, and these leisure practices are realized through the use of digital technologies, on various Internet services or digital platforms. The role of mobile applications related to finding friends around the world is increasing, thus realizing the need of generation Z for communication, which is realized in a completely different way than in previous generations that did not have such resources.

The methodology and the author's algorithm of leisure practices of generation Z in the targeted media discourse allows predicting the values and preferences of leisure activities of generation Z representatives. The proposed methodology of comparative analysis of media reflection of leisure practices of young people in Russia and China is of high value in the context of developing relations between these countries and the opportunities for future cooperation, representatives of generation Z as the youngest age group will play an important role.

The empirical study of audiovisual media texts aims to identify the characteristics of the reflection of the leisure practices of Generation Z in the audiovisual media discourse of China and Russia in the context of globalization and digitalization. The YouTube platform was identified as the basis for the formation of a corpus of media texts for the empirical study, as it enjoys growing popularity among Generation Z users, especially in the aspects of intercultural exchange and information dissemination.

The study found that cultural differences between China and Russia are evident in the media discourse of Generation Z's leisure practices. Despite the impact of globalization on Generation Z leisure, the data show that Chinese and Russian Generation Z retain unique forms of localized leisure. In the Chinese media sample of Generation Z's leisure practices, social media and online platforms are the main driving force, while in the Russian media sample, traditional media such as television still play an important role.

The Chinese media discourse of Generation Z's leisure practices is mainly dominated by thematic fields in the fields of culture and economy, where cultural topics cover various aspects of national and traditional culture. Chinese opinion leaders

actively promote national culture through leisure activities, and their influence on the international dissemination of culture surpasses traditional media. In Chinese media sampling, the reflection of Generation Z's leisure practices usually focuses on traditional culture, cooking, handicrafts, and the lives of national minorities, with TV program content not only entertaining but also providing positive cultural interpretation, and social themes have increased since the COVID-19 pandemic.

Chinese media discourse demonstrates the fusion of traditional culture with modern technology, presenting a cultural landscape. Chinese opinion leaders on social media not only successfully showcase traditional handicrafts, cooking and agriculture, but also reinforce the understanding and value of China's cultural diversity to the global audience. The reflection of leisure practices in Chinese traditional culture TV programs awaken a sense of national identity, especially among the younger generation, reinforcing their pride in Chinese traditional culture. These materials do not merely serve as entertainment; they fulfill an important function of cultural education, strengthen the positive perception of Chinese culture in the international arena, and enhance China's image.

We summarize the characteristics of Chinese bloggers in the context of leisure time as follows:

1. In the context of globalization, bloggers act as a bridge linking international audiences to traditional Chinese culture;

2. in the context of intercultural exchange, opinion leaders contribute to the formation of a positive and multifaceted image of China;

3. in the digital age, bloggers have successfully utilized modern technology and through media platforms such as YouTube to showcase Chinese traditional culture to a global audience.

In the Russian media sample, media consumption is a popular topic among Russian opinion leaders; hobbies as a form of leisure also received a positive assessment. In Russian television, satirical negative discourse actually reflects serious social and political topics, demonstrating the positive value of Russia's unique humor

and satire. Russian TV programs strive to create unique content, often using negative headlines to draw attention to their content

In Russian media discourse, consumerist and pragmatic thematic fields prevail in relation to the leisure practices of Generation Z, which is manifested in the spheres of media consumption, tourism and sports. Media influencers attract young people's attention with provocative negative headlines, demonstrating a unique style of humor and sarcasm that reflects the country's serious socio-political themes. Leisure practices of Russian Generation Z in the media discourse of bloggers are manifested in consumption and branded collaborations, indicating the commercialization of leisure and the relative alienation of leisure.

Comparing media discourse in China and Russia allows us to understand how cultural differences influence the leisure practices of Generation Z. In China, leisure emphasizes cultural heritage and social responsibility, while in Russia it is more related to consumption and self-actualization.

Thereby confirming the working hypotheses of the study.

LIST OF TABLES

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APPENDIX

Appendix №1. Description of social research on leisure practices of the young generation of the two countries.

Russian Social Study of the Leisure Time of Younger Generations

Our research is based on the results of a survey conducted and prepared by the Russian Public Opinion Research Center (VCIOM)[232] presents the results of a survey on values and priorities among young people. The survey was conducted using a quota sample representing the population of the Russian Federation aged 14 to 35 years from June 29 to July 8, 2022.

How well do you know the history of your country?
(closed question, one answer, in % of all respondents)

	All respondents	Men	Women	14-17 years old	18-24 years old	25-29 years old	30-35 years old
Very good	17	23	12	16	24	15	15
Rather good	59	60	58	55	56	59	62
Rather bad	18	13	23	15	15	21	19
Very bad	2	2	3	7	2	1	1
I find it difficult to answer	4	2	4	7	3	4	3

Figure. № 1. *How well do you know the history of the country?*

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[232] Russian Public Opinion Research Center VCIOM URL: https://wciom.ru/analytical-reviews/analiticheskii-obzor/obraz-rossiiskoi-molodezhi-monitoring (date of reference: 22.07. 2024)

How well do you know your family history?
(closed question, one answer, in % of all respondents)

	All respondents	Men	Women	14-17 years old	18-24 years old	25-29 years old	30-35 years old
Very good	24	21	27	32	28	19	22
Rather good	49	50	49	47	42	54	52
Rather bad	20	21	18	10	25	19	21
Very bad	4	5	3	5	4	5	3
I find it difficult to answer	3	3	3	6	1	3	2

Figure № 2. *How well do you know your family?*

Three out of four young people in Russia know the history of their country (76%) and the history of their family (73%) well. 20% or every fifth person admitted that they are poorly informed about the history of Russia, and 24% or every fourth person about the history of their family. The indicators remain high in all age groups of young people, the highest level of knowledge about the country falls on the group of 18-24 years old - 80%, and about the family - on the group of 14-17 years old - 79%. In the younger youth group, the authority of older family members - parents, grandparents - remains high, 57% try to listen to their opinions and note that the advice of relatives helps them a lot.

	All respondents	Men	Women	14-17 years old	18-24 years old	25-29 years old	30-35 years old
Achieve a high level of well-being	58	58	58	53	64	56	57
Live peacefully, working and taking care of your family	54	48	61	34	47	59	65
To benefit one's people, society, actively participating in public and political life	26	30	22	16	34	25	26
Change the world, introduce something new	17	24	10	17	19	19	15
Live carefree, without thinking much about the future	9	9	8	8	9	11	7
Achieve popularity, fame	6	6	5	20	5	2	2
Other	1	1	2	2	1	0	1
I find it difficult to answer	2	2	2	8	1	2	1

Figure № 3. *How would you like to live your life?*

The top 3 life goals of Russian youth today are a high level of well-being (58%); living peacefully, working and taking care of the family (54%) and the opportunity to benefit one's people, society, actively participating in public and political life (26%). 17% of young citizens would like to change the world, introduce something new, and a carefree life, without thoughts about the future, attracts 9%, the least interesting for young people was gaining fame and popularity (6%).

In another study conducted on June 23, 2023 by the Russian Public Opinion Research Center (VCIOM) [233] presents the results of a survey timed to coincide with Youth Day, on how Russians' ideas about young people have changed over the past thirty years.

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[233] Russian Public Opinion Research Center VCIOM URL: URL: https://wciom.ru/analytical-reviews/analiticheskii-obzor/obraz-rossiiskoi-molodezhi-monitoring (date of reference: 22.07. 2024)

	1991	2023	
	For young people	For young men	For girls
The desire to get rich, to "make money"	40	44	35
The desire to study more, to work, to provide material well-being for yourself and your family	30	35	33
The desire to get as much pleasure from life as possible	36	30	27
Striving for interesting work, creative activity	12	21	24
The desire to have a good, friendly family	25	20	37
Live without thinking, as it happens	11	18	13
Striving for spiritual development, self-improvement	5	12	18
Get married successfully/find a rich husband (from another country)	–	-	4
Other (write down)	0	10	3
I find it difficult to answer	8	9	10

Figure № 4 *What, in your opinion, is most characteristic of young men/women/young people* starting an independent life today?*

In 1991, the perceptions of young people starting an independent life were not very positive. First of all, they were credited with the desire to get rich, "make money" (40%), get as much pleasure from life as possible (36%), and such constructive options as the desire to study more, work to provide themselves and their family with material well-being (30%), have a good friendly family (25%) and get an interesting job (12%) were much less common, with work taking the penultimate place in this list. Nowadays, the image of a young person has changed and become more optimistic. At the same time, young men and women are perceived by society differently, but the desire to get rich and "make money" remains among the first (for young men - 44%, for women - 35%). In the image of young men, the second place is occupied by the desire to study more, to work in order to provide themselves and their family with material well-being (30%), while interesting work and creative activity are scored by 21%, almost the same number speak about the desire of modern young men to have a good, friendly family (20%).

Table № 1 Rating of problems of modern youth

What do you think is the biggest challenge facing today's youth?	1991	2023
Employment issues	18	39
Housing issues	23	37
Difficulties in getting a good education	15	28
Material difficulties	78	28
Uncertainty about the future	25	26
Lack of ideals, an atmosphere of spirituality	14	25
Political situation in the country	17	16
Inability to navigate life	11	16
Nothing to do in free time, boredom	9	13
Conflicts with parents	12	12
Family relationships	6	8
Working conditions	7	8
Disagreements with the older generation at work	4	8
Fear for yourself, your children, loved ones	8	7
Unsettled personal life	11	7
Relationships in a team	2	4
Too much time on the Internet/on gadgets/smartphones (from another)	-	3
Do not want to study and work/want everything at once (from another)	-	2
Lack of purpose in life/irresponsible/infantile (from another)	-	2
Alcoholism, smoking, drug addiction (from another)	-	2
No problems complicate the lives of young people (from another)	-	2
Other problems	1	5
difficult to answer	2	3

The rating of problems of modern youth according to Russians is headed by employment - 39%, its relevance today has become twice as high as in 1991 (18%). In second place is the housing issue, it has also become more acute over three decades (1991 - 23%, 2023 - 37%). In third place are difficulties in obtaining an education (28%), in 1991 this problem was in fifth place (15%). In total, the top three key problems of youth today are problems of independent living.

It is worth noting that in the mediascope study "media consumption" in 2022, first of all, we analyze in terms of TV viewing. First of all, in terms of total TV viewing, compared to 2021 2022, the number of TV viewers in younger age groups has decreased. There is a 7% decrease in the 4-17 age group and a 10% decrease in the 18-24 age group.
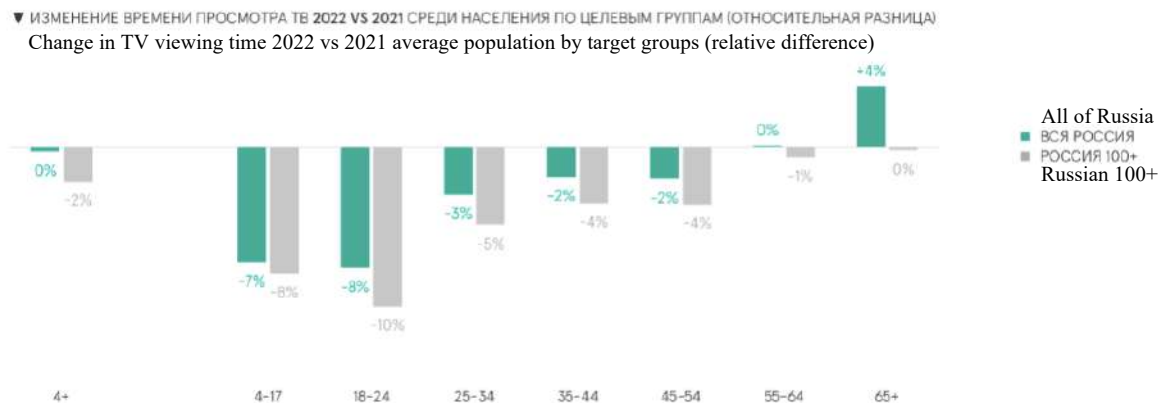

Figure №5. Total volume of TV viewing

Although the total amount of TV viewing has decreased among the teenage group, it is still the main form of leisure time. According to social surveys, the second most popular form of leisure is spending time with one's family, which means spending time with different age groups. As we see in another report, the most popular form of leisure among the Russian population is watching movies and TV series, which 79% of respondents watch at least once a week (the remaining adult respondents watch every day).

Genre viewing time from total TV viewing time, where 26% of the 4+ group's main time is spent watching series, followed by 14% for social news and entertainment. 45% of the main time of the 4 -17 group is spent watching children's animation, followed by 17% on serials. Thus, it can be concluded that in the adolescent group the main time of TV viewing falls on serials and children's animation.

4+	14	12	26	12	14	8	6	2	2	2
4-17	4	4	17	13	11	43	3	1	1	2 1
18-34	6	7	25	17	17	15	5	2	2	2 1
35-54	11	11	26	16	15	6	6	2	2	2 2
55+	19	15	27	9	13	2	6	2	2	2 2

СОЦИАЛЬНО-ПОЛИТИЧЕСКИЕ Social-political
НОВОСТИ News
СЕРИАЛЫ Series
КИНО Movie
РАЗВЛЕКАТЕЛЬНЫЕ Entertainment
ДЕТСКИЕ + АНИМАЦИЯ Children +animation
ДОКУМЕНТАЛЬНЫЕ Documentary
ПОЗНАВАТЕЛЬНЫЕ Educational
СПОРТ Sport
МУЗЫКА Music
ДРУГОЕ Other
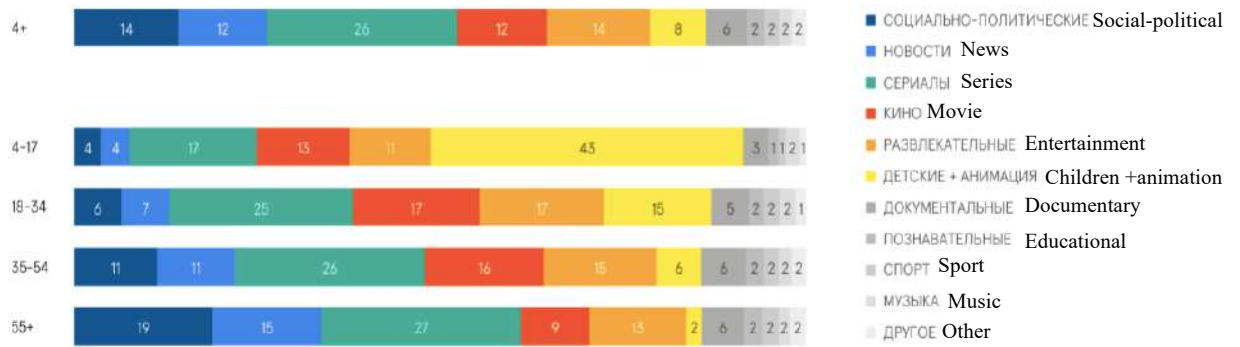
Figure №6. Viewing time of TV genres among the median population

Along with analyzing the above social research findings, the authors will further combine them with an analysis of internet usage, with 21% focusing on social networking, 18% on video, 15% on messaging, 10% on gaming, and 3% on online shopping.

