

ABSTRACTS

Editorial

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IT-Academia

Models of Cloud Computing in Digital Humanities

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This paper analyses a new phenomena in the IT world, cloud computing, which is considered as a system of centralized support for the Digital Humanities concept. The conceptual models of the basic cloud services are described, as well as the possible trends in their evolution and application to education. It is stated as a conclusion that the further consolidation of cloud computing with the traditional educational system stimulates its transformation and gradually replaces the routine methods of knowledge transfer by the cloning of the digital models of cognitive behavior.

Key words: cloud computing, digital technology, interactive system, digital literacy, humanities computing.

Mobile Media as a New Type of an Advertising Platform

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The paper examines the functioning of mobile media as a new type of an advertising platform. The authors attempt to structure the types of mobile advertising in the media, explore its specific features and mechanisms of interaction with the reader of mobile editions; they also consider the possible prospects for development of this segment of the advertising market.

Key words: mobile media, mobile advertising, advertising platform, interactivity.

Global Context

Phenomenon of Media Immersion

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The paper focuses on the concept of media immersion, which is supposed to be the core mechanism of media impact. There are two main traditions of immersion research – virtual reality studies and studies of narratives. This range of issues touches upon many sciences such as psychology, communication studies, phenomenology, cultural studies, computer and cognitive sciences.

Key words: media immersion, presence, virtual reality, narrative, transportation.

New Cinema in the Context of the Internet Influence on Film Art: toward the Question

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The article analyzes the new trends of modern cinema in response to the internetization of the socio-cultural and aesthetic areas of film art. Considering the interaction of cinema and online technologies the author focuses on such concepts as gamer aesthetics, interactivity and impromptuness.

Key words: the Internet, cinema, film, video hosting, transmedia.

Agenda

Career in the Media Today (a study of finalists' career counseling at the Faculty of Journalism, Lomonosov Moscow State University)

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The paper is a study of employment, career counseling, the level of demand and professional development of students of the Faculty of Journalism at the time of graduation. The results of the survey conducted among the finalists showed both positive and negative trends in their career counseling and employment in the modern media.

Key words: career, employment, career counseling, finalists, journalism, media.

Mass Media in Russia

The Uchitel against the Guvernantka, the Year of 1862: on a Magazine Polemics about Women's Education

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This article looks at the public perception of the changes in the gender and educational spheres in the 1860s, examined in a case study of the polemics between the two pedagogical journals Uchitel and Guvernantka. At the time of The Great Reforms, following the relaxation of censorship, active discussions of the previously forbidden public topics began in the periodicals. Among them was the topic of future reforms in education, including women's education, and women's professional labor. Passionate resistance of many participants of the discussion demonstrated an enormous division in society, which stalled the development of the country and became the reason for social changes and breakdowns.

Key words: women's education, traditional culture, periodical press, public discussions.

Genre Characteristics of Soviet Women's Magazines in the 1920s–1930s: a Brief Overview

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The article gives a brief overview of the genres of Soviet women's magazines in the 1920s –1930s. It considers the use of information and journalistic genres in solving the advocacy task of women's press.

Key words: history of the Soviet press, history of genres, Soviet women's magazines.

What Should a Socialist City Be Like: Projects for Reforming the Lifestyle in the 1920s

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The paper examines the history of the discussion in the press of the 1920s about reforming the lifestyle in Soviet Russia. One of the key aspects of the discourse was the place of a Soviet woman in the new lifestyle. The prevailing concept of that time was that of building socialist cities with highly socialized lifestyle. The authors of this concept intended to free a woman from household chores and looking after family.

Key words: history of Soviet press, new lifestyle, socialist city, women's issue.

Mediatext

Journalistic Picture of the World: towards the Research Methods

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The author considers the journalistic picture of the world as a functional variety of the language picture of the world. The study of this phenomenon is important because it has an increasing impact on our value system and our behavioral attitudes. The paper describes the possible directions in the study of the journalistic picture of the world (intentional communicative, linguistic and ethical, axiological ones). As one of the promising methods for such research, the reconstruction of lexical-semantic fields presented in a journalistic text is examined.

Key words: journalistic picture of the world, functional and stylistic picture of the world, language picture of the world.

Metaphorical Image of Ruble in Caricatures Texts (a case study of caricatures in the Moskovskiy Komsomolets newspaper)

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The article is devoted to an analysis of nonverbal means of communication, the so-called visual information as part of a polycode text and, in particular, in its variety – a caricature. The value of a caricature is defined, first of all, by the clarity of information. A metaphor, being a universal way to express an idea, not only bears a certain new sense, but also generates it, being realized both on the verbal and visual caricature levels. The principle of interaction of verbal and visual components in the meaningful semantic structure of a polycode text is their semantic interrelation.

Key words: polycode text, caricature, visual information, ontological direct metaphor, cognitive metaphor.