

ABSTRACTS

Research Paradigms

Systematically important and system factors of PR development

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The system of PR activity theoretically should be attributed to complex dynamical systems, which are characterized by a multiplicity of elements that interact in a variety of relationships. The article deals with systematically important factors of public relations: meta and subsystems, the interaction between the parts and the whole, openness, integrity, goal setting, the functions of the system, the laws of self-organization. It also touches upon factors of development of public relations – external (politics, economics, culture, society, the legal framework, development of communications, their state at the moment, the technological factor), as well as internal factors (the degree of maturity of the corporate structure, the phase of its “life cycle”, its place in the market environment).

Key words: information space, public relations, system factors, corporate media system, self-developing system.

Global Context

The particularities of anti-Soviet propaganda in the Third Reich during the war period

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The article is devoted to the aspects of the anti-Soviet propaganda in the Third Reich during the time of the Second World War. The author examines the technique and methods of the Nazi media strategy, based on the analysis of the records of secret conferences in the German Ministry of Public Enlightenment and Propaganda.

Key words: anti-Soviet propaganda, enemy image, media strategy, Third Reich, J. Goebbels.

Agenda: To the 300 anniversary of Lomonosov's birth

People's language and history language in the interpretation of Lomonosov and the Slavophiles

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The article is devoted to M.V. Lomonosov's historical opinion journalism and his concept of language and style represented in it. The author shows that Lomonosov develops a wide understanding of language as a cultural model. The Slavophiles, who highly appreciated Lomonosov for his problem definition of the national originality, inherit this understanding from him.

Key words: M.V. Lomonosov, history of Russia, Russian language, polemic with G.-F. Miller, national originality, model of culture, Slavophiles.

Two poems in memoriam to M.V. Lomonosov

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The article describes two articles, devoted to the 100 anniversary of M.V. Lomonosov's death.

Key words: M.V. Lomonosov, A.N. Maykov, I.V. Polonsky, 1865, two poems.

Mediatext

Language and style of contemporary Orthodox media

(based on materials of Yekaterinburg's diocese mass media)

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The article presents an analysis of the language and style of modern Orthodox mass media operating in the Yekaterinburg diocese. Depending on the purpose (distribution of religious doctrine, designed to change people's lives or informing about events taking place in the religious sphere) there are two types of journalism: confessional and religious. Based on text analysis the author assumes that they belong to different functional styles (to the religious and opinion journalism style).

Key words: functional styles of Russian literary language, religious and opinion journalism styles, confessional and religious journalism, Russian Orthodox Church, mass media.

Correlation between the selection of thematic nomination and the targeting in religious style texts (based on the sermons of metropolitan Kirill and the sermons of father Dmitry Smirnov)

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Thematic nominations have crucial significance in deploying the sermon's main idea. Their selection and organization in the text (particularly in religious style) depends on the content, aims and objectives of communication and the speech situation. The authors are certain that depending on the direction of impact (rational or emotional sphere of consciousness), there is a set of implemented thematic units and a set of nominative chain religious style texts.

Key words: religious style, sermon, rational targeting, emotional targeting, thematic nominations.

Dialogue with the readership in the Orthodox press

(based on materials from the magazines "Foma" and "Naslednik")

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Special features of the discourse in the Christian Orthodox mass media depend on the approach to the problem of incompatibility of the mass media discourse with the church discourse, the public communication and confidential talk about faith. This problem is the most urgent for those Orthodox mass media which set a missionary aim. In this work the author makes a review of the main forms of dialogue with the audience, communicative strategies and tactics in the magazines with missionary orientation. Besides, the researcher distinguishes the special means of interaction between the author and the reader.

Key words: mass media discourse, Orthodox mass media, forms of dialogue, author's image, communicative strategies and tactics.

"Murder should be called murder" (A.S. Suvorin about terrorism)

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The article analyzes several speeches of A.S. Suvorin – the famous Russian journalist, publisher and contributor of the newspaper "Novoe Vremya" – devoted to the mass terror during the years of the first Russian revolution. A follower of F.M. Dostoevsky, Suvorin thought that a murder of a man cannot be justified by political motives. He created a psychological portrait of the crowd during the revolutionary storm, explaining the reasons why the Russian society sympathized with terrorism and terrorists. The author thinks that the opinion of the journalist, his estimations in 1906-1907 appear to be very contemporary.

Key words: A.S. Suvorin, "Little letters", terror, murders, Duma.