

ABSTRACTS

Academia

Valentin Zorin: "Our audience is not more stupid than journalist"

Famous international journalist, americanist and scientist V.S. Zorin shares his thoughts about the modern journalism in Russia, image of Russia in foreign mass media and ethics of journalism.

Key words: international journalism, fourth force (power), image of Russia, USA, cold war.

Nikolai Bogomolov: "Science Has an Excellent Memory"

Professor Nikolai Alexeevich Bogomolov tells about the modern literary criticism and betles-lettres, about the Chair of Literary Criticism and Publicists where he works as a head. Wholesome conservatism, science succession with a wish to discover – this is the main principle in the chair's work.

Key words: momentary crisis, wholesome conservatism, academic workshops.

IT Academia

Yuri Rovensky

RBC in Mass Media System of Russia

The article analyses the main trends of development at the Russian media market. Economic processes in production of the modern media and changing the needs of the modern audience are key factors in the production of the modern effective media product. The rapid development of internet and changing the preferences of readership bring the forming of news sources on internet to the forefront. For example, experience of net source RBC, which specializes on spreading of the business and financial news.

Key words: media market, media economy, Internet-edition, news agency, business information (business news).

AGENDA

Sergey Smirnov

Holding Company VGTRK as a Key Element of Russian Broadcasting Industry

The subject of the article is history of the holding company VGTRK, its modern organizational structure and informational policy. It gives facts of economic status of the company and its management staff.

Key words: state, television, holding company, structure, management, control, policy.

The Proclamation About the Improvement of the State Order (October, 17, 1905)

The article is written for the 100th anniversary of the Imperial Proclamation of the October, 17, 1905. It gives the text of the Proclamation which declared freedom of conscience, speech, meetings (assemblies) and unions. It is the first document in Russian journalism which proclaims the freedom of speech, supplied with report about meeting with the count Vitte with

journalists from Petersburg's newspapers. Article also gives comments to the documents which contain special features of functioning press during the period.

Key words: the 100th anniversary of the Imperial Proclamation of the October, 17, 1905, freedom of speech and native journalism, count Vitte.

GLOBAL CONTEXT

Marina Pavlikova
Those Having Ears Would Hear

The article considers issues of the personal communication and management within media companies. For the last years there has been observed a lot of cases of media companies' personnel dissatisfaction with conditions of work in Europe. It is caused by many factors, the most important of which are outsourcing and absence of "excellent" team. The author also tries to show to what extent personal characteristics of a company leader (an owner or top-manager), his style and behavior can influence on successfulness of a project (on example of Metro newspaper and Jan Stenbeck management policy). The article is based on recent research made by European scholars, which were presented at the international conference "Challenges at the Top: Leadership in Media Organizations", held in Media Management and Transformation Centre, Jonkoping International Business School, Jonkoping University, Sweden in October, 2005.

Key words: leadership internal communication, team, Metro, Stenbeck

Gloria Staynem: "America lives through masculinism"

In the early 1970-s in America was found the magazine, which changed lives of many American women. That was "Ms." Magazine. The first feministic magazine was published as antipode of glamour editions and had success. That let the magazine to survive not for advertising but for its circulation.

In the interview one of the famous American women, feminist, great journalist, nonordinary personality and just a beautiful woman Gloria Staynem tells about herself about the idea of publishing the feministic magazine and what helped to get success. Magazine is being published up to now. Gloria Staynem keeps on writing for it, though not that often. Now she is busy with public work and often gives a television talks. The author of the article met with Gloria in her New York apartment on Manhattan.

Key words: "Ms.", Gloria Staynem, feminism,

MEDIA TEXTS

Jean-Pierre Mathieu, Iliya Kiriya
Making an Impact of Some Angles and Figures on the Behavior of Advertisement Consumer.

The aim of the article is to bring the idea of the preferential geometric figures, being used in the advertising graphics, into marketing researches in the field of consumer' behavior. According to the different transverse researches in the field of perceptual psychology, physics and physiology, there is certain selection of special geometric figures and angles, which have a positive effect on the consumer's aesthetic perception the advertising visual spectrum. It could make an impact on taking decision for the product purchase.

Key words: perceptual psychology, aesthetics, geometry, visual balance, privileged angles.

Kshenina Natalia

Creolized Copies: Types of Interaction Between Verbal and Visual Elements

The most part of print advertisement are creolized copies. Their potential is reaching by the interaction of verbal and visual signed complexes. The analysis of some of the main types of linguo-visual relations like "text-illustration", "image-comment", "creative union of text and image", will help to find the best ways for the interactions of parts of the creolized copy and increasing its effectiveness.

Key words: creolized copy printed advertising, syncretism, verbal and visual signed complex, types of interaction, semantic trope.

MEDIA. RU

Ksenia Luchenko

Journalist and Blogs: Pro et Contra

The article is devoted to the reasons of popularity and social roles of the field of blogs, ethic aspects of the civil journalism and models of the interaction journalistic community and net community.

Key words: field of blogs, civil journalism, communities, ethics of journalism, horizontal ties.

JOURNALISM EDUCATION

Brian Brooks: "This is just our way"

Two-stage system of the American higher education (bachelor's programme-master's programme) in journalism is discussed in the interview. The example of experience of Missouri School of Journalism (Columbia) is given.

Key words: journalism, bachelor's programme, master's programme

Svetlana Balmaeva

Journalism Education: A Need to Speed Up the Future

The article by Dean of the Faculty of Broadcast Journalism, Humanitarian University, Yekaterinburg, analyses the present state of media market in Yekaterinburg and defines new tasks of journalism education. The author describes the perspectives of project oriented technologies in journalism training, which a targeted to shape a universal journalist.

Key words: Faculty of Broadcast Journalism in Yekaterinburg, journalism education, universal journalist