

# ABSTRACTS

## Research Paradigms

*Values and Qualities of Russian Journalists: Theoretical Models and Empirical Research Results*  
Iosif Dzyaloshinsky

PhD, Professor at National Research University Higher School of Economics, imd2000@yandex.ru

Marina Dzyaloshinskaya

PhD, Professor at Academy of Labour and Social Relations, marinika2000@yandex.ru

The paper presents an analysis of what senior students of Moscow higher educational institutions think about the values and qualities characteristic of mass media professionals and shared by Russian journalists.

Key words: journalist, values, qualities, professional activity.

## Global Context

*Protest Movement as a Product of Ideological Split of the Communication Field in Russia in 2000*

Pavel Ushanov

PhD, Associate Professor at the Chair of Advertising and Public Relations, School of Humanities, Far East Federal University, ushanov08@mail.ru

The article examines the Russian communication strategy in 2000, whose errors, among other causes, influenced the news and political agenda of the protest movement of 2011-2012.

Key words: communication strategy, image, public opinion.

*A Constructivist Approach to Studying Media Reality (Based on Foreign Studies)*

Maria Chislova

PhD student at the Chair of German Linguistics, Philological Faculty, Lomonosov Moscow State University, maria.chislova@gmail.com

The article examines the constructivist approach to the study of Media Reality. From the standpoint of constructivism applied to the study of mass media, the latter do not reflect actual reality but rather create a new one (Media Reality) by means of specific verbal and audio-visual tools. An interdisciplinary approach to the phenomenon of Media Reality, based on the studies in philosophy, sociology, journalism and linguistics, contributes to a better understanding of the mechanisms and tools for constructing Media Reality in a particular socio-cultural and linguistic environment.

Key words: mass media, reality, Media Reality, constructivism.

## **Agenda**

*Journalism and PR: Methodology of Interaction*

*Marina Shilina*

*PhD, Senior Researcher at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, marina.shilina@gmail.com*

The article examines the theoretical and methodological aspects of interaction between journalism and PR in the media sphere. The study revealed the similarity of national models, the commonality of strategies for harmonizing social discourse and of the basic categories as grounds for interaction as well as the identity of institutional problems faced by journalism and PR and the ways of their solution.

Key words: media sphere, journalism, PR, scientific knowledge, methodology, complicity.

*Use of a Photographic Work in Mass Media: Legal and Ethical Aspects*

*Ivan Pankeev*

*PhD, Full Professor at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University, Head of Centre for Media Law, iap2007@mail.ru*

The paper considers legal case studies involving infringements in the use of photographic works in mass media. The issue of respecting the intellectual rights of a photojournalist is viewed in the context of deontology.

Key words: photograph, copyright, use of a work, legal practice, professional ethics.

*Actualization of the Theme "Sport as a Business Industry" in Russian Mass Media*

*Evgenia Voytik*

*PhD, Associate Professor at the Chair of Television and Radio Journalism, Faculty of Journalism, Tomsk State University, voj@yandex.ru*

Nowadays, the economy of sport has become an independent structure, built, first and foremost, on the penetration of commercialization into almost all existing directions in this field of activity, which makes sport a developed business industry. Such a transformation has touched upon the way economic information about sport is presented in mass media. The information has become more open, more available to journalists. The article examines the main principles of revealing economic information about sport in the Russian press.

Key words: economy, sport, mass media, sports information.

*Social Behaviour in the Context of Public Service Advertising: Principles of Interaction*

*Darya Glukhova*

*PhD student at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University, dg-dg@bk.ru*

In this paper, public service advertising is analyzed in terms of its focus on the regulation of social behavior. The author points to the dependence of the efficiency of public service advertising on the knowledge of the recipient's motivational structure and makes an attempt to find effective solutions in the area of anti-smoking public service advertising.

Key words: public service advertising, prosocial behavior, social responsibility.

## **Mass media abroad**

*Egypt: from State Control over Mass Media to Civil Movement in Social Networks*

*Diana Khachatryan*

*PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, d\_khachatryan@mail.ru*

The article examines the preconditions for the emergence of civil engagement in social networks during the revolutionary events in Egypt in 2010-2011.

