

# Abstracts

## **Academia: Towards the 250<sup>th</sup> Anniversary of the Moscow State University**

*Ivan Kouznetzov*

*Unknown Pages of Russian Journalism History*

This interview describes the every-day life of students of the Faculty of Journalism after it was established, presents today's activity of the Chair of Russian Media History and its new researches.

*Key words:* Ivan Kouznetzov, A. Ajoubey, Russian journalism history of the XX<sup>th</sup> century, Faculty of Journalism

## **Media Elect**

*Independent Journalism: Resources of Survival*

The participants of the Round Table, well-known scholars and journalists, exchange their views on the Parliamentary election campaign of December 2003. The most debated topics are the role of the state-owned media in Russian information landscape, the particular influence of TV in conditions of decrease of audience of the print media. Participants pay special attention to media independence.

*Key words:* election campaign, independent mass media, state owned media, The State Douma

*Elena Degtyareva*

*TV Reportage and Parliamentary Elections in Sweden*

In September 2002, one week before the Parliamentary elections, Swedish public service broadcaster SVT broadcast rather negative opinions of several Swedish politicians about immigrants. They have been recorded by a hidden camera, and this fact provoked heated debates on journalism ethics as well as discussions on how these news stories influenced the elections results. The article examines the specific political situation in Sweden during the election campaign and attempts to analyze the real effects of media coverage upon the results of elections.

*Key words:* Janne Josefsson, immigration policy, hidden camera, "Dagens Nyheter", "Svenska Dagbladet"

## **Mass Media in Russia**

*Julia Belozerova*

*Terrorists Attacks As Covered by Russian and US Print Media: The Psychological Aspect* (based on Coverage of Events of September 11, 2001 (US) and October 23-26, 2002 (Russia))

Mass media may make their audience more or less traumatized in extremely stressful situation. The analyses of coverage of terrorist attack by

press shows that Russian journalists are psychologically incompetent. Work of American press is not perfect also, but Russian journalists may find many useful things in the experience of their transoceanic colleagues.

*Key words:* post-traumatic stress disorder (PTSD), terrorist attack, traumatization of audience

*Tatyana Lebedeva*

*Voronezh TV: Sunrises and Sunsets*

The article gives an overview of the Voronezh GTRK, information profile of the 'Vesti' regional news shows, describes attitudes and interests of audience.

*Key words:* Voronezh GTRK, Voronezh TV, 'Vesti' regional news shows

### **Scientific Problem**

*Ilya Kiria*

*From Cultural Industry to Content Industries:*

*70 Years of Theoretical Debates*

The convergence of mass media, telecommunications and culture has led to the appearance of new types of content, in addition to traditional press, television and radio. This article describes the theory of the industrial production of content as the product of both mass media and culture, that simplifies the comprehension of the evolution of such products and their development.

*Key words:* cultural industry, content industry, capitalism, commercialization media convergence

### **Media Personality**

*Write as You Like*

*Discussion on Musical Journalism with Artemiy Troitsky by Ilya Stechkin*

What is musical journalism today? Is there in Russia the community of music journalists? What special knowledge must music journalist requires? Musical journalism, is it a hobby or a profession? Here are some questions, to which well known Russian musical journalist Artemiy Troitsky and his three colleagues, Maxim Semeliak from "Afisha", Sergey Guriev, from PR-agency "Kushnir Productions", and Artur Gasparian, from "MK" try to answer in this article.

*Key words:* musical journalism, community, Internet, freedom of creativity

*Sergey Vartanov*

*Internet as a Means to Avoid Stereotypes*

During the spring 2004 two Russian Internet portals, LiveJournal.com and stopbarbie.org, challenged the beauty contest 'Miss Russia - 2003' by arranging a poll among Russian Internet users. The standards of beauty formulated by users really differed from traditional criteria well spread among advertising companies

and commercial fashion houses. Although the girl chosen by Russian users simply made a joke, the results of the contest have revealed the different culture and beauty standards of the Internet community.

**Power of Knowledge**

*Olga Smirnova*

*Missouri Method*

The article describes the experience of the School of Journalism, University Columbia-Missouri based upon close integration of professional training into education process. It also pays attention to peculiarities of the US educational system and the Missouri method in particular which provides students with journalistic skills already at the early stages of University education.

*Key words:* US educational system, credits, Missouri method, The Missourian

*Marina Sevalkina*

*Achievements and Losses of Russian Journalism*

The article reports on the Annual Conference "Journalism — 2003" that took place at the Faculty of Journalism, Moscow State University, in February 2004 summarizing the most interesting papers of the Plenary Session.