

Bylieva, D., Lobatyuk, V., Nikiforova, N., Petrova, M. (2017). The Problem of "Sign Field" Creation for the Russian National Technology Initiative. *4th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM2017. Book6, Vol.1, 117-124.* DOI:10.5593/SGEMSOCIAL2017/HB61/S7.14

#### **ABSTRACT**

Russia is making efforts to reconsider its policy and achieve leadership in innovation and technology sector. A mechanism that is called to fulfill these ideas is the National Technology Initiative (NTI), that seeks to identify the most perspective technologies and implement necessary administrative and legislative changes. This project is concerned with creating new businesses and technological agendas, concurrently transforming and modernizing public opinions and attitudes about the future of the country and society in connection with technological change. The proposed article will analyze the specificities of public discourse and public opinion shaped around the initiative in social media and news coverage. This question is tied to the mechanisms of public science and technology communication (B. Trench, M. Bucchi) and the problem of translation of scientific information into public sphere, as well as making it relevant to citizen culture. The paper will analyze the sign field around NTI through a range of approaches including semiotics (U. Eco, J. Baudrillard, M. Epstein), framework of sociotechnical imaginaries and national identity construction (S. Jasanoff), media packages (W. Gamson, A. Modigliani).

#### **Quotes**

Media package has a main frame or narrative, setting the interpretation landscape and supporting rhetorical patterns. The media package elements prompt a reader to interpret the object or event in a certain way (Bylieva, Lobatyuk, Nikiforova, & Petrova, 2017, p. 118)

Public communication of large scientific-technical projects performs a range of functions such as creation of a current agenda for thinking about scientific-technical progress, shaping of public opinion, and participation in constructing national identity (Bylieva, Lobatyuk, Nikiforova, & Petrova, 2017, p. 118)

The realization of current processes and creation of popular signs reflecting society development trends becomes essential. The global network provides an opportunity to promote successful visual and verbal signs almost immediately (Bylieva, Lobatyuk, Nikiforova, & Petrova, 2017, p. 119)