

# ABSTRACTS

## Research Paradigms

*Public Relations as a Metasystem? Realities and Perspectives of Theoretic Studies*

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The article presents the results of research works of the current state of the Public relations system, undertaken by the author of this article. The researcher introduces the concepts: "system of Public relations", "categorical apparatus". Besides, the article describes the particularities and functions of the Public relations system. The author puts forward a hypothesis about the formation of a new gheterarchical system paradigm of Public Relations, which allows us to consider current public relations as a methasystem.

Key words: public relations as a system, communication, internet-communication, gheterarchical paradigm, methasystem.

## AGENDA

*Semantic Aspects of the Coverage of Religious Minorities in Russian Media*

*Victor Khrul*

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The author analyses the way religious minorities' activity is covered by Russian mass media (primarily by news agencies) focusing on semantic and functional aspects. Content-analysis of the media texts proves the hypothesis that mass media represent a serious factor of the religious minorities' marginalization in the Russian public sphere. The author stresses the necessity to perform a deeper journalistic analysis while covering religious issues.

Key words: religious minorities, mass media, semantic accuracy, marginalization, dysfunctions.

*Moscow and Moscovites Covered in Moscow-based English-language Press in the 2000s (Expats Perspective)*

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The main goal of the article is to show the content of four key Moscow-based English-language publications and to describe the most interesting articles published during the period between 2000 2010. The authors of the materials analyzed are expats – foreign specialists, who live and work in Russia on a regular basis.

Moscow-based English-language media market was formed within the last 15-20 years, which makes it the newest and the most rapidly developing segment of the all-Russia information market

and brings much actual value to this article. Between 1990s – 2000s there were more than 50 independent print and on-line media resources; more than 30 of them are still being published.

Key words: Moscow-based English-language media, The Moscow Times, The Moscow News, The Exile, The Russia Journal, expats.

### **Global Context: Television Landscape in Russia**

*Journalism of Social Action on the Russian TV of 2000s: Formats, Tools and Mechanisms*

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The article is devoted to an extremely important topic. The author describes social journalism in general and journalism of social action on the Russian television of 2000s in particular.

The particularities of journalism of social action are considered in the article on the basis of the author's work in the program "The day of stork" on "TV-center" channel. The author tries to prove the application of the concept "social action" in modern journalistic theory and practice.

This work analyses in detail the creative tools and technologies used in social-oriented TV programmes, specifications of new formats. The author also introduces an original typology of mechanisms of social action, illustrated by schemes.

Key words: social journalism, social action, television, tools, formats.

*Media Re-branding of a General Interest TV Channel in Russia*

(Based on the Example of NTV channel)

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In the article the author defines the concept of media re-branding and analyses it on the example of the Russian general interest channel NTV. The researcher describes the brief history of NTV during the early 2000s, names the preconditions for launching the process of re-branding and proves the necessity of this process. The author describes on particular examples the special features of re-branding, as a result of which the share of NTV channel gradually grew during several seasons. The channel managed to attract and capture its target audience, gain economic sustainability, as well as launch new projects of different formats in a particular style.

Key words: media branding, re-branding, NTV broadcasting company, TV channel, archetype.

*The Evolution of Entertainment TV Formats in the 2000s*

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This article is devoted to the main periods of evolution of entertainment prime-time formats on federal channels. The author describes three dominating formats, which alternated with each other during the period of 2000s. He pays special attention to the processes of changing of formats in prime-time. Relying on the Yuri Tynyanov's theory about the literary genres evolution,

the author argues that the new dominated format on the air appears as something opposite to the format which disappears. According to this rule, Estrada humor has replaced TV-games in the prime-time and shows with pop-stars have replaced music reality shows.

Key words: format, TV-game, show with pop-stars, humor, entertainment programme.

*The Problem of Objectivity of TV News*

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This article deals with the problem of the objectivity of television news. This issue is topical to modern society as news bulletins represent a kind of «window to the world». This is the most common source of current information. The objective representation of existing reality is, of course, the unalterable criterion for news services operation. This postulate is cited in all main charters and codes regulating journalistic activity. However, there is a wide-spread deviation from this norm in modern information broadcasting.

Key words: objectivity, news (information) broadcasting, distortion of information.

### **Mediatext**

*The Riga Newspaper "Segodnya" during the "Nobel days" of I.A. Bunin  
(November 1933 – January 1934). Materials From the Editorial Archive*

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The article represents a collection of letters from the editorial archive of the daily newspaper "Segodnya". These letters demonstrate professional activities of the publication during the "Nobel days" of I.A. Bunin in November 1933- January 1934. The work is fully based on materials from the Latvian historic archive, which are published in Russia for the first time.

Key words: I.A. Bunin, the newspaper "Segodnya", the Nobel Prize, business correspondence.