

Abstract

In Memoriam of Ya.N. Zassoursky

“To Be Happy, One Should Teach at Moscow University...”

Ya.N. Zassoursky’s Life and Fate

@ Grigory V. Pruttskov

PhD in Philology, Associate Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), pruttskov@gmail.com

“He Is Worldwide Indeed...”

@ Luiza G. Svitich

Doctor of Philology, Leading Researcher of the Faculty Journalism, Lomonosov Moscow State University (Moscow, Russia), svitichb@yandex.ru

The Key Theme of Ya.N. Zassoursky’s Scientific Research Was Closely Linked to Understanding the Role of Media

@ Mihail V. Shkondin

Global Context

Bank Promotion in the Online Environment (a case study of Sberbank)

@ Galina G. Shchepilova

Doctor of Philology, Professor, Head of the Chair of Television and Radio Broadcasting, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), shgg@yandex.ru

@ Aleksandra N. Ponomareva

Master Student of the Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), aleexjour@gmail.com

Abstract

This paper analyzes the communication technologies of the largest bank in Russia – Sberbank – in the online environment. Mastering the Internet as a new communication platform and a channel for advertising distribution appears to be a complex enough process. This remains so until a single instrumental matrix is formed as was the case with traditional media. The powerful capabilities of the Internet are highly competitive. They make advertisers seek new forms of creating advertising content able to attract target audiences.

Keywords: promotion, digitalization, marketing communications, online platforms, social networks.

Notes

Banki aktivno vnedrajut dopolnennuju real’nost’ v reklamu uslug [Banks Actively Introduce Augmented Reality into Advertising of Goods]. *Sostav*. 2021. February 12. Available at: <https://www.>

sostav.ru/publication/banki-aktivno-razvivayut-immersivnye-prodazhi-47291.html?utm_source=sostav&utm_medium=article&utm_campaign=relap&utm_content=article (accessed: 12.03.2021).

Banki povysili stavki blogeram. Finansovye organizacii narastili zatraty na prodvizhenie v soc-setjah [Banks Have Raised Rates for Bloggers. Financial Organizations Have Increased Expenditures for Social Network Promotion]. *Kommersant*. 2019. November 19. Available at: <https://www.kommersant.ru/doc/4163402> (accessed: 16.08.2021).

Chat-boty, AR i eshhe tri trenda interaktivnogo marketinga v 2021 g. [Chatbots, Augmented Reality and Another Three Trends of Interactive Marketing in 2021]. *Sostav*. 2021. April 15. Available at: <https://www.sostav.ru/publication/smit-studio-48135.html> (accessed: 17.04.2021).

Kak nauchit' detej finansovoj gramotnosti i nabrat' 1,7 mln prosmotrov: kejs «SberKids» [How to Teach Children Financial Literacy and Score 1.7 mln Views: the case of SberKids]. *Sostav.ru*. 2021. February 10. Available at: <https://www.sostav.ru/publication/everest-47252.html> (accessed: 12.03.2021).

Konsolidirovannaja finansovaja otchetnost'. Publichnoe akcionernoje obshhestvo «Sberbank Rossii» i ego dochernie organizacii za 2020 g. s auditorskim zakljucheniem nezavisimogo auditora [Consolidated Financial Statements. Public Joint-Stock Company Sberbank of Russia and Its Subsidiaries for 2020 with an Audit Report from an Independent Auditor]. Available at: https://www.sberbank.com/common/img/uploaded/files/info/ifrs2020/04/ifrs_4q_public_all2020_0403ru.pdf (accessed: 25.04.2021).

Mediascope: kakoe mesto zanimajut tehnologii v zhizni rossijan [Mediascope: Which Place Technologies Take in the Life of Russians]. *Adindex.ru*. 2019. May 27. Available at: <https://adindex.ru/news/researches/2019/05/27/272421.phtml> (accessed: 13.04.2021).

Prepare for the Voice Revolution. Available at: <https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/voice-assistants.html> (accessed: 13.04.2021).

Rejting krupnejshih reklamodatelej 2020 [Most Prominent Advertisers Rankings 2020]. *Adindex.ru*. 2020. April 20. Available at: <https://adindex.ru/news/marketing/2020/04/9/280820.phtml> (accessed: 13.04.2021).

Takogo ot banka ne zhdali. Vstrechajte novyj Instagram Sberbanka [No One Expected This from the Bank. Meet New Sberbank Instagram]. *VC.ru*. 2019. June 31. Available at: <https://vc.ru/marketing/77489-takogo-ot-banka-ne-zhdali-vstrechajte-novyj-instagram-sberbanka> (accessed: 23.04.2021).

References

Bagiev G.L., Janenko M.B., Janenko M.E. (2017) K voprosu formirovaniya i sovershenstvovaniya cifrovoi platformy organizacii i upravleniya marketingovoj dejatel'nost'ju firmy: problemy i zadachi [Towards the Formation and Improvement of the Digital Platform for Organizing and Managing Company's Marketing Activity: Problems and Challenges]. *Problemy sovremennoj ekonomiki* 2 (62): 127–132.

