

ABSTRACTS

Research Paradigms

Communication Vectors of PR Development

Tatyana Grinberg

PhD in philology, Associate Professor at the chair of PR and advertising, Faculty of Journalism, Moscow State University, gritajourn@mail.ru

The article is devoted to the main, in the author's opinion, vectors of PR development. The researcher considers the global processes of civilization development, integration and convergence processes, the self-developing and self-regulating synergetic systems as key guides in the formation of this communication sphere.

Key words: public relations, globalization, polisubjectness of the information space, integration, convergence.

Global Context

«Outdoor» Television and Daylight Films as a Factor Changing the Media Market

Svetlana Urazova

PhD in philology, Assistant Professor at the Chair of Journalism and Mass Media, Institute for mid-career training of TV and radio professionals, editor-in-chief of VGIK Journal, Svetlana.urazova@ipk.ru; Svetlana.urazova@gmail.com.

Modern broadcast, computer and telecommunication technologies have a major impact on the configuration of the media market, changing the habitual consumption pattern of information of all kinds of media content, including various forms of video content. The article analyzes the problem of introducing interactive video information systems (VIS), outlines the interconnection and interdependence of the changes in social consumption of information and the development of television and Internet technologies.

Key words: broadcasting technologies, outdoor television or outdoor daylight cinema, media market, social needs, social evolution.

Media Audio Partition and Music

Alexander Chernyshov

PhD in history of arts, lecturer at the chair of history of foreign music, Tchaikovsky Moscow State Conservatorium, member of the Russian composers union, member of the Association of cinema education and media pedagogic of Russia, composer, music scholar, acherny@ya.ru

The article sheds light on the soundlayers of the contemporary TV and radio broadcasting and cinema, the category audio partition, as well as the phenomenon of its reset. The author distinguishes such musical technologies, as vertical proportion of the music within the shot and outside the shot, its transformation and flow-over. Besides, the author looks at the musical informativeness and the role of noise-music in the media and audio partition of programmes and films.

Key words: media audio partition, films, soundlayers, noise, music.

Agenda

Changes in the Social Environment of Mass Media as a Development Factor of the Journalist's Professional Method of Activity

Olga Klesova

PhD student at the chair of print media, Faculty of Journalism, Moscow State University, 106klesova@mail.ru

The author of the article examines the social environment of mass media as circumstances of public life, in which the mass media function, and distinguishes it into three levels: macro-, meso- and micro environments. The researcher comes to the conclusion that the changes of mass media social environment on these three levels make inevitable changes in the journalist's method of activity, changing the originative model of journalistic creation. Transformation of the originative model raises a question about the further ways of journalism development. The article examines two possible ways of development and presents a hypothesis about the concrete changes of the creative activity method in both cases.

Key words: social environment of the mass media, convergence, digitalization, multimedia, virtual reality.

Particularities of the Criticism Process in Contemporary Mass Media

Tatyana Nersesova

PhD student at the chair of print media, Faculty of Journalism, Moscow State University, medvedev-na@yandex.ru

The author considers the phenomenon of journalistic criticism as an integral part of the cultural process, indicates the main trends in the development of the contemporary critical thought and the key role of media in shaping social values of society. The topicality of media criticism as the primary means of analytical and critical perception of media content by the audience is emphasized.

Key words: review, criticism, values, mass media, culture.

Media.ru

Blogs as a Means of Professional Journalistic Communication

Anton Popov

PhD student at the chair of PR, Faculty of Journalism, Belgorod State University, antipopov@gmail.com

The article discusses the resources of blog communication application for professional journalistic purposes. The author distinguishes the main types of journalistic communicants in blogging and carries out a comparative analysis of their motives and communicative strategies.

Key words: blogs, blogjournalism, web-communication, journalistic communication, professional journalism.

Blogs as a Type of Media similarities and differences

Egor Kucher

PhD student at the chair of history and legislative regulation of Russian mass media, Faculty of Journalism, Moscow State University, e.kucher@gmail.com

The author investigates the sphere of blogs and their specificity which is similar to the specific features of the mass media. Questions whether blogs can be mass media and whether bloggers can be journalists are considered. Besides, the research analyzes the nature of blogs as a new kind of mass media capable to compete with traditional media.

Key words: blog, blogosphere, blogger, mass-media, internet, journalist.

Mediatext

Language and Style of TV Programs as a Reflection of the Level of Enlightening Mission Performance

Natalia Gegelova

PhD in philology, Associate Professor at the chair of mass communication, Russian University of Peoples' Friendship, member of the Moscow union of journalists, mikhail0001@mail.ru

The article analyses the condition of sounding discourse and examines negative phenomena in the TV Russian speech based on concrete TV programs. The Author comes to the conclusion that modern TV without special Russian language service vastly piped down and lost its speech culture. The effect is comfortless – TV oration has reached the critical level and vastly declined the culture of conversational discourse in present-day ether.

Key words: vocabulary, style, verbal behavior, speech culture, language norm.

Epithet as a means of portrait characteristic in feature stories

Valentina Uzifovich

Senior lecturer at the chair of journalism of the Transdnestrian State University named after.

T. Shevchenko, doctoral degree-seeking student at the chair of Russian language stylistics, Faculty of Journalism, Moscow State University, Yuzifovichv@mail.ru

The article analyzes epithets as a means of fictional expressiveness in feature stories of Russian and Transdnestrian journalists. The author begins with the classification of epithets, further studies the texts of feature stories, their lexical content, and makes conclusions. The researcher relies on both classical and new studies in the field of stylistics.

Key words: feature story, portrayal, epithet, author, hero.