

ABSTRACTS

Academia

Marina Alekseeva

Publishing Business Needs Multy-Profile Specialists

Associate Professor Marina Alekseeva presents the chair of Editing, Publishing and Computer Science, imparts her thoughts about the modern training for the editors. She considers that texts are imperfect, incomplete and can not correspond to the needs of the versed audience without creative and filigree work of an editor, who manages up-to-date computer technologies, knows specific features of different kinds of text, understands all the details of the issue' way from the author to the reader.

Key words: publishing, editor, computer technologies, publishing creative, electronic book.

AGENDA

Tatiana Grinberg, Marina Pavlikova

Leadership at the Russian Press Market

The article focuses on key elements, which provide the leading position of the business press on Russian media market, marks out the criterions of leadership in the business publications, specially the quality (measures of quality are information content, actuality, independence, objectivity, confidence and representativity of views) and popularity of edition.

By the objective factors which can provide leader positions we mean power, regulatory framework, evaluation actions of social groups. Subjective factors include personal and collective characteristics of managers (leaders) and company staff.

Key words: leadership media market, business press, quality, popularity, media manager.

GLOBAL CONTEXT

Natalia Ourina

Vatican and Mass Media: The Change of the Pontiff

The article covers the relations between Vatican and mass media in the era of rapid development of ICTs. It also analyses the impact of John Paul II on the doctrine of social communication developed by the Catholic Church.

Key words: Pontiff, Vatican, John Paul II, Church mass media, new media

Olga Protasenko

To Publish or Not to Publish: Private Information in Swedish Press

The article is devoted to the publication of information about private persons in Sweden. In this case the practice of conflicts resolution between privacy and public interest from the view of the personal data in Sweden is reviewed. The author comments on concrete examples of the decision-making by the Swedish press, its self-regulation institutions and printed media.

Key words: Sweden, press, self-regulation, privacy, public interest, conflict

Russian Media

Andrey Maslakov

Totalitarianism from Inside. The 'Pravda' and Construction of Reality

The article analyses methods and principles of social value creation by the mainstream Soviet media (based on the example of the Pravda daily) during the 'Big Terror' of 1937.

Key words: Pravda, totalitarianism, words, symbols, Communist party

Olga Khvostunova

Think-Tanks in Public Political Discourse

The author focuses on the current problems of Russian think-tanks and their appearance as the agents of public political discourse. The problems include terminology, mutual relations with politicians and mass-media and responsibilities of experts. Distinctions of the terms intellectual, expert, ideologist and political consultant are given as well. In author's opinion based on the works of prominent political analysts (Pierre Bourdieu, Ralph Darendorf etc.) and monitoring of the official internet sites of Russian think-tanks, the experts do not fulfill the mission of raising the transparent and independent discourse in interests of the society.

Key words: expert, intellectual, think-tank, political discourse, mass-media

MEDIA TEXTS

Irina Bedrinskaya

Verbal and Non-verbal Corporate Communications

Company image and its reputation depend on domestic company's information exchange and domestic corporate communications system. Effective domestic communications should have two-way directionality. The permanent dialog of the leader with the staff and incompany publications play an important role in their evolution.

Key words: domestic corporate communications, domestic corporate culture, information exchange, integration of communications, informing the staff, dialog, feedback, reputation, in-company image, incompany publications.

Медиа RU

Anton Mizunov

The 60th Anniversary of the Victory in Moscow: www.may9.ru

Modern digital technologies gave a chance to create web-sites for the mass media presenters for the concrete events - summits, meetings of heads of the states, ceremonies. The prime example is the official web-site of the providing media for celebration the Victory in Great Patriotic War - www.may9.ru. It was specially created for help Russian and foreign journalists to illustrate celebrations in May, 2005.

Key words: internet, information society, digital technologies, mass media, the 60-th Anniversary of Victory.

Iliya Stechkin
Blogs! Be Careful!

The author tries to observe a historical perspective of blogs from forums to weblogs and consider the meaning of the word "blog" as a technical realisation of personal journalism. The aim of the article is to compare personal journalism in France in XIX century with a new hi-tech form of personal journalism (blogs). The article tells about a social structure of blogs and their role in political and economic battles.

Keywords: internet, blogs, bloggers, personal journalism, information society

Journalism Education

Olga Gandourina
Journalism Faculties Partnership: New Community to Solve Problems

This article tells the history of emergence and development of the Journalism Faculties Partnership a new Non-commercial organization in the field of journalism education. One of the main topic is the purpose and problems of this organization.

Key words: journalism education, media industry, standard, reform, two-step education, Bologna process