

ABSTRACTS

Research Paradigms

Theory of a multi-step flow of information: a new interpretation

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The article discusses a development of the multi-step flow of information theory. Its modern interpretation is given on the basis of the analysis of news spreading on the Internet, opinion leaders' communication activities in the Facebook social network and users' response to the message.

Key words: theory of a two-/multi-step flow of information, opinion leaders, communication, Internet.

Global Context

Does Greece have indeed a bit of everything?

The image of Greece in the Russian press before and after the crisis

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The article concerns the image of Greece in the Russian media during the period leading up to the global financial crisis and during it. This image is formed on the basis of publications by the newspapers "Izvestia", "Rossiskaya gazeta", "Kommersant", "Moskovskiy komsomolets", "Komsomolskaya pravda", and other Russian press and electronic media, and by a comparative analysis undertaken with the assistance of the Press Office of the Embassy of Greece in the Russian Confederation and the news agency "Interfax".

Key words: Greece, Russia, Russian media, image, stereotypes, crisis, heightened expectations.

Agenda

Theoretical model of successful professional adaptation

(from matrix to planning the newsroom transition to convergent production)

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This article based on the results of the research of traditional periodicals' transformation processes into convergent one concerns secondary professional adaptation of journalists as the stage of transition to the new conditions of activity. The author deals with the question of the factors that can make this step effective. Among them is the factor of the adaptation process common matrix development, which provides a clear set of staged

objectives (intermediate matrix) for management and employees as well as necessary tools to meet these challenges.

Key words: convergence principles, secondary professional adaptation, stress component, process of adaptation, matrix adaptation.

*Russian photobank «Lori»: organization, operation and position in the market of stock images
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The article describes stock photography in Russia on the example of photostock Lori. The author studies the peculiarities of Lori's activity, its organization, the economic model of the company, trends and patterns of Russian photostock.

Key words: photography, photostock, new media, advertising, internet.

Mass Media in Russia

The "Newspaper – Protest of Russian Writers Union" about the Bolsheviks' persecution of the Russian press

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The article analyses the contents of only once printed «Newspaper – Protest of Russian Writers Union» (1917). The opinions concerning Leninist repressive policy expressed by outstanding Russian writers, poets, publicists and different political parties' members are adduced. Absolutely negative reaction of writing intellectuals on demolishing multi-party Russian press freedom is observed.

Key words: Russian Mass Media History, Bolsheviks Mass Media Decree, «Newspaper – Protest».

Mass media abroad

Transformation of the Sunday newspaper market in the UK

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This article focuses on the transformation of the UK Sunday newspaper market. The closure of the largest British tabloid News of the World revealed (some of) the problems experienced by Sunday national newspaper publishers related not only to the loss of advertisers' interest and the increasing influence of the Internet, but also to the changing habits of readers and competition from Saturday's editions.

Key words: UK, national newspaper market, Sunday newspapers, transformation.

The financial crisis as the factor of influence on the ethnopolitical problems coverage in the Irish media

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The global financial crisis of 2008-2009, which led to the collapse of the Irish economic model known as «Celtic tiger», initiated the media discussion about the future geopolitical status of the Republic. That argument has reached the critical point in 2011-2012. As it is shown by the content analysis of the 4 largest daily newspapers of Ireland, there are two contending social-political trends being exacerbated in society: southern neo-Unionism and Irish nationalism.

Key words: Ireland, the Celtic tiger, the neo-unionism, the Irish journalism, separatism, Ulster.

Periodical press in Andean states:

from colonial expansion of Spain to gaining independence

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The article deals with the formation and development of the press in Peru, Colombia and Ecuador during the colonial period (1492–1800) and the period of the struggle for independence (1800–1820). On the example of these three states the author shows how for almost one century (XVIII) the Andean press passed the way from the pre-journalistic events and reprints of the Spanish newspapers to the appearance of weekly newspapers and the development of provincial press.

Key words: The Andean Community, South American chronicles, Colonial press, newspapers of patriotic societies, struggle for independence.

Mediatext

A. Platonov's debut collected volumes "Epifanskie shlyuzy" and "Sokrovennyi chelovek" in the estimates of criticism

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This research is the analysis of critiques devoted to Andrei Platonov's opening prose books "Epifanskie shlyuzy" and "Sokrovennyi chelovek". The author aims to determine the cognitive importance of biased texts.

Key words: Andrei Platonov, "Epifanskie shlyuzy", "Sokrovennyi chelovek", metropolitan debut, criticism.