Kaplunov D.A. (2018) *Kontent, marketing i rok-n-roll. Kniga-muza dlja pokoreniya klientov v internete* [Content, Marketing and Rock'n'Roll. Inspiration Book for Conquering Clients on the Internet]. 3rd ed. Moscow: Mann, Ivanov i Ferber Publ.

Kotler F., Keller K.L. (2014) *Marketing-menedzhment* [Marketing-Management]. St. Petersburg: Piter Publ.

Rovenskiy Ju.A., Natocheeva N.N. (2017) *Bankovskij marketing* [Banking Marketing]. Moscow: Prospekt Publ.

Senderov D.V., Romatov E.V. (2018) *Marketingovye kommunikacii: uchebnik dlja vuzov* [Marketing Communications : Manual for Universities]. St. Petersburg: Piter Publ.

Shchepilova G.G., Shchepilov K.V. (2019) *Osnovy reklamy: uchebnik dlja bakalavrov* [Advertising Basics: a Study Guide for Bachelors]. Moscow; Berlin: Direkt-Media Publ.

Taleb N.N. (2007) *The Black Swan: The Impact of the Highly Improbable*. U.S.: Random House; U.K.: Allen LaneAllen.

Banking Structures in the Russian Media Market: Economic Relationships with Media Holdings

@ Sergey S. Smirnov

PhD in Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), smirnov_s@rambler.ru

Abstract

This paper considers the types of property and financial ties of large Russian banks with the media holdings under control. The task confronting the author is to find out in what way, legally, banks possess media assets and whether the media business participates in banks' overall financial indicators. Three notable cases were selected for the study: GazpromBank – Gazprom-Media, Russia Bank – National Media Group and Sberbank – Rambler Group. The source of information for analyzing ownership structures was the Main Interregional Center of ROSSTAT accessible through the service Integrum.Companies. The fact of inclusion of the media business into banks' corporate financial reporting was established in accordance with the documents published on official websites within the framework of normative information disclosure requirements.

Consequently, the characteristics of ownership structures of three large media associations were identified as well as banks' different approaches to consolidated reporting. In the case of Sberbank and Rambler Group and also GazpromBank and Gazprom-Media, the property and financial ties were fully confirmed while in the case of Russia Bank and National Media Group they proved to be absolutely non-obvious. The author concluded that when using the concept "bank holding company" in media sphere, what is needed is a detailed legal examination, because such economic relationships cannot always be formally proved.

Keywords: bank, media holding, concentration, legal entity, share, control, reporting.

Notes

Informacija dostupna na oficial'nyh sajtah bankov [Information Is Available on Banks' Official Websites]. Available at: <https://abr.ru/about/corporate-reporting/>; <https://www.gazprombank.ru/about/disclosure/>; <https://www.sberbank.com/ru/investor-relations/reports-and-publications>

Istochnik: finansovyy portal «Banki.ru» [Source: the Banki.ru Financial Portal]. Available at: <https://www.banki.ru/banks/ratings/> (accessed: 10.09.2021).

Tadviser. SMI v Rossii [Mass Media in Russia]. Available at: https://www.tadviser.ru/index.php/%D0%A1%D1%82%D0%B0%D1%82%D1%8C%D1%8F:%D0%A1%D0%9C%D0%98_%D0%B2_%D0%A0%D0%BE%D1%81%D1%81%D0%B8%D0%B8

References

Blinova O.N. (2001) *Mediainperii Rossii. Na sluzhbe gosudarstva i oligarii* [Russian Media Empires. In Service of the State and Oligarchy]. Moscow: Political Information Center Publ.

Gurevich S.M. (2006) *Ot izdatel'skogo doma – k mediaholdingu* [From the Publishing House to the Media Holding]. *Mediascope* 1. Available at: <http://www.mediascope.ru/от-издательского-дома-к-медиахолдингу>

Ivanickij V.L. (2010) *Modernizacija zhurnalistiki: metodologicheskij etjud* [Journalism Modernization: a Methodological Essay]. Moscow: Moscow St. Univ. Publ.

Kachkaeva A.G. (2000) Rossijskie sredstva massovoj informacii, vlast' i kapital (k voprosu o koncentracii SMI v Rossii) [Russian Mass Media, Power and Capital (Towards Media Concentration in Russia)]. In: Vinokurov G.V., Rihter A.G., Chernyshov V.V. (eds.) *Pravovoe regulirovanie koncentracii i prozrachnosti SMI* [Legal Regulation of Media Concentration and Transparency]. Moscow: Center for Law and Media Publ., pp. 30–100.

Kirija I.V. (2009) Aktual'nye voprosy teorii mediakapitala [Topical Issues in the Theory of Media Capital]. *MediaAl'manah* 6: 16–27.

Makeenko M.I., Kugusheva A.A. (2015) Projavlenie interesov osnovnyh sobstvennikov v vypuskah novostej telekanalov (na primere NTV i REN) [Revealing Interests of Major Owners in Newscasts of Controlled TV Channels (cases of NTV and REN)]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 1: 3–21.

