

# ABSTRACTS

## Research Paradigms

*Studying Journalism in the Field of Mass Communication: Foreign Researchers' View of the Issue*

Denis Dunas

Researcher at the Chair of Media Theory and Economics, Faculty of Journalism, Moscow State University, [denisdunas@gmail.com](mailto:denisdunas@gmail.com)

In this paper, the author raises the question about the scientific status of media research, considers the controversy going on in foreign countries over the disciplinary name suitable for media research, gives a historical review of media research institutionalization (its penetration into universities and research associations) and defines the specifics of media research as a scientific discipline.

Key words: mass communication, media research, journalism, discussions about the scientific status, terminological apparatus.

## Global Context

*Image of Man and the World: Non-Eliminability of Metaphysics*

Natalia Blokhina

PhD, Associate Professor at the Chair of Philosophy, Esenin Ryazan State University, [bn@mail.ryazan.ru](mailto:bn@mail.ryazan.ru)

Reflecting upon the famous paper "Philosophy and the Scientific Image of Man" (1962) by the American analytic philosopher Wilfrid Sellars (1912-1989), the author of the article discusses the status correlation between everyday, scientific and philosophical conceptions of man about himself and the world around him. While supporting Sellars' concept of stereoscopic vision of man-in-the-world, the author reconsiders it taking into account Peter Strawson's distinction between two kinds of metaphysics: descriptive and revisionary.

Key words: Wilfrid Sellars, manifest image, scientific image, stereoscopic vision.

## Agenda

*Economic Mass Communication in the Industrial Infrastructure*

Irina Dyomina

PhD, Full Professor, Dean of the Faculty of Journalism, Baikal State University of Economics and Law, [iriska.irk@rambler.ru](mailto:iriska.irk@rambler.ru)

The article describes the role of economic mass communication in the industrial infrastructure. Economic communication is considered as an element of production. The importance of different types of mass communication in the industrial activities of businesses is revealed.

Key words: economic mass communication, types of economic mass communication, industrial infrastructure.

## **Mass Media in Russia**

*Academic Theological Journal "Proceedings of the Kiev Theological Academy": the History of Creation*

Vladimir Mandzyuk-Ilnityskiy

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Moscow State University, vladymyros@mail.ru

The author of the article focuses on the church academic periodical publication of the 19th century "Proceedings of the Kiev Theological Academy". He analyses the period between the birth of the idea to create the journal and the point when the Holy Synod gave a permission to publish it.

Key words: religious journalism, academic publication, Kiev Theological Academy, "Proceedings of the Kiev Theological Academy", Holy Synod.

## **Mass Media abroad**

*French Print Media about the New Trends in Russian Politics*  
(a study of articles from October 2011 to March 2012)

Darya Tsilyurik

PhD student at the Chair of History of Foreign Journalism and Literature, Faculty of Journalism, Moscow State University, darya\_tsiliouric@mail.ru

In this paper, the author carries out a review of the new trends in Russian politics on the basis of the articles in French quality dailies that touched upon different aspects of parliamentary and presidential election campaigns in 2011-2012.

Key words: image of Russia, French quality dailies, politics.

*Gallimard Publishing House: One Hundred years in Book Publishing*

Ekaterina Novikova

PhD student at the Chair of History of Foreign Journalism and Literature, Lomonosov Moscow State University, rasemon@ya.ru

The article focuses on one of the largest French publishing houses Gallimard. The author provides information about its history and defines its place in French book publishing today.

Key words: book publishing, publishing house, publisher, book, Gallimard, France.

## **Mediatext**

*Pragmatic Potential of Topical Vocabulary in the Language of Mass Media*

Anna Zotova

PhD degree-seeking student at the Chair of Russian Language Stylistics, Faculty of Journalism, Lomonosov Moscow State University, ryzh-ka4@yandex.ru

Contemporary linguistics displays great interest in the creative potential of the language. Modern media texts are subject to a certain degree of language conditionality and are highly oriented toward the use of various linguistic patterns and the stylistic potential of the language. Among the pragmatic functions of topical vocabulary in the language of the mass media are word play, evaluation and the like.

Key words: media text, pragmatic functions, word play, author, word-formation, newspaper.

*Economic Journalism in the Creative Biography of the Publisher Konstantin Trubnikov  
Konstantin Silantyev*

*PhD student at the Chair of Journalism History, School of Journalism and Mass Communication, St. Petersburg State University, SKV1785@yandex.ru*

The article deals with the works on economic and financial issues and those of state structure by one of the founders of the Russian business press the publisher Konstantin Trubnikov. In his journalistic works on this subject, the founder of the newspaper *Birzhevye Vedomosti* and the country's first news agency analyzes the state of Russia's public finances and economy as a whole, emphasizes the state importance of the financial and economic sphere and its proper arrangement and also summarizes the outcomes of the economic reforms in the country in the 19th century. He appears as a journalist with his own views on the development of trade, financial policy and the monetary system of the state as well as on the role of the press in these processes.

Key words: Konstantin Trubnikov, periodical press, foreign trade, financial reform, monetary circulation.