

ABSTRACTS

Research Paradigms

Contemporary state of the approach to formats of mass media

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In this article the author presents the main theoretical concepts of the definition of format in the media: technological, psychological, phenomenological, content based, industrial, legal.

Key words: format, concept, standard, content, media industry.

Global Context

Victory technology at the election of the Russian president 2012: communicative essence

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The article analyzes the nature of the communication technology used by the campaign headquarters of presidential candidate Vladimir Putin in Russia. The technology of "Binary Communications" is analyzed for the first time in the article. Besides, the nature and structural elements of this technology are described.

The article represents a control circuit of the communication flow, gives its analysis, and describes in general the communication management used in the headquarters of the presidential candidate Vladimir Putin.

Key words: political communication, campaigning, media.

Particularities of the work of the Russian Presidential administration press office under the conditions of the world financial crisis and in the post-crisis period

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The article explores the issues of the Presidential press office activities during the difficult financial and economic period of 2008-2009.

The article reveals the role played by analytical reviews in the process of implementing the informational policy of the press office. It highlights different forms of interaction between the Presidential press office and society.

The article provides a detailed analysis of the new approaches and methods of communication between President Dmitry Medvedev and the citizens of Russia.

Key words: press office, world economic crisis, analytical review, internet blogs, Live Journal.

Agenda

Sound design: musical formatting of speech

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The article analyses the ways of interacting between production music and off-screen and synchronized speech in electronic media and movies. Particular attention is paid to the phenomenon of structuring speech segments with the help of musical means.

Key words: media music, audio score, off-screen and synchronized speech, fading.

“Journalism of action”. Case study of contemporary Russian radio broadcasting

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Modern media community of Russia believes that radio cannot influence country problems. Nevertheless, from time to time socially important projects appear on-air. The author of the research work unites them into the conception of «journalism of action»— a kind of journalism that solves social problems by attracting the audience’s attention to them. The process of Russian radio forming and peculiarities of modern «journalism of action» are examined in the paper.

Key words: «journalism of action», radio, social journalism, projects.

Mass media abroad

Mass media system of Taiwan

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The article discusses topical problems of the mass communication system in Taiwan. The paper shows the state of the newspaper market, the market of television and radio, with an emphasis on recent trends in their development, including the problem of digitalization.

Key words: Taiwan mass media, digitalization, University Juan Tchzi.

Experience of the Soviet Union and the organization of the print business in People’s Republic of China (1949–1956)

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Since the early days after the founding of PRC, it had been an important guideline for the development of Chinese journalism to learn from the journalism in the Soviet Union. Although great

progress had been made at that time, there were also mistakes like dogmatism, which were not corrected until 1956 when a nationwide journalism reform was launched. This paper has, by comparing the operation of People's Daily and Pravda, analyzed briefly the history at this period.

Key words: «People's Daily», «Pravda», organization of the press business, studying the experience of the Soviet Union, creation of the People's Republic of China

The influence of new media on the Chinese press

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The development of new media influences the status of traditional media, in particular the print press. New channels of communication imply new means of organizing the work of a newsroom, principles of gathering and editing information, organizing content, the system of interacting with the audience is changing. Moreover, the approaches to product distribution and advertising sales are also changing.

Key words: new media, information technologies, convergence, Chinese press, reform.

Mediatext

The Second World War in the late non-fiction of Kurt Vonnegut

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The article deals with the image of the Second World War in the late non-fiction of Kurt Vonnegut. The author shows the evolution of the military theme in Vonnegut's essays: from dry facts and alienation to emotional involvement and deep feelings. The author also gives a translation of Vonnegut's letter, which had been sent from the European front in 1945.

Key words: Kurt Vonnegut, non-fiction, Second World War, Dresden, bombing.

The house on Mokhovaya: to the 60th anniversary of the Faculty of Journalism, Lomonosov Moscow State University

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The author tells the story of the famous lecture building, one of the most beautiful constructions of old Moscow, which hosts the Faculty of Journalism nowadays.

Key words: Imperial Moscow University, Mokhovaya street, Faculty of Journalism, Lecture building.