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**Agenda****Neklyayev S. Psychological Security and Mass Media**

The author analyses a strategy of modern psychological warfare – information-psychological pressing, mass media effects and their role in information wars. Shaping the information society, countries are currently strengthening national information security systems. In the context of a growing threat of international terrorism mass media need to coordinate and regulate public feeling.

*Key words:* public opinion, information war, psychological security

**Kharabua R. Russia and Georgia in the Context of Geopolitical Struggle**

The article examines the coverage of the relationship between Russia and Georgia in Russian newspapers of different ideological and political orientation. As it became clear from recent events, the relations between former friendly states evolved into a real conflict. *Nezavisimaya gazeta*, *Zavtra* and *Izvestia* offer their readers different points of view on this problem. The author highlights key problems of the arrival of American military groups in Georgia as presented by the Russian newspapers.

*Key words:* geopolitics, Russian media, American military, Eurasia, regional conflict

**Mass Media in Russia****Grineva I. Responsibility as a Moral Cultural Value.**

Mass media are able to influence legal consciousness of a nation and behavior of their audience. Journalists often do not take into account consequences of possible inadequate perception and interpretation of their coverage of criminal events by their audience. Moral values of cultures, especially responsibility should become more important for journalists' practice in order to prevent destructive role of violent images.

*Key words:* responsibility, criminal events, journalism ethics

### ***Nasonova E.* Verbal Advertising in Russia in the 19<sup>th</sup> Century**

The article deals with the explosion of verbal advertising in Russia in XIX century, which was fostered by various economic, political, and cultural events. In the XVIII-XIX centuries different genres of verbal advertising emerged and became popular. They varied from announcements to raeshny verses.

Key words: verbal advertising, verbal communication, raeshny verse

### **Global Context**

#### ***Orlova V.* CNN as the First Global Network**

The article analyses the development of a broadcasting concept and evolution of the global news network CNN. Ted Turner, the founder of CNN, introduced and inaugurated a unique type of television format in 1980 – a round-the-clock, all-news network via a satellite. During the 1991 Gulf War and other major international events CNN was considered as the public's first choice of news. Reaching about billion people everyday all over the world CNN is today a leader of global broadcasting and a player in international relations.

Key words: satellite television, global news network, international events, worldwide audience.

### **Problem to Think Over**

#### ***Malysheva Ya.* Power and Society: Problems of Political Discourse**

Interrelation of power and society has put forward the problems of political discourse and public policy realized by mass media. In a democratic society responsibility of mass media is considered to provide the theory, research, and normative procedures required making political discourse constructive. Constructive controversy provides a theory, validated by research, which has been operationalized into a normative procedure. Without discourse there is no open discussion in which each citizen is able to advocate his position to reach reasonable political decision.

*Key words:* political discourse, constructive controversy, argumentum ad hominem, ready ideas

### **Naumova T. On Peculiarities of a Publicist Text**

The author focuses on the content of publicist texts. The research is based on special methods, including so called *ditext-analysis* and comparative analysis of texts on semantic, structural and syntactical criteria as well.

*Key words:* publicist, ditext-analysis, civil position

### **Sizov F. Evocative Analysis of Print Media Texts**

The author explores a scope of media effects on their audience and therefore he suggests a variety of methods to analyze journalist's texts. The analysis includes an acquaintance with a text, semantic and communicative assessment, interpretation of fragments, understanding the relationship between factors of influence. A final decision on the ability of media to influence the audience depends on research methods applied by researchers.

*Key words:* evocative analysis, media content, factors of influence

## **Media.ru**

### **Maifshv E. Preconditions of Online Media Development in Russia**

It is impossible today to imagine the Russian information market without online media players. One of the key preconditions of online media development in Russia is a growing demand of the Internet audience, especially educated people who use the Internet in their professional activity and career. Besides, a major technological reason to explain the further growth of the Internet in Russia remains the progress in content management systems.

*Key words:* online media, Internet audience, content management

**Personality**

***Volkova T. A Man of the Epoch – Aleksej Ajubey***

The article deals with the activity of Aleksey Adjubey, a prominent Soviet editor and outstanding politician of "Khrusciov' thaw" epoch. Ajubej headed the editorial staffs of two national newspapers – *Komsomolskaya pravda* and *Izvestia*. The paper analyses his innovations in the management of the editorial board and staff, in the design of newspapers, his way of choosing news and articles, his very special attention to readers' letters. For the first time in the Soviet mass media needs and wishes of ordinary people and role of intelligentsia in the society have made an impact on journalists' writing.

*Key words:* Soviet mass media, Aleksey Adjubey, *Komsomolskaya pravda*, *Izvestia*, «Khrusciov' thaw».