

ABSTRACTS

Research Paradigms

Linguistic Components of Media Education at School

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The article analyses some aspects of the linguistic semantics and pragmatics, which are suggested as a part of a potential media education programme. Studying the specific features of media language and the theory of communication failures seems to be reasonable in this case.

Key words: media education, cliches, image of an event, communication failures, background knowledge.

AGENDA: Media in the age of Web 2.0

Topical Issues in Internet Advertising

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The article discusses topical issues in internet advertising, which are connected with changes in the internet consumption models.

Key words: internet penetration, internet advertising, banner advertisements, blogs as a space for advertisements, behavioral advertisements.

New Technologies in Internet Marketing

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The article is devoted to new technologies in internet marketing. Social networks and online videos are objects of study in this case. The author defines the main advantages of social networks as new technologies used in internet marketing. Special attention is paid to advertisement placement in the internet as a key success factor of this or that company. Examples of such practice are being shown.

Key words: internet marketing, social networks, advertising, new technologies, online videos.

Blogosphere. Netocracy vs Civil Society

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The article analyses blogs as a new means of net communication, which opens new opportunities of self-expression to the civil society. Trying to compare blogs with traditional media we get a chance to determine not only the main similarities and differences between them, but also to classify their key particularities. The author analyses the thesis that the development of the civil society in Russia is threatened by the unlimited power of information networks and points out ways of tackling this problem.

Key words: netocracy, civil society, blogosphere, mass media, mass communication.

The Evolution of Social Networks

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The topicality of social networks in the internet is obvious. For the past five years from a student project they have turned into a super popular type of internet service with a multimillion audience. More than two thirds of the internet audience in the whole world use social networks and it is the fourth most popular category. The article analyses the history of emergence of the biggest internet networks in Russia and abroad.

Key words: social networks, new media, convergence, communication, MySpace, Facebook, 'Moi krug', 'Odnoklassniki', 'Vkontakte', evolution.

Global Context

Particularities of the Image of Russia in Ukrainian Media: Regional Context

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The image of contemporary Russia in Ukraine is formed not only in accordance with the general political context, but also in accordance with the regional division of the Ukrainian state. The different intensity of economic relations between Ukraine and Russia, the particularities of cultural traditions and historical ties in the regions result in the fact that the forming image is not that definite as in the central Ukrainian media.

Key words: Ukraine, mass media, the image of Russia, consciousness.

The Image of Russia in the News Stories of the Time and the Economist covering the conflict between Georgia and South Ossetiya

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The article outlines the results of a study, which was aimed at making a comparison of the image of Russia, formed in the socio-political weekly magazines the Time (USA) and the Economist (Great Britain) in their articles covering the Georgian-Ossetian conflict, which took place during 8-12 August 2008. Semantic and lexical analysis was used as a tool. According to the results of this study, the images of Russia formed in the Economist and the Time have much in common. There is only a 5.4 % gap between the characteristics of the two publications on the scale of positive attitude. In both cases the number of negative vocabulary is twice as much as the positive.

Key words: Time, Economist, the image of Russia, war, stereotypes.

Mediatext

Emin's Works in the Context of the Literary Movement During the 1760s

Leonid Alexandrov

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The article is devoted to the life and work of the Russian writer of Turkish and Armenian origin Fyodor Emin in the 60s of the XVIIIth century. Special attention is paid to the critical and satirical passages in his works, which he addressed to the imitators of Western customs and the partisans of mystical utopias, which were very popular during the Age of Enlightenment.

Key words: Emin, enlightenment, prose, opinion journalism, satire, morals.