Misonzhnikov B.Ja. (ed.) (2017) *Sovremennij mediaholding: formy sushhestvovaniya i problemy institucionalizacii* [Modern Media Holding: Forms of Existence and Problems of Institutionalization]. Moscow: FLINTA: Nauka Publ.

Muhin A.A. (2005) *Mediaimperii Rossii* [Russian Media Empires]. Moscow: Eksmo Publ.

Smirnov S.S. (2014) *Mediaholdingi Rossii: nacional'nyj opyt koncentracii SMI* [Russian Media Holdings: National Experience of Media Concentration]. Moscow: MediaMir Publ.

Vartanova E.L. (2014) *Postsovetskie transformacii rossijskih SMI i zhurnalistiki* [Post-Soviet Transformations of Russian Mass Media and Journalism]. Moscow: MediaMir Publ.

Zasurskij I.I. (2001) *Rekonstrukcija Rossii. Massmedia i politika v 90-e gody* [Reconstruction of Russia. Mass Media and Politics in the 1990s]. Moscow: Moscow St. Univ. Publ.

Zasurskij Ja.N. (2007) *Iskushenie svobodoj. Rossijskaja zhurnalistika: 1990–2007* [The Temptation of Freedom. Russian Journalism: 1990–2007]. Moscow: Moscow St. Univ. Publ.

Agenda

Technological Innovations as Object of Journalistic Analysis in Business Media: Research Capacity

@ Daniil S. Ilchenko

Researcher at the Problem Research Laboratory for Complex Studies of Current Issues of Journalism, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), ilchenkod@yandex.ru

@ Tatiana I. Frolova

Doctor of Philology, Professor at the Chair of Periodical Press, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), t_frolova@bk.ru

Abstract

Business media can be an effective tool for solving the tasks of scientific and technological development in the Russian Federation through informing the audience about commercially promising research and developments, analyzing their impact on the economy and social spheres as well as involving the main subjects of the national innovation system in the discussion of topical problems of scientific and technological development. However, scientific and technological issues in the content of business media remain practically unexplored. One of the reasons is the lack of efficient tools for media researchers to investigate this complex topic.

This article presents a methodology for researching the scientific and technological agenda of business media in a case study of the subject-thematic and functional features of texts in analytical genres about technological innovations. The basis for the development of the methodology was the theoretical material, previously unused in Russian media research, about the essence of technological innovations and their varieties, the main subjects of innovation, current trends and challenges of scientific and technological development. The results obtained using this methodology can be in demand not only by practitioners and theorists of the media sphere, but also by specialists in the analysis, development and realization of innovation and scientific technological policy.

Keywords: scientific and technological agenda, methodology, business media, analytical genres, scientific journalism.

Notes

Gosudarstvennaja programma «Nauchno-tehnologicheskoe razvitie Rossijskoj Federacii» [Governmental Program “Scientific and Technological Development of the Russian Federation”]. Available at: <http://government.ru/docs/36310/> (accessed: 09.07.2021).

National Academies of Sciences, Engineering, and Medicine. Communicating Science Effectively: A Research Agenda (2017) Washington (DC), National Academies Press (US) Available at: <https://www.nap.edu/catalog/23674/communicating-science-effectively-a-research-agenda> (accessed: 09.07.2021).

Prioritety nauchno-tehnologicheskogo razvitiya RF [Priorities of Scientific and Technological Development of the Russian Federation]. Available at: <http://fcpir.ru/business/priority-nauchno-tehnologicheskogo-razvitiya/> (accessed: 12.07.2021).

Standard Eurobarometer 82 (2014) Brussels, European Commission. Available at: https://data.europa.eu/euodp/data/dataset/S2041_82_3_STD82 (accessed: 09.07.2021).

Tehnologicheskie platformy [Technological Problems]. Available at: <http://innovation.gov.ru/taxonomy/term/546> (accessed: 12.07.2021).

References

Afanas'eva A., Blinova M., Borisjak D., Vajsberg V. et al. (2012) *Delovaja zhurnalistika* [Business Journalism]. Vyrkovskij A.V. (ed.). Moscow: MediaMir Publ.

Anikina M.E., Baturin Ju.M., Vartanov S.A., Vartanova E.L. et al. (2015) *Populjarizacija nauki v Rossii: strategii mediatizacii i protivodejstvija lzhenauke: Analiticheskie issledovanija po gosudarstvennomu kontraktu № 14.597.11.0010* [Popularization of Science in Russia: Strategies of Mediatization and Counteraction to Pseudo Science. Analytical Studies Under the State Contract № 14.597.11.0010]. Vartanova E.L. (ed.) Moscow: Faculty of Journalist. Moscow St. Univ. Publ.

Amirov V.M. (2018) *Delovaja zhurnalistika: uchebnoe posobie* [Business Journalism: a Study Guide]. Oleshko V.F. (ed.). Moscow: FLINTA Publ.

