

# ABSTRACTS

## Research Paradigms

*Image, Stereotype and Public Image – Usage Boundaries and Interaction Model*

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The article describes the origin, essence and differences between such concepts as image as a picture or idea, image as the way people or groups appear to other people and stereotype. The main similarities between them are also outlined. The author examines the limits for their usage and formulates the interaction model of these concepts.

Key words: image, stereotype, public image, model, analysis.

## Global Context

*The Prospects of Transforming State-Owned Media into Public Service Media*

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Analyzing the ownership structure in the Russian state-owned media, the author tries to prove that this name may be given only to those media outlets, which represent unitary enterprises. Developing the hypothesis about the emergence of public service media based on state-owned media outlets, the article argues that the organizational prerequisites for this transformation are based on the reforming of civil legislation, which would result in the abolishment of unitary enterprises as a legal body.

Key words: mass media, branch, media policy, public mass media, state-owned media.

## Agenda

*The Legal Regulation of Activity of Slovak Mass Media: The Slovak Press Law of 2008*

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This article describes the new Slovak Press Law adopted at the 9th of April 2008 (the law has come into force from the 1st of June 2008), analyses its strengths and weaknesses. The author notes that the law has been subject to criticism by international organizations. Also it recounts protest actions by Slovak publishers and journalists objecting the adoption of the law.

Key words: Slovak Republic, presslaw, news agency, periodical registration, right to reply, right to receive supplementary information.

*Professional Ethics of Russian Journalism in 2005–2010 (Based on the Decisions Made by the Public Collegium on Press Complaints)*

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The article examines the work of the Public Collegium on Press Complaints as a tool of monitoring violations of professional ethics by journalists. Violations, which were found by this institution of media self-regulation in 2005–2010, are analyzed and systematized. The research points out problem areas of journalism ethics in modern Russia.

Key words: self-regulation, violations of professional journalism ethics, Public Collegium on Press Complaints, information dispute, internal body.

### **Mass Media in Russia**

*From the Press History of Amur Region*

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This article presents a brief review of the history of print mass media in the Amur region from 1859 to 1917. The author analyzing materials in the newspapers of this period, shows the specific features of Amur region print media.

Key words: Amur, newspaper, publisher, editor.

*The Problems of Professional Education in the Magazine Pechatnoe iskusstvo (1901–1903)*

*Vadim Polejhai*

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The article analyzes the history of creation and the structure of one of the most popular poly-graphic magazines in Russia in the beginning of the XXth century Pechatnoe iskusstvo. It was published with the help of the biggest Russian enterprise for typographic fonts 'Slovolitny O.I. Leman'. One of the structural elements of the magazine was the Bulletin of the Russian society of print. The publication participated in the creation of a unified record of the books, published in Russia during a year. The materials devoted to the education of print workers are compared to articles, published in similar sections of the magazine Naborshik.

Key words: magazine Pechatnoe iskusstvo, printing industry, print shop school, typesetter.

## Mediatext

*About the Mosquito, Fly and the Dreamer Beranger, Flown into the Poetic Cycle of I.S. Aksakov*  
Vladimir Grekov

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The article is devoted to the history of creation and publication of the poetic cycle by I.S. Aksakov 'Imitation of Jewish poetry' in the almanac *Moskovsky sbornik* (1852). It was a sincere and bold attempt to unite the world of poetry with the world of real life. The author shows modernity as a kind of spiritual desert, compelling each to reconcile with it or go mad. Both poems provoked censor comments and were forbidden to print.

Key words: I.S. Aksakov, poetic cycle, Beranger, madman, life, poetry, the case of the soul.

*The Polemic of Patriotism and Cosmopolitanism in St. Petersburg Magazines in the 1840s : V. Belinsky vs. V. Maykov*

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The article is devoted to the philosophic discussions of the 1840s between the Slavophiles and the Westerners on the issue of the historic role of Russia and different voices of the Russian national spirit, an active participant of which was V. Belinsky, the leading political essay writer of that period. He used a wide spectrum of rhetoric and dialectical devices, which enabled him to confront his opponents. One of the last ideological opponents of V. Belinsky was V. Maykov.

Key words: patriotism, cosmopolitanism, Slavophilism, Westernism, V. Belinsky, V. Maykov.

*Social Chronotope in Russian Journalism*

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The article is devoted to the analysis of the chronotope in Russian physiological essays of the XIXth century. The author proves the existing correlation between the transformation of space-time characteristics of the journalistic text, and such modern phenomena as the development of communication and increased intensity of information flows. The article notes the need to revive the social nature of journalism through adequate reflection of space-time continuum in mass media texts.

Key words: journalism, sociality, space, time, chronotope.

## To the 300th anniversary of M.V. Lomonosov

*Life and Personality of Lomonosov in the Materials of the Russian Press.*

Olga Minaeva

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The subject of the article is the history of life and epoch of the famous Russian scientist Mikhail Lomonosov.

Key words: history of Russia, history of the Russian Academy of Sciences, life and epoch of Mikhail Lomonosov.