

ABSTRACTS

IT- Academia

Blogs, Microblogs and Social Networks: Internet Communication of the New Decade

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The article is devoted to blogs, microblogs and social networks as new mass-communication tools. We looked through the main stages of development they have passed during their more than ten-year history, and we study the changes that have occurred in the communicative behaviour of users. Besides, we analyze the types of contemporary Internet content and identify new types of content. The article gives a number of expert predictions on future developments in the rapidly developing tools of Internet communication and describes the possible transformations.

Key words: mass communications, Internet, blogs, microblogs, social networks

Global Context

Development of the Multimedia Phenomenon in Culture and Journalism

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Bearing in mind the statement that multimedia represents a complex technological and cultural phenomenon, which shaped completely in the XXth century, the author of the article argues that the origins of multimedia can be traced in different phenomena, which existed in previous epochs. The article tries to answer the question, why multimedia content is gaining popularity in journalism. Besides, the author gives a description of the main characteristics of multimedia resources.

Key words: multimedia, polyphony of reality, multichannel perception, report genre.

Newsmakers in Politics: classification

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The main focus of the article is connected with classification of news sources: The author pays special attention to newsmakers in the political sphere.

Key words: source, newsmaker, expert, politics, information.

Freedom of Speech and the Provisional Government

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The article analyses the main conditions, in which the Provisional government, created during the February revolution, made decisions aimed at providing freedom of speech.

Key words: revolution, democracy, freedom of speech and press freedom, Provisional government, executive committee of the Soviet.

Agenda

Managing bank's reputation in times of crisis

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Financial crisis of the last years once again proved the incompetence of marketing and PR departments of many Russian banks in providing strategic crisis communication. This fact is caused by the absence of strategic approach to the development of good business reputation of organizations and banks in particular. The article pays attention to weaknesses in crisis communication of many Russian banks. The author also offers a list of key communication components especially important for working in times of crisis.

Key words: crisis communications, strategic communication, bank, financial crisis.

About the Capabilities of the Media to Overcome the Stereotype of Disability Perception (Problem Definition)

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The article deals with the problem of mass media participation in overcoming the negative effects of social stigmatization, in particular in overcoming stereotypes of disability. The article reflects the basic approaches of stigmatization theory and disability stigma and presents criteria of the mass media interest in disability problems. Theoretical basis is generalized for future practical research papers on media coverage of disability problems.

Key words: stigma, stereotype, disability, public arenas, social problems.

Socio-Cultural Dialogue: the Experience of Journalists of the International Radio of China

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The article is devoted to the problem of forming meanings in contemporary media environment. The research work tries to reconstruct the communication matrix of intercultural dialogue and to find international strategies, used for forming the state image in Russian language programmes on International radio of China.

Key words: International radio of China, communication matrix, intention, intent-analysis, International Broadcasting programmes.

Mass Media in Russia

The problem of rationalization of economics in the magazine Russkoe bogatstvo 1870s

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The article analyzes the not yet studied materials of the magazine Russkoe bogatstvo ("Russian Wealth") that were published in the period 1876-1877 and raised the problem of economic rationalization, which is in tune with the spirit of our time.

The magazine cited numerous statistics, while the editor and publisher of the "Russian Wealth" N. Savic was guided by the opinion and position of Russian scientists. The thoughts of the magazine authors' regarding the land issue in Russia and the need to create farming are especially interesting.

Key words: rationalization of economy, land issue, farming, opinion of Russian scientists.

Soviet Press Rhetoric During the Stalin Period (1926–1937)

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On the basis of content-analysis of the Soviet press during the Stalin period the article presents the way I.V. Stalin viewed the creation of socialism in Russia. The author comes to the conclusion that information filling of newspapers developed depending on tactical problems of the authorities during this or that moment. The press formed the consciousness and the needed perception of reality.

Key words: Stalin, socialism, class struggle, enemy of the people, press.