Averbuh V.M. (2010) *Shestoj tehnologicheskij ukklad i perspektivy Rossii (kratkij obzor)* [The Sixth Technological Mode and Prospects for Russia (a brief review)]. *Vestnik Stavropol'skogo gosudarstvennogo universiteta* 71: 159–166.

Chueva Z.I. (2014) *O terminologii i klassifikacii innovacij* [On the Terminology and Classification of Innovations]. *Finansovaja analitika: problemy i reshenija* 16 (202): 24–29.

Diveeva N.V. (2014) *Populjarizacija nauki kak raznovidnost' massovyh kommunikacij v uslovijah novyh informacionnyh tehnologij i rynochnyh otnoshenij: dis. ... kand. filol. nauk. 10.01.10* [Science Popularization as a Variety of Mass Communications Under New Information Technologies and Market Relations: PhD philol. sci. diss. 10.01.10]. Rostov n/D.

Gurova E.K. (2016) *Populjarizacija nauki: zadachi, strategii, tehnologii. Metodicheskoe posobie dlja zhurnalistov: Analiticheskie issledovanija po gosudarstvennomu kontraktu № 14.597.11.0010* [Science Popularization: Tasks, Strategies, Technologies. A Study Guide for Journalists. Analytical Studies Under the State Contract № 14.597.11.0010]. Moscow: Faculty of Journalism. Moscow St. Univ. Publ.

Emel'janova N.N., Omelaenko V.V. (2015) Rossijskaja nauka v medijnom kontekste [Russian Science in the Media Context]. *Filosofija nauki i tehniki* 20 (2): 42–163.

Frolova T.I. (2015) *Nauka, SMI, obshhestvo: kak dostich' vzaimoponimaniya. Ch. 1. Nauchnyj zhurnalist: missija, zadachi i kompetencii. Metodicheskoe posobie dlja zhurnalistov po vyjaveniju priznakov lzhenauki: Analiticheskie issledovanija po gosudarstvennomu kontraktu № 14.597.11.0010* [Science, Media, Society: How to Achieve Mutual Understanding. Part 1. Science Journalist: Mission, Tasks and Competencies. A Study Guide for Journalists on Detecting Pseudo Science. Analytical Studies Under the State Contract № 14.597.11.0010]. Vartanova E.L. (ed.). Moscow: Faculty of Journalism. Moscow St. Univ. Publ.

Frolova T.I., Suvorova S.P., Ilchenko D.S., Bugaeva A.S. (2016) The Problem of the Quality of Popular Science Texts in the Media. *Voprosy teorii i praktiki zhurnalistiki = Theoretical and Practical Issues of Journalism* 5 (2): 233–246. DOI: 10.17150/2308-6203.2016.5(2).233-246.

Gamson W.A., Modigliani A. (1989) Media Discourse and Public Opinion on Nuclear Power: A Constructionist Approach. *American Journal of Sociology* 95 (1): 1–37.

Haider M., Krepis G.L. (2004) Forty Years of Diffusion of Innovations: Utility and Value in Public Health. *Journal of Health Communication* 9 (sup1): 3–11.

Il'chenko D.S., Lebedenko M.E., Plautina Ju.D. (2017) Tema nauki v novostnyh portalah Kryma v uslovijah smeny gosudarstva [Theme of Science on Crimean News Portals under the Change of State]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 3: 110–129.

Il'chenko D.S. (2018) Soderzhatel'naja model' uspeshnogo nauchno-populjarnogo zhurnala (na primere zhurnala «Populjarnaja mehanika») [Content Model of Successful Popular Science Magazine (a case study of the Populyarnaya Mekhanika Magazine)]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 2: 26–53.

Knjagin V.N. (ed.) (2017) *Novaja tehnologicheskaja revoljucija: vyzovy i vozmozhnosti dlja Rossii. Ekspertno-analiticheskij doklad* [New Technological Revolution: Challenges and Opportunities for Russia. An Expert Analytical Report]. Moscow: Center for Strategic Research Publ.

Kolesnichenko A.V., Pronina E.E., Ilchenko D.S. (2018) Prognozirovanie uspeshnosti obuchenija i posledujushhej professional'noj dejatel'nosti zhurnalista: opyt Masterskoj nauchnoj zhurnalistiki pri fakul'tete zhurnalistiki MGU [Forecasting Students' Academic and Career Achievements (a Study by the School of Science Journalism at the Lomonosov Moscow State University Faculty of Journalism)]. *Voprosy teorii i praktiki zhurnalistiki* 7 (2): 245–265. DOI: 10.17150/2308-6203.2018.7(2).245-265.

Kolesnichenko A.V. (2017) *Tehnika i tehnologija SMI. Podgotovka tekstov: uchebnik i praktikum dlja akademicheskogo bakalavriata* [Media Technique and Technology. Text Preparation: a Manual for Academic Bachelors]. Moscow: Urajt Publ.

