

ABSTRACTS

Research Paradigms

Communication Strategies: Interaction between the Media and the Business in the Implementation of Social Projects

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The author analyzed the particularities of interaction between the media and the business in the implementation of social projects. The paper examines work methods of the corporate sector and forms of its interaction with the mass media, particularities of journalism as an information channel for distributing and popularizing the idea of social responsibility.

Key words: communicative strategies, the mass media, corporate social responsibility, social projects, business.

Multimedia Technologies in the Contemporary Education System

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This paper analyzes the possibilities of multimedia technologies and other types of technologies functioning on the basis of new media in the education system. The researcher analyzes the notion 'participatory culture', which presumes an interactive interaction and the creation of different forms of media products by the participants.

The author gives examples of the way teenagers, who have learnt to understand the structure of multimedia services better than adults, made innovative achievements in science, culture and contemporary business.

Key words: new media, distant learning, participatory culture, videogames, collective knowledge.

Global Context

Magazine Market in Germany: History of Emergence, Concepts, Particularities

(Based on the Example of the Weekly Magazines Focus, Der Spiegel, Stern)

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The author analyzes the history of the magazine market in Germany. The paper examines in detail the editorial concepts of the magazines Focus, Der Spiegel. On the basis of content-analysis of publications the researcher reveals the particularities of the way information is presented in each of the publications.

Key words: German magazines, Focus, Spiegel, Stern, content-analysis.

Cyber Revolution in the Media: Medical Magazines in Germany

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The processes of globalization, commercialization and digital revolution considerably influence not only the mass media content, but also the ways of information delivery to the audience. These changes concern also German specialized magazines, including the so-called health magazines. Cyber revolution has also caused the emergence of the highly demanded medical Internet-portals

Key words: Germany, cyber revolution, specialized media, medical Internet-portals.

AGENDA: Photography of yesterday and today

Photography as a Way of Life. Interview with Vladimir Vyatkin

Lyudmila Syomova

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The famous photo correspondent shares his thoughts about photo journalism as a profession, its popularity and crisis phenomena in the field, the qualities a photo journalist needs, contemporary photo journalism education and the development prospects of photojournalism in the country.

Key words: photojournalism, knowledge, photographic view, the skill of communicating with people, professional.

From the History of Photography Invention

Igor Ilinskiy

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The work tries to answer the question: 'who was the original inventor of photography'. For that purpose the author describes three biographies – the life stories of Joseph Nicephore Niepce, Louis Jacques Mande Daguerre and the Englishman William Henry Fox Talbot

Key words: daguerreotype, photography, fixation, fixing the image, invention.

S.A. Lobovikov and the Development of Pictorial Photography

Evgenia Markova

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The article examines such notions as 'pictorialism', 'pictorial photography', history of emergence of the photography movement called 'pictorialism'. Special printing techniques in the works of S.A. Lobovikov are analyzed.

Key words: pictorial photography, pictorialism, printing techniques, evolution, Russian school of pictorialism.

Photojournalism beyond the Boundaries of Actuality

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This article analyzes one of the developing branches of modern photojournalism and its ambition to show things and processes that are invisible: psychological activity of human beings, people's imagination and dreams, impulses of unconsciousness. This ambition enhances the developing of visual language of journalism which to some extent becomes close to the language of art. As an illustration to the theoretical statements this article analyzes the unique style of Michael Ackerman from the French photo agency Vu.

Key words: visual language, fiction, unconsciousness, Michael Ackerman, photography.

Training for Photo Journalists

Sergey Shagidjanyan

Photo editor of the magazine 'Arkhronika', freelance of the newspaper 'Izvestia', lecturer at the chair of technology and mass media, Faculty of Journalism, Moscow State University, shkh@post.ru.

The following work examines the particularities of the work of Russian photo correspondents and focuses on organization principles in the Kommersant photo service – 'Kommersant photo'.

Key words: photo reporter, photography, 'Kommersant', photo editor, profession.

The Problem of protecting photographer's copyright in the Digital Age

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The article analyzes the problems which photographers face in the Internet. The work also examines the particularities of digital photos and ways of copyright protection.

Key words: Internet, copyright, open access, copies.

MASS MEDIA IN RUSSIA

Russian Magazines about Lomonosov's Project to Open up the Northern Marine Passage

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The article analyzes the comments of the magazines "Otechestvennye zapiski" and "Sovremennik" on the project of Lomonosov to open a marine passage from Spitsbergen to Kamchatka and further along the Siberian coastline. Until the XIX century the documents of the project introduced by Lomonosov were considered to be lost.

Key words: Northern marine passage, Lomonosov's project, geography, Russian magazines.

Catherine II about Life and Herself

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The article analyzes 'Holograph notes' written by Empress Catherine II and other works, where she described her character and interests, defines her outlook on life.

Key words: Russian history, Empress Catherine II, 'Holograph notes'.