

CONTENT

Editorial 4

ACADEMIA

Modernization Factors of Mass Media and Problem of Social Responsibility 6
Elena Vartanova

AGENDA

Image of Russia in Ukrainian Mass Media: Problem Definition 16
Maxim Babjuk

GLOBAL CONTEXT

Why do paid newspapers become free of charge? 22
Alexander Demchuk

Quality Newspapers in Russia and Greece: Comparative Analysis 30
Georgios Dimitrakopoulos

Hungarian Social and Political Journalism: 1991-2008 37
Maria Krupnova

MASS MEDIA IN RUSSIA

"Literaturnaya Gazeta" and power. Cooperation and Opposition 46
Anna Chakovskaya

Features of Information Policy
of Big State Corporation 56
Alexey Eryomin

NEW BOOKS

Why do Russians watch news if there are no truth? 67
Denis Dunas