

ABSTRACTS

Global Context

Graphic Illustration as a Tool for Content Visualization in Business Magazines

Anastasia L. Svitich

Senior Lecturer at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University, svitich-a@mail.ru

The author considers graphic illustrations as a component of content in business publications. For the purpose of studying graphic illustration as a tool for content visualization in print media, the content analysis method was chosen. The analysis of illustrations was conducted along the following main categories: their relationship with the text, the genre and stylistic features of illustrations, the form of their presentation, their format and location.

Key words: graphic illustration, visual communication, business magazines.

Infographics as Media Text in Online Mass Media: Functions and Classification

Yana V. Laykova

PhD student at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University, yanal88@mail.ru

The article is devoted to infographics as modern media text in online mass media. The author analyzes its particular qualities and functions which make it possible to use this format of data presentation in multimedia journalistic articles. In the course of the study, the basic elements of infographics are systematized and its classification is offered.

Key words: infographics, media text, visualization, multimedia, interactive, creolized text.

Mask, Dummy and Persona in 20th century Magazine Illustration

Anna V. Tsvetkova

PhD student at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University, veselinka15@yandex.ru

The motif of mask and dummy transformed by abstract thinking is recurrent for 20th century art and graphic illustration. A universal symbol of the time, the image of man hidden behind a mask, a disguise, a doll and a stereotype displaces the psychological portrait to the periphery of culture. The article examines all the incarnations of masks and dummies represented in magazine illustrations: agnostic, tragic, burlesque, metaphysical and aesthetic ones.

Key words: abstract thinking, mask and dummy, persona, image, graphic illustration.

Agenda

Journalists' Ethics: Reality or Fiction?

Ivan A. Pankeev

PhD, Professor at the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University, iap2007@mail.ru

The article is devoted to the contemporary problems of journalists' professional ethics. The author examines the issues relevant not only to the journalistic community but also to civil society in general. Particular attention is paid to corporate liability for breaching ethical codes.

Key words: journalism, ethics, corporation, responsibility, code.

Professional and Personal Qualities of Russian Journalists: an Assessment by Print and On-line Media Managers

Andrei V. Vyrkovsky

PhD, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, a.v.vyrkovsky@gmail.com

Alexandra V. Lavrenova

Graduate of the Faculty of Journalism, Lomonosov Moscow State University, alexandra.lavrenova@gmail.com

The authors of the paper focus on Russian media managers' attitude towards subordinate employees working in newsrooms. The paper presents a list of the most important professional and personal qualities of journalists suggested by their bosses and describes the most sought-after ones. The authors also draw conclusions about the most widespread motivation schemes in the current practice of journalism.

Key words: media management, editors, journalists, professional competencies, skills, personal qualities, motivation.

Mass Media in Russia

Lifestyle Reform and the Destruction of the Patriarchal Family

(a case study of the Rabotnitsa and Krestyanka magazines)

Olga D. Minaeva

PhD, Associate Professor, Head of the Chair of History and Legal Regulation of Domestic Media, Faculty of Journalism, Lomonosov Moscow State University, ominaeva@yandex.ru

The article examines the ways in which the theme of family is interpreted in the Rabotnitsa and Krestyanka magazines in the 1920s. The lifestyle reform and the destruction of the patriarchal family were of great importance for Soviet women's liberation and for their involvement in the industrial and public sectors.

Key words: history of Soviet journalism, Rabotnitsa, Krestyanka, family and lifestyle reform.

Radio Broadcasting and Recent Technologies (a case study of the Vesti FM radio station's website)

Irina V. Litvinenko

PhD student at the Chair of Television and Radio Broadcasting, Faculty of Journalism, Lomonosov Moscow State University, myauchernot@mail.ru

The development of the Internet leads to new ways of delivering and accessing information. In the article, the author considers the new version of the Vesti FM radio station's

website launched in 2012 and analyzes its content in terms of world media industry standards.

Key words: radio broadcasting, Vesti FM, the Internet, website.

Mediatext

Journalistic Picture of the World: towards the Research Methods (Part 2)

Olga M. Afanasieva

PhD, Associate Professor at the Chair of Media Speech, Mass Media Institute, Russian State University for the Humanities, Olga.Afanacieva@mail.ru

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.

Linguo-Cognitive Modeling of the Ways to Present News Topics in the Blogs of Contemporary Media (a case study of Russian, Anglo-American and Turkish online mass media)

Alla V. Guslyakova

PhD, Associate Professor at the Chair of West European Languages and Methods of Their Teaching, Moscow Pedagogical State University, a_v_guslyakova@rambler.ru

Natalia G. Talanova

Master's student at the Chair of West European Languages and Methods of Their Teaching, Moscow Pedagogical State University natalytuz51@mail.ru

Anastasia A. Timofeeva

Master's student at the Chair of West European Languages and Methods of Their Teaching, Moscow Pedagogical State University, padme.timofeeva@yandex.ru

This article represents and characterizes the most frequent linguo-cognitive models of news topics in the blogs of Russian, Anglo-American and Turkish online periodicals. The modeling method applied in the research reveals deep inner links among various linguistic structures and their cognitive features. The linguo-cognitive models identified in the research contribute to a better understanding of the media text and media discourse as well as to the interaction between mass media and society in Russia and abroad.

Key words: linguo-cognitive modeling, linguo-cognitive model, media text, news topics.

Towards the 70th Anniversary of the Victory

N. A. Nekrasov at the Front

(Towards the 70th Anniversary of Victory in the Great Patriotic War of 1941–1945)

Boris I. Esin

PhD, Professor at the Chair of History of Russian Literature and Journalism, Faculty of Journalism, Lomonosov Moscow State University, ruslit.msu@yandex.ru

The author of the paper, Distinguished Professor of Moscow University Boris Ivanovich Esin, recalls the important role played by literature at the time of the Great Patriotic War. During short lulls in the fighting, he would read to the soldiers some chapters from N. A. Nekrasov's poem "Who Lives Well in Russia". The poem describing the spiritual strength of the Russian people gave confidence in the inevitable Victory over the enemy.

Key words: N. A. Nekrasov, poem, the Great Patriotic War.