Kudina M.V. (2018) *Innovacionnaja jekonomika: uchebnik* [Innovative Economics: a Textbook]. Moscow: Moscow St. Univ. Publ.

Kudina M.V., Sazhina M.A. (eds.) (2019) *Innovacionnaja jekonomika: nauchno-metodicheskoe posobie* [Innovative Economics: an Instructional Guide]. Moscow: «FORUM»: INFRA-M Publ.

Latov Ju.V., Latova N.V. (2018) Rossijskaja tehnologicheskaja innovatika v otechestvennyh SMI (na primere tehnoparkov) [Russian Technological Innovation Studies in Domestic Media (a case study of technology parks)]. *Mir Rossii* 27 (4): 141–162. DOI: 10.17323/1811-038X-2018-27-4-141-162

Lebedev S.A., Kovylin Ju.A. (2012) *Filosofija nauchno-innovacionnoj dejatel'nosti: monografija* [Philosophy of Scientific and Innovative Activity: a Monograph]. Moscow: Akademicheskij Proekt; Paradigma Publ.

Mal'ceva S.V. (ed.) (2019) *Innovacionnyj menedzhment: uchebnik dlja akademicheskogo bakalavriata* [Innovative Management: Textbook for Academic Bachelors]. Moscow: Urajt Publ.

Makarova E.E. (2013) *Nauchno-populjarnye sajty v sisteme SMI: tipologicheskie i profil'nye osobennosti*: dis. ... kand. filol. nauk: 10.01.10 [Popular Science Media Websites: Typological and Profile Characteristics: PhD philol. sci. diss. 10.01.10]. Moscow.

Medovnikov D.S., Rozmirovich S.D. (2019) Eksportiruj i menjajsja: ključevye zadachi bystrorastušhij tehnologičeskij kompanij v Rossii [Export and Swap: Key Challenges Faced by the Fastest Growing Technological Companies in Russia]. *Mir novoj ekonomiki* 13 (2): 6–22. DOI: 10.26794/2220-6469-2019-13-2-6-22

Oganesjan T.K., Styrin E.M., Abdrahmanova G.I., Rozmirovich S.D. et al. (2018) *Cifrovaja Ekonomika: global'nye trendy i praktika rossijskogo biznesa* [Digital Economy: Global Trends and Practice of the Russian Business]. Moscow: High School of Economics Publ.

Ovchinnikova O.M. (2015) *Nauka v onlajn-media: osobennosti reprezentacii v ital'janskom segmente Interneta*: dis. ... kand. filol. nauk: 10.01.10 [Science in Online Media: Specifics of Representation in the Italian Segment of the Internet: PhD philol. sci. diss. 10.01.10]. Moscow.

Parafonova V.A. (2017) *Nauchno-populjarnye zhurnaly v strukture sovremennyh SMI: tipologicheskie i profil'nye osobennosti*: dis. ... kand. filol. nauk: 10.01.10 [Popular Science Magazines in the Structure of Modern Media: Typological and Profile Characteristics: PhD philol. sci. diss. 10.01.10]. Tver'.

Ponomarev A., Dezhina I. (2016) Podhody k formirovaniju prioritetov tehnologičeskogo razvitija Rossii [Approaches to Priorities of Russia's Technological Development]. *Forsajt* 10 (1): 7–15. DOI: 10.17323/1995-459X.2016.1.7.15

Shumpeter J.A. (2007) *Teorija jekonomičeskogo razvitija. Kapitalizm, socializm i demokratija* [Theory of Economic Development. Capitalism, Socialism and Democracy]. Moscow: Eksmo Publ.

Shvab K. (2016) *Četvertaja promyšlennaja revoljucija* [The Fourth Industrial Revolution]. Moscow: Eksmo Publ.

Suvorova S.P. (2013) Predmetno-funkcional'nye osobennosti sovremennyh rossijskij naučno-populjarnykh zhurnalov [Scientific Educational Topics in Modern Press]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 6: 128–134.

Tertychnyj A.A. (2013) *Analiticheskaja zhurnalistika: uchebnoe posobie dlja vuzov* [Analytical Journalism: a Study Guide for Universities]. Moscow: Aspekt Press Publ.

Tertychnyj A.A. (2014) *Zhanry periodičeskoi pečati: uchebnoe posobie dlja vuzov* [Genres of the Periodical Press: a Study Guide for Universities]. Moscow: Aspekt Press Publ.

Toganova N.V., Tihomirov I.A., Kamenskaja M.A., Hramoin I.V. (2016) Tehnologii i innovacii v rossijskij SMI [Technologies and Innovations in Russian Mass Media]. *Innovacii* 10 (216): 110–118.

Udina I.G., Vahrameeva Z.V., Fedotova O.A. (2019) K voprosu izuchenija naučnoj novostnoj informacii (obzor otečestvennykh publikacij) [Towards the Study of Scientific News (a review of Russian publications)]. *Informacionnoe obščestvo* 1–2: 92–100.

