

Academia

Zemlyanova Lidiya

Mass Culture, New Media and Cyberlibertarianism

From the point of the communicativistics the important role in the process of forming and evolution of mass culture belongs to various informative and communication factors. Mass culture is under the influence of changes and development of technological basis and social functions of mass media and has influence on them too in different forms and directions.

Key words: mass culture, new media, new information literacy, postmodernism, postfoedism, cyberlibertarianism.

Agenda

Neklyayev Svyatoslav

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.

Mass Media in Russia

Mizhouyev P.

Remarks on Statistics of Periodical Press in Russia and Abroad

The article examines statistical data on Russian and foreign print media in 1870-1900. According to the research, at the eve of XIX – XX centuries the United States published 21 000 of newspapers and magazines, Germany – 7000, Great Britain – 5000, Russia – only 1000.

Key words: periodicals, press development, statistics.

Tchernonog Nikolai

Information Market Today and Polycentrism of Information Activities

Traditional media, Internet, advertising and public relations are shaping the information market in Russia today. The author analyzes modern information and communication environment, highlighting such phenomenon as a polycentrism of information market. New activity models of media actors are emerging within the framework of this polycentrism.

Key words: information activity, polycentrism, information market, communication, advertising, public relations.

Global Context

Nazarov Anton

The First Century of Swedish Press and the Information Monopoly

The article examines the history of Swedish Press in XVII-XVIII centuries. The oldest Swedish newspaper *Ordinari Post Tijdender*, published nowadays as *Post- och Inrikes Tidningar*, held the information market and influenced the journalism and advertising in Sweden during about a century. The author explores the development of scientific journals and politic magazines, analyses activities of Swedish journalists as well. *Key words:* history of Swedish press, post newspaper, information monopoly.

Goldenzweig Gregory

Swedish-Language Press at the Media Market in Finland

The article is devoted to key issues of the Swedish-language media development in Finland, such as regionalism, competition and co-operation with Finnish media. The Finnish bilingual audience, consuming Finnish and Swedish media products, stimulates their high quality content and further economic development of Swedish-language media in Finland.

Key words: Swedish-language media, bilingual audience, competition between Swedish-language and Finnish-language media.

Melnik Sergei

Commercialization of Sport Radio Broadcasting in France

The article deals with crucial economic issues of sport journalism in France. The author highlights the commercialization of key sport matches broadcasting. The competition between radio stations, problems of a free access to sport events created a difficult finance situation for media. The amendment into the Law of Sport could lead to abolition of a tender for sport broadcasting. However, it has not been accepted yet.

Key words: sport journalism, right on broadcasting, French radio stations.

Problem to Think Over

Elk Oksana

Journalists and Money: the French Case

Like any other profession, journalism is supposed to possess a certain number of ethic rules and obligations. These unspoken rules are meant to help journalists overcome ambiguous or difficult situations, which are numerous in the profession. Such delicate situations may arise, for instance, when a journalist is offered a reward to write an article. French journalists tell about their experience and answer the question: What is to be done when the powers that be try to lure journalists with money?

Key words: deontology, journalistic ethics, France, money.

Media.ru

Kiriya Ilya

ICT and North/South Divide: Towards New Understanding of Interrelations

This article shows the local peculiarities of ICT usage in different countries and show that favorable economical conditions are not enough to succeed the high level of technological development. In the development of ICT the economic factor (which is exterior and often universal) interacts with traditions of appropriation of a technology. This factor, in

turn, depends on geographic, religious, historical and cultural particularities of an importing country. Such variety of factors can be explained by the wide, polysemantic definition of the word "culture" as formulated by the Unesco's Universal Declaration in 2001. In order to distinguish local peculiarities of ITC usage, the author exemplifies the Occidental Europe, where, in spite of the relatively equal economic situation, there can be found remarkable differences in the development of ITC.

Key words: ICT, digital divide, domination, cultural imperialism, periphery, adaptation.

Rybinskaya Nataliya
Splendid Teffy

The author analyses the life and creative work of Nadezhda Teffy, the famous Russian writer, who wrote for different of newspapers and journals at early of XX century.

Key words: Teffy Nadezhda, Russian writers, Russian literature in exile, Russian journalism in XX century, Russian satirical journals.

Power of Knowledge

Nebolubova Alexandra
How to Apply for Post Graduate Studies

The material provides information concerning application documents, schedule, and important details.

Author!

Yushkyavich Svetlana
The Magazine for Research

The new magazine is expected to become a forum for discussions of media professionals, and is supposed to pave the way for new studies to improve ethical standards of journalism.