

## Academia

*Georgy Kuznetsov*

*To Think and Analyse is a Task for Scholars*

In the interview with the head of the Chair of radio and television G.V.Kusnezov the importance of theoretical research for practical journalism is emphasized. This should help to avoid many mistakes and to improve the mass media professionalism.

*Key words:* theory, practice analysis, "growing-up" of Russian mass media.

## Agenda

*Anna Trahtenberg*

*Mass Media and Politics: Socio-Cultural Peculiarities of a One TV Debate*

The perception of political message depends not only on political views of audience, but also on its socio-cultural stereotypes. In the perception of political debate on TV two discourses compete with each other: "a discourse of truth" and "a discourse of normal verbal communication".

*Key words:* TV-debate, discourse of truth, "normal verbal communication"

## Media Elect

*Michail Tishenko*

*Public Discussion on "the Leading Culture" and "the Multiculturalism" Reported by "Frankfurter Allgemeine Zeitung"*

At the end of 2000 the problems of immigration were discussed by many German media. Amongst other topics, the debate about "the leading culture" and "the multiculturalism" were of most acuteness. The value of these concepts is crucial for Germany, which has not yet formed its immigrational policy. This work deals with the clash of these two integrational models in the German newspaper "Frankfurter Allgemeine Zeitung".

*Key words:* leading culture, multiculturalism, Germany, foreigners, immigration, "Frankfurter Allgemeine Zeitung".

## **Global Context**

*Natalia Mikeladze*

*Elizabethan Theatre-Communicator, or Something about an Ability of "Looking by Ears"*

The article analyses foundation and development of the medieval English theatre as a means of communication and information. The author reveals polemical and controversial character of performances and direct participation of the theatre in political and philosophical disputes of the time.

*Key words:* medieval european theatre, Elisabethan theatre, "The Globe", theatre-communicator.

## **Mass Media in Russia**

*Indira Dunayeva*

*The Agenda for Regional Mass Media – Local Government Reform*

The pressing question for regional Mass Media: local government reform. The article analyses the effectivity of the way, in which the regional Mass Media organise a serious discussion, devoted to different aspects of local government reform.

*Key words:* federalism, local government, territorial public self-government, a dialog between authorities and civil society structures.

## **Advertising Spot**

*Evgeniya Penkova*

*How the Advertising Press Began*

There are many kinds of informational-advertising newspapers and magazines on the modern informational market. For example, free newspapers of advertisements (usually being put in our post-boxes), newspapers of free advertisements like "Is ruk v ruki" (Moscow), different thematic issues. This article describes development of advertising weekly periodicals, as previous generation of contemporary ad-press.

*Key words:* advertising weakly periodical, advertisement, design of publications, conception of issue, structure of advertising weakly periodical, publications' content, editorial staff.

## **Media.ru**

*Alexei Smirnov*

*From Internet to Printing Pages: Evolution of the Nashville Post*

This year business magazines were hit the hardest by shrinking advertising dollars in the United States. The article looks at the evolution of "Nashville Post Company", a four-year old publisher of Nashville-Post.com, a breaking news business daily online, and "Nashville Post" magazine, a monthly print publication providing in-depth coverage of business in Middle Tennessee.

*Key worlds:* editorial hybrid, electronic media, independent publisher, advertorial in-depth, hard-hitting journalism.

*Svetlana Louchkina*

*The Light SWpeed Newspaper*

The next year it will be 40 years since in 1964 the circulation of the newspaper "Pravda" in Leningrad was printed from the photocopies delivered by telecommunication channels from Moscow. It was a beginning of the decentralized daily and periodicals press in our country. Today the process of newspaper strips delivery to the printing houses which are placed in and out of the capital, is the basic "consumer" of telecommunications in the newspaper industry.

*Key words:* newspaper, polygraphy, publishing house, edition, Internet.

## **Power of Knowledge**

*Michail Makeenko*

*American Mass Media about American Mass Media*

The state of American media system is reported, studied and analyzed by different professional and academic groups. This article reviews the structure of modern media publications environment in US, the basic content producers within special magazines, commercial publishers and research associations. The main attention through analyses of most valuable journals such as Journalism and Mass Communication Quaterly is devoted to the present state of scientific media studies in US, their basics, themes and directions.

*Key words:* academical mediaresearch, kommunikativistic, visual communications, research associations.