

## **REVIEW**

### **Academic Supervisor on the final qualification work of a Master's student at the Faculty of Sociology of St. Petersburg State University Sergey Viktorovich Krylov “Communicative practices of the formation of value-ideological complexes: a comparative analysis of socially-oriented social movements” in the field of training 39.04.01 «Sociology»**

Final qualifying work S.V. Krylova is devoted to the study of the peculiarities of the formation of value-ideological complexes of modern socially-oriented social movements. The paper provides a comparative analysis of the communicative practices of communities in the virtual space. Communicative technologies for the formation of actual value-ideological complexes in the activities of social movements play an important sociologically important role, but have not been practically studied. At the same time, new program ideologies are emerging in the communicative practices of socially oriented movements, reflecting the interests and goals of communities. They are focused on creating a target audience, attracting supporters and resources to realize the values, that are meaningful to them. The study posed the task of analyzing and assessing the practical potential of communicative practices in the design and constitution of value and ideological complexes of modern socially oriented social movements in the digital space.

The object of the research is the thematic communities of socially oriented social movements in the VKontakte social network. The subject is the structural features of communicative practices aimed at the formation of value-ideological complexes, carried out within the framework of these thematic communities. The goal is to identify the features of communicative practices of the formation of value-ideological complexes and targeting social movements. In the work, a theoretical analysis of the stated problems has been carried out and significant empirical material has been collected on the representation of value-ideological complexes of modern socially-oriented social movements on the example of social networks. The first chapter “Theoretical foundations of studying the communicative practices of social-oriented social movements” characterizes social movements in an information society, the identity of members of social movements as a system of value-normative complexes, modern methods of researching the communicative practices of social movements in the digital environment. The second chapter provides a comparative analysis of the communicative practices of socially-oriented social movements, in particular, a program for the study of the communicative practices of socially-oriented social movements, aimed at collecting digital traces, is presented, a communicative portrait of a collective linguistic personality in the form of text analysis is compiled. Finally, a network and correlation analysis of virtual communities is given, which reveals the specificity of communicative practices in the formation of value-ideological complexes.

In the empirical part were investigated belonging to social movements of the following ideological orientations 36 communities. An interesting array of data was obtained, analyzed using the developed software solutions in accordance with the research program. The previously created software solutions (scripts in the R and Python programming languages) have been improved, intended for collecting and preprocessing texts from comments posted in the public domain on the VKontakte social network using the API of the social network site. Software solutions have been developed for a number of research problems to build a "portrait of a communicative personality" for each active participant in the studied communities of the social network "VKontakte". They were used to form a profile of the characteristics of each studied community, to assess data on the parameters of the communication network formed by its participants and the specifics of the vocabulary used.

The work contains some stylistic and grammatical errors in the text. At the same time, S.V. Krylov and his results demonstrate a good level of research qualifications and analytical skills. The author successfully coped with the assigned tasks of conducting research and writing the final qualifying work. In general, the presented work of Krylov meets the requirements for qualifying works in the direction of the magistracy and deserves a positive assessment.

Scientific adviser, prof., Ph.D. Sci., Head.  
Department of Sociology of Culture and  
Communication, Faculty of Sociology, St.  
Petersburg State University

Kozlovskiy V.V.

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