

# ABSTRACTS

## Research Paradigms

*Media rhetoric: main research lines*

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Media discourse as a prosaic type of speech and mass media as one of the most influential spheres of the existing modern culture represent good material for rhetorical apprehension and can form the base of a new rhetoric of mass media language or media rhetoric. The article presents media rhetorical concepts, which may help the creation of a media rhetorical model of contemporary media discourse and the media picture of the world, that is formed by it. The article also describes promising research lines, which lie in the sphere of this new philological discipline.

Key words: media rhetoric, media image of the world, culture of word interpretation, rhetorical modality, rhetorical position.

## Global Context

*The problem of physicality and the bricolage technique*

*Galina Kirilenko*

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The article examines main approaches to the problem of physicality in philosophy. Nowadays research works devoted to the problem of physicality go beyond the scope of metaphysics or theology. The scope of its studies lies in the semantic structures of everyday life embodied in the technique of bricolage.

Key words: physicality, soul, life, binary opposition, bricolage.

*The issue of self-identification under the conditions of total virtualization*

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The article deals with the issue of self-identification in the contemporary world. The media provide the modern man unlimited possibilities for creating a variety of images of his "self", which eventually leads to an indifferent game of identity and loss of one's self.

Key words: identity, narcissism, indifference, death of the subject.

## **Agenda**

*Musical design in mass media advertising*

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The article analyzes the basics of musical design of advertising in electronic mass media. The author describes the features of musical sound types of commercial and political advertising on TV and radio. Besides, he mentions the issues connected with musical design of TV channels self-advertisements in the USA and Europe.

Key words: mass media, advertising, musical design, promo, logo.

*Musical online journalism in Russia as a media phenomenon*

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This article deals with online music journalism. The author explains why Russian music journalism exists mostly in the Internet. Having compared music websites with offline music media and Internet resources devoted to other subjects, the author finds certain similarities and differences. He also points out some unique features of online music journalism. The author comes to the following conclusion – online music journalism is an absolutely new type of journalistic activity and is a new media phenomenon.

Key words: Internet, journalism, media, music.

## **Mass Media in Russia**

*Tomsk "right wing" newspapers (1905-1915)*

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The article is dedicated to the peculiarities of monarchical "right wing" press, that started developing rapidly in Siberia after the Manifest adopted in 17 October 1905. The author tries to trace the chronology of "right wing" newspapers emergence in the Tomsk province. The article analyzes different topics and problematics, the specific features of self-presentation of different publications. The author makes a conclusion about the necessity of monarchical publica-

tions in the total system of provincial periodicals as a representation of the views of some part of the Russian population.

Key words: monarchical newspapers, Siberian journalism, Tomsk province.

*The February Revolution of 1917 and the new Russian press models*

*Anton Antonov-Ovseenko*

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An important outcome of the 1917 February Revolution in Petrograd was the emergence of fundamentally new environment for the press. On the one hand, it was the environment of complete freedom, which succeeded the hard censorship oppression of wartime. On the other hand, each party in the wide political spectrum of that time had its own vision not only of the new Russian state system, but also of new patterns of press functioning. The article presents an analysis of the press patterns, which were formed as a result of the decisions made by the two centers of authority created after the February revolution - the Provisional Government and the Executive Committee of the Petrograd Soviet of Workers' and Soldiers' Deputies.

Key words: revolution, freedom of speech and press, Provisional Government, Executive Committee of the Soviet, press models.

### **Mass media abroad**

*Public TV in the Transcaucasian region: specific features of programme policy*

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The author examines the content of public TV channels in Azerbaijan, Armenia and Georgia and defines their programme policy. Analyzing methods of air programming, the author reveals the national features and tries to find a connection between the programme policy and the main principles of public broadcasting. The comparison of the channels' content shows common tendencies in the public TV practice in Transcaucasian countries.

Key words: public TV, programme policy, Azerbaijan, Armenia, Georgia

### **Journalism education**

*Technicalization of journalism education: condition of advancing development*

*Lyudmila Shesterkina*

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The article deals with the principle of technicalization of the system of journalistic education. The author states that the technical and technological multimedia component in the education gets ahead of the general average level of technical and technological functional maintenance of media outlets on the market. This forms innovative conditions for training media specialists in the 21st century.

Key words: journalistic education, technicalization, television and radio company SUSU-TV, Internet, media production.