

# ABSTRACTS

## Research Paradigms

*Prognostic Models of Public Relations and the Media: New Ontological Status?*

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The article analyzes the prognostic matrix of communication in the discourse of innovations. The author outlines new elements of the model, principles of their functioning and suggests research methodology of the place and role of public relations, media, and journalism in the innovative discourse. The author introduces and defines such notions as “communication in the sphere of innovation”, “communication environment of innovations”. The conducted research work allows us to make a forecast about the changes of the ontological status of PR and the media.

Key words: prognostic matrix, public relations, media, communication environment of innovations, ontological status.

## Global Context

*Ethics in the Activities of State Duma Deputies (1906–1917)*

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The article analyzes the experience of the first State Duma in the Russian history. On one hand, deputies wanted to work for the public good, on the other – could not deal without scandals and confrontation, in which they were coaxed by various party publications. Accumulated by the history experience showed that conflict should give place to compromise, the ability to hear each other. This is the basis of political ethics.

Key words: deputy, confrontation, political club, scandal, compromise.

*The July Riot in Petrograd in 1917 Covered by Newspapers*

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The article reveals the context of the Petrograd and Kronstadt garrison units armed attacks in July 1917 in Petrograd – the causes and mechanisms that led soldiers to the streets and urged them to use their weapons in clashes with the defendants of the Provisional Government newly elected from the members of the State Duma. The driving forces of this riot and its effects were given different, sometimes divergent assessment in newspapers.

Key words: July riot, Bolsheviks, revolution, democracy, freedom of speech and freedom of the press; Provisional government.

## **Agenda**

*The Role of Information and Analytical News Blocks in the Formation of the Inner Image of the Country*

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In the article we make an attempt to estimate the importance of informational analytical news editions in the formation of state image. On the basis of state image indexes the author of the article proposes the results of his analysis concerning three weekly news blocks on three federal channels: Channel One, Rossiya and NTV.

Key words: state image, state image index, TV news.

*Pod-station – the First Russian Podcast Terminal for Professional Radio Journalists*

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One of the last innovations of broadcasting technologies is considered to be the occurrence of podcasting. The author of the article describes the technology of podcasting, possibilities it opens for the users, and the first professional podcasting site for journalists – Pod-station. The author also reviews available terminology of the theme.

Key words: podcasting, Internet, Pod-station, Russian podcasting.

## **Mass media abroad**

*Coverage of the Parliamentary Elections in the Newspaper Het Volk: Comparative Analysis of the Campaigns in 1918 and 2010*

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The article provides an outline of the Dutch press within the frames of the "pillarisation" phenomenon, i.e. the division of the Dutch society into separate groups from the beginning of the XX century until the 1960s–1970s. This article considers transformations that Dutch print media underwent under the influence of "pillarisation". The principal method of analysis is qualitative and quantitative content analysis of the daily newspaper Het Volk (Algemeen Dagblad).

Key words: pillarisation, four pillars, Dutch media, Algemeen Dagblad, Het Volk.

*Expanding and Developing the Analytical Space of Online-versions of German Illustrated Magazines (Case Study of the Magazine Stern)*

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The article examines the analytical space of online-versions of the German illustrated weekly magazine Stern, particularly – blogs and columns. The author makes a conclusion that the analytical part allows the Internet-media not only to give the audience the information about what is going on in the country and in the world, but also to communicate with readers. Online-versions of magazine turn into the international area for discussing social problems and reflecting different opinions. Analytical space of the magazine is permanently growing and developing itself because of the openness and democracy: each reader has an opportunity to become one of the magazine's authors.

Key words: online-version, analytics, blog, opinion, Stern.

*The Image of a Foreigner in the Czech Press*

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The article gives analyses of earlier Czech studies of ethnic minorities and immigration media coverage and focuses on stereotypes and the ways in which immigrants and minorities are portrayed in the press. The survey stems from a notice, that mass media depict immigrants rarely and mostly in stereotyped and negative situations.

Key words: mass media, representation, minority, immigrants, stereotypes.

## **Mediatext**

*I.T. Radojitsky and Russian Journalism of the Pushkin Period*

*Egor Sartakov*

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The article analyzes journalistic materials of I.T. Radojitsky, which wrote war reports for different publications in 1820-1830 (Otechestvennyye zapiski, Moskovsky telegraf, Severnaya pchela). The article notes that Radojitsky became one of the characters, described in the first volume of Pushkin's magazine *Sovremennik*. On one hand, Gogol wrote a positive review on his book "Marching notes of an artillerist" (1835), in which Gogol underlines the merits of the author. On the other hand, in Pushkin's "Voyage to Arzum", which was one of the main materials of *Sovremennik*, there is a polemic on the style of Radojitsky's late works.

Key words: I.T. Radojitsky, A.S. Pushkin, N.V. Gogol, *Sovremennik*, journalism.