

# Content

Editorial .....	4
<b>IT-Academia</b>	
Professional and amateur journalism: more similarities, less differences .....	6
<i>Anastasia Alekseeva</i>	
<b>Global Context</b>	
Functional Peculiarity of the Oppositional Press in modern Russia .....	18
<i>Elena Grozdova</i>	
The Image of Russian Olympic team in the news stories of De Volkskrant and De Trouw covering the events of the Olympic games-2010.....	28
<i>Anna Gladkova</i>	
<b>Agenda</b>	
Foreign investments in print mass media of the Slovak Republic.....	38
<i>Mikhail Bondar</i>	
Energetic collaboration between Russia and Greece in the Russian media discourse .....	48
<i>Gerogius Dimitrakopolus</i>	
<b>Mass Media in Russia</b>	
The optimization of Russian TV in the aspect of cultural-enlightening mission .....	56
<i>Natalia Gegeleva</i>	
<b>Mediatext</b>	
Riga newspaper "Segodnya" in I.A. Bunin`s "Nobel days" (November 1933 – January 1934). Materials from the editorial archive.....	64
<i>Anton Bakuntsev</i>	