

ABSTRACTS

Research Paradigms

Regional Media Studies as a Branch of Russian Research into Mass Media.

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The article is devoted to the problem of isolating regional media studies as a special branch of modern Russian media research. On the one hand, this complies with the logic of the scientific understanding of modern mass media system and on the other with the development logic of the related areas of the humanities and socio-humanities. It is evident that regional particularities of media production and media consumption inevitably have an impact on the significant socio-economic characteristics of the region.

Key words: regional media studies, ratings of regions, territorial behavior, media systems, mediatization.

Agenda

Psychological Risks and Ways to Overcome Them Profession is Adman:

Natalia N. Kshenina

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The article focuses on media safety for communicators of advertising messages. The conflict between pragmatic goals and moral principles activates the defense mechanisms which tend to enhance admen's negative identity. A changed approach to the development of ideas and choice of the channel is likely to shape a more positive self-image and consequently ensure communicators' creative health and longer life.

Key words: media safety, psychological defense mechanisms, negative identity, self-image, reorientation of the creative process.

Social Media and Civic Engagement in Russia in 2011-2012

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The paper describes social media (social networks and blogs) as a communication channel for civil society in Russia in 2011–2012. The author analyzes the reasons for the development of civic engagement, defines the main functions that social media perform for civil society, highlights the key advantages and disadvantages of this communication tool for civil society and comes up with some expert assessments of the situation and forecasts. In addition, the paper provides the results of studies into the content of the Russian blogosphere aimed at eliciting civic engagement in the periods of social stability.

Key words: social media, civil society, mass media, mass communications, the Internet.

Mass Media in Russia

“Now We are Living Rich”: Propaganda of Stakhanov Work in the Rabotnitsa Magazine of the 1930s

Olga D. Minaeva

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The article examines the specific tasks and methods of industrial propaganda aimed at a female audience in the time of industrialization. The article also analyzes the content of the central Soviet magazine “Rabotnitsa” in the 1930s.

Key words: history of Soviet journalism, the Rabotnitsa magazine in the 1930s, industrial propaganda in the time of industrialization.

Atheistic Propaganda among Women in Social and Political Journalism of the First Years of Soviet Power

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The article provides an overview and analysis of the methods of atheistic propaganda among Soviet women. The author studied the social and political writings by some notable Soviet public figures of the first years of Soviet power. According to them, a woman could be freed from religion with the help of awareness-raising and educational activities and by improving her living and working conditions.

Key words: history of Soviet mass media, atheistic propaganda, methods of propaganda, women’s issue.

Financing and Distribution of Orthodox Periodicals in the Latter Half 19th Century (a case study of journals of the Kiev Theological Academy)

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The author investigates the church periodicals of the Kiev Theological Academy of the latter half 19th century, analyzes the characteristic features of their distribution and the conditions of their financing.

Key words: Orthodox journalism, history of Russia, history of journalism, Sunday Reading, Proceeding of the Kiev Theological Academy.

Mass media abroad

Communicatio: Protection of the Humanitarian Mission of Mass Media

Lydia M. Zemlyanova

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The paper examines some articles by Brazilian communication scientists in the *Communicatio* journal as a sample of cooperation among researchers of media processes in response to the development of journalism in the BRICS countries towards democracy and social progress. The author points out that experts do not favor the tendency for technological determinism, they protect print culture and journalism from the influence of commercialism and consumerism, which do harm to the ethical principles and humanitarian mission of mass media.

Key words: media ethics, the BRICS countries, communication phenomenon, media education, internationalization of research into journalism.

Political Discourse in Greek Print Media

(a case study of the *Kathimerini* and *Eleftherotypia* newspapers)

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In a case study of two quality newspapers with different political biases, *Kathimerini* and *Eleftherotypia*, the author of the paper provides a comparative analysis of political articles in Greek print media during the ongoing economic crisis in the country.

Key words: political discourse, Greek print media, economic crisis.

Mediatext

Interpretation in Mass Media News: Potential of the Syntagmatic Structure of the Text

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The article analyzes the syntagmatic structure of news media texts in terms of interpretation of reality. The author reveals the basic types of compositional syntagmatic structure of a news item and determines the degree of their interpretational markedness with regard to the compositional model of the "inverted pyramid".

Key words: news media text, composition, interpretation, syntagmatic structure of the text.