

ABSTRACTS

Research Paradigms

Communication in the Management of Image and Reputation: Correlation of Concepts
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The article refocuses on the issue of correlation between image and reputation concepts and considers the role of public relations communication in image formation. According to the author, image implies external identifiers of a subject of social relations, while reputation is a total of content characteristics of business activity.

Key words: communication, image, reputation, public relations, subject of social relations.

Global Context

Evolution of Prognoses with Regard to Information Society
Lydia Zemlyanova

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The article deals with the evolution of prognoses with regard to information society at the turn of the 21st century. Drawing upon the conceptions of famous futurologists, the author isolates several stages of the transformation: from technological determinism to “communication society” with its social and humanitarian approach to people’s fates. In addition, the article stresses the fact that in the new millennium researchers of modern communication science focus on the use of more diverse approaches to studying the nature of media processes in various areas of the world’s social life.

Key words: information society, evolution, prognoses, futurologists, communication science.

Agenda

Modern Advertising in Print Publications and on Employment Portals
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The largest parts of employment newspapers, magazines and portals (as much as 90-100%) are taken up by advertising, namely advertisements and advertorials. In this article we consider the forms and genres of advertising that currently appear in employment publications and on employment portals.

Key words: genre of advertising, classifieds, job, banner.

Mass media abroad

Origin and Development of Manga

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The article focuses on the history of origin and development of Japanese comics called manga. The key stages of manga development and its modern state as well as the origins of various types of this media are considered.

Key words: Japanese comics, manga, Tezuka Osamu, manga magazines.

Mediatext

Standard and Expression in News Media Text: towards the Pragmatics of the Compositional Structure

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The paper deals with the pragmatics of the compositional structure of news media text taken in conjunction with the issue of "standard / expression" in mass media. The research is methodologically based on the concept of news expression as an implicit interpretation force rooted at the pre-textual and compositional levels. From this point of view, the author reveals the interpretational capacity of various types of compositional blocks such as kernel, detailing, background and commenting ones.

Key words: news media text, pragmatics, composition, interpretation, standard / expression.

Truth and Myths about the Changes in Russian Spelling

(based on the press for 2000-2002)

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The article seeks to examine the influence of the mass media on determining the language policy of the state and, through this policy, the life of the language. For this purpose, the actual proposals made by the Spelling Commission are compared with the way they were presented and evaluated in the Russian press of the 2000s.

Key words: spelling reform, language reform, language policy, Spelling Commission.

Vladimir Odoyevskiy and the Slavophiles

Vladimir Grekov

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In the article, the author examines the relations between Vladimir Odoevskiy and the slavophiles and comments on his correspondence with Alexey Khomyakov in connection with the criticism by Konstantin Aksakov, who in 1859 published in the Parus newspaper an unfavorable review of Vladimir Odoevskiy's works. In the Appendix, Vladimir Odoevskiy's draft text "About the Parus journal" is given.

Key words: Vladimir Odoevskiy, slavophiles, national spirit, Parus newspaper.

"I am Determined to Publish the Parus until they Forbid me to Do So..." (towards the History of the Newspaper's Publication by Ivan Aksakov)

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The article discusses the publishing history of Ivan Aksakov's newspaper Parus. By issuing the Parus, Aksakov intended to create the central organ of Slavic thought. The Parus went down in the history of journalism having drawn a wide response both in Russia and among the Slavic peoples.

Key words: Ivan Aksakov, newspaper Parus, publishing history