

# ABSTRACTS

## Research Paradigms

*Mass Media in the Age of Global Cooperation*

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The author analyses the spreading of the subject-subject relationship paradigm in the sphere of mass media. He also analyses the changes in the mass media and the way they interact with information consumers.

Key words: mass media, subject-subject paradigm, cooperation, interactivity, Internet.

## IT-Academia

*Non-classical Approaches to Internet Texts Research*

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The article analyses the specific features of hypertext as a form of information fixation in the Internet. The characteristics of Internet hypertext are unique. The most significant is the co-authorship of the addressee and the sender in the communication. The analysis of the Internet characteristics allows us to state the emergence of a new type of texts.

Key words: Internet, hypertext, multimedia, subject-subject model of communication, type of text.

## AGENDA

*The Role of Docudrama and Mockumentary Genre Forms in the Expanding of the Boundaries of Contemporary Documentary Works on the Screen*

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The screen culture as the most mass spectacle of modern times seeks new ways of attracting the audience, seizing its attention, amazing it and getting a material reward for this. In this situation the boundaries between fiction and documentary works become more and more vague. Documentary film makers use vivid dramatization and staging. New genres such as docudrama, docusoap and mockumentary emerge on the screen. The article analyses the evolution of the stage method in the Russian tradition. The author assesses the role of the new fiction and documentary forms in the creating of a new type of documentalism.

Key words: documentalism, staging, docudrama, mockumentary forms.

*Cinema Section in "Moskovsky komsomolets" Newspaper*

*Nikita Kartsev*

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The author describes the history of the Cinema section in the newspaper "Moskovsky komsomolets" and conducts an editorial analysis of the texts devoted to the mentioned topic. Special attention is paid to the official Internet site of the newspaper – MK.ru. The article points out the similarities and differences, advantages and disadvantages of different journalism pieces in the print version of the paper and in its online version.

Key words: cinema, editorial analysis, "Moskovsky komsomolets".

### **Mediatext : New Trends in Speech Communication**

*"Urgent News" Precedent Names as a New Trend in Contemporary Media*

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The article is devoted to a poorly studied type of precedent names - «urgent-news» names, which can be found in modern media more and more. The author points out their key differences from other precedent names, shows their main prototypes, the reasons for the emergence in the media, speaks about the prospects of using «urgent-news» precedent names in mass communication.

Key words: precedent name, cultural code, language of the media, new trends in the media.

*Linguistic Portrayal of the World in Texts: Description Method*

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The following article suggests a method of describing the linguistic portrayal of the world in texts. The author determines the main concepts of the text, distinguishing its nominative field and the particularities of contextual usage of the lexical items which represent a part of this field. On the basis of this there is a possibility to create a model of the content of the concept as a global mental unit.

Key words: linguistic portrayal of the world, concept, linguistics, texts, method.

*Active Means of Word Formation in the Contemporary Journalistic Discourse  
(Based on the Example of Political and Economic Neologisms)*

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Modern press language operates with different means of word formation and reflects the changes in Russian society in political and economic spheres. The author analyzes active means of word formation in the contemporary journalistic discourse using the example of new political and economic vocabulary.

Key words: active means of word formation, journalistic discourse, new political and economic vocabulary.

*About the Linguistic Means of Expression in the Essays of B.D. Chelushev  
Valentina Uzifovich*

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The article analyzes verbal means of expression in the essays of the Transdnestrian journalist B.D.Chelyshev and figures of speech in his cycle "Teacher's Page". The author examines the texts of the essays, their verbal material, makes analytical generalizations and suggests a classification of means of expression. The research is based both on classical and new research papers in the field of text stylistics.

Key words: essay, image, figures of speech.

### **Journalism Education**

*Teaching Russian Literature to Journalists: New Approaches  
Irina Prokhorova*

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The article proves the necessity to include a new lecture course "Russian classical literature in the modern media and cultural environment" and a special seminar course devoted to the preparation of historical and literary materials for the department newspaper "Journalist".

Key words: new lecture course, history of Russian literature, modern media and cultural environment, special practical training.