

ABSTRACTS

Research Paradigms

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Corporate mass media: how to assess their efficiency?

Efficiency of the work of corporate media is the key criteria for assessment of such communication projects. The existing sociological methodic cannot be used by all publishing companies for making assessment of their own media because of the high price and time-consuming factors. The author offers a 'desk' methodic which makes quick assessments of corporate media efficiency possible.

Key words: corporate media, effectiveness, media potential.

Maria Kokhanova

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PR activity: system approach

The article is focused on PR activity as a system. The functioning of this system results in the development of emergent features, which are not characteristic for the separate parts of the structure.

Finally, the PR system creates a reality connected with the concept – 'Human capital'.

Key words: PR-system, emergent features, intangible assets, 'human capital', image management.

AGENDA: French media

Lyudmila Sharonchikova

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Radio and television in France during the socio-political crisis of 1968

The article analyses the role of audio-visual mass media during the period of socio-political crisis of May 1968 in France. The role of radio and television at moment of intense social conflict is defined. The author distinguishes the special characteristics of each media. The study underlines the potential of the radio during the time when radio transistors and tape recorders were widely spread. The author also defines the impact it had on the further development of radio broadcasting in France up to the abolishment of state monopoly.

Key words: radio broadcasting, television, periphery radio stations, May 1968, student demonstrations.

Tamara Vinogradova

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Specific features of the interrelations between the French mass media and their audience

The article is devoted to audience analysis of French media. The work is based on the results of the latest opinion poll held on the request of the newspaper 'La Croix' by the French company TNS-Sofres. Special attention is paid to the priorities of French readers, viewers and listeners.

Key words: mediametric studies, representation, French mass media, audience 'barometer of trust'.

Global Context: Graphic design as a language of communication

Alexander Belyaev

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Specific features of the navigation design in Internet versions of print newspapers (based on the example of Russian newspaper web-sites)

The article is devoted to the specific features of navigation design for websites. The study is based on the analysis of online versions of Russian newspapers. The key issue of the article is the connection between designing the navigation blocks and elements and the structure of the website. The design should follow the structure and represent in a clear way the principles on which is based the site architecture.

Key words: web-design, information architecture, navigation, hyperlink, web-site structure.

Ekaterina Serednyakova

Senior researcher at The State Tretyakov art gallery

Formation of the artistic system of modernism as a universal sign system

The article is devoted to the problem of the modernism system establishment. The study analyses the aesthetic and artistic principles, which lie in the basis of the XXth century art and which have defined the radical artistic reform of the postclassical time.

The processes which were taking place in the fine arts at the XIX – XX centuries, have contributed to the formation of the artistic principles of modern design. During this period the basics of the contemporary artistic thinking were formed. This system developed in the epoch of postmodernism.

Key words: national romantic trends, impressionism, symbolism, modernity, the epoch of avant-garde.

Anna Tsvetkova

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Wassily Kandinsky: the founder of the graphic language of the future world

This article is based on the analysis of the theoretic works of Wassily Kandinsky, which are still topical in the frames of the competition on the contemporary media market. A number of text organization systems were developed on the basis of the concepts introduced by the artist. One them was the method of colour correction, which is used today in the quality marketing.

Key words: Wassily Kandinsky, abstractionism, colour concept, graphic design, colour correction.

Yulia Volodikova

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The art of M.A. Vrubel and its influence on the formation of graphic design in Russia

Vrubel was one of the most outstanding artists of the XIX – XX century. He can be called the founder of the Russian Art Nouveau. He was a universal artist and worked in different fields of art. Vrubel's works influenced the process of renewal in fine arts.

Key words: Mikhail Vrubel, Art Nouveau, The Abramtsevsky artistic society, style, universalism.

Tatyana Jukova

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The symbolism of N.K. Roerich and the discovery of new possibilities in the contemporary graphic design

The article is based on the analysis of the theoretic works of N.K. Roerich, especially the usage of ancient Russian painting elements, which became a foundation for the formation of further sign systems – the language of graphic design first of all in artistic magazines.

Key words: N.K. Roerich, symbolism, the tradition of ancient Russian paintings, color graphics.

Alexandra Makarskaya

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Mark Shagal and the first design school in Russia

The article is devoted to the art of Mark Shagal and the Vitebsk school which was created by him. This school was the centre of the avant-garde art in Russia and the field for further experiments with different forms. It introduced a new means of communication – the walls and interiors of public buildings.

Key words: Mark Shagal, Vitebsk school, design, Avant-garde, fine art.

Daria Luparivova

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The mass artistic post card in Russia in the XIX-XX century

The article is devoted to the emergence and spread of such means of communication as a post card. The particularities of the post card are being analyzed and also the influence of different artistic movements on its content. The author tries to define the special visual language of the post card.

Key words: post card design, illustrations, post services.

Mediatext

Oleg Bakulin

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Censorship during the Second World War: American experience

The article analyses the key problems of the Office for censorship – the main censorship body in the USA during the Second World War.

Key words: Office for censorship, USA, communication, Franklin Roosevelt, Byron Price.