ABSTRACTS

**Research Paradigms**

*Integrated Social Communications in Journalism*

*Vladimir M. Gorokhov*

*PhD, Professor, Head of the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University, reklama202@mail.ru*

*Marina G. Shilina*

*PhD, Senior Researcher at the Chair of Advertising and Public Relations, Faculty of Journalism, Lomonosov Moscow State University, marina.shilina@gmail.com*

The Internet forms a new paradigm of modern journalism: new phygital technologies integrate physical and virtual properties of communication, audience participation in the latest web formats is becoming an essential condition for the implementation of media projects. The article examines the new integrative functions of the media in a case study of data journalism. The authors argue that the innovative models and technologies of communication create preconditions for the changes in journalism operations in society and identify the currently important transformations of scientific knowledge about journalism and mass media.

Key words: mass media, journalism, the Internet, communication, prosumer, data journalism, integration, phygital technology.

**Global Context**

*Crowdfunding for Photojournalists: New Opportunities for Creative Self-realization*

*Oleg A. Bakulin*

*PhD, Associate Professor at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University, obakulin@yandex.ru*

The article considers crowdfunding online platforms as a possible platform for creative self-realization of photojournalists. This theme is explored in a case study of the projects created on the basis of such platforms as Emphas.is and Kickstarter.com.

Key words: crowdfunding, photojournalism, Emphas.is, Kickstarter.com, photoproject and the Internet.

*Photography within the Framework of a Political Campaign: Issue of Genre Typology*

*Pavel V. Ushanov*

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

The paper describes an approach to genre typology of photography within the framework of election consulting developed on the basis of its specific communicative nature.

Key words: election campaign, photography, image, actor, public relations.89

*Woman’s Image in Contemporary Russian Press: Visual Aspect*

*Irina A. Balalueva*

*PhD student at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University, PR manager of the Alfa-Capital company, irina.balalueva@gmail.com*

The article examines the visual component of a woman’s image in the central Russian press and studies the influence of the visual component on the media image. The results of the study indicate that a woman is normally visualized in two opposite ways: she is either idealized or vulgarized.

Key words: mass media, media images, woman’s images, visual images.

**Agenda**

*American Digital Diplomacy: Effectiveness for Foreign Audiences (experience of sociological research in Russia)*

*Kristina L. Zuykina*

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

The article analyzes the effectiveness of American digital diplomacy programs among Russian youth: how often the tools of new public diplomacy are used, which of these are most popular and whether new public diplomacy shapes positive attitude of Russian youth to the USA and Russian-American relations.

Key words: American digital diplomacy, new media, image of the USA.

*Art as a Trend in Building Communication of Haute Couture Houses*

*Maria V. Makeeva*

*PhD-seeking student at the Chair of Media Theory and Economics, Faculty of Journalism,*

*Lomonosov Moscow State University, matyshkagysinia@yandex.ru*

This article is a review of current trends in luxury brand communication. It explores the sha ping of premium brand communication strategy based on the use of art as a universal timeless media trend and examines the role of art in the creation of brand image and added value.

Key words: premium brand, values, added value of a brand, communication technologies.

**Mass Media in Russia**

*Russian Public Service Television in the Context of Today’s Humanitarian Agenda: Assessing the Media Criticism*

*Tatyana I. Frolova*

*PhD, Associate Professor at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University,* *t\_frolova@bk.ru*

The article looks into the media response to the experience of Russian Public Service Television. The author cites the factors which preconditioned the concept of public service broadcasting, then goes on to analyze media reviews. Thematic priorities of media criticism are singled out and characterized in the article and its quality is generally evaluated.

Key words: social television journalism, politicization and routinization of television content, public service television, media criticism.

*Development of Information Technologies in the Framework of the Far East Program*

*Victoria M. Lonshakova*

*PhD student of Far Eastern State Federal University, Assistant Lecturer at the Chair of Journalism, Literature and Cultural Studies, Far Eastern University for the Humanities, viktoriamikhailovna@mail.ru*

Information technologies in modern society are an integral part of human activity uniting different countries and cultures in a single information space. In this regard, a sensible information policy is a necessary condition for successful state policy. This study covers some intermediate results of the actions undertaken in the framework of the Far East federal target program in the field of modern information technologies.

Key words: the Far East federal target program, Doctrine of information security, digital television, the Internet.