

ABSTRACT

IT-Academia

Van Chzhunmin

The "M-zone" in the System of Communication: Chinese Perspective

The author covers the problems and prospects of the mobile technology, which becomes a new form of communication with a substantial influence on the media development in China.

Key words: mobile phone, mobile Internet, SMS, WAP, mobile newspaper, mobile TV.

AGENDA: Politics Versus Entertainment on Television

Elena Vartanova, Sergey Smirnov

Russian TV at the Media Market: Trends and Development in 2006

The article reviews the dynamics of Russian TV industry in 2006. It analyses major events in the TV segment, and identifies main trends of development of Russian TV in the context of the global TV industry.

Key words: Russian TV, media market, media ownership advertising, TV programmes, audience.

Sergey Davydov, Natalia Seliverstova

Social Concepts in Modern TV Series

The description of social concepts broadcast by central Russian TV channels is presented, based on the results of qualitative content analysis of TV series. Social characteristics of main personages, social interrelations, social environment and social institutes are examined. Features of Russian serials are emphasized in comparison with foreign samples.

Key words: sociology of mass communications, qualitative content analysis, audiovisual texts, television series, social institutes, social environment, law enforcement bodies, criminality, business, family.

Roman Bakanov

Genre Nature of Publications on TV in the 1990s. TV Criticism Whishing to Entertain

The article covers three genres which illustrate the nature of TV criticism of the last decade. One can regret that these genres are disappearing. There is lesser TV criticism on newspaper pages today. Materials on broadcasting are becoming more entertaining than educational.

Key words: media criticism, genre, creative portrait, programme review, media education, evaluation.

Irina Khomenko

*To Inform, While Entertaining: the New Model of Regional Broadcasting Company
(Based on the Example of OGTRK Krai Ryazansky)*

The article is concerned with the television in Ryazan region and the transformation of the broadcasting company OGTRK Krai Ryazansky, which has the most “watchable” channel on the Ryazan TV. How does the programme policy of the regional broadcasting company change depending on the aims put by its founders? How does this influence the structural changes of the TV audience? The research gives the answers.

Key words: regional television, viewer of the Ryazan region, TRK broadcasting company, news methods and techniques.

Russian Media

Diana Usmanova

Regional Political Communications, Society and the Power: New Social Agreement

The article covers the dynamics of the Russian regional press development in conditions of creation of the “vertical of power”. The causes for blocking the development of mass political communications in Bashkortostan are analysed.

Key words: political communications, regional press, paternalist society.

Ekaterina Fadeeva

Literary Publishing in Contemporary Russia

The article describes radical changes associated with the new role of Russian publishing houses in the formation of the contemporary literary process. It assesses the prospects of literary publishing in Russia and discusses the economic and cultural issues affecting the publishing strategies.

Key words: publishing industry, publishing strategies, series principle, specialised publishing houses, the Big Five.

Oleg Bakoulin

“During the Bombardment in Moscow ____ People Were Killed, ____ Were Injured”.

How the Soviet Leadership Was Editing the Sovinformbureau Messages

One of the attributes of the political system, created by Stalin, was the powerful well-adjusted propagandist machine, which was extremely effective during the World War II. The published document, a Sovinformbureau report project, found in the Stalin’s archive, brings light to the methods used by the Stalin’s leadership to achieve such results.

Key words: Sovinformbureau, document, report, Stalin, Moscow.

Journalist Education

Svetlana Raspopova

Learning Technical Devices as Part of the System of Professional Journalist Training

The article is devoted to the learning of technical devices in professional training of journalists. Technical devices are characterised as a part of journalist creative work, with its peculiarities.

Key words: creative process, journalist ethics regulators, Internet philosophy, dialogue.

New Books

“Journalism at Crossroads. Experience of Russia and USA”