Key words: Egypt, Facebook, Twitter, social media, civil movement.

*Use of QR Code Technology in Chinese Newspapers*

*Lee Suan*

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

QR code technology began to evolve relatively recently, yet in the past five years it has been widely adopted in China as a marketing tool. The use of QR codes in Chinese mass media, especially in newspapers, which are increasingly turning to convergent platforms and multimedia distribution, appears to be of great importance for market promotion.

Key words: QR code technology, QR marketing, advertising, newspaper.

*Business Media in the Republic of Korea*

*Cho Hunen*

*PhD student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University, lenya7710@gmail.com*

The author examines business media in the Republic of Korea. The article focuses on the theoretical aspects of the typology of business publications, reveals their distinctive features, gives the typology of Korean business press and defines its place in modern mass media system of the Republic of Korea.

## **Медиа RU**

*Algorithm of Creating a Rewritten News Item on the Internet*

*Olga Lashchuk*

*PhD, Associate Professor and Head of the Chair of Editing, Publishing and Informatics, Faculty of Journalism, Lomonosov Moscow State University, olgaf@mail.yandex.ru*

The article discusses the rewriting method of creating online news items and raises the issue of its rational use. The author proposes a universal algorithm of working on such materials. A rewritten news item is created on the basis of the most suitable material, to which content from a variety of sources is added. Particular attention is given to the coverage of «lasting» events, which requires quite a number of news items.

Keywords: online mass media, news item, algorithm, rewriting, editing.

*RTB Technology in Media Business*

*Natalia Kalaitanova*

*PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, nkalaitanova@gmail.com*

In response to the stagnation of the advertising market for print media that started in 2009, publishing houses are struggling to increase their market share by conducting an active marketing policy on the Internet, a rapidly growing communication channel. Their presence in this new environment is not only accounted for by the audience factor but also by the opportunity to get extra sources of profit. In this article, we overview the model of monetizing unsold traffic of online media resources with the use of the RTB (real-time bidding) technology, which implies that the sites get hold of an automated infrastructure enabling advertising sales to soar to new heights.

Key words: RTB, traffic monetization, display advertising, bidding, Big Data.

*Political Online Resources in Russia and the USA*

Yulia Zhorova

PhD student at the Chair of International Journalism, St. Petersburg State University, jorova.j@rambler.ru

The article examines the major political online resources in Russia and the USA. A comparative analysis discerned the differences and similarities in the way political actors of both countries use the communication tools of the Internet.

Key words: party, Russia and the USA, new media, political online resources.

## **Mediatext**

*"I Am Talking about the Whole Environment": toward the Adequacy of Literary Critics' Response to Boris Pasternak's Poetry of the 1920s*

Anna Sergeeva-Klyatis

PhD, Senior Researcher at the Chair of Literary Criticism, Faculty of Journalism, Lomonosov Moscow State University, annaklatis60@yahoo.com

The article deals with the issue of contemporary Soviet critics' response to the poem "High Disease" by Boris Pasternak. More precisely, with their response to the key line of the poem, in which the poet makes a declaration of loyalty to his environment. The author of the article examines the reasons why critics interpreted the text of "High Disease" incorrectly.

Key words: Pasternak's creative work, revolutionary poems, Soviet literary critics.

*Andrei Bely and Boris Eikhenbaum. Along the Lines of Journalistic Scholarship*

Vasily Lvov

PhD student at the Chair of Literary Criticism, Faculty of Journalism, Lomonosov Moscow State University, PhD student at the Chair of Comparative Studies, the Graduate Center of the City University of New York (GC CUNY), basile.lvoff@gmail.com

The article deals with the influence of Andrei Bely's journalistic scholarship on Russian formalists. The author puts an emphasis on the role of literary criticism in the scientific evolution of formalists, Boris Eikhenbaum in the first place.

Key words: formalism, Andrei Bely, Boris Eikhenbaum, literary criticism, literary studies.