

ABSTRACTS

Research Paradigms

The Role of Multimedia Technologies in Creating Content for New Media

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This paper considers multimedia technologies as a basis for the cultural phenomenon of new media. It analyses the key multimedia characteristics and their role in the processes of media system transformation. The author describes the principles of texts' organization in new media which are based on interactivity and integration of various forms and methods of story telling. The paper also analyzes convergence from a theoretical point of view and examines its functional levels, taking into account that this phenomenon is a key component of the current media system.

Key words: multimedia technologies, convergence, new media, hypertext, content.

Global Context

Press Market in Germany: Specificity and Common Characteristics Largest Newspaper Publishers

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The article is dedicated to the new development trends on the German press market. The number and circulation figures of German print editions are rapidly shrinking. Besides, one can see the raising level of concentration among largest newspaper publishers. These are the main characteristics, which describe the state of the German press industry.

Key words: media market, mass media, Germany, newspapers, publishers.

China Coverage before and after the Beijing Olympic Games

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The author conducts a comparative analysis of articles from such publications as The Washington Post, The Los Angeles Times and The New York Times in order to examine the particularities of the media coverage of Beijing Olympic Games in the US press. The paper also aims to answer the question whether the Olympic Games had an impact on the Chinese-US relations. The issues are analyzed with regard to the American national security strategy and the 'Asian threat'.

Key words: national security strategy, China, Asian threat, Olympic Games, authoritarian capitalism.

Agenda: Copyright and Mass Media

Copyright Protection on the Internet: Legislation and Enforcement

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The article is focused on some of the most acute issues of IPR protection in the Russian segment of the Internet. The author tries to understand why despite all the recent attempts to improve the Russian legislation Russia still remains on the list of countries with the highest level of copyright infringement.

Key words: Internet, intellectual property, World Trade Organization, copyright infringement.

Methods for Combating Plagiarism in Modern Journalism

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The article is devoted to methods for combating plagiarism. The article describes four methods: filing lawsuits against offenders, signing branch agreements, creating technical protection for the content, cultivating negative attitude to plagiarism. The article analyzes data from lawsuits connected with intellectual property protection handled by the Court of Arbitration in 2000-2008.

Key words: plagiarism, content protection, lawsuit, intellectual property.

Photo as a Copyright Object

Svetlana Balashova

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The article is devoted to the history of copyright protection of photographic works. The paper describes the main stages of copyright law formation applied to photography. The author points out some of the problems and peculiarities in this sphere.

Key words: copyright history, history of photography, law, work, intellectual property.

Mass Media in Russia

Off-air Methods of Radio Stations Promotion (based on the Moscow FM-frequency stations)

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The global recession strengthened the competition on the Moscow radio market. And broadcasters started developing new marketing campaigns to promote their brands.

The main ways of promotion are advertising, public relations, promo-campaigns, organizing events and using the possibilities of online-marketing.

Key words: promotion, advertising, public relations, online-marketing, off-air promo.

Moscow FM-Frequency: Commercial Radio Format Changes

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Russian broadcasting today is a mighty segment of media, a fast-moving structure, which is developing within the global trends. Format changing is one of such global tendencies. This tendency proves to be significant for broadcasting even during the period of an economic crisis. Format changing is becoming a fundamental of the radio stations functioning and a crucial business solution on the Moscow FM-stations competitive market.

Key words: format, format changing, trend, economic crisis, competitive FM-environment.

In Honour of the 65th Anniversary of the Victory in the Great Patriotic War

Journalism during the Great Patriotic War (a few facts)

Rafail Ovsepian

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The author reveals an unknown chapter in the history of journalism during the Great Patriotic War. The researcher analyzes articles of Soviet and foreign correspondents, which were devoted to patriotism. He also examines news items published in Russian emigrant publications during the war.

Key words: Great Patriotic War, Sovinform Bureau, press conference, patriotism, Russian emigrant community.