

ABSTRACTS

Editorial

Elena Vartanova

Vital Task of the Russian Theory of Journalism

Global Context

On Sociologists' Contribution to the Theory of Communication

(according to research in the USA in the 1930s)

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The paper gives an overview of a sociological research on the panic that followed the broadcast of the radio play "The War of the Worlds" based on Herbert Wells' novel. Some listeners mistook the play for news of a real Martian invasion. This can be accounted for by a rise in radio penetration, an emergence of various report formats and an increased level of anxiety in society.

Key words: radio penetration, report format, panic phenomenon, sociological research on panic, factors of audience influence.

Media Communications in the Focus of Digital Transformations

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Technological innovations and their evolutionary development stimulate the formation of the information society, contribute to the growth of information flows, which increase both the number of mass communications and, apparently, their degree of efficiency. But mass consumption of information, including that which is semantically meaningful and informative, is not identical to knowledge acquisition as a systemic process of personality formation. As a result, the problem of assessing the quality of media content (news, audiovisual works, promotional products, etc.) comes to the fore, which forces us to reconsider the significance and context of the interaction between media communications structurally transformed at the stage of the digital media market.

Key words: media communications, mass communications, society, digital technologies, media space, information society.

Agenda

Convergence of Media Theory and Media Practice as a Key to Resolving Problem Situations (Reflections following the panel session "Ethics and Law as Regulators of the Dialogue between the Media, Society and Government" of the research and practice conference "Journalism in 2014")

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The article represents the authors' reflections on the ideas expressed in the presentations given at the panel session "Ethics and Law as Regulators of the Dialogue between the Media, Society and Government" of the research and practice conference "Journalism in 2014". In accordance with this, the direction of the reflections is specified by the speakers' statements in the form of quotations. However, the reflections are subordinated to one and the same task: to understand the causes of the problem raised in the presentation and find the ways of solving it. The purpose of this article is to make this task clear.

Key words: regulators of media activities, journalistic freedom, professional journalist and blogger, press release, institutional development of the media.

Dialogue of Cultures and the Multiethnic Media Space in Russia

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The author analyzes the problems of dialogue of cultures and multiethnic media space in Russia at the present stage. The paper considers the theories of cross-cultural interaction and the crisis of the ideology of multiculturalism. It focuses on the study of Russian positive experience of long-term relations among peoples based on a fusion of their historical destinies. The competence of the media in covering this issue and some of the most successful media projects related to it are discussed.

Key words: Russia, dialogue of cultures, multiculturalism, media space, media.

Mass Media in Russia

Newspapers of Small Cities and Towns in Dialogue with the Audience

(based on the findings of a sociological study)

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The article studies the dialogic relations between editorial boards and their audiences, which manifest themselves in the attitudes of newspaper editors and journalists in small cities and towns of Russia, and examines how they compare with the real content of newspapers. The findings of a survey of editors and journalists and content analysis of local newspapers indicate that editorial boards closely interact with their audience through a variety of forms, including the use of modern communication technologies. The ways to improve the dialogue forms of textual and non-textual interaction are identified.

Key words: urban newspaper; dialogue with the audience, expression of public opinion, content analysis study.

Photo Essay in the Sovetskoye Foto Magazine

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The paper analyzes the specific features of the genre of a photo essay and the way it was presented in the Sovetskoye Foto magazine in the 1970s.

Key words: Sovetskoye Foto, photo essay, targeted plan, frame symbol, photomontage.

Mission of Vasily Nikiforov as a Public Figure, Publisher and Editor

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In this paper, the author examines the activities of Vasily Nikiforov-Kulumnuur (1866–1928), who was an educator, social and political activist and leader of the Yakut intelligentsia. Particular attention is given to his role in founding the first newspapers and magazines in Yakutia in the Sakha language.

Key words: Vasily Nikiforov, "Union of Yakuts", history of Yakut journalism, national consciousness.

Girls' Boarding Schools under the Attack of Periodicals

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On the basis of some materials from the archives and periodical press, this article looks at the media campaign unleashed against traditional female educational establishments, Mariinsky closed girls' boarding schools, and analyses the causes of the attack.

Key words: women's education, Mariinsky boarding schools, periodical press, censorship, reforms.

Literature and Essays

Stepan Burachok's Critical Assessment of Mikhail Lermontov's Lyrical Poetry

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The article analyzes an assessment of Mikhail Lermontov's lyrical poetry, his only lifetime poetic collection "Mikhail Lermontov's poems" (St. Petersburg, 1840), expressed by Stepan Burachok, the editor of the conservative magazine *Mayak*. The moralizing pathos and emphasized piety of Burachok's criticism determined his negative assessment of the ideological content of Lermontov's collection, although due respect was given to the perfection of the poetic form. According to the *Mayak* editor, Lermontov's attitudes were based on egoism and profound willfulness which led to the poet's conflict with the surrounding world. As a matter of fact, the features of Lermontov's lyrical hero were associated with the poet himself seen by Burachok as a person who was hopelessly far from religion and national spirit.

Key words: Burachok, Lermontov, *Mayak*, Belinsky, literary criticism.