

ABSTRACTS

Research Paradigms

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Topical practice areas in political PR: image of the state

In the article state image is considered as one of the topical practice areas in political PR. The study examines the components of state image and the strategies of its formation. The author analyses the problem issues of the current image of Russia.

Key words: public relations, image, state, corporation, formation.

AGENDA

Anna Leonova

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Professional unions of journalists in Russia and Great Britain

The author of the article compares the activities of the Russian Union of Journalists and the Professional Union of Journalists with the work of the National Union of Journalists in Great Britain (NUJ). The author comes to a conclusion that the British model of professional journalistic union is completely and favorably different from the Russian ones. There are some differences in the procedure of joining the unions, in the way of collaboration with young journalists, etc. What kind of British experience in this field can we use? Some of the answers are given in this article.

Key words: professional unions, journalism, Russia, Great Britain.

Global Context: Modern Trends in TV Content

Elena Konstantinova

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Russian generally accessible science TV channel – projections, concepts, prospects

The article deals with the prospects of launching a generally accessible popular science TV channel. The author analyses the factors which may form the basis for the project success and examines the role of state support in the functioning of socially significant media. The study points out the necessity to develop popular science television in the context of contemporary market environment, which involves the improvement of the management system of enlightening media projects as the basis of their functioning.

Key words: generally accessible popular science TV channel, economics of a TV project, media market, revival of science popularization.

Vladimir Khodakovsky

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Youth TV programmes: specific features of their functions

The article represents a study of the specific functions of youth TV programmes. Special attention is paid to social functions of television – socializing, integration, identity forming and constructing social reality.

Key words: youth TV programmes, specific features, social functions, integration, identity.

Roman Gudyakov

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Docudrama on TV: traditions and innovations

The article tracks the way docudrama emerged and developed on the screen. The author highlights its main features and examines the problems of co-existence of documentary and fiction material in the TV films.

Key words: television, docudrama, syncretism, documentarism, reality.

Mass Media in Russia

Alexander Kolesnichenko

Ph D in philology, Associate Professor at the Moscow State University of printing arts, editor of the Social department (newspaper 'Novye Izvestia').

Research projects devoted to the readership of periodicals: top managers of Russian publications give their opinion

Conducting a study based on the results of an inquiry made among the top managers of Russian publications, the author of the article tries to find out what kind of information about their readership the top-managers have. The researcher also analyses the way this information is interpreted in practice and gives an answer to the question: should the publications take into account readers requests.

Key words: target audience, press, rating, focus group, changes in the newspaper/magazine sections.

Mediatext

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Manipulative strategies influencing readership (Western Siberia web sites case)

Western Siberia city sites actively use influence techniques when communicating with their audience. This is represented in the subjectivity in the selection of news items, the usage of expert opinions and the hidden advertising messages, serving the interests of the editorial desk partners. Influence techniques are also used in the special language of news presentation.

Key words: city site, communicative strategy, Internet, advertising, digital communication.

Journalism education

Ekaterina Baranova

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New Textbooks on Journalism: The short review

The article analyses journalism manuals published by Russian scholars in 2006 and 2007. The author examines the way new trends in digital age mass media are represented in these books.

The researcher points out the necessity to add new chapters to journalism books with regard to the changes that have taken place because of the digital revolution. Some concepts should be revised and it is time to introduce new terms and reconsider our use of the old ones not only in journalism manuals, but also in dictionaries of media terms.

Keywords: journalism terms, digital age journalism, media theory, journalism books, convergence.