Vaganov A.G. (2014) *Spiral' zhanra: ot «narodnoj nauki» do razvlekatel'nogo biznesa. Istorii i perspektivy populjarizacii nauki v Rossii* [Genre Spiral: from "Popular Science" to the Entertainment Business. Stories and Prospects of Science Popularization in Russia]. Moscow: LENAND Publ.

Waldherr A. (2012) The Mass Media as Actors in Innovation Systems. In: Bauer J., Lang A., Schneider V. (eds.) *Innovation Policy and Governance in High-Tech Industries*. Berlin: Springer, Heidelberg, pp. 77–100.

Mass Media in Russia

Russian System of State Management of Photography in Soviet Authors' Works

@ Oleg A. Bakulin

PhD in History, Associate Professor, Head of the Chair of Photojournalism and Media Technologies, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), obakulin@yandex.ru

Abstract

This paper examines the nuances of coverage in Soviet authors' publications of several issues in the history of state management of photography in the first years of the Soviet power.

Keywords: photography, management, Soviet, research, approaches.

References

- Boltjanskij G.M. (1926) Fotografija v Epohu revoljucii [Photography in an Era of Revolution]. *Sovetskoe foto* 3: 72–73.
- Boltjanskij G.M. (1928) Fotoreportazh v Rossii [Photographic Reporting in Russia]. *Fotograficheskij Al'manah*, pp. 82–193.
- Boltjanskij G.M. (1927) Fotoreportazh za 10 let [Photographic Reporting for 10 Years]. *Fotograf* 11–12: 347–353.
- Boltjanskij G.M. (1925) *Lenin i kino* [Lenin and Cinema]. Moscow; Leningrad: [n. p.].
- Boltjanskij G.M. (1939) *Očerki po istorii fotografii v SSSR* [Essays on the History of Photography in the USSR]. Moscow: Goskinoizdat Publ.
- G. B. (1937) Sovetskij fotoreportazh v gody Grazhdanskoj vojny [Soviet Photographic Reporting During the Civil War]. *Sovetskoe foto* 11: 8–9.
- Litvin A.A. (2018) Rossijskaja fotografija v gody Grazhdanskoj vojny [Russian Photography During the Civil War]. In: *Grazhdanskaja vojna v Rossii v fotografijah i kinohronike. 1917–1922* [The Civil War in Russia in Photographs and Newsreel. 1917–1922]. Moscow: Kuchkovo pole Publ., pp. 32–40.
- Magidov V.M. (2012) Istochniki o dejatel'nosti Skobelevskogo komiteta i ego roli v otechestvennom kinoprocesse nakanune i v hode Pervoj mirovoj vojny, Fevral'skoj i Oktjabr'skoj revoljucij 1917 g. [Sources on the Skobelev Committee and Its Role in the Domestic Film Process Before and During World War I, the February and October Revolutions of 1917]. *Vestnik arhivista* 4: 55–70.
- Magidov V.M. (2013) Istochniki o dejatel'nosti Skobelevskogo komiteta i ego roli v Otechestvennom kinoprocesse nakanune i v hode Pervoj mirovoj vojny, Fevral'skoj i Oktjabr'skoj revoljucij 1917 g. [Sources on the Skobelev Committee and Its Role in the Domestic Film Process Before and During World War I, the February and October Revolutions of 1917]. *Vestnik arhivista* 1: 65–81.
- Makarov A.N. (2013) *Informacionno-propagandistskoe soprovozhdenie industrializacii 1929–1941 gg. sredstvami sovetskogo fotoreportazha (na materialah Magnitogorska)*: dis. ... kand. ist. Nauk [Information and Propaganda Support for Industrialization of 1929–1941 by Means of Soviet Photographic Reporting (a case study of Magnitogorsk): PhD hist. sci. diss.] Magnitogorsk.
- Morozov S.A. (1957 b) Fotoreportazh pervyh let Oktjabrja [Photographic Reporting of the First Years of the October Revolution]. *Sovetskoe foto* 2: 3–10.
- Morozov S.A. (1957 a) Rannjaja pora sovetskoj fotografii [The Early Stage of Soviet Photography]. *Sovetskoe foto* 3: 8–14.

Morozov S.A. (1958) *Sovetskaja hudozhestvennaja fotografija (1917–1957)* [Soviet Artistic Photography (1917–1957)]. Moscow: Iskusstvo Publ.

Oganov G. (1979) «Obraznaja publicistika» i vremja [“Image-Bearing Journalism” and Time]. *Sovetskoe foto* 8: 2–3.

Slavnoe dvadcatiletie [Glorious 20 Years]. *Sovetskoe foto*, 1940, no. 1, pp. 2–4.

Stigineev V.T. (2009) *Vek fotografii. 1894–1994: Ocherki istorii otechestvennoj fotografii* [The Age of Photography. 1894–1994: Essays on the History of Domestic Photography]. Moscow: URSS: Librokom Publ.

Stigineev V.T. (2016) *Zarozhdenie sovetskoj fotografii: 1920-e gody* [The Origin of Soviet Photography: the 1920s]. Moscow: Lenand Publ.

