

# ABSTRACTS

## Research Paradigms

### ***Media of the XXI Century as an Object of Research***

#### ***(A Few Points about the Innovative Approaches to Media Communication Studies)***

*Marina Shilina*

*PhD, researcher at the chair of economic journalism and advertising, Faculty of Journalism, MSU, director of the department for developing corporate communications, "WorldWide Invest" company, 2008mgs@mail.ru.*

The article points out the main characteristics of the new stage of mass media development in the global and Russian context. The author offers methodological approach to the topical studies of mass media for the creation of a new academic discipline.

Key words: mass media, media divide, web-communication, convergence, mediology.

## Agenda

### ***Trade Publications in the System of Russian Business Press***

*Victoria Mikhailchenko*

*Doctoral student at the chair of economic journalism and advertising, Faculty of Journalism, MSU, mix.victoria@gmail.com*

The article presents a historical overview of business journalism and analyses the prerequisites of modern trade press formation. The article notes typical problems of today's industry publications and the ways to solve them.

Key words: trade press, specialized publications, corporate media, business communication, industry organizations.

### ***Social Media in Finland as a Factor of Participation Development***

*Victoria Petrova*

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The article analyses the phenomenon of social media. The author names the main types and the basic characteristics of these media. The work also shows how the particularities of social media are reflected in Finland and lists some success stories.

Finnish journalism has always enjoyed public confidence that is why the experience of interactive interaction between the media and the audience in the countries with northern type of democracy seems to be rather effective.

Key words: social media, civil journalism, participative model, mass-media of Finland, new media.

### ***French Economic Newspapers are Changing Hands***

*Lyudmila Sharonchikova*

*PhD, Associate Professor at the chair of foreign journalism and literature, Faculty of Journalism, MSU, cludmila@mail.ru*

Economic newspapers play a significant role in the functioning of market-driven economies. That is why different threats to their freedom are always attract the attention of people both from the media and the business sphere. In France a harsh polemic over the role of the economic press is provoked by the fact that the daily newspapers "Echos" and "Tribune" are changing hands. The article also highlights the problem of the readers' confidence in specialized press, which is controlled by large business representatives.

Key words: economic newspapers, "Echos", "Tribune", the group "LVMA", Alain Veille group.

## Global Context: Alternative Media

### ***Alternative Media: History and Ways of Developing***

*Svetlana Marich*

*Doctoral degree seeking student at the chair of foreign journalism and literature, MSU, svetlana.marich@gmail.com*

The author analyses the phenomenon of alternative media, gives a detailed characteristic of this media division, examines its structure and defines the main development trends.

Key words: alternative media, mini model of the world, theory of knowledge, indi-journalism.

### ***Gonzo Journalism in the Modern World***

*Yuri Zakharov*

*Student at the Faculty of Journalism, MSU, writeman@yandex.ru*

The article analyses the main features of gonzo journalism, discusses theories of its emergence and gives a detailed analysis of Hunter Thompson's book "Generation of Swine". Great attention is also paid to Dr. Thompson's biography, which has great importance for the current research.

Key words: gonzo, subjectivism, journalism, Hunter S. Thompson, "Generation of Swine".

## Mediatext

### ***'My dear whip', or Chekhov as an Epigone of Sacher-Masoch***

*Anton Bakuntsev*

*PhD, Associate Professor at the chair of editing, publishing and informatics, Faculty of Journalism.*

This article is a reaction to the book of M.N. Zolotonosov "Another Chekhov. The other side of the female-phobia principle" (M., 2007). The author of this book asserts that the main motive power of Chekhov's life and work was his "latent sadomasochism" and "female-phobia". The author also claims that the works of the famous Austrian novelist L. von Sacher-Masoch influenced Chekhov's poetics, which, as he thinks, is proved by "intertextual connections". Zolotonosov also mentions that Chekhov is a secondary writer. The author of the article shows the inconsistency of this point of view.

Key words: A.P. Chekhov, M.N. Zolotonosov, sadomasochism, female-phobia, plagiarism.

### ***Gogol and the Magazine "Moskovskiy Telegraf"***

*Egor Sartakov*

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The article analyses young Gogol's attitude to one of the best enlightening, social and literary magazines "Moskovskiy Telegraf" (1825-1834) published by Nikolay Polevoy. It is known that Gogol read Polevoy's magazine since the beginning of its emergence when Nejin Gymnasium students subscribed to some magazines including "Moskovskiy Telegraf". The analysis shows that "Moskovskiy Telegraf" could have

formed the gymnasium students' interest to "free thinking" and Gogol's desire to 'serve the state'. The article also analyses some reviews on Gogol's books ("Evenings on a farm near Dikanka" and "Hanz K chelgarten") published in "Moskovskiy Telegraf".

Key words: N. V. Gogol, N. A. Polevoy, "Moskovskiy Telegraf".

### ***Gaito Gazdanov's Opinion Journalism in the Context of the Epoch***

*Inna Manafova*

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The article is devoted to the most unknown part of the creative work of the Russian XX century emigrant Gaito Gazdanov. The work analyses Gazdanov's literary essays, his documentary book and radio speeches on radio "Liberty". On the basis of this analysis the researcher makes conclusions regarding Gazdanov's political, esthetic and civic views.

Key words: Russians abroad, Gazdanov, opinion journalism, radio.