

# CONTENT

Editorial.....	4
<b>Research Paradigms</b>	
Profession in the Context of the Industry: the Current Understanding of Media and Journalism.....	6
<i>Elena Vartanova</i>	
Topical Issues in the Theory of Media Capital .....	16
<i>Ilya Kirya</i>	
From Socio-political Media Research to Media Anthropological Studies .....	28
<i>Denis Dunas</i>	
<b>Agenda</b>	
Weekly Business Publications: Genre Crisis? .....	36
<i>Andrey Vyrkovsky</i>	
The National TV Model in Baltic States .....	42
<i>Darya Jivikhina</i>	
Japanese Advertising, Ten Years Later .....	50
<i>Marianna Blinova</i>	
<b>Global Context: Content vs Platforms</b>	
Super Content as a Tool for Media Brands Promotion.....	56
<i>Polina Khokhlova</i>	
“The Temptation of Ingmar Bergman”: Media Producing in the Era of Web 2.0 .....	68
<i>Grigory Goldenzvaig</i>	
<b>MASS MEDIA IN RUSSIA</b>	
Journalism in Russia: What is the Forecast for Tomorrow?.....	78
<i>Marina Pavlikova</i>	
Freedom Only in Words .....	86
<i>Egor Kolyvanov</i>	
‘Third Channel’ on the TV Market of the Moscow Region .....	92
<i>Sergey Smirnov</i>	
Anticrisis Television .....	100
<i>Anna Tolokonnikova</i>	