Social media
СОЦИАЛЬНЫЕ СЕТИ
21%

Message
МЕССЕНДЖЕРЫ
15%

E-COM
3%

Video
ВИДЕО
18%

Game
ИГРЫ
10%
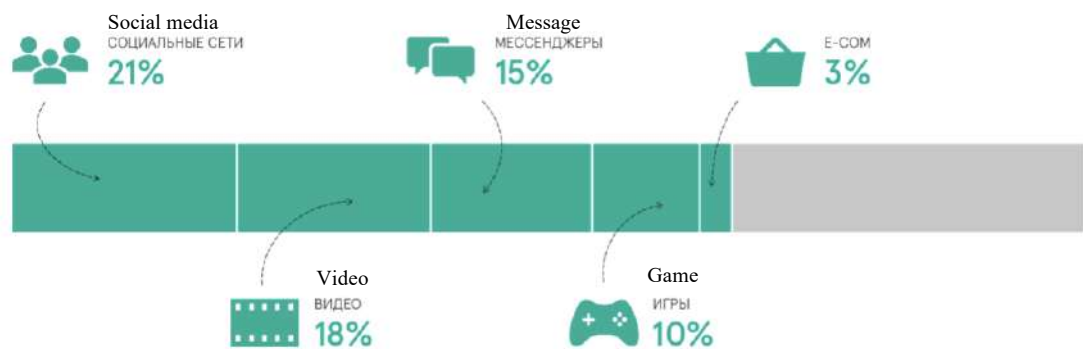
Figure №7. The largest activities on the Internet

It is worth noting the changes in social media: after February 2022, the reach of Instagram and facebook[234] decreased by 80% and 79% respectively, while the reach of VKontakte usage increased by 13%.

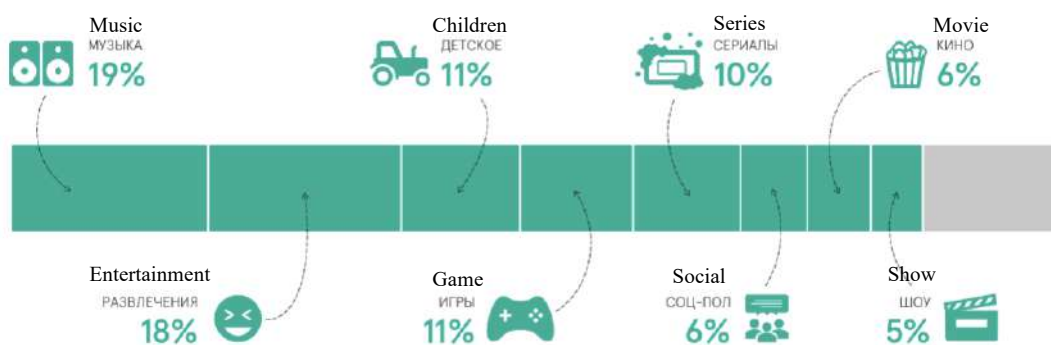[234] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its products – the social network Instagram and the social network Facebook).

Figure №8. Social media coverage by month[235]

The data on audience reach, presented in Fig. 8, further confirm the correctness of our fundamental refusal to include in the analysis materials from social networks recognized as extremist.

According to the study, about 41% of the population aged 12+ access YouTube daily from a desktop or mobile device, and the increase in YouTube viewing time is due in part to Instagram and Facebook[236], blocking and TikTok posting restrictions, as YouTube has a similar short video format.

Figure №9. Searching in YouTube

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[235] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its products – the social network Instagram and the social network Facebook).

[236] Meta Planforms Inc is recognized in the Russian Federation as an extremist organization and its activities are prohibited (including in relation to its products – the social network Instagram and the social network Facebook).

Of all media videos, YouTube accounts for 15%, while other videos account for 3%. The most popular category of search queries of Russians on YouTube is "Music", which accounts for 19%. It is followed by entertainment (18%), children (11%), games (11%), series (10%), movies and social news (6%), and shows (6%). Channels that publish content on music, cooking and movies have the most subscribers. Representatives of Generation Z subscribe significantly more often to bloggers and video bloggers.

A Chinese social study of Generation Z's leisure activities

According to QuestMobile's data analysis[237], after a period of 2G, 3G, 4G and 5G internet era, the number of active online users from Generation Z who grew up in the internet age has reached 342 million as of June 2022.

Trends in the size of Gen Z users
Z世代 用户规模变化趋势
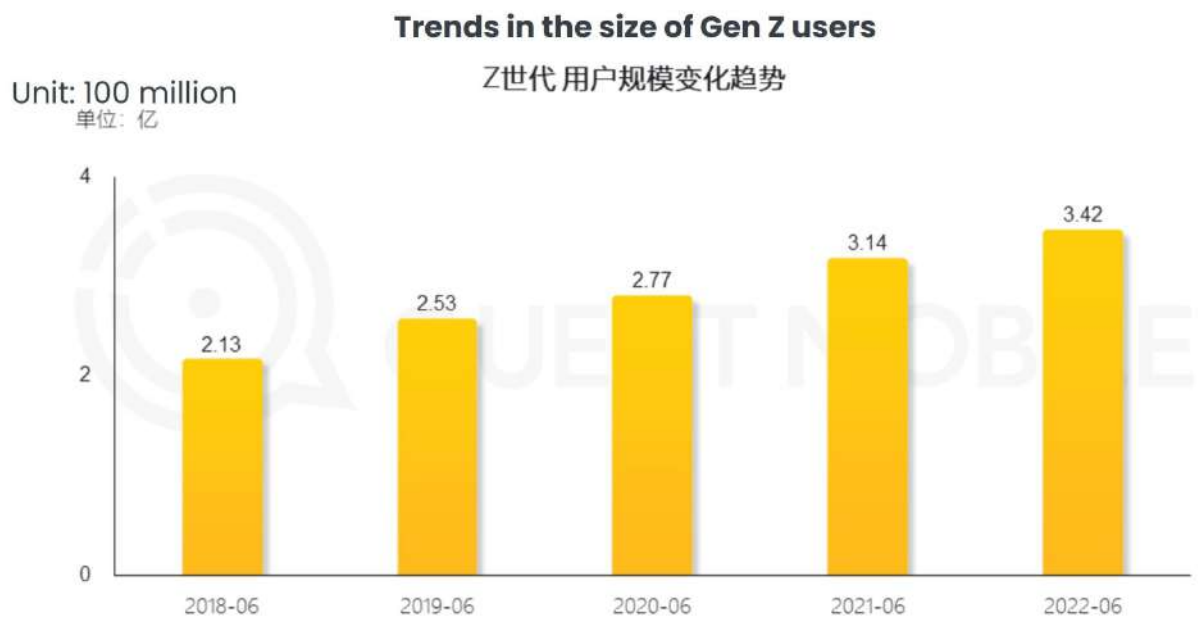
Generation Z users use the Internet extensively in their studies and lives, spending an average of 7.2 hours online per day and nearly 160 hours per month. Mobile Internet

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[237] Quest Mobile
URL:https://baijiahao.baidu.com/s?id=1741282868903647886&wfr=spider&for=pc (accessed on 04/29/2023).

has changed the time distribution of Generation Z, with the highest activity from 21:00 to 0:00, exceeding the average across the network.

Generation Z & All network user
Monthly average usage time and monthly average daily usage time
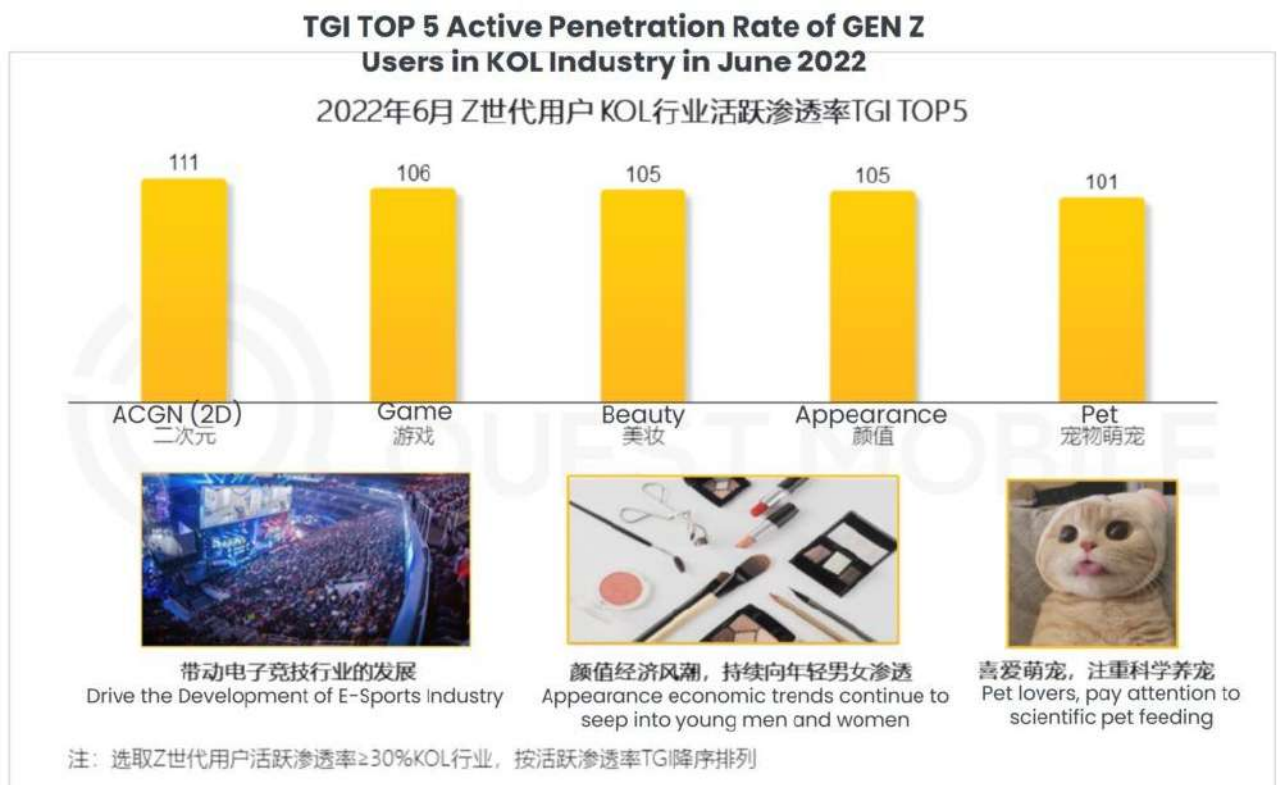Z世代&全网用户 月人均使用时长及单日使用时长
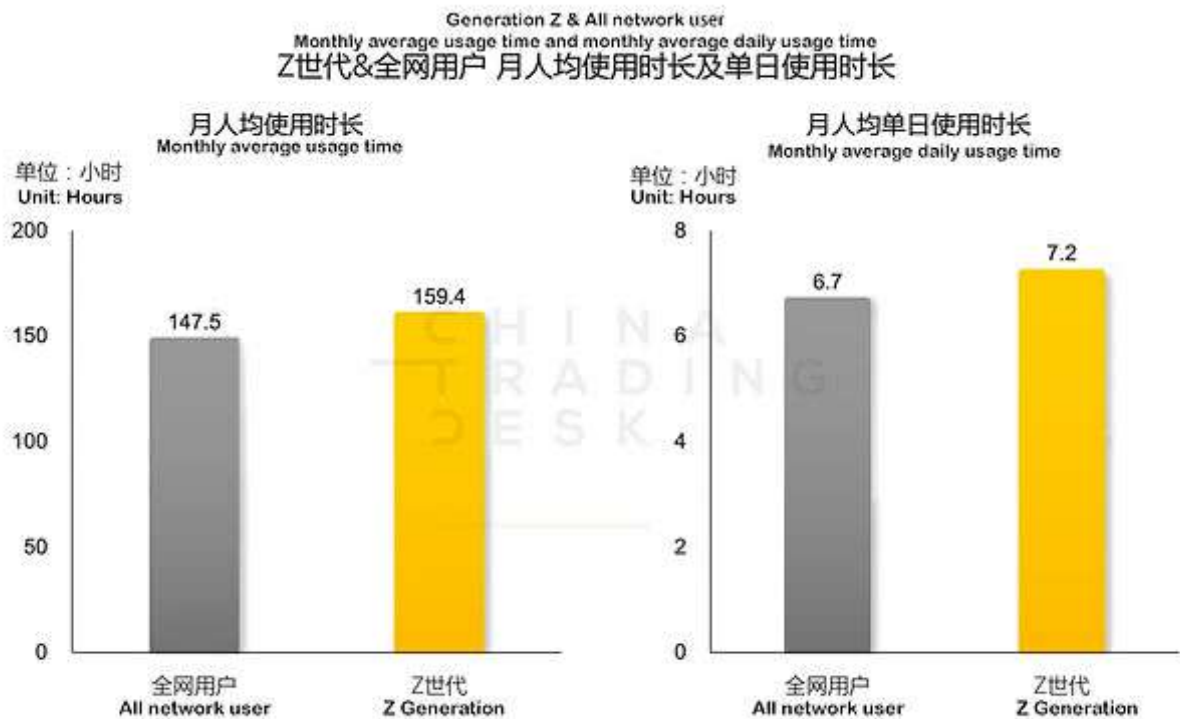
The size of China's mobile Internet user base has reached an all-time high. Best of all, the report shows a significant increase in user engagement, with an average monthly usage time of over 177.3 hours and an amazing average number of 2,633 uses per user.

