

ABSTRACTS

Research Paradigms

Elena Vartanova

The need to develop innovative approaches to mass media research

Elena Vartanova – Ph D, professor, chair of media theory and economics, Faculty of Journalism, Moscow State University, evarta@mail.ru

The article gives a brief historical overview of the development of media and journalism in the context of the economic, political and technological changes happening in the society. The author points out the necessity to create a separate academic discipline, which would examine the mass media as a field of interpersonal communications.

Key words: journalism, industrial society, mass media, the field of social communications, academic discipline.

Adel Sokolova

Functions of journalism: approaches and problems

Adel Sokolova – doctoral student, sociology of journalism chair, Faculty of Journalism, Moscow State University, adelsokolova@yandex.ru

Strict and systematically organised theory of mass media functions is the basis of creative humanistic-orientated functioning of journalism. Meanwhile, the existing function characteristics presented in various research works are not enough systematised and are discussed separately from the general scientific theory of functions. This article gives different points of view concerning the problem, and also shows approaches to the issue of functions in other spheres of scientific knowledge which can become the basis of the developed theory of functions of mass media.

Key words: functions, mass media functioning, system.

IT-Academia

Marina Shilina

Topical transformations of the web and shifts in the paradigm of network communication models

Marina Shilina – Ph D, lecturer, chair of economic journalism and advertising, Faculty of Journalism, Moscow State University, director of the corporate communications development department of the company 'Worldwide invest', 2008mgs@mail.ru.

The article presents an analysis of the changes in Web communication characteristics (versions 1.0 and 2.0) from the point of view of public relations. The author states the change of the communication paradigm of actual network interaction and the network model of communications (the so-called "5th model" which was developed by the researchers of the Faculty of Journalism communicative school (Moscow State University) in 2006). The work also describes the model of communications in Web 2.0, and gives a typology of the newest network communications and technologies of public relations 2.0.

Key words: Internet, Russian Internet, Web 2.0, anthropocentrism, network model of communications, change of the communication paradigm.

AGENDA: Intellectual Property Problem in Mass Media

Alexey Timofeev

Texts as copyright objects in the press

Alexey Timofeev – doctoral student, chair of Russian media history, Faculty of Journalism, Moscow State University.

The article is devoted to texts as copyright objects in periodicals. It analyses what kind of materials published in newspapers and magazines are protected by the copyright. The author also names the following important problems in the field of intellectual property in the press: the lack of vivid criteria for defining such a phenomenon as creativity in the copyright, the problems of co-authorship, the lack of highly qualified lawyers specializing in press copyright. The article also gives examples of court cases concerning violation of copyright laws.

Key words: copyright, intellectual property, periodical press.

Egor Kucher

New media and joint copyright ownership

Egor Kucher – doctoral student, chair of Russian media history, Faculty of Journalism, Moscow State University.

The article is devoted to the system of joint of copyright ownership in Russia. The author describes the history of appearance, functioning principles and the peculiarities of this system. Now when more and more media appear on the market the very circumstances of existence of authors' works make the protection of individual copyright owners in the field of intellectual activities very problematic. In these circumstances the system of joint copyright ownership is meant to orientate the mass media in this legislative field and protect the authors' rights as well.

Key words: legislature, copyright, joint protection, mass media, Russian copyright community (RAO).

Global Context

Liydmila Voronova

Representation of women-politicians in the media: a journey to wonderland

Liydmila Voronova – doctoral student, chair of media theory and economics, Faculty of Journalism, Moscow State University.

The article shows the results of the main Western research works devoted to the theme which lies in the inter of three fields: gender studies, politics and mass communications. The author talks about the main myths and stereotypes which are used by the media when covering stories about women-politicians. The researcher also points out the gap between the media image and the actual potential of women working in politics. She also states that the discrimination maintained by the media reinforces a gender-unbalanced political system.

Key words: gender, woman-politician, myth, image, mass media.

Anna Sokolova

The evolution of the comment genre from a column to a journalistic blog (based on the example of spanish and italian press)

Anna Sokolova – doctoral student, chair of foreign journalism and literature, Faculty of Journalism, Moscow State University, sokolova.anechka@gmail.com

The article gives an overview of the way comment genre was formed in the foreign press. The author points out the particularities of this genre in its current stage taking into account the Information and Communication Technologies which have a great influence on the traditional journalistic genres. Special

attention is paid to columns in Spanish and Italian weekly magazines and blogs which represent 'a comment on a comment' or, in other words, a progression of the classic genre.

Key words: comment, Spain, Italy, column, blog..

Mediatext

Lydia Malygina

The language of TV-promos (based on the trails of NTV channel programmes during 2004-2008)

Lydia Malygina – doctoral student, chair of Russian language stylistics, Faculty of Journalism, Moscow State University, producer of the planning and producing department for information programmes of Channel 1 ('Pervui kanal'), malygina@dip.1tv.ru

Based on the NTV promos, the article shows the way the channel's linguistic image is formed. The author points out the main style-forming feature, which is the precedent-orientated nature of the language usage.

Keywords: genre, promo, promo-text, precedent, language policy.

Ulya Dakina

Theatre studies of Shakespeare: Harley Granville-Barker about the tragedy 'Hamlet'

Ulya Dakina – doctoral student, chair of foreign journalism and literature, Faculty of Journalism, Moscow State University, juillet@gmail.com

The article introduces an influential critical approach to Shakespeare's Hamlet, the main point of which is the perception of the tragedy as a theatrical script. The author presents several ideas from H. Granville-Barker's works devoted to Shakespeare and analyses them in the context of English Shakespearean studies of the first part of the XXth century. The author comes to a conclusion that the method of character analysis developed by Barker is the most effective, compared with previous ones.

Keywords: W. Shakespeare; H. Granville-Barker, 'Hamlet' tragedy, English literature.