Val'ran V.N. (2016) *Sovetskaja fotografija. 1917–1955* [Soviet Photography. 1917–1955]. St. Petersburg: Limbuss Press: K. Tublin Publ.

Volkov-Lannit L.F. (1971) *Istorija pishetsja ob'ektivom* [History Is Made with a Camera Lens]. Moscow: Planeta Publ.

Volkov-Lannit L.F. (1980) *Istorija pishetsja ob'ektivom* [History Is Made with a Camera Lens]. 2nd ed. Moscow: Planeta Publ.

Volkov-Lannit L.F. (1963) Kurs na obraznuju publicistiku [Focus on Image-Bearing Journalism]. *Sovetskoe foto* 4: 4–5.

Volkov-Lannit L.F. (1975) Kurs na obraznuju publicistiku [Focus on Image-Bearing Journalism]. In: *Fotozhurnalist i vremja* [Photojournalist and Time]. Moscow: Planeta Publ., pp. 11–15.

Volkov-Lannit L.F. (1977) Na frontah Grazhdanskoj vojny [On the Frontier of the Civil War]. *Sovetskoe foto* 3: 2–3.

Volkov-Lannit L.F. (1969) Podpisano Leniny [Signed by Lenin]. *Sovetskoe foto* 8: 21–22.

Volkov-Lannit L.F. (1974) Po zavetam Lenina [Lenin's Messages]. *Sovetskoe foto* 1: 1–2.

Volkov-Lannit L.F. (1965) Sobirajte istoriju [Assemble History]. *Sovetskoe foto* 12: 2–3.

Conflicts on the News Agenda: Towards the Issue of Impartiality (a case study of Russian news agencies Interfax and TASS)

@ Anna V. Tolokonnikova

PhD in Philology, Associate Professor at the Chair of Media Theory and Economics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), a.tolokonnikova@mail.ru

@ Maria M. Lukina

PhD in Philology, Associate Professor at the Chair of New Media and Communication Theory, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), maria_lukina@list.ru

Abstract

The authors of the study examined how often conflict-based topics are found to be on the agenda of news agencies. Attention was focused on the publications of the two largest news agencies in Russia – the state-owned agency of the federal level TASS and the non-governmental agency Interfax. The article presents the results of a content analysis of TASS and Interfax publications revealing the specifics of covering conflict situations. The authors analyze participants of the conflicts; key sources of information and how often journalists refer to them through direct and indirect quotations. Particular attention was paid to the issue of maintaining the information balance in the text and presenting the positions of all the conflicting parties. The findings led to the conclusions about whether news reporting was in line with editorial standards and whether journalists were fulfilling their mission of impartial and balanced reporting on conflicts.

Keywords: conflict, news, news agency, sources of information, information balance.

Notes

Kodeks professional'noj jetiki rossijskogo zhurnalista Sojuza zhurnalistov Rossii, 1994 [The Code of a Russian Journalist's Professional Ethics Adopted by the Russian Union of Journalists, 1994]. Available at: <https://www.presscouncil.ru/teoriya-i-praktika/dokumenty/633-kodeks-professionalnoj-etiki-rossijskogo-zhurnalista>

Mediajeticheskij standart – 2015 [The Media Ethical Standard – 2015]. Available at: <https://www.presscouncil.ru/teoriya-i-praktika/dokumenty/4756-mediaeticheskij-standart-2015>.

Predstavitel' OBSE po voprosam svobody SMI. Informacionnyj listok. Pochemu svobodnye SMI imejut bol'shoe znachenie [OSCE Member In Charge of Media Freedom. A News Sheet. Why Free Media Are Important]. 2012. Available at: <https://www.osce.org/ru/fom/31231>

References

Amzin A. (2012) *Novostnaja internet-zhurnalistika: ucheb. posobie dlja studentov vuzov* [Online News Journalism: a Study Guide for University Students]. 2nd ed. Moscow: Aspekt Press Publ.

Bespalova A.G., Kornilov E.A., Korochenskij A.P., Luchinskij Ju.V. et al. (2003) *Istorija mirovoj zhurnalistiki* [History of World Journalism]. Moscow; Rostov-na-Donu: MarT Pul.

Buromenskij M., Shturhechij S., Bilz Je., Betc M. et al. (2016) *Zhurnalistika v uslovijah konflikta: peredovoj opyt i rekomendacii: posobie s rekomendacijami dlja rabotnikov SMI* [Journalism Under Conflict: Progressive Experience and Recommendations. A Manual for Media Workers]. Kiev: Kompanija VAITJe Publ.

Gerasimov V., Pogorelov Ju. (eds.) (2011) *Tehnologija novostej ot Interfaksa* [News Technology from Interfax]. Moscow: Aspekt Press Publ.

