ABSTRACTS.

Research Paradigms

Multimedia and Postmodernism: an Attempt at Theoretical Apprehension of the Two Phenomena

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The author examines two phenomena from a theoretical perspective: the philosophy of postmodernism and multimedia as a new technique of presenting information in the mass media. The article tries to answer the question whether multimedia is rooted in the age of postmodernism or existed before that.

Key words: postmodernism, multimedia, theory of multimedia, mass media.

Mediatization of Culture as an "Escape-from-Reality" Phenomenon

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The author considers the processes of mediatization of culture going on in modern society as a kind of "escape-from-reality" phenomenon. The ability of media structures to transform the outlook of an average person under the conditions of the technetronic revolution is clearly growing. These days, such trends are becoming increasingly global, developing, among other things, into the concept of "internal colonization" of people affected by the media. In this context, the analytical survey of research by foreign communication scientists, which is presented in the article, can be useful for a deeper understanding of the theories and trends within a particular scientific paradigm.

Key words: mediatization of culture, "internal colonization", information and entertainment industry, "market hedonism", "real virtuality".

Global Context

Socially Active Journalism: New Aspects of Professionalism

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Modern journalism nowadays is in the stage of "media transition", when the deployment of new media platforms requires an expansion of professional work. The social navigation function encourages journalists to be more active in social networks. They become moderators of public discussions on hot topics and form a socially active community. Then the timing problem, or the problem of the life cycle of a journalistic publication in social networks, arises. This could only be solved on a new level of professionalism.

Key words: "media transition", diversification of journalistic functions, social networks infosphere, life cycle of a journalistic publication, art of navigation.

Technological Aspects of Journalists' Social Responsibility
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The paper examines the problem of journalists' social responsibility. The concept of "social responsibility" is viewed by the authors from different standpoints. Particular attention is given to an analysis of the communication technologies used in journalistic practice and the technological competence of people working in modern mass communication.

Key words: media scene, journalism, journalists' social responsibility, communication technologies.

Agenda

Russian and Foreign Journalists about Their Work Experience in Armed Conflict Zones
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This article presents an analysis of an expert survey conducted among Russian and foreign journalists who worked in armed conflict zones. The respondents talk about the motives that made them go into military journalism, about the physical and psychological consequences of dangerous assignments and name the most difficult aspects of their work.

Key words: military journalism, hot spots, International humanitarian law, PTSD.

British Correspondents in the Theatre of Operations during the Russo-Turkish War of 1877-1878
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The Russo-Turkish war became one of the most significant events in Europe of the second half 19th century and was the first war covered by Russian and foreign correspondents on a worldwide scale. The author analyses the work of British correspondents in the Balkan theatre during the Russo-Turkish war of 1877-1878 and provides the qualitative and quantitative characteristics of the body of British journalists.

Key words: Russo-Turkish war of 1877-1878, Great Britain, war correspondents.

Mediatext

Term "Discourse" in Contemporary Linguistic Studies
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This paper makes an attempt to overview the contemporary linguistic studies in the field of discourse. The scientific approaches to the understanding of this phenomenon are briefly described. The term "discourse" is considered in connection with the correlating concepts of language and speech, text, dialogue and style.

Key words: discourse, text, language, speech, dialogue, style.

Pragmatics of Television Interviewing and Reporting
(a case study of the Rossiya 24 television channel)
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The article deals with the pragmatic errors that are made, by both newscasters and interviewees, in interviews and reports on the Rossiya 24 television channel. We also consider the impact that pragmatic errors have on the audience's perception of the material. The main objective of the study is to identify the most important pragmatic characteristics and errors of information teletext on the example of interviews and reports.

Key words: pragmatics, pragmatic errors, television speech, interview, report.

Media.RU

Development of the Information System for Presenting Humanities Knowledge on Websites
(a case study of founding The Virtual Museum of the Russian Press)
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The development of new information technologies and the World Wide Web has a great influence on contemporary culture, affects a variety of life areas. The creation of the information system for presenting humanities knowledge on websites is likely to promote a wider spread of knowledge on the history of print media. This project aims at a comprehensive study into the cultural and educational environment of Moscow University using linguistic analysis as well as archive documents.

Key words: modern information technologies, Moscow University, The Virtual Museum of the Russian Press, culture, history.

On the Occasion of the Anniversary

Traditions and Current Tasks of Studying the History of Domestic Media
(our chair is celebrating half a century)
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On the occasion of the 50th anniversary of the Chair of History and Legal Regulation of Domestic Media at the Faculty of Journalism, Lomonosov Moscow State University, a leading center of scientific research into a recent history of the Russian media.

Key words: history of domestic media, chair, journalism, bibliographic index, Soviet period.

New Challenges – New Names
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On the occasion of the 50th anniversary of the Chair of History and Legal Regulation of Domestic Media at the Faculty of Journalism, Lomonosov Moscow State University.

Key words: Chair of History and Legal Regulation of Domestic Media, classics of Marxism-Leninism, integrated agitation and propaganda complex, factors of social development.