

Abstracts

Academia: Towards the 250th anniversary of the MSU

Mikhail Shkondin

Times of Changes

Professor M.V. Shkondin defines new tasks for the chair of the periodical press headed by him. In his view, the progress of the Faculty of Journalism depends considerably on the dynamics the chair changes, the degree of interrelations between the needs of science and practice.

Key words: new technologies of journalism, media psychology, media typology, system research, systemology, information studies.

IT Academia

Natalya Tkacheva

Russian Technoparks: A Chance for IT-Breakthrough

The article is devoted to a draft of creating special economic zones, where technoparks as centers for development of high technologies and forming of innovative economy - will be placed. The author examines the experience of China and India, well-known leaders in creating free economic zones and technoparks.

Key words: special economic zone, technopark, high technologies, IT-industry.

Agenda

Evgeniy Ksenzenko

What Has a Parliament Reporter Seen in the Mirror

Using his personal experience, the author gives a picture of the working day, conditions and specific features of reporter's work in the State Duma.

Key words: parliament reporter, federal channels, shooting team, state channels, "stand-up", a line of videoshots

Sergey Smirnov

"Gazprom-Media" Holding Company as a Part of Russian Mass Media Industry

The author examines the history of "Gazprom-Media" holding company, its organizational structure and information policy at the modern stage. The article provides the latest data on the company's economic position and its management's staff composition.

Key words: "Gazprom-Media", holding company, assets, management, control, company, profit.

Global context

Arman Djilavyan

Russian Foreign Policy Agenda and the Global Information Society

The article gives a comparative analysis of publications on foreign policy issues published by "Izvestiya" and "Nezavisimaya gazeta" dailies. The author comes to conclusion that the official point of view on these problems dominates in so called quality media.

Key words: foreign policy, information society, quality press, political elite, primary sources.

Li Yan'

Chinese Central TV in the National TV System

The author examines the place of the Central TV of China in a system of national television. Evolution and modern system of television in transition to market economy is analyzed from the historical perspective. The article contains data on legal system of audio-visual mass media in China and its programming policy.

Key words: central television of China, legislation on mass media, market economy, licensing.

Alexander Kosyak

Bertelsmann AG Corporation at the Beginning of the XXI Century

The article examines modern state of Bertelsmann AG corporation in the global media market. The author provides statistical data on the company divisions, their economic indexes, and future prospects.

Key words: media corporations, Bertelsmann AG, statistics, development.

Mass Media in Russia: History

Evgeniy Isayev

P.B.Struve and "Smenovekhovstvo"

The author analyses critical attitudes of P.B.Struve to a literary and political movement called "smenovekhovstvo". Anti-conciliatory publicistic articles of P.B.Struve are examined, as well as his polemics with national-bolshevik N.V.Ustryalov, "Vekhi" and "Smena Vekh" magazines are compared.

Key words: P.B.Struve, N.V.Ustryalov, ideology of "Smena vekh", national-bolshevism, NEP (New Economic Policy) and journalism.

Anton Nazarov

Distribution and Promotion the Press in Russian Empire

The contemporary history of Russian commercial newspapers and magazines originates only in the end of 1980s - beginning of 1990s. Nevertheless, effective methods to attract subscribers and retail customers were used by Russian publishers already since the mid XIXth - beginning of the XX centuries. This article is devoted exactly to the pre-revolution experience in distribution and promotion of metropolitan periodicals.

Key words: metropolitan press of Russian Empire, promotion of the press, techniques and methods of promotion, dissemination of newspapers and magazines.

Olga Tikhonova

Predecessors of "Radionewspaper of ROST"

The article examines the origins of Russian Soviet journalism's origin - from 1917 to 1921. Among the predecessors of "Radionewspaper of ROST" there were "Radio messenger of ROST" and its local divisions, "Radio messengers" for Soviet Hungary and "Verbal newspaper of ROST". From radio-telegraph programs picked up by local radio stations and being disseminated through newspapers, leaflets, "Windows of ROST" etc., there existed a constant transition to verbal, broadcasting programs addressed particularly to the listeners.

Key words: radio journalism, history, radio messenger, verbal newspaper.

Media Texts

Tatyana Yelayeva

Texts of Mass Communication: Methodology of Research

The problem of typological researches is still open. There is no a single unified view on the essence and features of typology as a main method of scientific research. The definition of type in humanitarian studies differs from the one in a sphere of natural sciences.

Key words: text, public relations, typology, classification, system.

Chju Czyanin

Language Manipulation in TV Advertising Texts

Main methods of advertising influence on consumers are examined on the base of theoretical works by Russian linguists and examples collected by the author.

Key words: advertising text, manipulation, linguistic influence, implicate information.

Yulia Tolutanova

M.Zotschenko as a Feuilletonist in 1920-30s

The author analyses feuilleton works of M.Zotschenko in 1920-30s, their main topics and artistic and linguistic features, evolution of the genre in publicism of Zotschenko in 1930s, draws a parallel between artistic work of writer and his work in the feuilleton genre.

Key words: M.Zotschenko, satirical publicism, feuilleton, "tale"-manner, comic genres, feuilletonist.