

# ABSTRACTS

## Research Paradigms

*Innovation in the Conceptual and Terminological Arsenal of Modern Foreign Communication Science*

Lydia Zemlyanova

PhD, Leading Research Scientist at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University, [kafedra.zarubezhka@mail.ru](mailto:kafedra.zarubezhka@mail.ru)

The aim of the article is to analyse the sources of innovations in the conceptual and terminological arsenal of modern foreign communication scientists studying the particularities of the current development of media processes, which have a deep and versatile influence on different countries of the world under the modernization of traditional mass media and the expansion of new electronic media.

Key words: mediation and mediatization, mass media and media of masses, consumer generation, digital optimism, interdisciplinary approach.

## IT-Academia

*Method of Research into Russia's Mass Media Communities in the VKontakte Social Network*

Olga Dyachenko

PhD student at the Chair of New Media and Theory of Communication, Faculty of Journalism, Lomonosov Moscow State University, [remlupin@bk.ru](mailto:remlupin@bk.ru)

This article focuses on a specific method of measuring the involvement of Russia's mass media communities in social networks and offers the results of a comparative study of 30 most popular communities in the VKontakte network.

Key words: VKontakte, mass media, social networks, social media, communities.

## Global Context

*Will Bloggers Replace News Reporters? (Towards the relationships between news agencies and the blogosphere)*

Georgy Viren

PhD, Full Professor at the Chair of Theory and Practice of Periodical Press, Faculty of Journalism, Griboedov Institute of International Law and Economics, [gviren@yandex.ru](mailto:gviren@yandex.ru)

The article examines the mutual influence of online journalism and news agencies in contemporary Russia. The author shows why online media popularity is growing and analyses in detail the positive and negative aspects of bloggers' work. Focusing on the specific character of news agencies, he proves that for objective reasons bloggers cannot replace professional news reporters. The author also forecasts the options for the development of online media in Russia and comes to conclusion that it would be incorrect to predict the "death" of news agencies and professional news journalism in general in any foreseeable future.

Key words: Internet, media, journalism, bloggers, news agencies, competition, replacement.

### **Agenda**

*Copyright Protection in the Digital Age*

*Petr Rakhlevskiy*

*Graduate of the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University, petr.rakhlevskiy@me.com*

The author analyses society's need to simplify the operation of laws on copyright and related rights under the development of new media technologies. The article examines the current international standards of copyright protection and the versions of draft laws. Special attention is given to the phenomenon of the new digital society.

Key words: copyright, society, Internet, draft law, media.

### **Mass Media in Russia**

*Modern Daily Newspaper in the Digital Environment: Directions of Development (a case study of the Rossiyskaya Gazeta newspaper)*

*Tatiana Yakovleva*

*PhD degree-seeking student at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University*

The development of digital technologies, the growth of the mobile Internet as well as an increasing interest in multimedia content, social networks and local information encourage newspapers to develop on digital platforms. In a case study of the Rossiyskaya Gazeta newspaper, the author analyses the integration of a modern daily into the digital environment and the development directions of its online version, the analysis being based on world trends in the media industry.

Key words: online version, digital strategies, multimedia content, social networks.

### **Mass media abroad**

*Agenda in the Online Version of the Stern Magazine*

*Anna I. Guschina*

*PhD student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University, anna-faizova@yandex.ru*

The agenda in the online version of the Stern magazine is a series of the most significant and topical articles published on the main page of the portal. This work is an attempt to analyse the content of the agenda on the website of the illustrated news magazine and trace its changes in the course of several days. The aim of the research is to determine the priority events for the online edition and the specificity of their coverage.

Key words: Stern, online version, agenda, multimedia article, photo.

**Mediatext**

*“Renegadeness” as a Utopia of Russian Nihilistic Social Thought in the Latter Half of the 19th Century (to the 180th anniversary of Nikolay Sokolov)*

*Leonid Aleksandrov*

*PhD, Associate Professor at the Chair of Theory of Mass Communication, Chelyabinsk State University, leonalex42@mail.ru*

The article is devoted to the life and oeuvre of Nikolay Sokolov, a half-forgotten journalist of the *Russkoye Slovo* magazine and the author of the book “The Renegades”, which was banned by censors but caused a sensation in the public life of Russia and Russian emigration. This book came to be the manifesto of nihilism in the 1860s.

Key words: Nikolay Sokolov, 19th century journalism, democratic publicity, social life, utopia, nihilism, anarchism, renegadeness