

ABSTRACTS

Research Paradigms

Profession in the Context of the Industry: the Current Understanding of Media and Journalism

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The Moscow school of media theory, established at the Faculty of Journalism (Moscow State University), considered journalism and mass media as close and interchangeable terms, almost synonyms.

Researchers supposed that journalism is a professional creative activity, a type of social activity and a separate social system all at the same time. The author of the article has tracked the evolution of the theoretical understanding of the essence of such notions as 'journalism' and 'mass media' in the context of the Russian research framework, the transformation processes in the very industry, as well as from the perspective of world trends. From the author's point of view 'social system' is a notion that refers only to mass media.

Key words: mass media, journalism, media text, theory of mass media, theory of journalism.

Topical Issues in the Theory of Media Capital

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Based on theoretical approaches to the analysis of concentration, monopolization processes and ideological pressure on media, this article outlines the main directions of possible empiric studies in the sphere of media capital which may be topical for Russia. Using the analysis of different approaches (predominantly from the sphere of social philosophy, political economy and sociology) the author highlights those study fields, which have not been examined thoroughly enough in Russia. The researcher aspires to enrich the common opinion that economics and economic mechanisms influence the media ideology.

Key words: media capital, concentration, monopolization, multimedia, ideology.

From Socio-political Media Research to Media Anthropological Studies

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In the following article based on the understanding of the conservatism and traditionalism of some Russian schools of media research and their close connection with political theory of media as dominating paradigm, the author tries to show that there is a certain necessity of inventing a new alternative scientific paradigm – cultural and media anthropology paradigm.

Key words: political theory of media, media economic theory, social theory of mass media, cultural and media anthropology theory of mass media.

Agenda

Weekly Business Publications: Genre Crisis?

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The author analyses the current state of weekly business magazines system in Russia, paying attention to the vivid crisis, which is going on in this sphere. The researcher examines the origins of the decline in the field and makes forecasts regarding the future of this format. The article also includes examples on how weekly business magazines develop abroad.

Key words: business weekly magazines, concept, crisis, audience, advertising revenue.

The National TV Model in Baltic States

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The article is devoted to the establishing of the TV system in Latvia, Lithuania and Estonia. The paper deals with the history of television in these countries and analyses in detail the main trends and issues concerning public TV and private channels.

Key words: television, Baltic states, independence, history, system of TV broadcasting.

Japanese Advertising, Ten Years Later

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The article is devoted to the research of Japanese advertising market of the past ten years. The author focuses on the new methods of advertisement production based on highly developed technologies and analyses advertising in the new media.

Key words: advertising, advertisement, market, Japan, Japanese, Internet, new media.

Global Context: Content vs Platforms

Super Content as a Tool for Media Brands Promotion

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The author analyses the differences between editorial, advertising and super content in the media. The researcher introduces the term 'super content' which means media content, aimed to promote the media product and media brand itself. Besides, the writer explores the means and argumentation of self-advertising in Russian, British, French and American media enterprises.

Key words: content, super content, media brands promotion, self-advertising in media enterprises

"The Temptation of Ingmar Bergman": Media Producing in the Era of Web 2.0

Grigory Goldenzvaig

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The article is devoted to the radio musical, which is a co-production between the Swedish radio and the American pop group 'Sparks'. The author analyses the driving powers, which have contributed to the practical realization of the international project. The researcher also examines the used mechanisms of cooperation and gives the typological results of cooperation. The character of interaction between the traditional public service and pop musicians with international status is close to practitioners of fan culture, while the media producer catalyses the creation of a cultural project, which oversteps the limits of

the radio sphere. The following case study raises the question of the role and functions of professionalism in modern media producing.

Key words: media producing, cultural industry, diversification of the media product, national determination, individualization.

MASS MEDIA IN RUSSIA

Journalism in Russia: What is the Forecast for Tomorrow?

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This article is based on data acquired during a mutual research project "Freedom of the Press in Russia and Sweden: Comparative Study of Professional Cultures and Censorship/Self-Censorship Mechanisms". It was aimed to find out how young specialists see the current state of Russian media, what they think about the confidence citizens pay to the mass media. The research was also to show their opinion regarding the future of Russian journalism and to describe their views of professional journalistic duties and the values of democratic societies, first of all freedom of speech.

Key words: Russian mass media, students of leading Russian universities, professional interests, future of journalism.

Freedom Only in Words

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The article presents a personal subjective opinion on the state of freedom of speech in Russia. The paper analyses examples of censorship and the state of opposition mass media. The researcher tries to point out the causes and origins of restrictions on press freedom and cites opinions of well-known journalists regarding the subject.

Key words: freedom of speech, censorship, self-censorship, 'Live Journal', stop lists.

'Third Channel' on the TV Market of the Moscow Region

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The 'Third channel' today is one of the few broadcasters that are forming the TV market in the Russian capital. The following Moscow TV company represents a phenomenon which characterizes one of the variants of Russian media development on a regional level. The article describes in detail the history of the channel, the economic model of the company, its management, as well as the peculiarities of program policy.

Key words: 'Third channel', 'Moskovia' company, 'Mejprombank', Russian Orthodox Church, city format.

Anticrisis Television

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The article is devoted to the analysis of the way world economic crisis influences the state of Russian television and the advertising market. Great attention is paid to the development prospects of Russian TV industry.

Key words: advertising market, television market, financial crisis.