Mobile Internet Usage behavior in China, 2019-2022
2019-2022年中国移动互联网使用行为
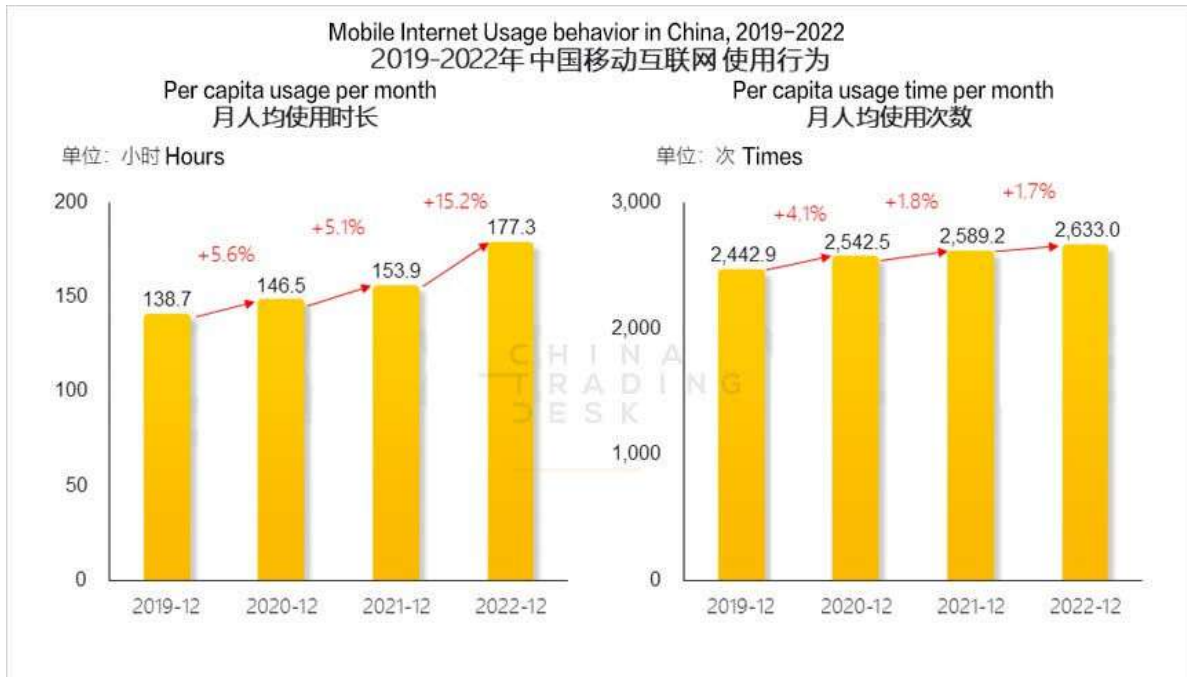
Members of Generation Z, born after 2000 and mostly students, tend to spend more time on educational and training apps, and like experts in various fields of knowledge. Generation Z, gradually entering society, is starting to prefer job search and professional education apps for self-improvement. Generation Z, staying at home, seems addicted to food delivery apps. There is also an increase in traffic for smart home and fitness apps, with home workouts and interactive live streaming attracting many Generation Z viewers, especially youth born in the 1990s and 2000s.

Monthly per capita usage time trend of short video APP industry
短视频APP行业月人均使用时长趋势
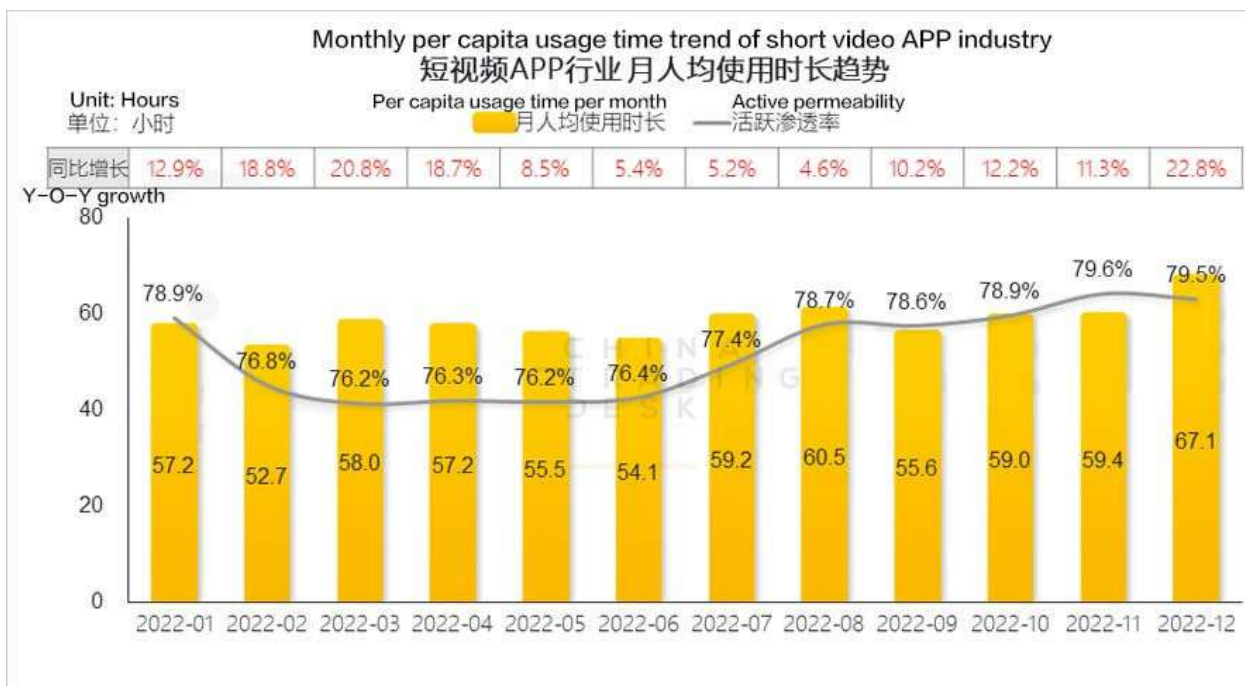
In the area of interests and hobbies, Generation Z prefers topics such as anime, video games, cosmetics, personal care and pets. For example, e-sports content such as League of Legends, Honor of Kings appeal more to male audiences, although male interest in cosmetics-related content has also increased. On the Xiaohongshu (Little Red Book) platform, the number of influencers (KOLs) in the cosmetics category ranks first, and more than 60% of the users from the top 5 cosmetics KOLs are young men under the age of 30. KOLs specializing in cute pets are attracting attention and are popular among Generation Z users due to their diverse creativity.

TGI TOP 5 Active Penetration Rate of GEN Z Users in KOL Industry in June 2022
2022年6月 Z世代用户 KOL行业活跃渗透率TGI TOP5

ACGN (2D) 二次元	Game 游戏	Beauty 美妆	Appearance 颜值	Pet 宠物萌宠
111	106	105	105	101

带动电子竞技行业的发展
Drive the Development of E-Sports Industry

颜值经济风潮，持续向年轻男女渗透
Appearance economic trends continue to seep into young men and women

喜爱萌宠，注重科学养宠
Pet lovers, pay attention to scientific pet feeding

注: 选取Z世代用户活跃渗透率≥30%KOL行业，按活跃渗透率TGI降序排列

As Generation Z gradually enters the working environment, their online purchasing power and willingness to buy online are increasing. Users with online purchasing power of more than 2,000 yuan account for 30.8% of the total, up 2.7 percentage points year-on-year. Although Generation Z's purchasing power has strengthened and they are eager to follow fashion trends and seek a pleasant shopping experience, they are also inclined to rational consumption and pay relatively more attention to quality.

Distribution of Gen Z users' online spending power and willingness

Z世代用户线上消费能力及意愿分布

线上消费能力 Online Spending Power	线上消费意愿 Online Purchase Intention
■2022-06 ■2021-06	■2022-06 ■2021-06

Online Spending Power:
- ＞3k RMB / 3000元以上: 9.2% +2.7%
- 2k – 2,999 RMB / 2000-2999元: 21.6%
- 1k – 2,999 RMB / 1000-1999元: 41.4%
- 300 – 999 RMB / 300-999元: 22.1%
- 1 – 299 RMB / 1-299元: 5.8%

Online Purchase Intention:
- High / 高: 18.5% +1.1%
- Medium / 中: 54.0%
- Low / 低: 27.5%
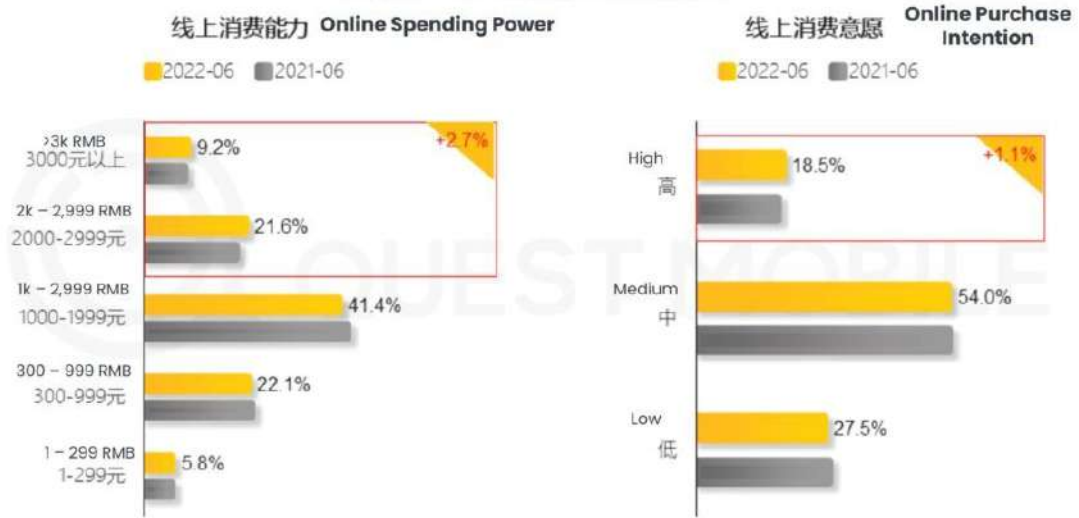
Appendix №2. Description of the selected media for the study

Top 5 Chinese YouTube vloggers

Table №1 top 5 Chinese YouTube bloggers

	Canal	Number of subscribers(million)	Date of registration
1	Li Ziqi	17.5	August 22, 2017.
2	Ms. Yeah.	12.9	February 15, 2017.
3	Dianxi Xiaoge	10	July 25, 2018.
4	Mr. & Mrs. Gao	5.73	November 18, 2014.
5	Xiaoyin cuisine	3.75	March 14, 2019.

The most popular channel by number of subscribers is Li Ziqi[238]. On February 2, 2021, Guinness World Records announced that Li Ziqi set a new world record as the "most viewed Chinese YouTube channel" with 15.3 million subscribers on YouTube. She was born in Sichuan Province, which is located in southwest China. Li Ziqi's videos mainly consist of two parts: cooking traditional Chinese food and reviewing traditional national art. The first part focuses on telling the process of cooking with traditional methods, while the second part shows the process of making blush, dyeing and making traditional clothes, and the four jewels of the workroom (brush 笔, ink 墨, paper 纸 and inkwell 砚) with traditional methods. a cover a wide time range and include many videos depicting the natural beauty of the Chinese countryside. She herself is shown in the videos wearing Chinese clothes and working in a field or on a farm. According to a comment in the Renmin Zhibao newspaper, "It is impossible to be Li Ziqi without love, and it is impossible to watch Li Ziqi without love."

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[238] Li Ziqi URL:https://www.youtube.com/@cnliziqi (accessed on 03.07.2023)

Another blogger Ms. Yeah[239] is a Chinese YouTuber and chef. In each video, a dish, most often local cuisine, is created using tools found in a standard office. Her videos are characterized by the lack of a speech plot, voice-over or dialog, which has contributed to the blogger's popularity abroad. There is no need to use a translator or elaborate on anything to understand. According to the chef, she works in the creative industry, which gives her and her employees the opportunity to cook right at the workplace. Most of the recipes cooked in the video are traditional Chinese dishes and are easy to prepare. She is candid about the fact that the final food was sometimes not very tasty, but the purpose of her blog is not to teach subscribers the art of cooking; therefore, there are no clear instructions for the recipes here. As Ms. Yeah herself stated, "*I don't want to be a 'cooking teacher'. I don't want to teach you how to cook, and I don't want to teach you the science of cooking. I just want to show you an attitude towards life. You can find joy in life wherever and whenever you are.*"

Another "fresh" Influencer representing the Internet of China is a girl named Dianxi Xiaoge[240] , who was born in 1990 in Yunnan. The culture of the people of Yunnan is radically different from that of the people in the Central or Northern part of the country. Therefore, as in the case of the first blogger, this content is of interest not only to foreigners, but also to Chinese, because even the dialects spoken by both girls are perceived as a foreign language by many people from other provinces. The videos created by Xiaoge convey care and concern for loved ones and a tendency to hard work and honesty. It is also worth noting that the girls are bearers of cultural traditions, as they do not use innovative methods, techniques and mechanisms. All recipes are obtained with the help of manual, not machine labor, and the necessary resources are given by the surrounding nature. But there is one rather interesting and unusual nuance that points us to the innovation of these profiles. As a rule, the bearers of culinary traditions, demonstrating their abilities in cooking, crafts, weaving and similar talents, including on the Internet, are already mature or elderly persons. In this case, the bearers

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[239] Ms. Yeah URL: https://www.youtube.com/@MsYeahOfficialChannel (accessed on 03.07.2023)
[240] Dianxi Xiaoge URL: https://www.youtube.com/@dianxixiaoge (accessed on 03.07.2023)

of craft traditions were two young Chinese women combining traditional methods with new technologies (world-wide publication).

Mr. & Mrs. Gao[241] is a verbal youtuber. He was born in Dalian, Liaoning Province, China, after graduating from university he worked for a Japanese company, moved to Japan in 2004 and then to Singapore for work in 2021. In May 2018, Lao Gao launched a new channel (originally called "KUAI PUBG", which was dedicated to videos of Gao playing PUBG) called "KUAIZERO" (now known as Mr. & Mrs. Gao). The channel initially focused on lifestyle and game broadcasting, then began to focus on humanities, social and natural sciences, unsolved mysteries, telling stories and legends about anecdotes, UFOs, unsolved crimes, urban legends, conspiracy theories, and other occult topics. The channel was well received by viewers and became an internet sensation, gaining 100,000 subscribers in 3 months and one million subscribers in 10 months, becoming the first Chinese youtuber to reach one million subscribers on a YouTube channel. This channel was created for his wife. Since Gao is used to telling stories to his wife, he collects all kinds of interesting and unusual stories every day, over time he accumulates a lot of information, and eventually he just turns the collected materials into a narrative for viewers. Other bloggers, Li Ziqi and Dianxi Xiaoge, post their short videos within China before uploading them to YouTube, while Mr. & Mrs. Gao only posts his videos on the YouTube platform. Mr. & Mrs. Gao begins the videos with a humorous introduction, moving on to more ambiguous topics. Through the cozy atmosphere of the story, viewers stop asking pointed questions about anything, and instead are ready to expand their understanding of things they have no idea about in the warm and kind mood created by this family. Mr. & Mrs. Gao presents themselves as a storytelling blogger, not a scientist. This is the most important orientation of their channel, and the audience is tuned in to listen to the lore. The viewer's request is more interested in humorous dialogue and style rather than the truthfulness of the content, as the content of Mr & Mrs Gao channel tells stories rather than scientific truths.

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[241] Mr. & Mrs. Gao URL: https://www.youtube.com/@laogao (accessed on 03.07.2023)

Xiaoying Food[242] also focuses on food preparation. Xiaoying shares one meal a day, not only homemade food, but also various pies, soups and noodles. In addition, Xiaoying Food videos are subtitled in more than 20 languages (English, German, French and Russian). The videos feature a variety of healthy dishes prepared with self-care. It is worth noting that Xiaoying Food pays more attention to simple and quick cooking compared to Li Ziqi and Dianxi Xiaoge. The food is prepared with the most basic cooking methods. In addition, Xiaoying Food has more subscribers on YouTube platform than Chinese media platforms. According to the study, the top three audiences for Xiaoying Food are Russia (2.8 million, 74.3%), Ukraine (377,000, 10%) and the United States (144,200, 3.8%).

