

# ABSTRACTS

## Research Paradigms

### ***Anti-terrorism concepts in the media: target goals and technological opportunities***

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The main purpose of this study is to give a general idea of the abilities of journalists and to outline the main technological directions in the media actions in the context of anti-terrorism activities. The article gives an overview of the experience of regulating journalists' actions in emergency situations and highlights the main troublesome points of different trends, connected with terrorism. The authors show how to use contemporary journalism genres effectively and how to create the concepts of anti-terrorism tacking into account the typological characteristics of the media. The researchers also analyze the necessity to implement rules of tolerant behaviour in the journalism activity.

Key words: mass media, terrorism, journalist, anti-terrorism concepts, professional technologies in journalism.

### ***New assessment methods: the links between media relations and the success of a commercial campaign***

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The author of the article substantiates the necessity to conduct communication audit in the sphere media relations, defining it as a strategic tool of positioning the commercial structure in the system of marketing. The article analyses the issues connected with the advisability of making assessment studies, which define the principles of quality media analysis and the development trends in different assessment techniques.

Key words: media relations, information audit, methodic of assessment studies, budget, quality media analysis.

## AGENDA: Newspaper Today

### ***Trends and development prospects of Chinese press corporations***

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The article is devoted to the main press corporations development trends in China in the conditions of market reforms. The author also outlines their role in the process of national press development. The work suggests that press-groups have bigger chances of survival and further development under the world financial crisis.

Key words: newspaper corporations, market reforms in Chinese media, Chinese press, the structure and management of a newspaper group.

### ***Distribution of the 'Renmin Ribao' newspaper in China and abroad***

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The article presents an analysis of the contemporary state of the newspaper 'Renmin Ribao' (People's daily). The author gives new data, characterizing the channels of distribution and the readership of the newspaper.

Key words: party newspaper, newspaper 'Renmin Ribao', readership, newspaper distribution, subscription.

### ***Working technologies of an editorial office: the British model***

(based on the example of 'Metro' newspaper)

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To maintain their position on the media market during a crisis newspapers have to conduct radical changes in the structure of the editorial offices. These changes lead not only to production expenses cuts, but also result in growth of quality. Russian periodicals are traditionally produced using a unified technology, which does not always justify the costs of the production process. The authors of this article offer an optimization of the editorial offices' work by means of implementing working processes audit and developing individual production schemes. The technology of creation of the British newspaper 'Metro', which belongs to the 'Associated Newspapers' media holding, is analyzed as an example of an economically successful production scheme.

Key words: editorial office structure, production technologies, processes audit, 'Metro' newspaper.

### ***The press market in Ukraine: key development trends***

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The article examines the main development trends in the Ukrainian press market and presents data about the changing volume of advertising in print mass media. There is an analysis of the reasons why many periodicals in Ukraine were closed. The study shows the basic trends of market development during the current (2009) year and gives a forecast for the coming years.

Key words: press, market, development, trends, Ukraine.

## **Global Context**

### ***Journalist as a representative of a public profession***

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In the article the author draws a comparison between the journalist and the politician, gives the definition of the concept 'public profession'. The study also analyses the concepts 'mana-personality' and 'charismatics' based on the example of the public professions of a journalist and a politician.

Key words: journalist, politician, charismatic, mana-personality.

### ***The main changes of state policy in the media sphere during 2008***

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In the process of government formation in Russia during May 2008 a new regulatory body was created for the media sector – the Ministry for telecommunications and mass communications of the Russian Federation. The uniting telecommunications and mass communications within a single department defined a new trend – the formation of state media policy on the basis of telecommunication technologies development.

Key words: media policy, state regulation, digitalization of TV broadcasting.

## **MASS MEDIA IN RUSSIA**

### ***Cultural and enlightening TV in Russia in mutual socio-cultural environment***

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The article dwells on the problems of forming a mutual socio-cultural environment in Russia by means of cultural and enlightening TV broadcasting, represented in the country by the national specialized TV channel 'Culture'. The authors point out the main programming policy problems of the leading Russian multi-format channels and come to the conclusion that it is extremely difficult to form a mutual socio-cultural environment in Russia relying on the programme content of these channels. The researchers suggest new ways to improve 'Culture' programming policy in the context of the creation of an integrated socio-cultural environment.

Key words: mutual cultural environment, channel 'Culture', TV broadcasting, globalization, viewer.

### ***Problems with the switch to digital TV***

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The article is devoted to the problem of Russia's transition to digital TV. The author shows the basic drawbacks of 'The concept for TV and radio broadcasting development in the Russian Federation during 2008-2015'.

Key words: mass media, licensing, digital broadcasting, mass media registration certificate, broadcasting companies.