

# ABSTRACTS

## Academia

*Galina Shepilova,*

*Journalism and advertising: why a balance is needed?*

Advertising and journalism adjoin in media. What is important for the balanced coexistence of these various fields of activity?

Key words: journalism, advertising, balance, audience

## IT Academia

*Anastasia Alekseeva*

*From weblogs to citizen journalism: road to the new "we media"*

On the background of the weblogs' growing popularity and discontent with the mass media quality there is a new phenomenon developing in the global medialandscape – citizen journalism. A citizen reporter is a nonprofessional, amateur journalist who creates media texts and video materials sending them to a special web-resource to be published. The main theme of these texts is the so called "hyperlocal" news. Though citizen journalism is strongly criticized because of its unprofessional performance, we witness a growing public interest in such web-sites.

Key words: citizen journalism, "we media", amateur journalist, internet – media, weblog, "hyperlocal" news.

## AGENDA: Year of Russia in China

*Vane Tze Gane*

*Sociological audience research in the USSR and China: development patterns*

The article covers the development patterns of sociological audience research in the USSR and China, their correspondence to the ideology and politics of the countries, implementation of western experience in the field, formation of sociology research centers, cooperation of scientific professional groups and informational bodies.

Key words: political atmosphere, sociological research, sociological theories, methodology, methods, empiric research, audience.

*Van Hayan*

*Differentiation of the Chinese press in a transforming society*

The work is dedicated to the differentiation of the Chinese press in a transforming society. The article is summarizing the results of the changes in the social structure of modern China, the general state of Chinese press is defined, and the differentiation process and development tendencies are analyzed.

Key words: social structure of society, social structure transformation, differentiation of the press, types of publications.

*Chgan Tzunsyan*

*Newspaper as the object of research in Chinese and Russian linguistics: comparison survey*

In the flourishing modern mass communications newspaper remains one of the most important and influential channel for efficient transmission of information. Both in China and in Russia it is the object of interdisciplinary research. It is important to reveal the common and the distinct in the traditions and approaches to the studies of language of Chinese and Russian newspaper, in the attempt of tracing the prospects for comparison analysis of the publications of the two countries in the linguistic aspect. Since in the today's process of informational globalization the matters of language contacts and comparison in general and in media in particular, have become very important.

Key words: media language, newspaper vocabulary, Chinese and Russian linguistics, media democratization, newspaper-publicist style.

## **GLOBAL CONTEXT**

*Vyacheslav Lunin*

*The Postal Reform and media in Japan*

The postal reform in Japan is conducted in accordance with the decisions of the parliament, newly elected at 11 September, 2005. However a lot depends on the decision of the financial and economic power of the country, in connection with the Post Privatization reform in Japan, the biggest world bank is planning to be created. The postal privatization problems are reflected in Japanese media, which are strongly dependent on the government.

Key words: postal reform, privatization, bank, elections, government.

*Roman Gudyakov*

*Advantages of magazine subscription. The basis of reader's trust.*

The article is concerned with the examination of the links between the content quality and the reader's trust. Based on the European magazine market analysis the study illuminates the factors, which determine the reader's interest and affect the audience in general. Conclusions made help to better understand the links between the content quality of the magazines, reader's interest and the trust of the audience.

Key words: reader's interest, trust of the audience, content, Greece, magazines, marketing.

## **MASS MEDIA IN RUSSIA**

*Roman Bakanov*

*Television criticism as a form of public involvement in the media functioning*

Freedom of word is one of the basic values of democratic society. In opinion to the row of experts Freedom of word in Russia puts on trial. It is easy to be convinced of it, on a regular basis getting acquainted with weekly bulletins of the Center of extreme journalism and the Russian Fund of publicity protection. There are many conversations about responsibility of mass media before society, about ethical standards, that should not be broken; despite of it the mass media organizations constantly break the various normative regulating documents accepted by community.

The question of the given material is media criticism as a direction new to Russian journalism. Has media criticism any preconditions to become one of forms of self-regulation for journalistic community as in foreign countries? The situation is considered by the example of 1990th.

Key words: media criticism, self-regulation, media education, medialiteracy, values, dialogue, public discussion.

*Olga Mamontova*

*Models of self-regulatory media bodies in Russia: working mechanism and problems*

The article is devoted to the problem of self-regulation of modern Russian media. The author investigates the attempts to create the regulatory and self-regulatory mechanism in the new conditions of post-soviet Russia and conducts comparative study of existing foreign models of similar institutions, so-called "press councils".

Key words: self-regulation , SPIS, "press councils", Grand Jury, Public board.

## **Media RU**

*Svetlana Petrova*

*Kids in the Runet! Pro et contra*

Author highlights a range of problems, emerged with the translation of the computer to the category of household equipment, whatled to the replacement of the marginal environment by the environment of children and teenagers. The article analyses the origins, specific features and perspectives of the children's Runet. Ambiguity of expert assessments and thelack of studies in the field on the crossroads of pedagogy, psychology, sociology and journalism, make the article more significant.

Key words: informational technology, child psychology, reading culture, on-line media.

## **Journalist education**

*Chjan Tzuisy*

*On the problem of teaching Chinese students the journalism theory in Russian*

The article is devoted to the difficulties of teaching Chinese students in Russian, contains practical proposals to overcome thelanguage barrier in the theory studies and in the journalist practice of Chinese students of journalist faculties in Russian Federation.

Key words: Chinese students,language barrier, preparatory Russianlanguage courses, journalism theory, practice, competition, highly professional text.