

ABSTRACTS

ACADEMIA

Professor Rafail Ovsepyan

Russian Journalism Has Been and Still Is Multinational

The article is focused on national and local Russian press in the XX century. It analyses features of functioning and development of the national journalism in the Russian Federation. The author, a well-known specialist on the history of Russian and Soviet national periodicals, gives the problem-subject description of national press in Russia at the beginning of the XX century.

Key words: national press in Russian Empire, regional national periodicals in Russian Federation, multinational press

Svetlana Balmaeva

Confidence as a Social Capital. Symbolical Power of Media and Confidence in Media

The subject of the article is the symbolic power of media and confidence in media, differences between assurance and confidence, credibility gap between audience and media.

Key words: confidence in media, power of media, media audience, social capital

AGENDA: MEDIA and CHILDREN

Lyudmila Sharonchikova

Press for Kids and Young Audience in France

The article is focused around different types of periodicals for kids and youth. France is rich in periodicals for children audience. The only daily newspaper for kids in the Europe is published in France for more than ten years.

Key words: magazine, newspaper, magazine for teenagers, daily newspaper for kids.

Konstantin Novikov

Lost Communication or New Journalism? Psychological and Philological Aspects of Radio Broadcasting for Children

The article is devoted to description of communicative radio broadcasting for kids, thus recognizing peculiar features of communication on radio and defining the role of a modern

anchor in socialization of a young personality – information recipient with paying attention to specific perception by the audience. The children radio discourse is considered from the multi-disciplinary position of the three sciences, e.g. philology, psychology and pedagogics.

Key words: mass communication, radio broadcasting for kids, socialization of a young personality, children radio discourse.

GLOBAL CONTEXT

Anna Litvinenko

Crisis Gives Rise to the Newspaper of the Future

The last decade German newspapers have been faced with numerous problems because of economic crisis and emergence of the new medium, Internet. The author researches the experience of attracting the new audience, increasing in incomes and competitiveness of traditional German newspapers.

Key words: «generation of comfort», modernization of the newspaper, supplements, news exchange, new models of editions.

Irakly Gachechiladze

Culture and Prime-Time. Public Television in the Context French Cultural Policy

Supremacy of commercial logic in today's television practices hampers the diffusion of cultural programs in the viewing grid of French channels. This article aims to assess if public channels are still adhering to their cultural mission. For this purpose the author analyses the line-up of France 2 and France 3.

Key words: cultural policy, protectionism, quotas, public television.

MASS MEDIA IN RUSSIA

Alexei Litvintsev

The Soviet Television in the System of Culture: Authoritarian Model

The article analyses the authoritarian model of the Soviet television, summarizes TV “achievements” and “collapses” of that age and explains the paradoxical quality of the Soviet television which tried to combine the examples of propaganda and real works of art.

Key words: Soviet television, authoritarian model, culture.

Anastasia Lim

Newspapers on Real Estate. From Advertising Newspapers to Business Press

In spite of the fact that a mass market of real estate started in 1991 the journalism on the problem is still forming. Specialized editions about the real estate are rated one-sidedly as one of the parts of the advertising editions. Recently such editions have shown changes and repositioned themselves as business press. The article is devoted to the development of specialized editions about real estate, their role in arrangement of communication among participants of the market.

Key words: real estate, specialized edition, advertisement, companies, audience, advertiser.

MEDIA RU

Olga Muronets

Public Relations and the Process of Globalization

The article is devoted to the functioning of public relations in conditions of globalization and intercommunication of its effects within the process of its development and formation. The author analyses the specific features of public relations at the modern Russian market, where the main initiators and participants are transnational corporations.

Key words: public relations, globalization, transnational corporations, information society.

Anton Verstakov

How Editorial Staff of TV Channel 'Russia Today' Has Been Formed

The article is focused on the creation of Englishlanguage 24 hours information channel 'Russia Today' targeted for foreign audience. Author also pays attention to the problems of picking up the staff of specialists.

Key words: journalist, TV Channel "Russia Today"