

ABSTRACTS

IT-Academia

Marina Shilina

Podcasts in Runet as a Public Relations Resource?

Podcast as a resource of the network communications represents a new complex format of fixing of the corporate social information, formation and translation of corporate values. Podcast efficiency – at absence of network technologies proprietary exclusively depends on creative abilities of public relations experts.

Key words: podcast, network broadcasting, a social extranet resource, convergence, Runet .

Global context

Yutzun Van

Shanghai Media Group in the Chinese Broadcasting Market

Shanghai Media Group (SMG) occupies the important position in China' media system. It successful operates national media company under market economic condition. SMG economic activity appears the variety. In the meantime, in order to realize its long-term development, SMG

SMG tries to fulfill the optimization of the industrial and managerial structure.

Key words: media group, history, media industry, structure

Agenda: National Minority Media

Yulia Zaitseva

Russian-language Press in the Context of Latvian Society Evolution (1990-2000)

The article explores the development of the press in Russian in Latvia, with regard to political status and social conditions of contemporary Russian diaspora in Latvia, which have dramatically changed in the past 15 years.

Key words: national minority, Russian population, naturalization, press in Russian

Alexander Abdulov

The Place of the Finno-Ugric Press in the Media Field of the Region

The article presents a brief overview of the Russian publications in Finno-Ugric languages and determines the range of problems, which prevent the development of national press in the country.

Key words: Finno-Ugric media, national press, cultural and educational tasks, Russian as- sociation of Finno-Ugric journalists.

Yevgenia Timoshenko

The Press of Language Minority

(on the example of French- language print media in Switzerland)

The article presents an in-depth analysis of the French-language print media in Switzerland. The article reviews major features and general trends in Swiss press development.

Key words: Swiss Media, "Ringier", francophone press, "Edipresse", Philip Hersant's Media Company, "Le Temps".

Media in Russia

Nadejda Lisichkina

The Role of Regional Branches in Raising the Competitive Capacity of Television News Programmes Within VGTRK (RTR, Russian State Television)

Development of media and society in recent years prompted for changes in Russian viewers' demands of television news programmes. Russian TV audience increasingly tends to take into consideration not the news proper, but the way it is presented. Among the most significant tendencies is keen demand for personalized news. The results of this are the decline of interest in national state-level broadcasters and the rise of local news on regional television. The present article is a summary of the first in-depth research into the reform of state media holding VGTRK. The reform is aimed at raising the competitive capacity of its national and local news programmes.

Key words: regional television, local television, news broadcasting, broadcast media, VGTRK, Russian television, RTR

Oleg Komotzky

The World Issues Coverage in the Russian Quality Press

The article focuses on the coverage of the world issues in the Russian quality press (Kommersant, Gazeta, Izvestia, Nezavisimaya Gazeta, Rossiyskaya gazeta, Novye Izvestia). The assessment is also given to the coverage of the issues in the Russian press in general.

Key words: world politics, world issues, quality publications

Alexandra Dmitrieva

G. Fedotov's Early Journalism (1918)

Interest to the heritage of Russians in emigration today is associated with actuality of culture and national traditions which were examined in the articles of the foremost Russian journalists, writers and public figures abroad.

The article is devoted to the poorly researched early journalism of the historian and philosopher of culture Georgy Fedotov. His first works let us see the sources of his ideas, retrace the transformation of his personality and better understand the themes of Fedotov's works in the later period of emigration.

Key words: G. Fedotov, journalism, culture, national tradition, Russia

Media Texts

Oleg Bakulin

"The Significance and the Role of a Censor is Being Undervalued. The Level of the Censorship is Quite Low..."

(Unknown document on the work of war censorship bodies in the years of World War II)

The publication is devoted to the work of war censors in the years of World War II. The

issue is explored on the material of the unknown document – a paper of the head of the Administration for propaganda and agitation of the Central Committee of the Communist Party, addressed to the secretaries of the Committee G. M. Malenkov and A. S. Cherbakov concerning the war classified information protection in the press.

Key words: censorship World War II, control, war classified information, press

Larisa Pavelkina

The Role of PR in Shaping the Ecological Thinking

The preservation of natural resources, the protection of environment are the fields, where managerial decisions depend on public opinion. Noncommercial ecological organizations in their PR activities face certain difficulty, regarding social stereotypes as well as the alarming and destabilizing character of the ecological information. The PR tools being used in ecological projects may be either fruitful or destructive regarding the user.

To solve ecological problems the cooperation of the public at large is necessary with media playing a major role in a social dialogue.

Key words: ecological problems, ecologic PR tools, NPO, ecological information, ecological education, media, public opinion

Journalist Education

Valeria Rusina

The Editor of a Periodical: Training Problems and Practice Requirements

The article studies the essence of the job of the editor on a periodical at present, three aspects of editing are examined. Due to the requirements of practical work, the author formulates the key tasks of editor training.

Key words: editing, work on the issue, genres of periodical press, micro-editing, speech incorrectness in the media

Polina Khokhlova

Journalist and PR man: the Necessity of a Dialogue

The article covers the important problems of journalists and PR specialists interaction. The author proves the necessity of a dialogue in the course of a joint education of journalists and PR men. The article refutes common prejudices concerning Public Relations.

Key words: PR, PR specialist, journalist, education, dialogue between companies and society