

ABSTRACTS

Academia

Victor Moscvin

Treasures of Russian Journalism Abroad

In September 2005 the library-fund "Russia Abroad" (open in Moscow in the middle of 1990s) was transformed into a significant culture center named the "Russian House Abroad". Nowadays numerous materials on the Russian journalism abroad and the inheritance of major publicists are preserved in this open fund.

Key words: Russian House Abroad, library-fund "Russia Abroad", publishing house "Russian Way", publishing house "IMKA-Press", Russian journalism abroad.

AGENDA: Media in the Changing Russia

Elena Vartanova

The Jinn of Russian Media. Market as a Force of Change of Russian Media System

The article aims to analyze main influences and pressures inspired by market forces on transformation of mass media in modern Russia and to distinguish interrelations between economic and market forces and Russian media system

Key words: Russian mass media, media industry, media market, media typology, information and communication technologies

Irina Fomicheva

Media Audience: Myths and Reality

The article is concerned with topical problems of media audience research, comparative analysis of findings of sociological and ratings studies of the recent years. Stereotypes of the Russian media management towards the audience demand have been critically interpreted.

Key words: media, audience demand, rating, ratings studies, poll, format, channel

Ludmila Resnyanskaya

Transformation of the Field of Political Subject Matters in Contemporary Russian Media

Political subject matters in the media are formed in the political field context, which depends on the type of the political regime. Due to the democratic changes the content of Russian media transformed significantly, while the political subject matters and political relations theme have become important. However the regime hybrid, combining autocratic and democratic elements, leads to the antagonistic trends in the political life coverage. One contributes to the development of pluralism, another – to the preservation of paternalist relationships.

Key words: political regime hybrid, impotent pluralism, ambivalent media

Diana Platonova

Writer's Participation of Social Institutions in the Functioning of Local Newspapers

The article is an attempt to evaluate the participation of the authorities, business and community in the functioning of local newspapers in the Moscow region. The analysis is made upon the results of content-analysis research.

Key words: local newspapers of the Moscow region, participation communication, communication participant, writer's participation, authorities, business, community

Global Context

Sergey Chugrov

Informational Process Features and Molding Public Opinion in Japan

The term informational society appeared in Japan in the 1960s, but the main attention to the subject was drawn recently with regard to the Digital Japan Programme adoption in 2000. Informatisation is taking place on technological, political, economical, cultural and education-all levels. Media as the main tool for molding public opinion play an important role in the informational society development. Politicians and press clubs system in their turn have a certain influence on the media content.

Key words: informational society, informatisation, Japan, media, society, press club.

Olga Chernysheva

C. Contreras Writings in Milisia Popular Newspaper

The article is devoted to one of the most brilliant journalists in the time of the Civil war in Spain in 1936 – 1939 – to Carlos Contreras and his writings, which appeared on the pages of the newspaper of the Fifth unit of Republican People's militia Milicia Popular, the classic print from the front of the period.

Key words: Spain, Civil war, V. Vidali, C. Contreras, war print, print from the front

Van Chun

Chinese Press on the Problem of Written Language Development and the Beginning of Publishing

The article is dedicated to the history of publishing in China, to the development of hieroglyphic written language. Existing systems of Chinese writing and hieroglyph drawing principles are described in detail.

Key words: written language, book, book publishing, hieroglyph, symbol, word.

The Russian Media

Inna But

The TV Programm "Vmesty" of "Mir" Company as an Example of Preserving the Information Space

This article is devoted to the activity of informative-analytic TV schedule "Vmesty", which first issue was in 1997. During 8 years of its activity this TV schedule works in the interests of reserving the united informative space on post-soviet territory and serves to the causes of consolidation and strengthening of relations of the Union of Independent States.

Key words: united informative space, Euroasiaty, UIS (the Union of Independent States), broadcasting television politics, television, television channel "Mir"

Larissa Zhilina

Japan and Japanese in Modern Russian Publicism

The author tries to review how the materials about Japan published in Russian periodicals influence the image of Japan in public consciousness of the Russians. In what way modern Russian mass media depicting "Japanese theme" and "working" for mass audience have modified for the last 15 years.

Key words: publications, Japan, modern Russian mass media, public consciousness