

Content

Editorial.....	4
Research Paradigms	
Effectiveness of Advertising: Its Models and Consumer Impact	6
<i>Galina Schepilova, Konstantin Schepilov</i>	
Global Context	
Citizen Journalism in the World's Media Sphere	16
<i>Natalia Kalinina</i>	
Mass Media in Russia	
Image of a Heroine of the Civil War in Soviet Women's Magazines of the 1920s–1930s.....	22
<i>Olga Minayeva</i>	
Regional Broadcasting of the Subsidized Administrative Units of the Country in the System of Media Holdings (a case study of the Tambov Region)	29
<i>Dmitry Kliuchevsky</i>	
Mass media abroad	
German Media on the Threat of Islamic Terrorism (a case study of articles in the German daily newspaper Frankfurter Allgemeine Zeitung from 2012)	40
<i>Egor Koshelev</i>	
Mediatext	
Assessment in News Texts: Compositional and Logical Implications	50
<i>Andrey Negryshev</i>	
Phenomena of Family and Family Rearing in Russian Media Texts (a case study of animation)	56
<i>Liudmila Gritsai</i>	
Authors and Anonymity Culture in Nikolai Karamzin's Almanacs Aglaya and Aonidy	64
<i>Alexandra Akchurina</i>	