

# ABSTRACTS

## Research Paradigms

*Information vs relations: the issue of journalism and PR demarcation*

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The article reviews the issue of demarcation between two kinds of journalism and public relations as two types of mass and information activity. The author offers to use journalist's and PR specialist's professional societies representations about products of labor and the most important professional activity tasks as a dividing line.

Key words: journalism, public relations, product of labor, professional consciousness, mass information

## Global Context

*Russian language newspapers in China (1898–1956)*

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The activities of Russian newspapers in China spanned from 1898 to 1956. For more than half a century, the publication of Russian language newspapers in China has imposed great influence on Chinese journalism and Sino-Russian cultural relations. On one hand, the Russian press in China promoted the development of Chinese journalism; on the other hand, it hindered the Chinese journalism development in some way.

Key words: Russian language newspapers, China, journalism, revolution, emigration.

*Information preferences of a diaspora (case study of the Chinese in Moscow)*

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In this article the authors have presented the result of a research paper devoted to diaspora information preferences (on the example of the Chinese in Moscow). The authors have revealed the results of an opinion poll of Chinese migrants that live, work or study in the capital of Russia. The authors have depicted the main information sources for Chinese migrants in Russia, pointed out to the information shortages, presented the level of trust

of the diaspora to different types of mass media. The authors have proposed a range of mass media types that could be easily consumed by the diaspora in Russia.

Keywords: diaspora, China, migrants, information sources, mass media, research.

### **Agenda**

*Air pioneers. The history of "Radio of Russia – Nostalgie"*

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This article is devoted to the history of the radio station "Radio of Russia–Nostalgie", one of the first commercial projects in Russian broadcasting. Being the pioneers of musical-entertaining radio in the USSR, "Radio of Russia–Nostalgie" and "Europe Plus" have defined the basic trends of the domestic radio market. On the basis of the found documents, archival records and numerous interviews with the participants of events the author presents the basic stages of development of these radio stations. The work also considers various prerequisites to the emergence of these stations.

Key words: «Radio of Russia – Nostalgie», «Europe Plus», "perestroika", commercial broadcasting, Gosteleradio.

*Children's radio: between money and the concept of social responsibility*

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This article describes the emergence and development of the Russian radio broadcasting for children in the post-Soviet period from the perspective of journalism, psychology, cultural studies and social philosophy. The study discovers major development trends in children's programming of commercial and national radio stations after "perestroika" in 1991 to 2011, and dwells on the history and the concepts of Deti.FM radio station from 2007 until 2011. The article discusses the features of children oriented marketing and explains how radio programmes can affect children's minds. The author suggests that radio programming should be based on a clear system of values with due consideration of psychological and cultural identity of children, should respond to developmental needs of children and contribute to the development of active responsible citizens. The transmission of political ideologies and the ideology of the consumption society can be dangerous for children and non-productive for broadcasting.

Key words: broadcasting for children, Deti.FM, media psychology, children-oriented marketing, socially-oriented radio.

### **Mass media abroad**

*Spanish national sport daily newspapers websites. Main particularities and editorial specificity*

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The author analyzes Spanish national sport newspapers websites and pays much attention to their key particularities, popularity reasons and modern ways of content promotion. Special prominence is given to the editorial structure and organization of the working process in these websites.

Key words: digital editions, websites, Internet, Spain, sport newspapers.

*Parliamentary election campaign in Spain 2011 in the Spanish segment of the internet*

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The author examines the role and position of internet and social media in the parliamentary election campaign 2011. The paper gives an overview of the preelection activities of the Spanish politicians, analyzes their mistakes and achievements, examines some peculiarities of the political activity of the Spanish internet-users and methods of the campaign coverage, used by online media journalists.

Key words: Spain, elections, Spanish Socialist Workers' Party, People's Party, internet, social networks.

### **Mediatext**

*Arne Garborg's Poetry*

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This article analyzes Arne Garborg's poetry and the main phases of its evolution. It considers Garborg's poetical works, their ideas and composition, especially the dramatic poems "Haugtussa" and "In Hell".

Key words: poetry, poem, motive, conflict.

*The journalist Gabriel García Márquez*

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Gabriel García Márquez is one of the greatest writers living nowadays, the winner of the Nobel Prize in Literature in 1982. But at first the journalism used to be his main job. The years of work in Colombia, Venezuela, Cuba, Mexico, Europe and the USSR moulded his character and provided him with an extensive material for his literary work.

Key words: Gabriel García Márquez, Colombia, Latin America, journalism.