

ABSTRACTS

Academia

Semyon Gurevich

Staff Potential of Media Industry in Russia: Factors of Crisis

The article is focused on staff crisis on Russian media market because of rush development of media companies.

Key words: media market, mass media, staff crisis, faculties of journalism, chair of media theory and economy.

IT-Academia: Internet and Mass Media

Andrei Richter

Internet and Mass Media: Post-Soviet Perspective

The article reflects on the influence of telecommunication networks on the freedom of the mass media in the former Soviet Union. The author states that in the legal sense internet shall not be considered as a mass medium. In enabling environment for internet alongside political and legal factors socio-economic ones should be taken into account.

Key words: internet, former USSR, freedom of the media.

Maria Lukina

Newspapers on Runet: New Features of Modernization.

There are more than twelve years of discovering internet by professional media creators – not that significant in scales of the entire history of media. Though the development of this media segment appears intensive. The newspapers' sites have been updated several times during that short period. Today we can see new factors of modernization.

Key words: Internet media, printed newspaper version, online newspaper version, blog, interactive service, multimedia, podcast.

Marina Shilina

Public Relations on Internet: A New Model of Communications

In the article the concept of a new, the fifth, model of public relations on Internet is described. The net interactive virtual model reflects basic changes of an essence public relations activity and the author enters a definition «development of public relations/DPR » for its adequate designation.

Keywords: Internet, Runet, transformation, classical models of public relations, the Internet-model of communications, virtuality, PR, DPR, convergence.

GLOBAL CONTEXT

Luna Morales Hochiketzal

The forming of Geopolitical Ideas and its Significance for Journalism.

The actual importance of geopolitical problems make journalists manage adequate, developed geopolitical approaches on evaluation current events. The article features the most fundamental ideas on geopolitics, which became the base of "information superiority" conception, which are part of geopolitics' paradigm on the XXI century.

Keywords: geopolitics, mass media, journalist' social position, globalization, politics: world and regions.

Marina Galkina

Newspapers in Finnish Schools

The article is devoted to the role of newspapers in Finnish schools. The publication is focused on the way how newspapers became a part of school program. It also presents special issues for teachers and newspaper's strategy to get young readers.

Key words: Finnish Media, newspaper in the school, Finnish Newspaper Association.

MASS MEDIA IN RUSSIA

Tatyana Ratkina

«The Second Suit» against Abram Tertz.

«Strolls with Pushkin» in Assessments of Russian Immigrants.

The article is devoted to a dispute among Russian emigrants about the essay "Strolls with Pushkin" written by writer and literary critic Andrei Donatovich Sinyavsky (the essay was published under a pen-name Abram Tertz). The article contains the analysis of reviews of "Strolls with Pushkin", written by R.Gul, S. Zhaba, N. Rubinstein, A. Solzhenitsyn.

Key words: Sinyavsky, Tertz, emigration, dispute, Pushkin.

Journalism Education

Irina Fateeva

About the Models of Journalism Education

The article analyses the practice of classification the journalism education models and offers own version of modeling.

Key words: models and forms of journalism education, criteria of differentiation the models, academically directed and practically directed models of education.