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# ABSTRACTS

## ACADEMIA

*Elena Vartanova*

*Modernization Factors of Mass Media and Problem of Social Responsibility*

The article is focused on the concepts of Russian and foreign researchers, devoted to the goals and role of media in the structure of modern society. The author researches the modernization factors of Russian mass media in conditions of strong growth of domestic media system, indicates to the necessity of implementing the media policy for the overcoming the "market disproportion" that hamper media to accomplish their public duties.

Key words: mass media, media market, public realm, audience, social responsibility, media policy.

## AGENDA

*Maxim Babjuk*

*Image of Russia in Ukrainian Mass Media: Problem Definition*

The article analyses the features of forming the image of Russia in modern information field of Ukraine. The main problem are considered in case of internet versions of editions "Zerkalo Nedeli", "kievsky Telegraph" and internet portal [www.pravda.com.ua](http://www.pravda.com.ua).

Key words: Ukraine, Russia, mass media, politics, stereotypes.

## GLOBAL CONTEXT

*Alexander Demchuk*

*Why do paid newspapers become free of charge?*

When circulations of daily newspapers decrease the only type of editions that isn't subjected to that tendency, is free of charge information newspapers. The major factors of their success pricing, content and distributing – have been being in the press history for more than one century. Attempting to stop the circulation decrease some of traditional paid newspapers begin to adopt partly or totally transition to the free of charge model.

Key words: daily newspapers, circulation decreasing, free of charge information newspapers, "Metro", "Komsomolskaya Pravda", network media.

*Georgios Dimitrakopoulos*

*Quality Newspapers in Russia and Greece: Comparative Analysis*

The article is dedicated to the role of quality newspapers in public and political life in Russia and Greece. The main features of press market of these two countries are analyzed.

Key words: Russia, Greece, democracy, quality newspapers, analytic function of mass media.

*Maria Krupnova*

*Hungarian Social and Political Journalism: 1991-2008.*

The article is devoted to development of Hungarian social and political journalism and press since 1991 to 2008. The author rests on classical papers of media researcher Balaga Trencheni and on various views of Hungarian writers.

Key words: Hungary, social and political journalism, pluralism, Aesopian language.

## **MASS MEDIA IN RUSSIA**

*Anna Chakovskaya*

*"Literaturnaya Gazeta" and power. Cooperation and Opposition.*

The article covers the Russian press liberal tendencies during stagnation period in case of activity of journalists of "Literaturnaya Gazeta". Long before 1985 "Literaturnaya Gazeta" began to struggle against bureaucrats, distortions, polemic.

Key words: stagnation, censorship, power, economy, polemic.

*Alexey Eryomin*

*Features of Information Policy of Big State Corporation OAO "Gazprom"*

"Gazprom" is the largest Russian corporation that have the huge influence on western energetic markets. Big stuff, high density of communications inside the company, geographical spread location of subdivisions – are realities, that company has to mind during the creating its own informational policy.

Key words: state corporation, image, information policy, energetic.

## **NEW BOOKS**

*Denis Dunas*

*Why do Russians watch news if there are no truth?*

The article forms the review of book "Television, Power and Public in Russia" written by American researcher Ellen Mizkevich and famous among the western academic community. For many years Professor Mizkevich has been teaching the course "Media and Democracy" in Duke University. Her field of researches is Russia. With the western critical position regarding Russian democracy and media the book objectively reflects the concept of the subject: Ellen Mizkevich tries to comprehend why Russian audience trust uncommitted news?

Key words: news, television, Russians, rating.