

# ABSTRACTS

## Research Paradigms

*Innovative Society: Theory and Practice of Public Relations and Media*

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The article analyses the characteristics of the current society, which can be defined as an innovative one. The author researches the system changes in social communication (PR, media, journalism) and in particular the new models of communication, changes in the subject-object relations and the cardinal change of communication paradigm: from managing to collaboration.

Key words: innovative society, PR, media, journalism, collaboration.

## Global Context

*Audience of the TV Channel 'Mir': So Different Viewers*

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This article describes the unique phenomenon of post-Soviet journalism such as intergovernmental television channel 'Mir' which broadcasts on the territory of the former USSR. In the centre of consideration the author poses a problem of heterogeneity of audiences of different areas and even different regions in the same country. This problem is very critical in the context of media management in the 'Mir' company. The analysis is effectuated on the base of TV audience measurement of Russia, Kazakhstan and Belorussia where the TV channel 'Mir' has a rather high penetration.

Key words : television, international broadcasting, television audience.

*Confessional Background of the Development of Public Relations*

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The article is devoted to the history of public relations. The author proves the idea that modern PR-technologies have religious origins, and argues why the church is a forerunner of the first Institute of PR. The article also puts forward a radically new hypothesis that PR is a system of spiritual and social self-organization in the context of civilization development.

Key words: public relations, religious origins of PR, religious communication, Russian Orthodox Church.

## Agenda

*Entertainment Magazines in the USA During the Period of Economic Crisis: Repetition of Past Examples?*

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The article addresses the peculiarities of US print popular media surviving the global financial crisis of 2008-2010. The consequences of financial hardship for print media in the age of Internet are also regarded and special attention is paid to the editorial and advertising policy, surviving strategies and content changes in media during crisis times. The author also refers to the period of Great depression as the years of 1929-1939 are frequently compared by many scholars with the recent global crisis and some historical analysis of both economic downturns is also provided in order to ensure a multi-dimensional research.

Key words: US print media, popular magazines, entertainment magazines, new media, global financial crisis, Great depression.

*Particularities of the Content and Design of Print Publications in Germany During the Period Between 1920s–1930s (Based on the Example of the Newspaper Voelkischer Beobachter)*

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The article examines the development of the official propaganda in fascist Germany picturing the evolution of the Nazi newspaper Voelkischer Beobachter. The author analyses the content and the themes raised in the texts in the newspaper as well as the graphic and illustrative material and the layout. The main goal of the analysis is to determine how the methods of Nazi propaganda were implemented in the newspaper's texts and design and how they were improved with the propaganda development in the Third Reich.

Key words: National Socialist German Workers' Party, Voelkischer Beobachter, propaganda, manipulation, collective consciousness.

## Media-RU

*Internet and Traditional Print Media in Russia: Problems of Existence and Mutual interaction*

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This paper focuses on the relationships between online journalism and traditional print media in contemporary Russia. The author looks into the reasons why online media popularity is growing. Concurrently, the author does not overlook the solid ground, on which rests the confidence to traditional media and which has a development prospect. Acknowledging that a vast reserve is in place for online media growing influence, the author, however, comes to the conclusion that it would be hardly appropriate to speak about the "death" of traditional media in any foreseeable future. While providing arguments to back this idea, the author lists factors, primarily financial, which move online media outside equitable competition with major traditional media.

Key words: internet, journalism, print media, competition, development prospects.

*Internet Strategies of Business Publications in Ukraine*

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In the article the author considers the depth of the Internet penetration in Ukraine and highlights the main trends of Ukrainian Internet advertising market development. The paper discusses modern online strategies of business press, as well as the actions of main categories of advertisers due to the heightened importance of the Internet on the advertising market. The author analyses sites of business print editions and presents conclusions about the necessity to develop the online-resources for increasing the loyalty of the audience and for attracting advertisers.

Key words: Internet, advertising, business press, sites, Ukraine.

**Mediatext**

*The Transformation of the Axiological Sphere of Media Discourse (Linguistic Aspect)*

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The axiosphere of the media discourse is created and modeled on the basis of existing national system of values. These two phenomena are in interaction. As a result of different media texts analysis (print and electronic media) the following changes of the axiosphere of media discourse were traced: common neutralization or transformation into a value component of negative axiological element and vice versa on the base of syntax, semantic and word formation activity.

Key words: axiosphere of the media discourse, national media discourse, deformation of evaluation.