Chinese TV channels

"Let's Run"[243] is an outdoor competition reality show presented by Zhejiang STV Official Channel and produced by Zhejiang STV Program Center. The program uses a thematic format that incorporates a more contemporary and regionally relevant main infomercial, and the participants are celebrities and ordinary people divided into different teams for a competition, at the end of which the winning team receives a title or award.

The program "Desired Life"[244], co-presented by Hunan TV (MangoTV Super Variety) and Zhejiang Huxing Media Group. In the broadcast, the main characters work together in the countryside to show viewers a picture of "self-reliance, self-sufficiency, warm hospitality and eco-friendly coexistence". It premiered on January 15, 2017, and aired on Sundays at 8:30 p.m.

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[242] Xiaoying Food URL:https://www.youtube.com/@XiaoYingFood (accessed on 03.07.2023)
[243] "Let's Run" URL: https://www.youtube.com/@KeepRunningChina (accessed 05.07.2023)
[244] "Desired Life" URL:https://www.youtube.com/@MangoTV-Official (accessed 05.07.2023)

"The Challenge"[245] is a large-scale inspirational reality show presented by SMG Shanghai TV Official Channel. Participants in each episode engage in open-ended outdoor sports challenges.

"Chinese Restaurant"[246] is a youth partnership business experience program presented by Hunan TV (MangoTV Super Variety). In the storyline of the program, five mates who run a Chinese restaurant collaborate and train each other from scratch to create a style in the establishment that reflects the specificity and tradition of China. The program aired on July 22, 2017.

"National Treasures"[247] is an educational cultural and museum program produced by China Central Radio and Television (CCTV) in cooperation with CCTV Record International Media Limited, exploring the formation of Chinese civilization and its contribution to the world through visual representation and storytelling. The program has been broadcast since December 3, 2017 on CCTV-3 at 19:30 every Sunday.

Russian TV channels

At the moment, the most popular by the number of views is the project "Voice. Children". The total number of views is almost 2 billion - 1,830,265,025.

"TNT is one of the ten largest and most popular TV channels in Russia. The channel airs unique TV projects - talk shows, sports and music programs, Russian and foreign films and series. The channel airs the best feature, fiction and documentary films, novelties of the international TV market, publicistic, children's, sports, informative, entertaining, musical programs, and talk shows of its own production. "Comedy Club" is a Russian comedy show produced by Comedy Club Production, aired on TNT channel since April 23, 2005. Winner of the TEFI-2017 award in the category "Humorous Program". Residents - Pavel Volya, Garik Kharlamov, Timur

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[245] "The Challenge" URL: https://www.youtube.com/@SMG-Official (accessed 05.07.2023)

[246] "Chinese Restaurant" URL: https://www.youtube.com/@MangoTV-Official (accessed 05.07.2023)

[247] "National Treasures" URL: https://www.youtube.com/@CCTV (accessed 05.07.2023)

Batrutdinov, Demis Karibidis, Marina Kravets, Zhenya Sinyakov, Andrey Beburishvili, Ivan Polovinkin, Zurab Matua, Dmitry Sorokin, Andrey Averin, Andrey Shelkov.

On the official YouTube channel of the TV channel "Friday", which is also represented on the platform by the most popular. "Four Weddings" is a reality show in which brides attend each other's weddings, after which they choose the best one in their opinion. The winner of the wedding competition receives the gift of a romantic trip for two. The premiere of the show "Four Weddings" on channel 1+1 took place on September 1, 2011. "Four Weddings" is one of the most rated family reality shows on the channel.

Channel One is also presented on the YouTube video hosting site. The Russian broadcaster first introduced its YouTube account in April 2006. As of 2016, the channel had 270,180 subscribers. As of today, their number is 3,258,699 people. The channel duplicates its broadcast on YouTube. Channel One provides users of the platform with more than 4000 videos, among which there are both news stories, well-known to all programs, and full episodes of series that are released on the channel. The largest video content is playlists with the broadcast of sports matches. The TV programs with the highest ratings have their own channels on YouTube (see Table № 3).

Table №.3 TV programs of Channel One on YouTube

Canal	Number of subscribers	Number of views	Date of registration
Let them talk	1 531 806	683 434 736	5.11.2015 г.
The Voice Kids	2 850 000	1 830 265 025	24.01.2014 г.
Voice	1 890 000	1 012 632 050	14.08.2012 г.
News on Channel One	595 109	340 178 952	5.11.2015 г.
Live it up!	584 007	164 632 670	5.11.2015 г.
Ice Age	133 098	50 257 185	3.10.2016 г.

TNT TV channel is also presented on YouTube under the name "TNT Watch More!". This channel has 1.11 million subscribers and 106 videos on the platform. Shows and series are released on the official YouTube channel. The date of registration is October 13, 2016. The total number of views is 287,985,166. "TNT" (Your New Television) is a Russian federal television channel. As of 2021, it ranks eighth in popularity among all TV channels in Russia. The channel's target audience is TV viewers aged 14 to 44, with young people aged 18 to 30 forming the core of the audience. The channel has an entertainment orientation, the content is based on TV shows and comedy series. The date of foundation of the channel is January 1, 1998. The popular projects of the channel include cult comedy series such as "Interns", "Univer. New Dormitory" and talk shows including "Battle of the Psychics", "Nasha Russia", "Stars in Africa", "Musical Intuition", and "Comedy Club". This TV channel is a repeated winner of numerous professional awards in the field of television.

Table №.4 of the most popular programs "TV channel TNT" views for the last 7 months.

Title	Views	Table of Contents
"Comedy Club."	20 million	"Mistress VS Ex." Host: Garik Kharlamov, Ekaterina Skulkina, Ekaterina Shkuro
"Psychics. The battle of the fittest."	11 million	Psychics. Battle of the strongest: 1 episode
"Women's Standup."	10 million	Female Standup: NEW SEASON. Presenter: Yarovitsyna, Markova, Yusupova, Bella, Meihanadjian, Myagkova
"Concerts."	9 million	Issue 1 Host: Kamyzyaki

On the official YouTube channel of "Friday" TV channel, which is also presented on the platform the most popular ones (see Table No.5):

Table №.5 most popular programs of "Friday" TV channel for the last 7 months

Title	Views	Table of Contents
"Four Weddings."	10 million	Wedding for 1.5 million VS wedding for 350 thousand // Four weddings
"Battle of the Chiefs."	10 million	Issue 5 // Ivlev VS Agzamov
"Confectioner Kids."	10 million	Cake for Anya Pokrov // Konditer Deti. 1 issue. Premiere

Popular Russian YouTube bloggers

Table No. 6 Russian YouTube channel bloggers

Canal	Number of videos	Quantity views	Number of subscribe
A4	845	25.6 myrd.	49.5 million.
Marmok	388	3.58 billion.	18.8mil.
Alexander Boyko	978	2.63bn.	7.34mil.
TheKateClapp	470	940 million.	7.14mil.

Vlad Paper, also known as A4, is a well-known Generation Z youtuber and media influencer. Vlad has become known for his YouTube channel, where he publishes a variety of content including Challenges, pranks, experiment videos and many other types of entertaining content. The main audience of his channel is young adults and teenagers who are attracted to his energetic presentation style and creative approach to making videos and has participated in various projects, including music videos and collaborations with other famous personalities. His content is generally suitable for family viewing and caters to audiences of different ages, apart from YouTube, he is also active and influential on other social media platforms, which broadens his audience.

Marmok is a very popular YouTube channel in Russia, run by a blogger of the same name. He specializes in creating video game related content, including game

montages, game commentaries and humorous videos about games. His videos are appreciated by viewers for their unique sense of humor, engaging content, and quality editing. Marmok's video style often includes sarcastic commentary on gameplay, humorous montages, and various sound and visual effects to make his videos more entertaining. Although he creates content mostly in Russian, his videos attract viewers from all over the world.

Alex Boyko is active on YouTube and other social media platforms. He is known for his videos on a variety of topics including tech reviews, lifestyle, travel and sometimes humorous or entertaining content. Alex Boyko videos are usually bright, personalized and sincere in their opinions, which has allowed him to gain the trust of his audience. His channel often features in-depth product reviews and tutorials that help viewers better understand and utilize various tech products and services. In addition, his lifestyle and travel videos give viewers a glimpse into his personal life and adventures, providing a window into different cultures and experiences.

TheKateClapp (real name Ekaterina Trofimova) is a well-known Russian YouTube personality and social media influencer known for her diverse and energetic content. Her videos cover a wide range of topics including personal vlogs, fashion and beauty tips, travel, and humorous and insightful commentary on everyday life and social issues. Kate Clapp attracts a large audience due to her vibrant personality and fearless style. Her content not only showcases her passion for fashion and beauty, but also reflects her love for life and candid views on a variety of topics

Appendix №3. Structural models of leisure practices of Generation Z
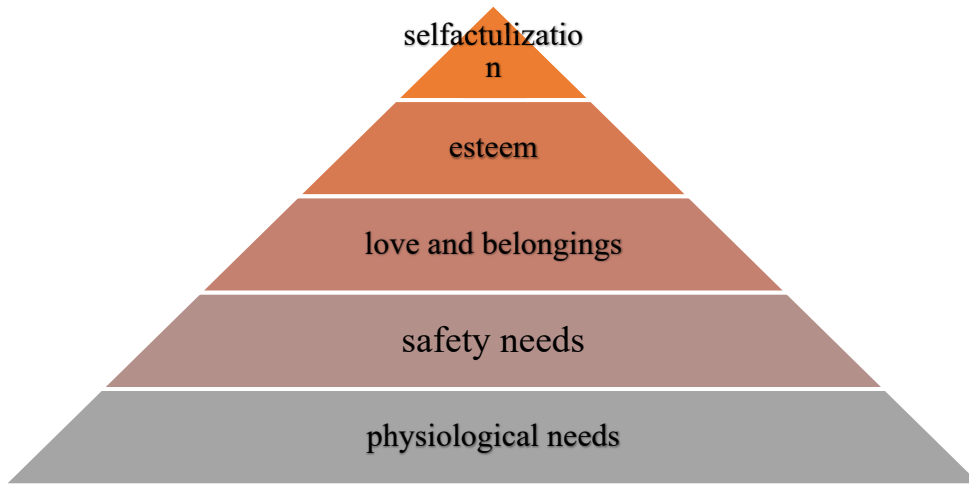
Figure №1. Maslow's pyramid of human needs
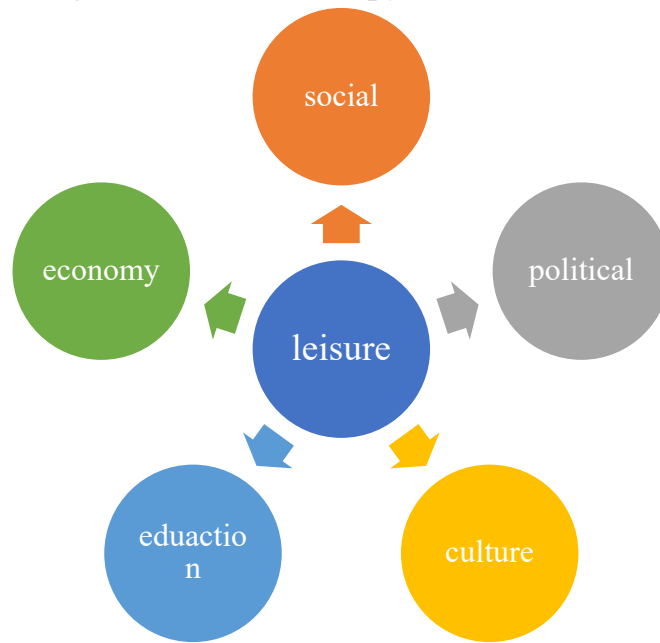
Figure №2. Sphere-structural model of leisure practices of generation Z
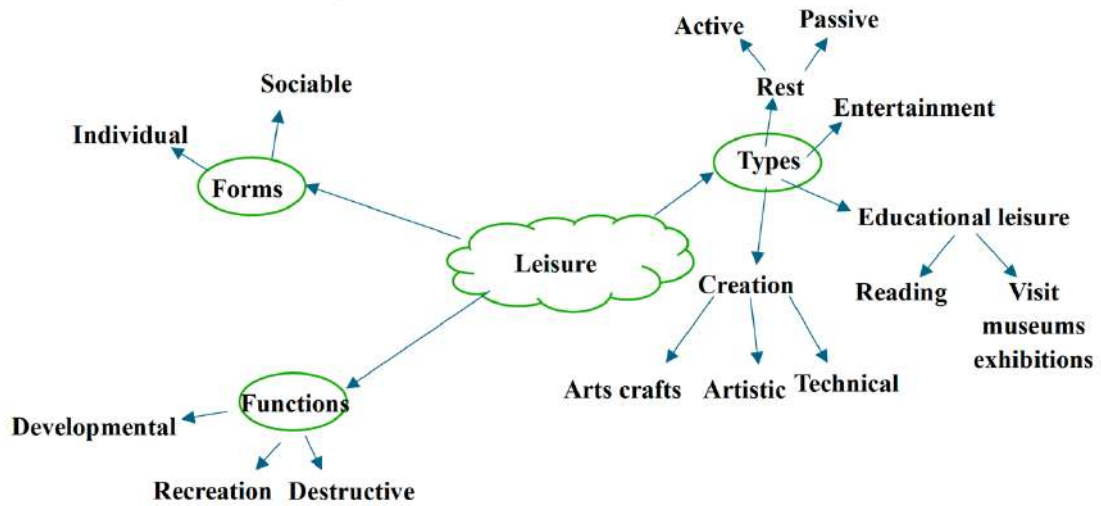
Figure №3. Typology of the structure of leisure models E. V. Sokolova, 1977
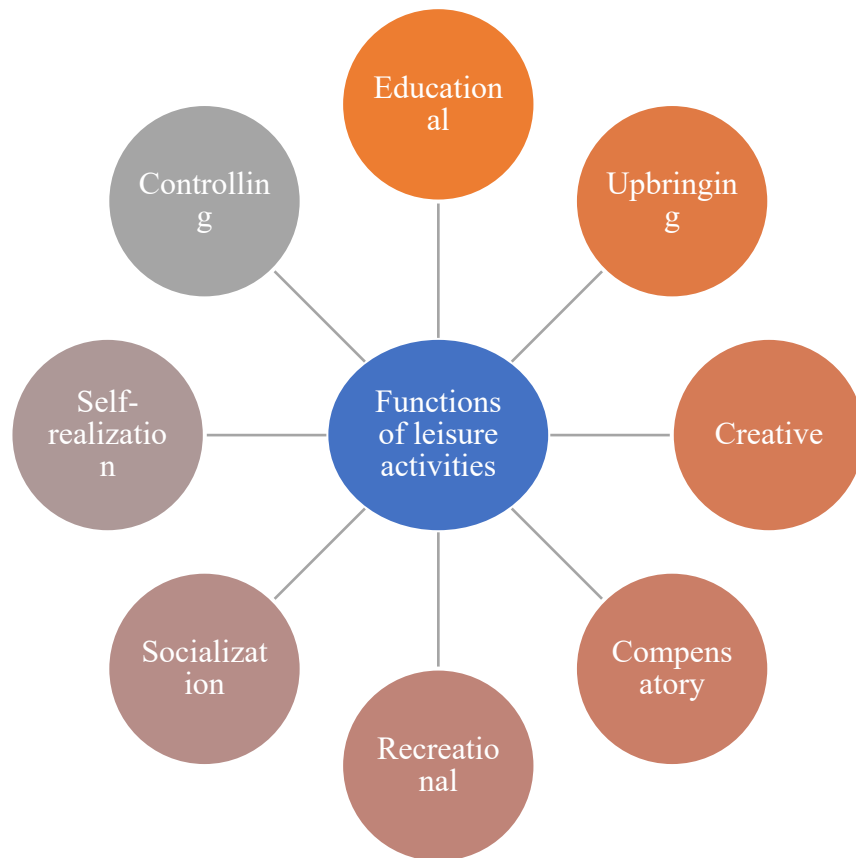
Figure №4. Functional model of leisure activities. Streltsov Yu.A.2002

Appendix №4. A sampling of bloggers' photographic documentation of Generation Z's leisure practices between 2018 and 2023.

