

Abstracts

Academia: Towards the 250th Anniversary of the Moscow State University

Professor Eleonora Anatolievna Lazarevitch: "My Destiny Has Found Me"

Professor E.A. Lazarevitch, Chair of media technology, remembers the early history of the Faculty of Journalism, Moscow State University, tells about her colleges, shares plans and evaluates prospects for development of the Chair of media technology.

Key words: journalism education, periodicals, editorial process, new information and communication technologies.

IT-Academia

Ivan Zassoursky: "Collective Intellect + Attention Economy = Society of the Future to be Created Today"

Ivan Zassoursky, director of the media culture and communication laboratory at the Faculty of Journalism, Moscow State University, and deputy Director General of Rambler, presents his vision of internet. He argues that internet development promotes emerging of new forms in social and public life. Today, the global Net has become the material embodiment of attention economy characterized by knowledge as a main resource and freedom or will of choice as a currency.

Key words: Internet, collective intellect, economy of attention, on-line mass media.

Agenda

Valeria Rusina

State Mass Media Policy: Principles and Their Implementation

The author analyses existing approaches of Russian scholars to studies of the state policy in mass media sphere. The article tries to define notions and main theoretic principles of state information policy and democratic media policy underlying the fact that they are important factors of journalism formation and development as a social institution.

Key words: state information policy, democratic state media policy, journalism as an institution of democracy, pluralism, social dialogue.

Yegor Kolyvanov

Public Service Television. Dream or Reality?

Public service broadcasting is driven by a certain number of clearly defined, rather broad, and general principles with the ultimate goal to serve the public interest. The author tries to systematize these principles and ana-

lyze their implementation in different national media contexts. The article introduces major problems that public service broadcasting currently faces in Europe, Canada, the US, and throughout the world.

Key words: public broadcasting, general principles, license fee, program content.

Nina Oreshkina

BBC between Politicization and Commercialization

The article gives a brief analysis of the recent changes in BBC programming determined by competition with commercial broadcasters, and also by the impact of David Kelly's case and the following dispute with the Labor Government on Corporation's autonomy and core public service broadcaster mission. BBC's recent activities, such as the launch of new digital channels and the promotion of Freeview, free-to-air terrestrial digital TV service, can be considered as a conversion of public service concept into the new digital medium.

Key words: BBC, public service broadcasting, Hutton report, digital television, commercialization.

Global context

Evgeny Zaitsev

Discourse Analysis as Analysis of Discourse?

The article considers the general characteristics of "discourse" and "discourse analysis". These terms are continually used in the scientific community. They inspire permanent interest in society because along with the development of the Discourse Analyses Studies are gaining new senses and meanings and more intensively applied for understanding the environment and solving practical tasks of its reconstruction. This article is designed for students and beginners of media research. Perhaps it will arouse their desire to look more carefully at new opportunities and perspectives which can be discovered during the Critical Discourse Studies (CDS).

Key words: discourse, text, context, discourse analyses, postmodernism.

Arina Ivanova

Yves Saint-Laurent: "Territory of Bans"

Basing on Yves Saint-Laurent Fashion House case study the author examines some features of interaction with target audiences in the sphere of "de luxe" products. She points to particular features of the PR subject sphere which includes high-level goods and services producing companies. Special attention is given to the process of personalization in communication, to the personality of trading marks creator and to models of distancing from competitors, as well as to the technology of target audiences management.

Key words: sphere "de luxe", target audiences, public opinion management technologies, crisis communication, mediation of trade marks.

Sergey Melnik

TV and Sports: Dangerous Liaisons

"Le Monde" on division of broadcasting rights

In the age of globalization both in economy and mass media competition, there exists a rise in number of channels to disseminate sports programs. A stable growth of audience of the French TV-channels like TF-1, C+ and TPS is guaranteed by the increase in sports programs broadcast. The French daily Le Monde is concerned with the competition among TV channels, which may lead to an uncontrolled increase of sport products prices and, hence, bankruptcy of these channels.

Key words: sports programs, broadcasting right, C+, TPS/TP-1, Le Monde.

Mass Media in Russia: Radio

Ludmila Krouglova

Media Holdings in Moscow FM (2001-september 2003)

The article analyses the situation in the Moscow FM radio. She argues that Moscow FM-radio stations are deeply involved into the processes of concentration. In September 2003, of all 24 FM-radio stations in Moscow, 15 were members of only 5 the most powerful media companies.

Key words: media holding, radio station, Moscow FM

Oleg Tkachev

The History of Regional Radio: Problems of Research (on Penza Regional Radio)

The article examines the history of radio broadcasting in Penza region. The only chance to study this history was to turn to the archives, few materials in the regional and local press, and to "living" memories of Penza radio veterans.

Key words: Society of Friends of Radio, radio relay centre, radio-points, radio newspaper.

Media.ru

Gwenaell Debien, Robert Juge

French Approach to Copyright in Mass Media

How to define and protect the author and his work? How to make his/her work available for the broad audience? Questions like these more and more often arise in the age of rapid development of new information and communication technologies. The authors of the article try to answer these questions by presenting the French concept of copyright. The article

examines an ambivalent juridical status, related to the first publication of journalistic work, and the cases of its repeated use. The authors analyze the notion of journalists copyright while creating a collective work, having in mind print media – newspapers, magazines – and their online versions.

Key words: copyright: protection, right for information, collective works, juridical status, intellectual property rights.

Victor Chekurov

Internet and Copyright: Problems and Methods of Protection

The article examines modes in which copyright on the internet are violated and analyzes different points of view concerning the copyright protection on the Net. The problems of the rights abuses are also examined.

Key words: internet, copyright, rights protection, electronic library

Roman Gulyaev

Russian Language Internet Media in Canada

The article examines Canadian internet media in Russian language. The content of Internet-portals in Russian are analyzed, as well as news policy and the features of covering the events from Canada, Russia and the world.

Key words: internet portals, internet media, Russian-speaking immigrants, Canada.