

## Digital Transformation of Strategic Media Communications in Medicine

Научный руководитель – none none none

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Scientifically, the concept of mediatization is an interdisciplinary one, which allows us to look at how the transformation of social institutions is affected by media influence theories and social theories. Researchers are focusing on people's digital representations and new interaction models.

Modern mediatization theory encompasses the institutional approach (Hjarvard, 2004) and social constructivism (Krotz, 2009, Hepp, 2013), the former based on the view that mediatization determines social process evolution.

Berger and Luckmann's "Social Construction of the Reality" emphasises that media is a social and cultural reality' construct. This viewpoint further evolves as communicative constructivism, widespread in Russia (Gureeva A., 2018, Nim E., 2017) and Germany (Knoblauch, 2013).

As digital networks grow and overlap with traditional interaction forms in medicine, new models of clinic-doctor-patient interaction emerge. Researching this reveals the efficiency of communicative constructivism.

Mediatization forces social institutions to adjust their practices to the logic of the media. Medicine, seemingly one of the most conservative ones and thus least susceptible to this process, is also being decentralised via the effects of mediatization. This is evident from numerous examples of successful personal brand promotion by doctors - they fare much better on social media than medical organizations. With the current triumph of digital media, and in particular social media as the main communication instrument, the public displays far greater interest in a persona than an organization. Analysing websites with recommendations for doctors and clinics, helping people select medical service providers, the same tendency transpires. Initial analysis demonstrates that a doctor's persona is more significant to the patient than a medical organization.

The purpose of the research is to study the transformative effect of mediatization on medicine as an institution.

Research methodology is based on communicative constructivism and phenomenological approach, including content analysis of digital representations of doctors and clinics (300 Instagram accounts); in-depth interview of St.Petersburg-based doctors (10 people). The research validates the tendencies of transformation of medicine as a social institution.