小穎美食 **Xiaoying Food**

@XiaoYingFood · 373万位订阅者 · 1366 个视频   3.73 million subscribers; 1.3 thousand videos

大家好，歡迎大家來到小穎美食。

youtube.com/channel/UCJJDD-Hy76jvUMRG-dpFkcw?sub_confirmation=1 和另外 1 个链接

订阅

首页　视频　Shorts　播放列表　社区

最新　热门　最早

【小穎美食】今天做了鮮香美味的蝦仁蔬菜粥，給孩子當早餐太合適了…	【小穎美食】今天做了大人小孩都喜歡的蓮藕腐皮肉捲，外酥裡嫩，越…	【小穎美食】孩子想吃牛排，自己在家就能做，做法簡單肉嫩多汁，孩…	【小穎美食】飯店的白燒蝦為什麼那麼好吃，今天教你正確做法，保證…
2099次观看 · 7小时前	3107次观看 · 12小时前	4986次观看 · 1天前	3317次观看 · 1天前
Today make shrimp and vegetable porridge	Today make lotus root	Steak is easy to make at home!	How to cook shrimp correctly?

老高與小茉 **Mr & Mrs Gao**

@laogao · 598万位订阅者 · 442 个视频   5.98 million subscribers; 442 videos

大家好！這裡是【老高與小茉 Mr & Mrs Gao】頻道。

youtube.com/channel/UCtR5okwgTMghi_uyWvbloEg 和另外 1 个链接

订阅

首页　视频　Shorts　直播　播放列表　社区

最新　热门　最早

【震撼】四十三分鐘講講完完來自非洲薩滿的人類真相 | 老高與小M…	改變人生就靠這一期，今天一定要把它看完 | 老高與小茉 Mr & Mrs Gao	海盜究竟是一夥什麼人？| 老高與小茉 Mr & Mrs Gao	【震撼】不能知道的真相，因為知道了人類就會滅絕 | 老高與…
167万次观看 · 2天前	211万次观看 · 9天前	192万次观看 · 2周前	249万次观看 · 3周前
The Oldest Version of Human Truth!	Change Your Life in This Video!	Who Are Pirates?	Unknowable Truth: If It Is Known, Humanity Will Die Out

办公室小野 Ms Yeah ⊘

@MsYeahOfficialChannel · 1360万位订阅者 · 435 个视频

Ms Yeah, a walking recipe from Mars. ›

youtube.com/channel/UCuCTKG11Ucg0XzTjODAOPXQ 和另外 4 个链接

订阅

首页　视频　Shorts　直播　播放列表　社区

最新　热门　最早

13.6 million subscribers; 435 videos

Cook Chinese New Year's Dinner in Office! | Ms Yeah	How to DIY a BBQ Bicycle?! Will anyone buy my barbecue? | Ms Yeah	Diamond Play Button for Our 10 Million Subscription!!! Ms Yeah	Cooking BATTLE｜China vs Japan (ft. Yanokoji矢野浩二) | Ms Yeah
84万次观看·1年前	19万次观看·1年前	13万次观看·2年前	42万次观看·2年前

滇西小哥 Dianxi Xiaoge ⊘

@dianxixiaoge · 1060万位订阅者 · 434 个视频

煮一壶普洱，烹二三滇菜，四五家人围坐，此生足矣 ›

facebook.com/dianxixiaoge.official 和另外 2 个链接

订阅

首页　视频　Shorts　播放列表　社区

最新　热门　最早

10.06 million subscribers; 434 videos

秋收－－最幸福的季节，劳作一年的期盼【滇西小哥】	游保山 | Travel Baoshan【滇西小哥】	洋芋－－是最百变的蔬菜也是不可替代的主粮【滇西小哥】	云南人爱吃的营养坚果：千年老树核桃【滇西小哥】
319万次观看·9天前	99万次观看·2周前	464万次观看·3周前	406万次观看·1个月前
Autumn Harvest: The Happiest Season	Visiting Baoshan	Potatoes: An Indispensable Food	Yunnan's Favorite Nuts

李子柒 Liziqi ✓

@cnliziqi · 1800万位订阅者 · 128 个视频   18 million subscribers; 128 videos

这里是李子柒YouTube官方频道哦～欢迎订阅：https://goo.gl/nkjpSx ⟩

youtube.com/watch?v=8VO6ApTjGj4&list=PLF-q-IGQQb1tXQ45-RsEnaXGP4u_... 和另外 3 个链接

订阅

首页   视频   直播   播放列表   社区   🔍

最新   热门   最早

18:00		14:05	19:08
我们中国人的开门七件事，柴米油盐酱醋茶 Firewood, rice, oil, salt, soy...	Wine table of winding canal—an exciting by-product of watching T...	喝的是茶，过的是生活 Tea is more than a drink, but a lifestyle. ｜ Liziqi...	Make a peach blossom crown with silk flowers ｜ 用绢花工艺做了套桃...
3014万次观看 · 2年前	1726万次观看 · 2年前	1808万次观看 · 2年前	2303万次观看 · 2年前

Appendix №5. Research results

Full table size

Acceptable number of publications

Chinese media - 2301

Russian media - 3717

Statistics on a sample of Chinese media

Year	Sum of words	Reference amount
2018	15660	347
2019	18082	465
2020	22757	580
2021	15365	398
2022	14895	325
2023	10031	186
Total	96790	2301

Number of references by year
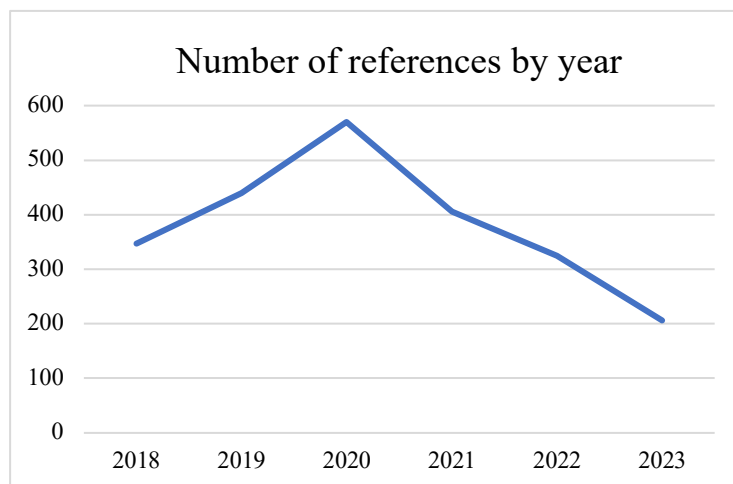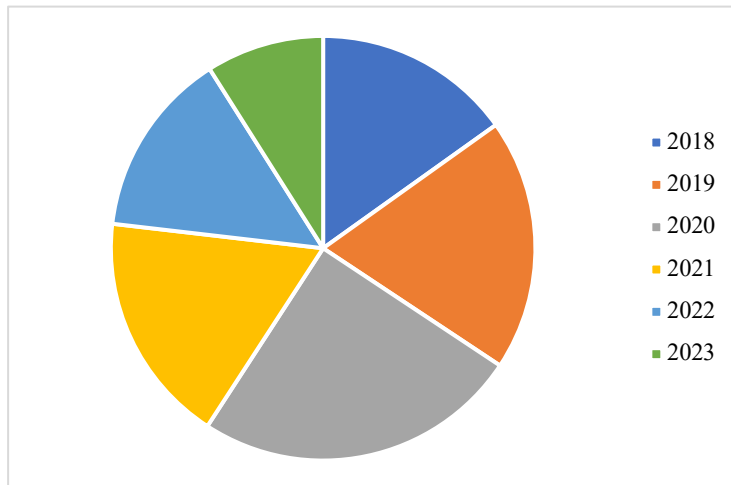
Statistics category

Category	Amount	
Political topics	52	2.26%
Educational topics	166	7.21%
Cultural topics	981	42.63%
Economic topics	912	39.63%
Social topics	199	8.65%
Total	2301	100%

Category	2018	2019	2020	2021	2022	2023
Political topics	5	11	14	6	9	7
Educational topics	24	20	37	32	34	19
Cultural topics	185	207	255	152	112	70
Economic topics	107	198	236	169	137	65
Social topics	26	28	38	39	33	25
Total	347	465	580	398	325	186
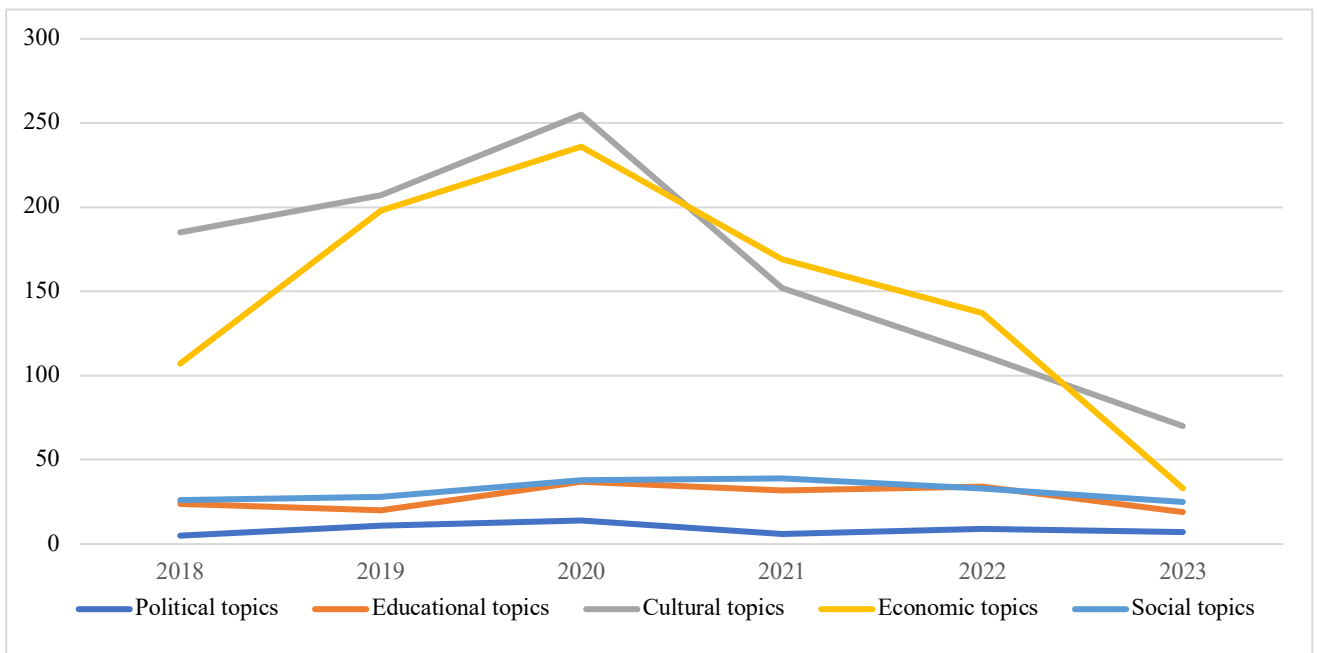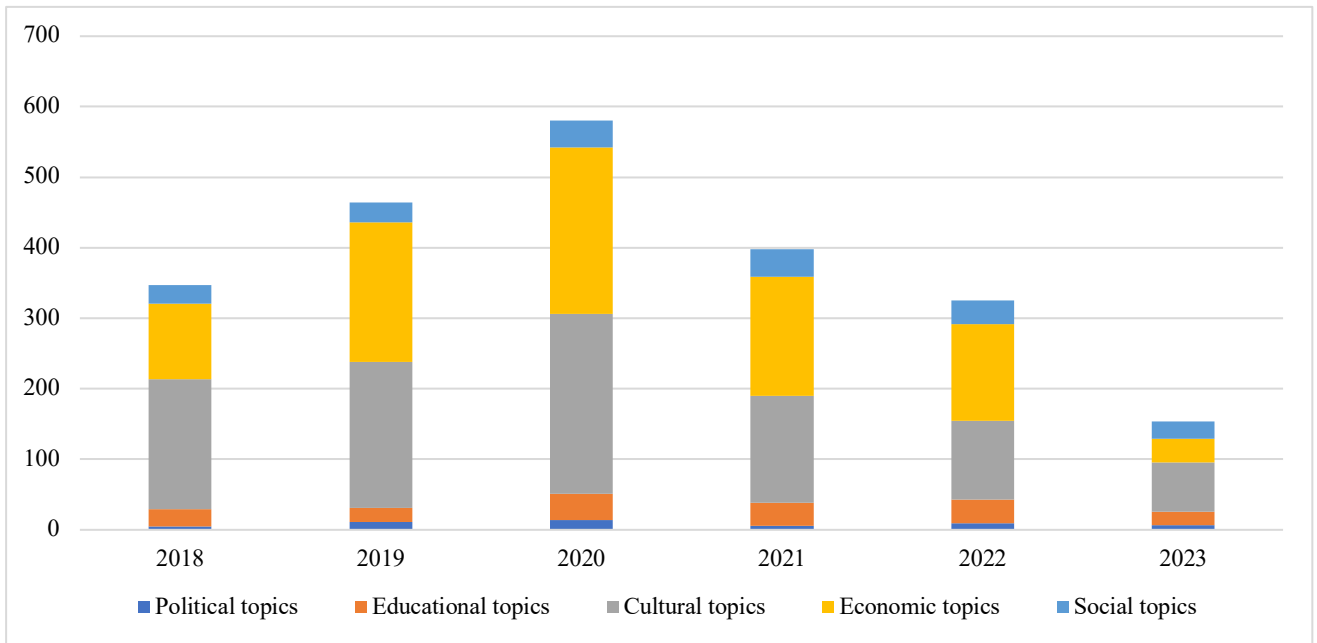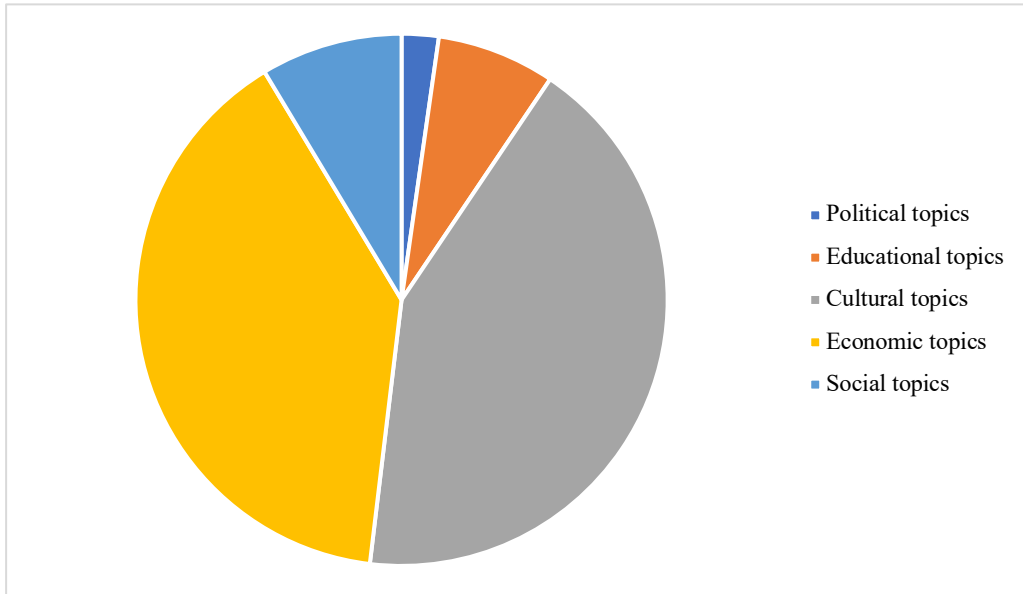
Statistics subcategory

