## Content

Editorial	
Towards Media Research as a Topical Area of Scientific Knowledge Elena Vartanova	8
Global Context	
Graphic Illustration as a Tool for Content Visualization in Business Magazines	12
Infographics as Media Text in Online Mass Media: Functions and Classification Yana V. Laykova	20
Mask, Dummy and Persona in 20th century Magazine IllustrationAnna V. Tsvetkova	31
Agenda	
Journalists' Ethics: Reality or Fiction? Ivan A. Pankeev	42
Professional and Personal Qualities of Russian Journalists: an Assessment by Print and Online Media Managers Andrei V. Vyrkovsky, Alexandra V. Lavrenova	49
Mass Media in Russia	
Lifestyle Reform and the Destruction of the Patriarchal Family	58
Radio Broadcasting and Recent Technologies (a case study of the Vesti FM radio station's website) Irina V. Litvinenko	67
Mediatext	
Journalistic Picture of the World: towards the Research Methods (Part 2) Olga M. Afanasieva	72
Linguo-Cognitive Modeling of the Ways to Present News Topics in the Blogs of Contemporary Media (a case study of Russian, Anglo-American	7.0
and Turkish online mass media) Alla V. Guslyakova, Natalia G. Talanova,Anastasia A. Timofeeva	/8
Towards the 70 <sup>th</sup> Anniversary of the Victory	
N. A. Nekrasov at the Front	90