

# ABSTRACTS

## **Global Context**

*From the Ancient Mystery to the Rituals and Secrets of Modern PR  
(towards the theatricalized forms of political communication)*

Svetlana A. Shomova

PhD, Professor at the Media Department, National Research University Higher School of Economics, [sshomova@yandex.ru](mailto:sshomova@yandex.ru)

The paper written in the socio-cultural paradigm of studying the problems of political PR is dedicated to the mystery as one of the little-studied forms of theatricalizing modern political communication. In the paper, the author comprehends the essence of this cultural phenomenon and its manifestations in the political and communication systems of today. The author also discusses the features and capabilities of the archetype of the secret as a significant component of the mystery in the interaction with the audience.

Key words: political communication, political PR, mystery, secret, ritual.

*Rock Culture in Sounds and Words*

*(on the concept of musical and journalistic interpretation)*

Oleg V. Sineokiy

PhD, Associate Professor, Professor at the Chair of Journalism, Zaporozhye National University, [olegwsineoky@rambler.ru](mailto:olegwsineoky@rambler.ru)

The author analyzes the history of rock culture from the perspective of musical and journalistic interpretation. In this article, the phenomenon of musical sound recording is for the first time presented in the mirror of rock writers' reflection. Special attention is paid to the social and creative aspects of producing "texts of rock" as a special post-recording information process. The author proceeds from the innovative premises of interpretivism, a modern research method, which, against the background of the existing scientific publications, extends the theory of journalism. As an empirical basis, the author uses journalistic texts from newspaper and magazine periodicals as well as some works of Soviet, Russian, Ukrainian and foreign writers.

Key words: rock culture, sound recording, music, text, journalism.

## **Agenda**

*Russia's Post-Soviet Photojournalism: on the Formation of Its Specificity*

Maria A. Krashennikova

PhD degree-seeking student at the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University, [mashagarnova@gmail.com](mailto:mashagarnova@gmail.com)

In the paper, the author identifies the factors that determined the specificity of national photojournalism after the beginning of perestroika and the collapse of the Soviet Union and draws attention to the formation of the new Russian media system and the advent of the digital era, which contributed to the early transformation of the conservative system of the Soviet media space.

Key words: Russian photojournalism, media, digital technologies, media system transformation.

*Copyright in Photo Business*

*(a case study of Russian stock photography)*

Elena E. Pominova

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, [elenapominova@yandex.ru](mailto:elenapominova@yandex.ru)

The paper describes the cases of copyright violation in photography. In a case study of the Russian photostock Lori, the author examines the ways photographs can be protected from illegal use and the characteristic features of the copyright system.

Key words: copyright, photography, the Internet, photostocks.

*Mass media abroad*

*Mechanism for Applying the Patriot Act in the U.S. Press in 2011–2013*

*(a case study of publications in The Washington Post, The Washington Times and The New-York Times newspapers)*

Anatoly V. Bochinin

PhD student at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University, Senior Reporter of the TASS news agency, [anbochinin@yandex.ru](mailto:anbochinin@yandex.ru)

The topic of this paper is the coverage of the U.S. Patriot Act, adopted in response to the major terrorist attack of 2001 in the USA, in three leading American newspapers of different political orientations. Using the example of this document, the author studies the effectiveness of the legal framework for the American media under the ongoing confrontation of terrorist organizations and society.

Key words: the USA, press, terrorism, the Patriot Act.

*British National Newspapers in Social Media*

*(a case study of the Facebook social network and Twitter microblog)*

Svetlana V. Volokhina

PhD student at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University, [s.volokhina@yandex.ru](mailto:s.volokhina@yandex.ru)

The article examines the consumption behavior of subscribers to British quality and mass national newspapers on the Facebook social network and Twitter microblog. The article studies the periods before and after the introduction of paywalls for online content by The Daily Telegraph and The Sun. It also examines the prospects for promoting editorial content online by developing social media communication with readers of the traditional press.

Key words: British national newspapers, The Daily Telegraph, The Sun, social networks, social media, Facebook, Twitter, journalism.

**Journalism Education**

*Timofey Antropov, an Architect of Journalistic Cadres*

*(the main biographical landmarks)*

Alexei I. Kondratenko

PhD, Associate Professor at the Chair of Journalism and Public Relations, Orel State University, [istorik57@yandex.ru](mailto:istorik57@yandex.ru)

Timofey I. Antropov was one of the founders of journalistic education in the Soviet Union: he taught at the Communist Institute of Journalism in Moscow; in the end of the 1930s he worked as a Director of Orel Newspaper Party School; in the post-war years he was the first Head of the Department of Journalism at the Philological Faculty of Moscow State University. In a case study of archive materials, the author of the paper focuses for the first time on Timofey I. Antropov's main biographical landmarks associated with his contribution to the development of journalistic education.

Key words: education, Communist Institute, Party School, Department of Journalism.