Subcategory	amount	
Elections	8	0.00%
Political dialog/interview	44	1.91%
Shopping	188	8.17%
Tourism	376	16.34%
Sport	277	12.04%
Media consumption	71	3.09%
Cultural and spiritual	57	2.48%
National culture	780	33.90%
Artistic and creative	117	5.08%
Subculture	27	1.17%
Refresher courses	85	3.69%
Learning foreign languages	3	0.13%
Computer programming	78	3.39%
Volunteers	106	4.61%
Social activities	93	4.04%
Total	2301	100%

Subcategory	2018	2019	2020	2021	2022	2023
Elections	**3**	**0**	**5**	**0**	**0**	**0**
Political dialog/interview	7	8	10	5	5	9
Shopping	11	21	46	36	35	38
Tourism	48	97	96	54	59	22
Sport	30	44	46	50	78	29
Media consumption	5	8	12	13	16	17
Cultural and spiritual	6	8	19	10	9	5
National culture	189	205	212	110	36	20
Artistic and creative	8	24	29	10	34	12
Subculture	3	6	2	7	4	5
Refresher courses	6	6	22	27	20	4
Learning foreign languages	0	0	0	1	1	1

Computer programming	7	14	16	30	5	6
Volunteers	10	14	16	35	23	8
Social activities	14	10	49	10	0	10
Total	347	465	580	398	325	186

ratio of the number of subcategories by year
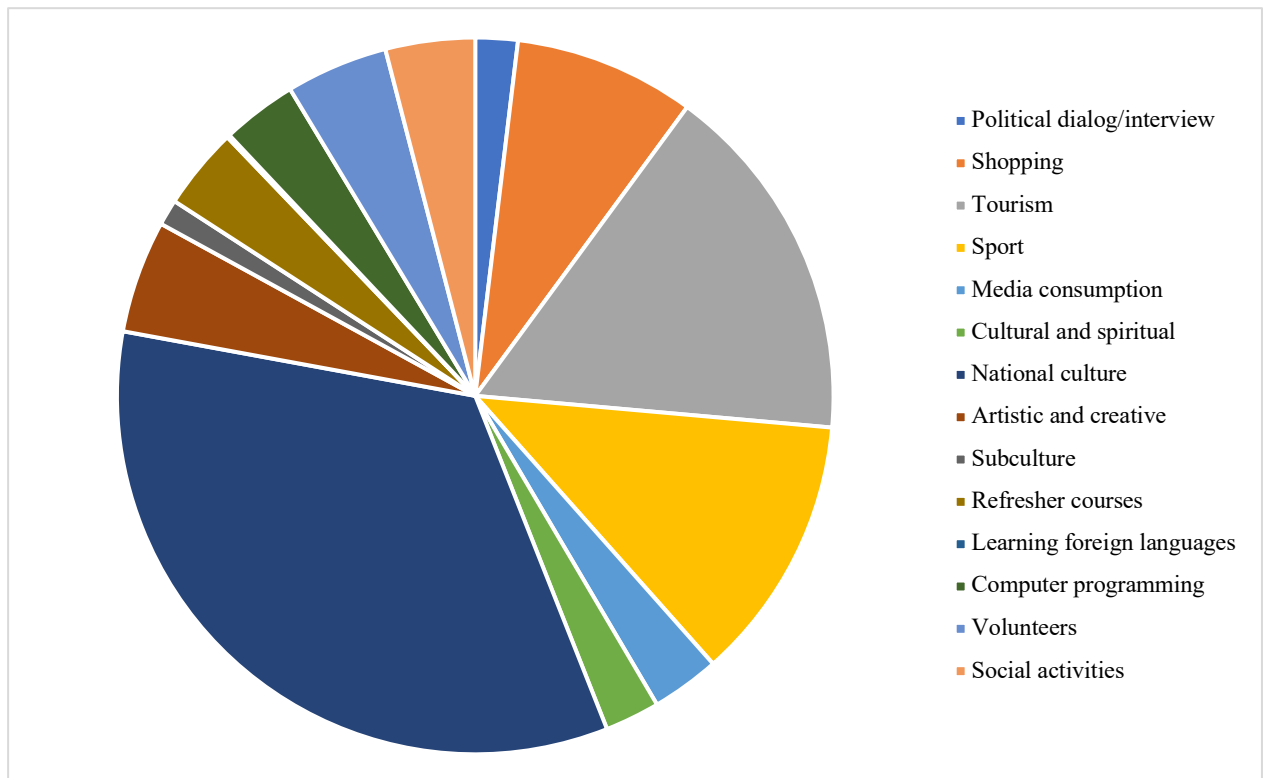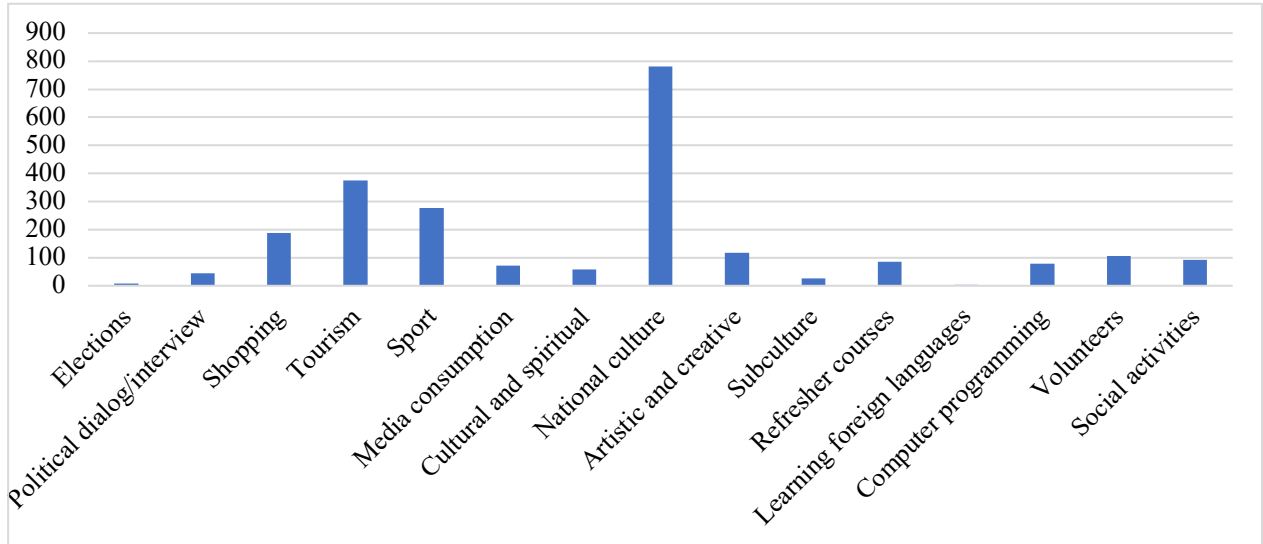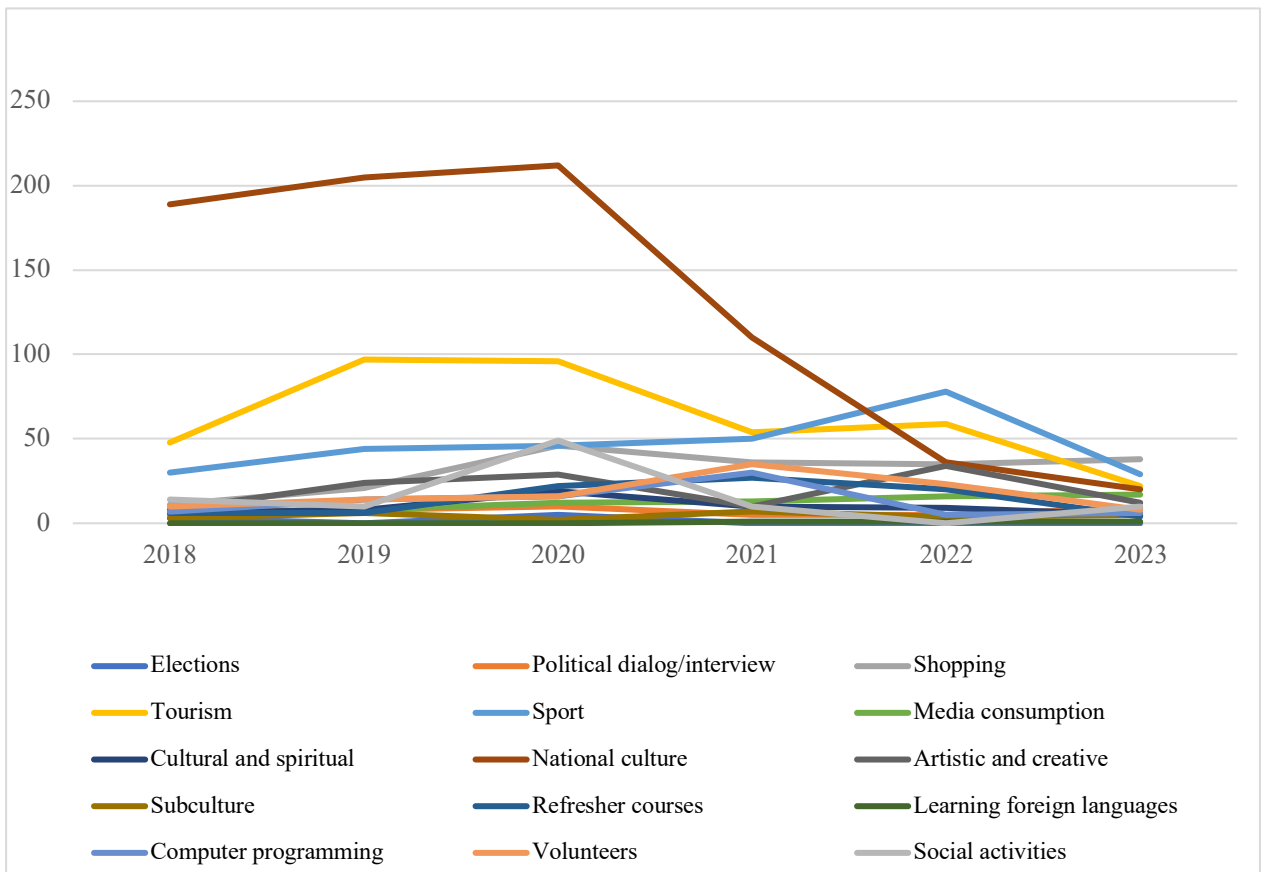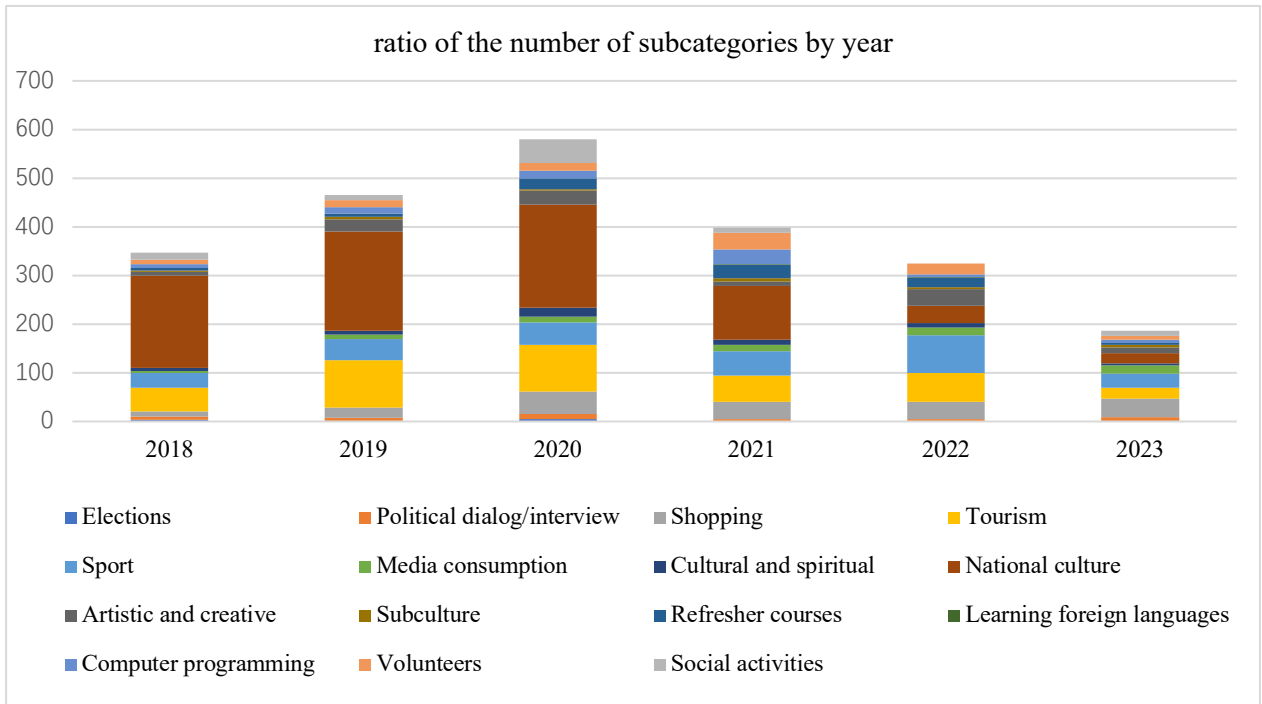
Statistical sources

sources	amount	
"Let's go for a run."	73	3.17%
"Challenge."	73	3.17%
"Chinese restaurant."	73	3.17%
"National Treasures."	40	1.74%
"Desired Life."	81	3.52%
Li Ziqi	101	4.39%
Dianxi Xiaoge	312	13.56%
Xiaoyin cuisine	1126	48.94%
Ms. Yeah.	132	5.74%
Mr. & Mrs. Gao	290	12.60%

