

# ABSTRACTS

## IT-Academia

*Professional and amateur journalism: more similarities, less differences*

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The modern mass media give an Internet user a much better opportunity to be heard than it was 'before Internet'. It doesn't matter anymore who you are by profession or on what blog platform you prefer to have a journal. The only thing everyone is interested in is what you are writing about. Mass media see the growing popularity of blogs, invite bloggers to cooperate events and try to be friends with the so-called non-professional journalists until their interests collide with those of bloggers.

Key words: blogosphere, LiveJournal, UGC, blog hosting, professional online media.

## Global Context

*Functional Peculiarity of the Oppositional Press in modern Russia*

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The article investigates the functional orientation of Russian oppositional newspapers. The author examines articles in oppositional press and comes to the conclusion that their functions, which are informational, communicational, organizational, propagandistic and revelatory are usual for all analyzed publications. However, the extent to which these functions are used varies from one publication to another.

Key words: opposition, oppositional press, democracy, functions, information impact.

*The Image of Russian Olympic team in the press of the Netherlands (based on materials from De Volkskrant and De Trouw)*

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This article is aimed at highlighting the way Russian Olympic team is depicted in the Dutch press. We took into account the mood of the publications (such as praises, approval, critical approach, insult, etc.) and the dominant connotation (positive, neutral, balanced, negative). The result of this study is a complex characterization of the image of Russian sportsmen in the Dutch newspapers De Volkskrant and De Trouw during the Olympic games 2010.

Key words: Olympic games 2010, De Volkskrant, De Trouw, mass media of the Netherlands.

## **Agenda**

*Foreign investments in print mass media of the Slovak Republic*

*Mikhail Bondar*

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In the article the author considers the role of foreign investments in the transformations that took place in the print mass media system of the Slovak Republic in 1989 – 2010. The paper analyses the main steps of international money penetration into the market of this country and modern trends in its print mass media.

Key words: the Slovak republic, Ringier, Socpresse, Verlagsgruppe Passau, Northcliffe Media.

*Energetic collaboration between Russia and Greece in the Russian media discourse*

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The article analyzes Russian media coverage of the collaboration between Russia and Greece in the field of energy, which entered a new phase in 2007-2008 in connection with the signing of crucial agreements. Energetics is one of the key topics in the Russian media sphere. That is why the analysis of this issue helped to reveal a number of trends.

Key words: Russia, Greece, energetics, South stream and Bourgas-Alexandroupolis.

## **Mass Media in Russia**

*The optimization of Russian TV in the aspect of cultural-enlightening mission*

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The author analyzes the current state of Russian TV in the aspect of its realization of cultural-enlightening mission in society, and comes to the conclusion that at present an effective system of cultural and enlightening activity has not been created yet on the Federal Russian TV channels. The article also reveals the reasons why the cultural and enlightening role of TV has diminished. Besides, the researcher offers ways to help the optimization of TV functioning in this crucial field.

Key words: culture, values, cultural mission, professionalism, reputation.

## **Mediatext**

*Riga newspaper "Segodnya" in I.A. Bunin`s "Nobel days" (November 1933 – January 1934). Materials from the editorial archive*

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The following article presents a collection of letters from the editorial archive of the Riga newspaper "Segodnya". These letters demonstrate the professional activity of this publication during the 'Nobel days' of Bunin in November 1933 – January 1934. The article is fully based on materials from the Latvian State Historical Archive. These materials are disclosed in Russia for the first time.

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