

# ABSTRACTS

## **Editorial**

*Elena Vartanova*

## **Global Context**

*Political Street Art: the Art of Performance or a PR Technology?  
(towards the theatricalized forms of political communication)*

*Svetlana A. Shomova*

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This paper is a continuation of the study into the possible kinds and forms of theatricalization of modern political communication. This time the focus of attention is on political performance and political street art. The study conceptualizes the essence of these phenomena and their effectiveness as a tool of interaction with the mass audience and a specific PR-technology.

Key words: political communication, PR technologies, performance, street art.

*National Branding of France*

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The article focuses on the aspects in the formation of the national branding of France in 2014. The author examines the brand communications, which are executed in all the areas designated in S. Anholt's hexagon and, as a whole, appear to be elements of the overall strategy of positioning a successful national brand.

Key words: national brand, national branding, public relations, France.

## **Agenda**

*Russian Blogosphere: a Search for an Audience Niche in the National Information Field*

*Pavel V. Ushanov*

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The paper considers the factors affecting legalization of the Russian blogosphere as a segment of the national information field and describes its communication specifics. In this context, the author attempts to isolate its audience niches.

Key words: blogosphere, blogger, communication specifics, media landscape, intellectual magazines.

*Communication Practices of Press Offices for Regional Government Agencies under the New Media Environment*

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The paper examines the communication practice of the press offices for the government agencies in the Nizhniy Novgorod region under the new media environment and describes the particular features of their engagement with the audience and the media. Nowadays, the use of digital technologies in public relations underlies the interaction of regional government agencies with people. It is also important to take into account that the development pace of innovative information processes varies from region to region, and there are several factors this pace depends on.

Key words: media environment, press office, government agencies, the media, communication practices.

### **Mass Media in Russia**

*Convergent Media Projects in Contemporary Sports Journalism*

(a case study of the Sovetskiy Sport and Sport-Express newspapers)

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The article describes the convergent sports media projects that combine equally successful print and online versions and analyzes the transformation processes in the Russian sports media in the context of contemporary media business. Drawing on the particular projects within the framework of convergent media, the author explores the experience of the largest media outlets targeting the national audience.

Key words: hybrid media, sports journalism, media business, media convergence.

*Influence of Digital Technologies on the Development of Russian Sports Photojournalism (1991-2014)*

Maria A. Vaschuk

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The paper examines the influence of digital technologies on the work of sports photographers in Russia. The author analyzes the modern trends in the industry's development and focuses on the following parameters of its evolution: the rate of photo transmission, the need for a large number of photos from one sporting event, the importance of taking the picture of a crucial moment, a great interest in details, new ways to present photographic material on the Internet and a widespread use of innovative technologies in shooting.

Key words: digital technologies, sports photojournalism, photography, photo editor, editorial office.

### **Literature and Essays**

*Journalism in N.A. Nekrasov's Poetic Heritage*

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The paper analyzes A.N. Nekrasov's poems in which he talks about 19th century Russian journalism. His poetic oeuvre included numerous facts and the evaluation of their role in the progressive advance of journalism in the 1820s – 1870s. The poems touch upon the issues of censorship, reflect the lives of journalists, publishers, readers and essay writers such as F.V. Bulgarin, N.A. Polevoi, A.A. Kraevski, M.N. Katkov and others.

Key words: 19th century Russian literature, N.A. Nekrasov's poetic heritage, censorship, reader, publishers.

*Journalism of N.K. Krupskaya and A.V. Kollontai in Shaping the Ideology of Women's Emancipation*

*Olga Minaeva*

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The article analyzes the journalistic heritage of the notable figures of the Soviet era A.M. Kollontai and N.K. Krupskaya in the context of the Bolsheviks' ideas about the paths of women's emancipation in the 1920s.

Key words: history of Russia, history of the Russian media, women, liberation, journalism.

*Andrei Platonov's story "For Future Use" in Soviet Critical Reviews*

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The paper is an analysis into the critical reviews of Andrei Platonov's story "For Future Use". The author aims to reveal the cognitive significance of biased texts. The paper also highlights the strategy of Andrei Platonov's creative behavior.

Key words: Andrei Platonov, "For Future Use", literary criticism, Stalin, idiocy.

## **Journalism Education**

*The Virtual Museum of the Russian Press*

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The paper examines the structure and content of the website for the Museum of the Russian Press. Special attention is paid to the sections that are likely to improve the effectiveness of journalistic education. The author focuses on the kind of materials which can be helpful for lecturers and students and highlights those aspects that are essentially important for studying the history of Russian journalism.

Key words: website, virtual museum, the Russian press, journalism, magazines, media persons.