	"Let's go for a run."	"Challenge."	"Chinese restaurant."	"National Treasures."	"Desired Life."	Li Ziqi	Dianxi Xiaoge	Xiaoyin cuisine	Ms. Yeah.	Mr. & Mrs. Gao
2018	12	12	12	10	14	37	92	0	54	55
2019	12	13	13	10	13	38	63	363	49	55
2020	12	12	12	10	12	20	53	347	11	53
2021	13	12	12	10	14	6	48	170	16	51
2022	12	12	12	0	14	0	36	159	2	51
2023	12	12	12	0	14	0	20	87	0	25
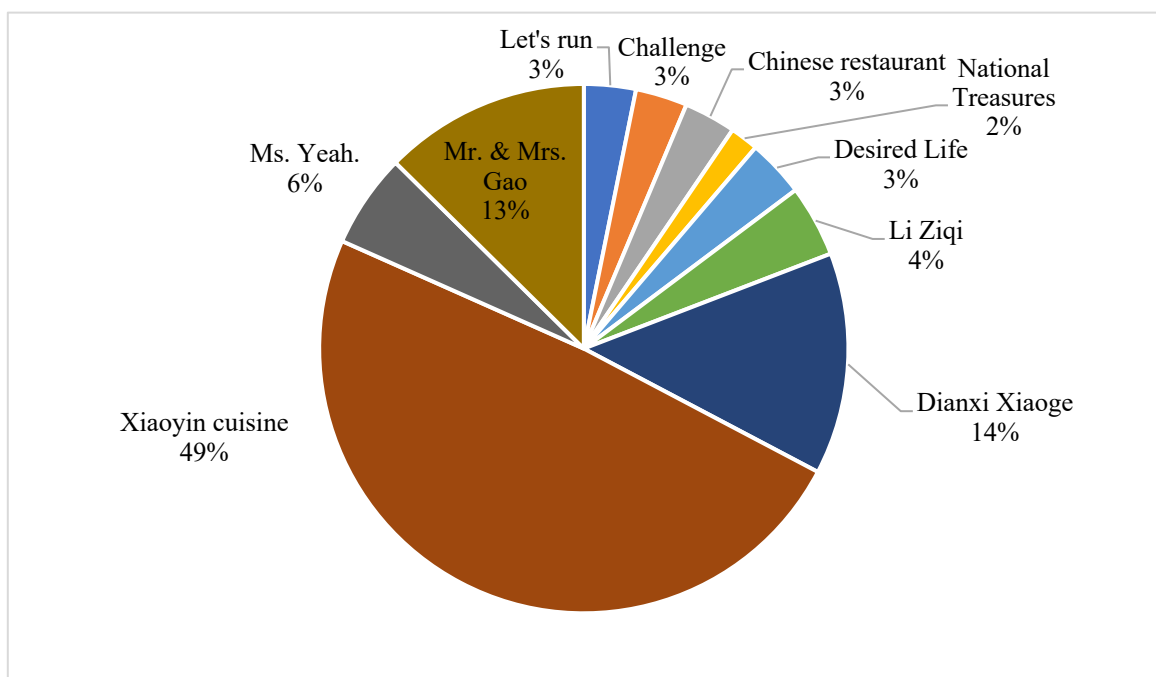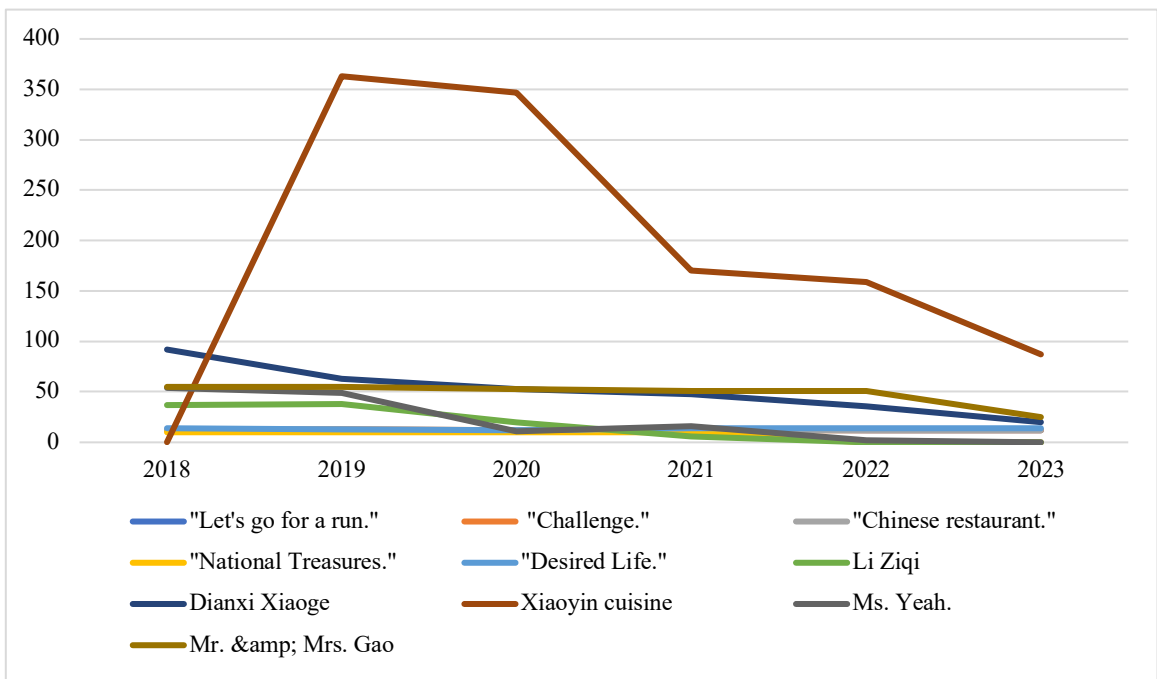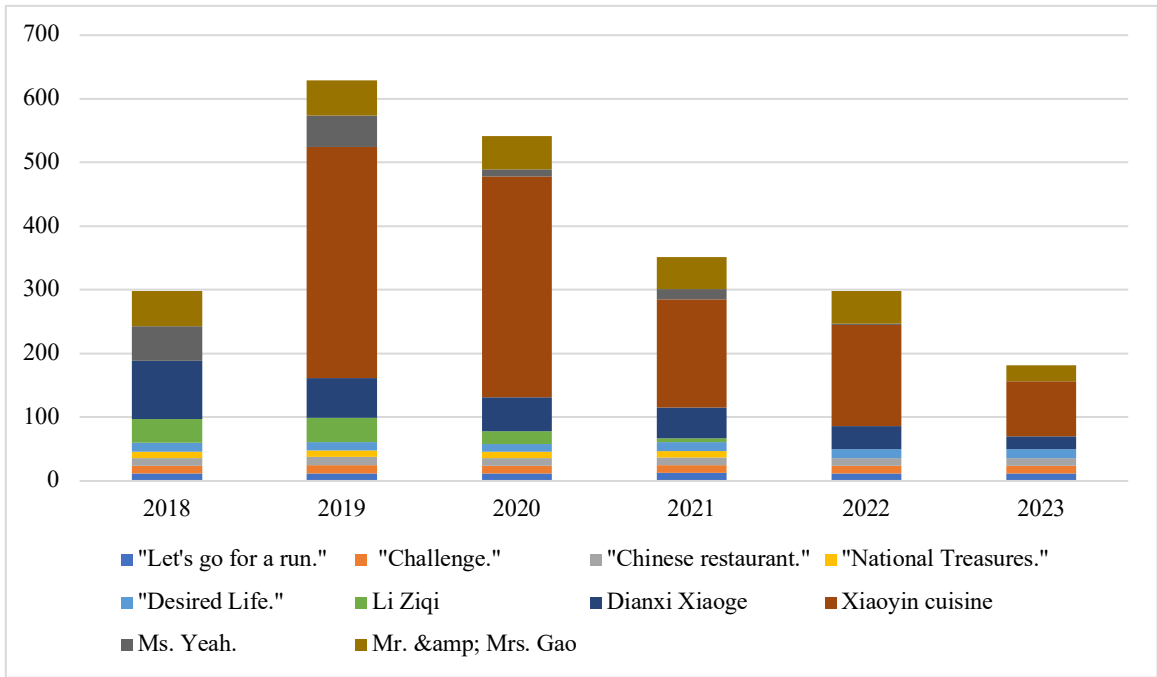
Statistics on a sample of Russian media

Number of references by year

Number of references by year
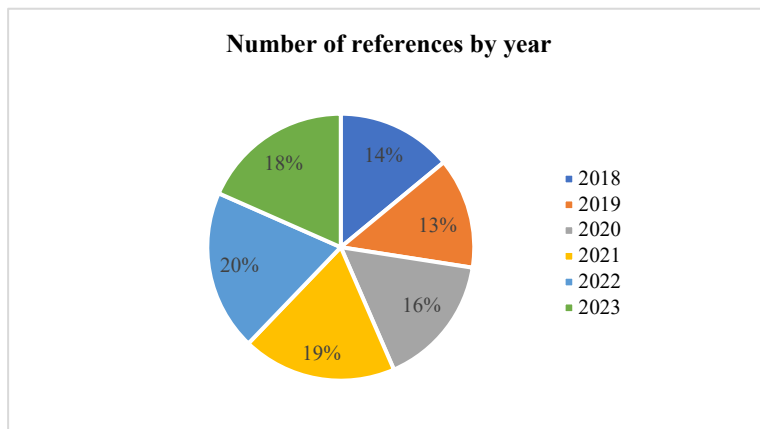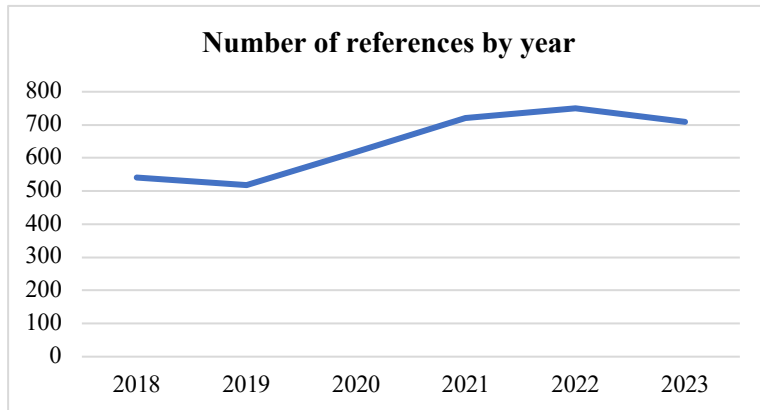
Statistics category

Category	Total amount	
Political topics	445	5.15%
Educational topics	291	3.36%
Cultural topics	3142	36.33%
Economic topics	4572	52.86%
Social topics	199	2.30%

