

# ABSTRACTS

## **Research Paradigms**

*Mass Media under the Conditions of Modernization and Innovation*  
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The article presents an analysis of the role of the mass media and journalism in the processes of modernization and innovation, the key functions of which include the provision of citizen dialogue, the involvement in innovation processes of all the actors thanks to hierarchical collaborative modes of interaction.

Key words: modernization, innovative, mass media, journalism, modes of communication.

## **Global Context**

*Cultural and Enlightening Role of "Rossiya K" TV Channel*  
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The author analyses the contemporary model of cultural and enlightening television based on the example of "Rossiya K" TV channel. The channel is aimed at raising the intellectual level of the viewers.

Key words: "Rossiya K" TV channel, culture and enlightening activity of the television, values, spirituality, morality.

*"Expert-TV" Channel: Concept, Audience, Specific Features of Programming*  
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The market of business-TV information is a dynamically developing segment of the Russian mass media. The article is devoted to one of the representatives of this field – TV-channel «Expert-TV». The TV channel is analysed as an information and analytical business channel, that is addressed to businessmen and managers, but is thematically diverse. The concept of «Expert-TV» and the features of its programme policy are also characterized.

Key words: TV channel «Expert-TV», market of business-TV information, concept, audience, programme.

## **Agenda**

*Readership Preferences of the Russians: Social Aspect*  
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In the following article the author makes an attempt to distinguish the reasons why readership's preferences are oriented towards entertainment and recreation. The research work is based on different opinion polls including "Levada-centre". Besides, the author shows the interrelation between the audience preferences and the social, political and economic factors of society development. The state influence on the readership preferences is also analyzed.

Key words: readership preferences, consciousness formation, the not completed stage of urbanization, civil society, Federal agency for press and mass communication.

*A Book Edition as Medium for Advertising Information: Characteristics, Problems and Prospects*

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Thanks to the development of free competition in the publishing market and the occurrence of a big number of individual publishing houses books, which have become a market product, are even more often used as a tool in marketing communications. The commodity characteristics of the book are dual: on one hand, it is a self-advertising product, and on the other hand, it is a cultural and spiritual value. These circumstances frame special conditions of using books as an advertising medium and of the advertising texts accommodation in it.

Key words: book edition, advertising medium, books in the system of mass communication, product placement.

### **Mass media abroad**

*Communication Model of Kazakhstan: Development Route*

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This article is concerned with the modern information infrastructure in Kazakhstan, which has reached a new level caused by the transition of the republic to an industrial-innovation development, as well as the transition to digital broadcasting in 2015. The author shows the specific features of the telecommunication development, broadcasting industry, which form the base of information society in the country. The researcher analyzes such programmes as "electronic government" and pays attention to the main national telecommunication company in the country "Kazakhtelecom".

Key words: telecommunication, information industry, cable, satellite, digital broadcasting, mass media.

## **Mass Media in Russia**

*“Real Russian People” Against “Local Patriots”: Forms and Methods of Newspaper Polemics (Case Study of Tomsk Newspapers in the 1880s)*

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The article presents an analyze of the discussion that existed between two private Tomsk newspapers in 1885-1888 – “Siberian newspaper” and “Siberian Messenger”, which represented a regional and central point of view on the status and development prospects of Siberia. The author reconstructs the newspaper polemic, distinguishes the main subjects, analyses the methods of polemic. Investigation proves special significance of discussion for development of social thinking of Siberians, raising the level of Siberian journalism.

Key words: “Siberian newspaper”, “Siberian Messenger”, polemic, Siberian journalism, regionalism.

*Print Mass Media in the Amur region in 1917–1920*

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The article presents a short overview of print media functioning in the Amur region – one of the most remote Far-eastern territories in the period between 1917–1920. The article reflects the particular features of this process.

Key words: press, editorial office, newspaper, intervention, opposition.

## **Mediatext**

*Effectiveness of the Graphic Interplay with a Word: the Experience of Experimental Research*

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This paper observes the graphic nonce words as a result of the language game with graphic image of a word. Based on experimental research, the author evaluates the effectiveness of the given device in the mass media and advertising.

Key words: graphic nonce words, language game, decryption, experimental research.