

ABSTRACTS

Editirial

Is "Homo mediatus" an outcome of social development?

Elena Vartanova

Global Context

Sophistic Principles and Techniques in Modern Journalistic Practice

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In this article, the Ancient Greek sophistry is considered as a sociocultural phenomenon. It is argued that cultural and moral relativism is in demand by modern man both in the personal and professional spheres of his existence. The authors demonstrate examples of sophistic techniques in journalistic materials and offer a targeted education of a media-literate audience through quality media as a counteraction to logical, grammatical and psychological tricks used by some journalists.

Key words: Ancient Greek sophistry, cultural and moral relativism, sophisms, modern journalism, media education.

Agenda

Russian Media Managers in Response to Convergence: Working Processes, Competencies and Personal Qualities

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The article presents the results of a study into Russian media managers' professional activities given the current stage of media industry development. The author has explored the structure of their work and the combination of their most important professional competencies and personal qualities. The transformation of Russian media managers' work in response to the ongoing convergence has been analyzed as a particular issue.

Key words: media managers, working processes, professional competencies and personal qualities, convergence, motivation.

Work of Foreign Correspondents in Russia: the Legal and Creative Aspects

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In the article, the author analyzes the normative documents which regulate the activities of foreign correspondents in Russia. Besides, the work presents the results of a pilot survey of a group of English-speaking correspondents working in Russia in news bureaus of foreign media companies. The data obtained allow the author to identify the main particularities

of the work done by foreign media journalists and the problems they face in covering all kinds of events. Based on the interviews, the author formulates some guidelines for people willing to work as foreign journalists in Russia.

Key words: foreign correspondent, foreign media, international journalist, working with news sources, the Law on Mass Media.

Mass media abroad

Development of the Internet in China (2013–2015)

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The paper focuses on China's national Internet, which, at the present stage of development, outperforms the other media of the country. The author studies the Chinese system of Internet regulation, one of the most highly developed in the world, and examines its characteristic features as well as the importance of mobile access for the population of the country.

Key words: the Internet, global internet services, online advertising market, mobile access, Wi-Fi.

National and Global Cultural Values: the Art of Dialogue

(a case study of the Azg-Mshakuyt weekly)

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The author studies the issue of national and global cultural values in the context of dialogue. The aim of the paper is to reveal the correlation of these values, as well as to examine the forms of their expression in the discourse of the Armenian weekly "Azg-Mshakuyt" ("Nation-Culture"). The author concludes that in this "theatre of communication" it is of primary importance for the newspaper not only to maintain and reproduce the axiological code of the national culture but also to tranquilly meet global civilization challenges.

Key words: culture, values, national and global culture, internal and external dialogue, past time and present time.

Some Aspects of the Struggle for Catalonia's Self-Determination

(a case study of La Vanguardia, El Periodico de Catalunya and El Punt Avui newspapers for 2013–2014)

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The article considers the main aspects of Catalonia's struggle for self-determination as covered in the leading Catalan Spanish-language and Catalan-language newspapers for 2013-2014. The author also analyzes the public debate in the media on this issue.

Particular attention is paid to the gender dimension of the struggle for Catalonia's independence from Spain.

Key words: Spain, Catalonia, self-determination, referendum, gender.

Mediatext

*Combinatorics in an Advertising Headline as a Way to Achieve Hyper-Expressivity
(a case study of Russian-language specialized magazines in Ukraine)*

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The article deals with headlines in Russian-language advertising magazines published in Ukraine. Their informative and expressive characteristics are analyzed in terms of a combination of lexical and grammatical components of the utterance, Cyrillic and Latin letters (graphic hybridization) as well as verbal and non-verbal means. The authors suggest that all these techniques are used to ultimately achieve hyper-expressivity in a small-scale text.

Key words: combinatorics, lexical and grammatical components, contamination, hyper-expressivity.

Literature and Essays

Views of Emigrant Philosophers N.S. Trubetsky and G.P. Fedotov on National Issues: Warnings and Prognoses (a case study of emigrant periodicals of the 1920s – 1940s)

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The article analyses the articles by N.S. Trubetsky (1920–1930) and G.P. Fedotov (1930–1940) devoted to national issues. Their prognoses have become a reality and warnings have retained their relevance and political significance.

Key words: national awareness, national identity, nationalism, federation.

Mark Twain's Journalistic Hoaxes: Functions and Interaction of Fact and Fiction

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In the paper, four Mark Twain's journalistic hoaxes are analyzed. The purposes and functions of these works known to be at the crossroads of journalism and literature are considered. The author stresses the distinction between the hoaxes which involved veiled criticisms of social evils and those ones which contained the news invented by Mark Twain for purely entertainment purposes.

Key words: Mark Twain, hoax, American journalism, practical joke, play in journalism.