Category	2018	2019	2020	2021	2022	2023
Political topics	62	54	81	85	92	71
Educational topics	28	32	49	48	73	61
Cultural topics	485	436	458	568	740	555
Economic topics	695	523	749	951	1003	749
Social topics	29	23	28	31	48	40
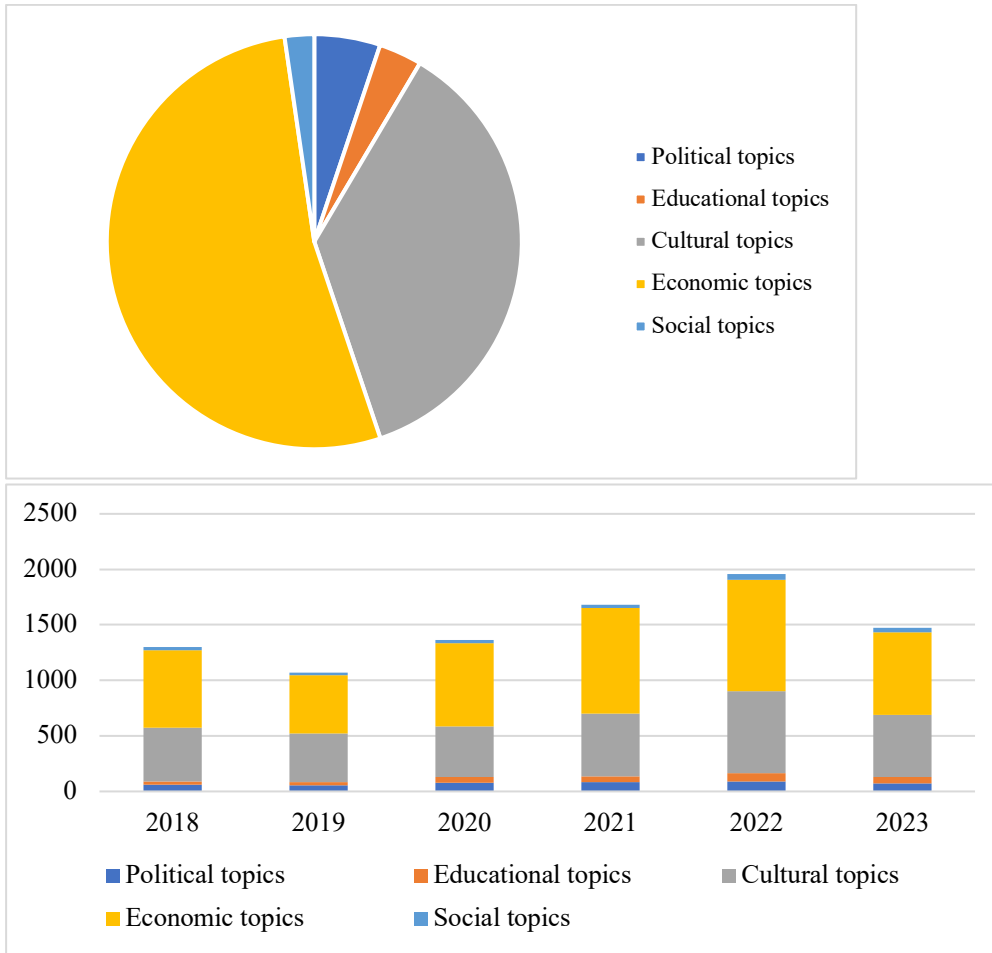
Ratio of themes of leisure practices by year in the Russian sample
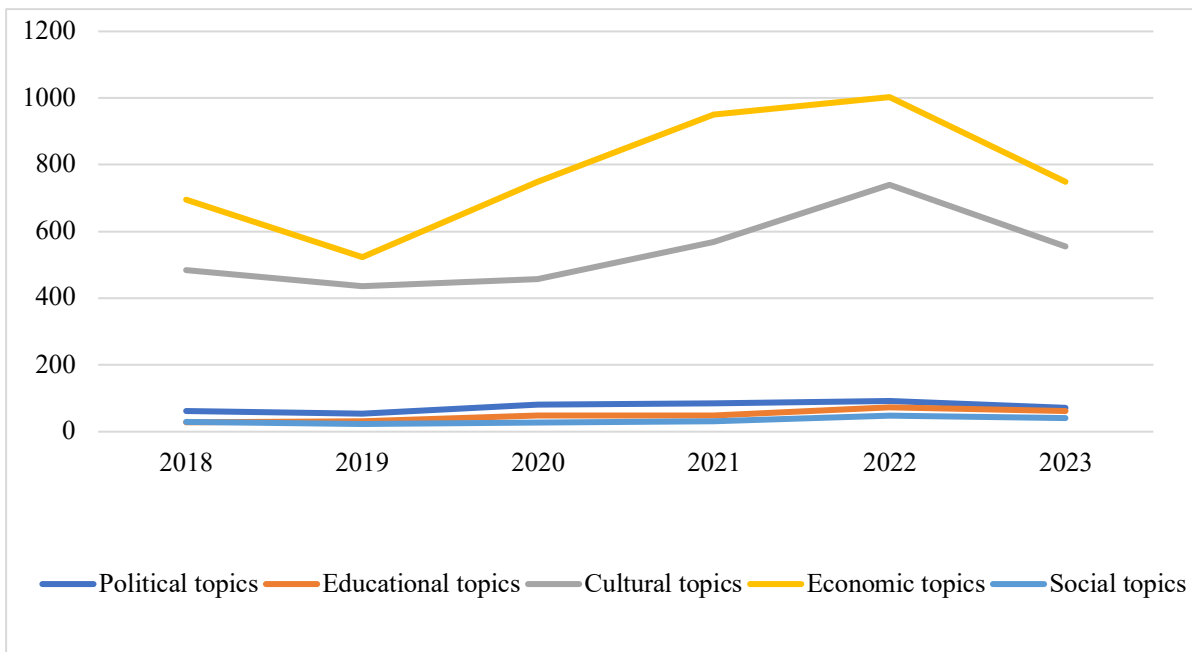
**Dynamics of themes of leisure practices by year in the Russian sample**

Statistics subcategory

Subcategory	Amount	
Elections	167	1.93%
Political dialog/interview	278	3.21%
Shopping	225	2.60%
Tourism	1377	16.11%
Sport	1191	13.77%
Media consumption	1679	19.41%
Cultural and spiritual	2496	28.86%
National culture	195	2.25%
Artistic and creative	20	0.23%
Subculture	531	6.14%
Refresher courses	1	0.01%
Learning foreign languages	0	0.00%
Computer programming	290	3.35%
Volunteers	87	1.01%
Social activities	112	1.29%

Subcategory	2018	2019	2020	2021	2022	2023
Elections	**19**	**15**	**35**	**31**	**35**	**32**
Political dialog/interview	43	39	46	54	57	39
Shopping	16	22	24	48	70	45
Tourism	157	166	203	305	315	231
Sport	127	126	191	274	275	198
Media consumption	395	209	293	324	343	275
Cultural and spiritual	395	351	341	430	539	440
National culture	27	24	34	29	42	39
Artistic and creative	2	3	5	2	3	5
Subculture	61	58	78	107	156	71
Refresher courses	0	0	0	0	1	0
Learning foreign languages	0	0	0	0	0	0
Computer programming	28	32	49	48	72	61

Volunteers	16	8	14	12	21	16
Social activities	13	15	14	19	27	24

Subcategory amount
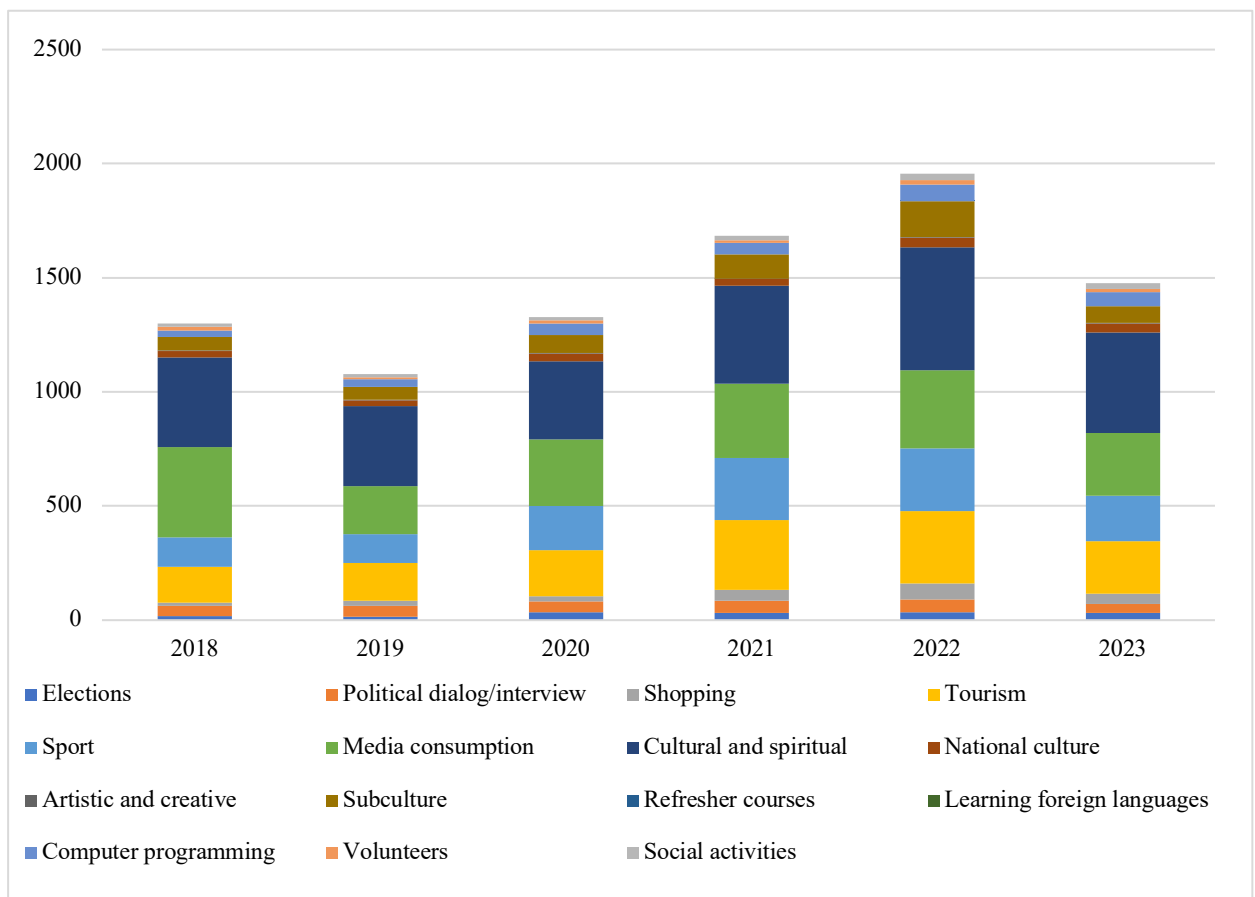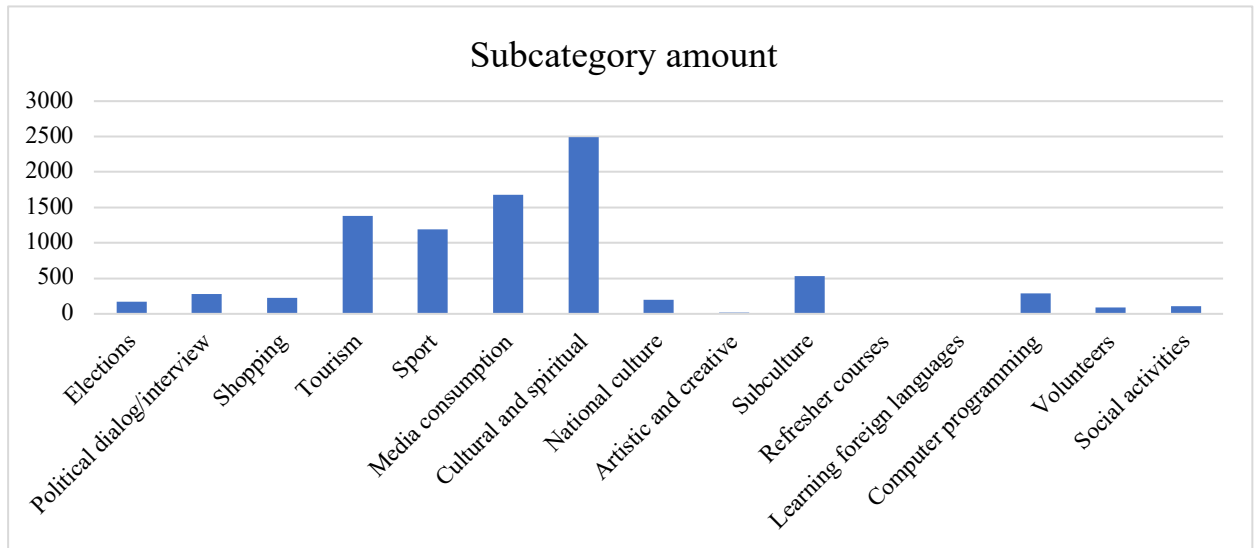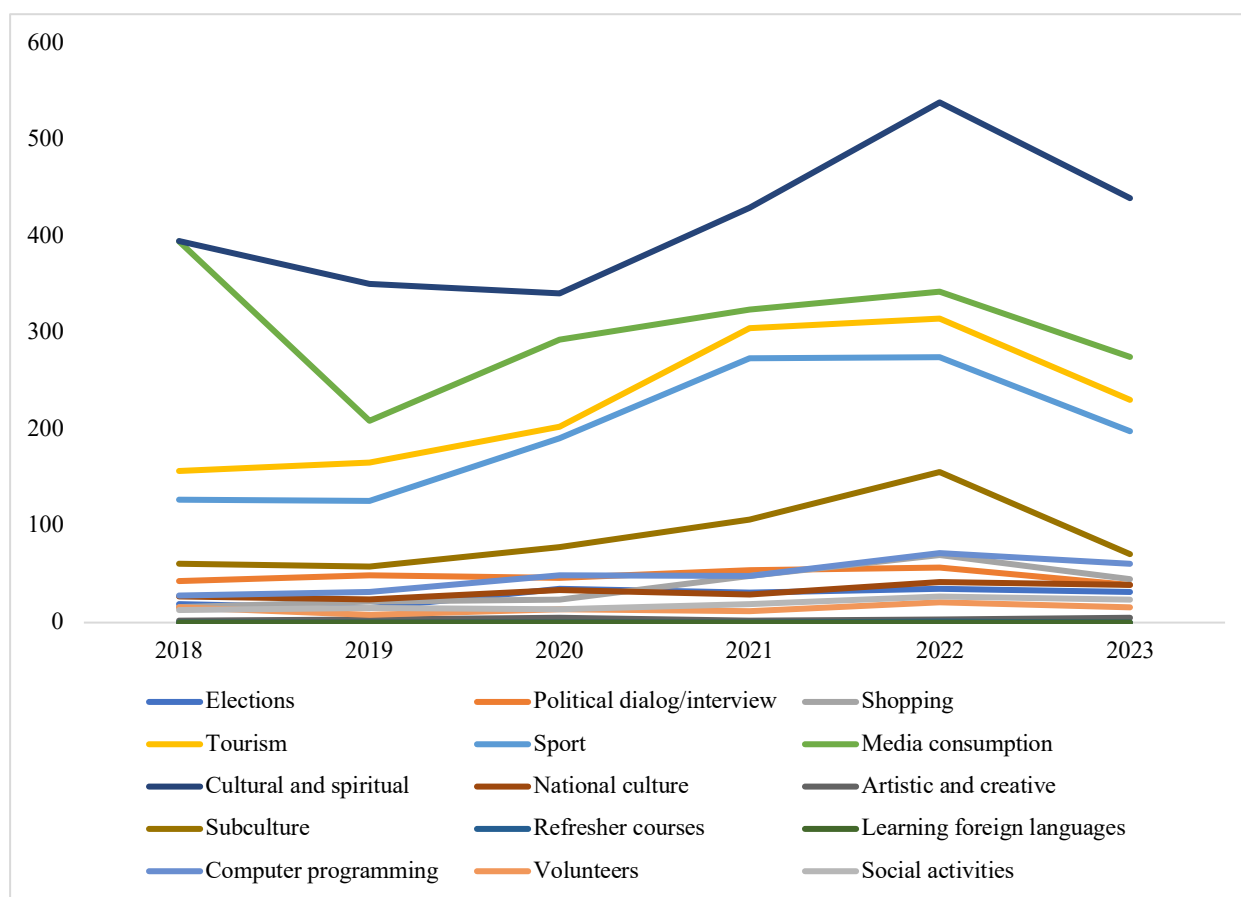
Statistical sources

sources	amount	
"The Voice Kids."	1273	34.25%
"Comedy Club."	360	9.69%
"Stand up! "	312	8.39%
"Four Weddings."	51	1.37%
"Battle of the Chiefs."	20	0.54%
A4	792	21.31%
Marmok	215	5.78%
Alexander Boyko	603	16.22%
TheKateClapp.	91	2.45%

	"The Voice Kids."	"Comedy Club."	"Stand up! "	"Four Weddings."	"Battle of the Chiefs."	Marmok	Alexander Boyko	TheKateClapp.	A4
2018	271	0	0	0	0	58	127	27	23
2019	273	0	0	9	0	50	73	17	72
2020	232	55	32	1	0	24	69	11	172
2021	252	65	73	9	0	26	66	7	203

2022	245	55	37	31	20	25	125	11	180
2023	0	185	170	1	0	32	143	18	142

Visualization of cluster analysis results