

ABSTRACTS

Academia

Irina Fomicheva

Beyond the Bound of Evident

The article is devoted to the reasons of declining of interest to the reading newspapers of the modern audience of modern audience. The author also analyses the myths of modern journalism in the field of evaluation interests of mass reader.

Key words: mass media, newspapers, loyal readers, television, internet, rating.

Global Context: Media as a Tool of Image Creating

Andrei Maslakov

Mass Media as a Tool of Production of Images

The author if the article tries to understand the problem of forming the image with help of mass media.

Key words: mass media, image, addressee, reality.

Anastasia Grusha, Dariya Klimenko

Italy in Russian Mass Media: The Experience of Comparative Analysis

The article is devoted to the complex content-analysis of the articles about Italy, published in Russian press in November 2006, in case of students' research.

Key words: Italy, Russia, press, image, mass media

Galina Voronenkova

Image of Russia in the Electronic Versions of Print Media in Germany. (in case of newspapers Die Welt, FAZ)

The research is devoted to the analysis of the modern tendencies on the coverage image of Russia in the leading German mass media.

Key words: Russia, image, Die Welt, FAZ, mass media.

Maria Holubovich

Image of Russia in French Press

Author tries to reveal the patterns of forming the image of Russia in the public opinion of Frenchmen in case of analysis the 3 French daily newspapers «Mond», «Figaro» and «Libération».

Key words: the energetic great power, Putin's government, Russia, authoritarianism.

Anna Shargatova

Forming the Image of Russian Entrepreneur. The Successful Experience of Alex Shneider.

The subject of the article is the experience of Canadian entrepreneur A. Shneider, who is originally Russian, the creating the positive image of representative of the modern economic establishment in mass media

Key words: information support, business, PR-projects, press.

Agenda

Alexei Poluhin

Credibility to Mass Media and Managing the Information Streams (in case of corporative disputes)

Nowadays despite the high level of social credibility to mass media newspapers are going through a crisis. Among the reasons that cause this crisis we can mark the antagonism of audience against articles that contain elements of black PR. At that the impact of dirt has gone down almost to zero.

Key words: press, confidence, dirt, management, dispute.

Anna Tolokonnikova

New Methods of Interaction with Advertisers on TV

The article is focused on the main principles of *B2B*-marketing and the opportunities of adaptation of its strategies in tv-business. On the authors' opinion, in the frames of forming the new selective market only the principally new methods of cooperation with the advertiser will help the tv-channels and tv-companies keep their incomes from the advertising at the former level.

Key words: tv-business, ad market, marketing *B2B*.

Mediatext

Anton Bakuntsev

Mini-chekhoviana from the Publishing House «Gelios ARV»

The article analyses two books, published in the publishing house "Gelios ARV" devoted to the Chekhov's 150-anniversary. The both editions are interesting from the viewpoint of the history of Russian journalism, because they are collected on the base of materials from the pre-revolutionary press. Articles of memory of Chekhov from the newspaper "Russkoe slovo" (№ 151 за 1914 г.) are collected in one book, in the other – anonymous publications from the magazine "Budilnik" (№ 1–18 за 1884 г.).

Key words: A. Chekhov, publishing house «Gelios ARV», collection of articles, monograph.