

# ABSTRACTS

## Research Paradigms

*Counterparts of Terrestrial Beings in the Possible Worlds of David Lewis. Who are They?*

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In the late 1960s – early 1970s, David Lewis, himself a science-oriented philosopher, astonished many of his colleagues by putting forward the issue of possible worlds as a matter of ontology rather than logic. His thesis that among possible worlds there must be planets bearing resemblance to our Earth and inhabited by counterparts of terrestrial beings was just as surprising. What conceptual tools did Lewis use to explain the actual possibility of duplicates of the Earth, populated by our counterparts, and who are they? The answers to these questions lie at the intersection of the philosopher's concepts such as modal realism and fundamental ontology as well as the identity theory of mind and the theory of mind content.

Key words: fundamental ontology, possible worlds, the identity theory of mind.

*Framings, Primings and Trade-Offs in the Book "Television, Power and the Public in Russia"*  
by Ellen Mickiewicz

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The article examines the book "Television, Power and the Public in Russia" by Ellen Mickiewicz, where research in focus groups reveals the opinion of Russian viewers about the news they have seen as well as their thinking strategy for its processing. The author of the article draws attention to the fact that Mickiewicz, who claims reliability of her study into the influence of Russian television on the audience, is not always objective in analyzing Russian social and cultural life and the vigor of the Russian media.

Key words: Russia, television, framing, priming, trade-off.

## Global Context

*Branding of Territories*

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This article is a continuation of the study into the branding of territories. An increase in world tourism flows and the role of sporting events in the geographical landscape of modern life makes the branding of territories particularly important. The article intro-

duces a division of territories into those for domestic consumption and those for external consumption, i.e. for everyday living and for tourism, the latter suggesting a choice, while the characteristics of each territory create an alternate field for the individual when he decides where to visit.

Key words: branding, territories for domestic and external consumption, tourism, sports.

#### *Crowdsourcing as an Innovative Tool in PR Communication*

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Crowdsourcing is one of the innovative tools in PR communications which implies new rules of doing business and establishing communications with the public. Thereby, social and professional public resources can be used more effectively.

Key words: crowdsourcing, communications, public relations, innovation.

#### *PR Departments of American Universities in the Strategy of Image Formation for a Higher Educational Institution*

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The article focuses on the topicality of image formation for a higher educational institution in modern conditions of global academic competition. In the first stage of the study, the author considers the structure of PR communications of top-rated American higher educational institutions, which can be of practical interest for Russian educational institutions as well.

Key words: image, rating, higher educational institution, PR communications.

## **Agenda**

#### *Children and Adolescents in the Editorial Staff of Juvenile Media*

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The article presents the results of the sociological study which makes it possible to identify the main characteristics of the editorial staff of juvenile media. The participation motives of young journalists are analyzed and the functional characteristics of this particular

media segment are studied. In addition, the structure of the editorial staff is considered at three levels: individual, organizational and societal ones.

Key words: juvenile media, journalist, motives, editorial staff, functions.

## **Mass Media in Russia**

*Social Issues in Russian Magazine Periodicals: towards the Conceptualization of Thematic Agendas*

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The accomplishment of the professional mission of journalism is directly connected with the quality of content in the media in general and with the conceptions of thematic agendas, one of which is the humanitarian one. Magazines as a typological group of the print media have fairly favorable opportunities to realize its great social potential. The article includes the generalized results of print media monitoring conducted in 2012–2014. The objective of this research is to discover the range of social issues and their quality in general interest and specialized magazines.

Key words: media content, news agenda, magazine periodicals, humanitarian agenda.

*Editorial Aspect of a Media Brand: a case study of Russian magazines*

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In the article, the editorial aspect of a media brand is examined. The author presents her own definition of the term “media brand”, analyses the editorial work of several Russian magazines (Ogonyok, Vokrug Sveta, Russkiy Reporter, Snob, Cosmopolitan, Interview) as well as its role in creating and maintaining the publication brands.

Key words: media brand, magazine periodicals, publication concept, readership, content.

## **Literature and Essays**

*The Peterburg by Viktor Shklovsky. A Magazine as a Feuilleton*

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The author analyzes the under-investigated magazine *Peterburg* by Viktor Shklovsky from the viewpoint of the formalist theory of a magazine form and feuilleton and clarifies the position the publication holds in the history of Russian journalism.

Key words: Viktor Shklovsky, the *Peterburg* magazine, formalism, feuilleton, literary criticism.

*History of the 8th of March Holiday in Aleksandra Kollontay's Journalism*

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Drawing on an analysis of articles by Aleksandra Kollontay, a key figure in the social and democratic movement, the author of this paper traces the evolution of the 8th of March holiday.

Key words: history of Soviet media, International Women's Day, 8th of March, women's issue.