Kolesnichenko A.V. (2018) Kriterii otbora novostej v sovremennykh rossiyskikh SMI [News Selection Criteria in Contemporary Russian Media]. *Mediascope* 3. (in Russian). Available at: <http://www.mediascope.ru/2467> DOI: 10.30547/mediascope.3.2018.5

Kolesnichenko A.V. (2008) *Prakticheskaja zhurnalistika: uchebnoe posobie* [Practical Journalism: a Study Guide]. Moscow: Moscow St. Univ. Publ.

Kurmanina T.S. (2020) K voprosu o professional'nyh standartah i jeticheskikh reguljatorah zhurnalista informagentstva [Towards Professional Standards and Ethical Regulators of a News Agency Journalist]. *MedaAl'manah* 4: 80–86. DOI: 10/30547/mediaalmanah.4.2020.8086

Lebedev A.V. (2019) *Redakcionnyj standart TASS* [TASS Editorial Standard]. Filimonov M.G. (ed.) Moscow: Aspekt Press Publ. Available at: <https://www.aspectpress.ru/buy/Лебедев-А-В-Редакционный-стандарт-TACC-p285863368>

Lippman W. (1920) *Liberty and the News*. New York: Harcourt, Brace & Howe.

Lumbeth E. (1992) *Committed Journalism*. Indiana.

MacShane D. (1979). *Using the media*. UK: Pluto Press.

Meyer P. (1973) *Precision Journalism: A Reporters Introduction to Social Science Methods*. Bloomington.

Mihajlov S.A. (2004) *Zhurnalistika Soedinennyh Shtatov Ameriki* [US Journalism]. St. Petersburg: Mihajlov V.A. Publ.

Riwers W. (1984) *News in Print. Wrung and Reporting*. New York: HarperCollins Publishers.

Samarcev O.R. (2009) *Tvorcheskaja dejatel'nost' zhurnalista: ocherki teorij i praktiki* [A Journalist's Creative Work: Essays on Theory and Practice]. Moscow: Akademicheskij Proekt: Gaudeamus Publ.

Shostak M.I. (2016) *Novostnaja zhurnalistika. Novosti pressy* [News Journalism. The Press News]. Moscow: Urajt Publ.

- Siebert F.S., Peterson T., Schramm W. (1956) *Four Theories of the Press*. Urbana: Univ. Toronto Publ.
- Tertychnyj A.A. (2018) Ob'ektivnost' informacii v SMI: dostizhima li ona? [Impartiality of Information in the Media: Is It Possible to Achieve It?]. *Nauchnye vedomosti Belgorodskogo gosudarstvennogo universiteta. Serija: Gumanitarnye nauki* 23 (1): 95–102.
- Vagner I.E. (2013) Informacionnye agentstva v sisteme sovremennyh massmedia: tendencii razvitiya [News Agencies Within Modern Mass Media: Development Trends]. *Vestnik Nizhegorodskogo un-ta im. N.I. Lobachevskogo* 4 (2): 200–206.
- Vartanova E.L. (2002) Sovremennaja mediastrukтура [Contemporary Media Structure]. In: *Sredstva massovoj informacii postsovetskoj Rossii* [Mass Media of Post-Soviet Russia]. Moscow: Aspekt Press Publ., pp. 10–85.
- Vartanova E.L., Viren G.V., Frolova T.I. (2013) Tipologija informacionnyh agentstv [News Agencies' Typology]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 3: 6–30.
- Viren G.V., Frolova T.I. (2015) *Informacionnye agentstva. Kak sozdajutsja novosti* [News Agencies. How News Is Made]. Moscow: Aspekt Press Publ.

Mass Media Abroad

Norms and Rules of Journalists' Behavior on Social Media: an Analysis of Editorial Guidelines of Some Leading English-Language Media Outlets

@ Diana Yu. Kulchitskaya

PhD in Philology, Associate Professor at the Chair of New Media and Communication Theory, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), diana.kulchitskaya@gmail.com

Abstract

The article analyzes the way foreign media regulate journalists' activities on social networking sites. The social media guidelines of six world renowned media outlets are examined (CNN, BBC, AP, Reuters, The Guardian, The New York Times). The study shows that most media companies portray social networks rather as a threat to professional journalism and disregard the positive aspects of using social media in newsrooms.

Keywords: social networks, editorial guidelines, journalist's work, internal editorial documents, self-regulation.

References

- Broersma M., Graham T. (2012) Social Media as Beat: Tweets As a News Source During the 2010 British and Dutch Elections. *Journalism Practice* 6 (3): 403–419. DOI: 10.1080/17512786.2012.663626
- Canter L. (2013) The Interactive Spectrum: The Use of Social Media in UK Regional Newspapers. *Convergence: The International Journal of Research into New Media Technologies* 19 (4): 472–495.
- Dzhazojan A.E. (2014) Illjuzija «Pjatoj vlasti»: kak social'nye seti modernizirujut zhurnalistiku [The Illusion of the "Fifth Estate": How Social Networks Modernize Journalism]. *Uchenye zapiski Zabajkal'skogo gosudarstvennogo universiteta. Serija: Filologija, istorija, vostokovedenie* 2 (55): 93–100.
- Harlow S. (2021) Protecting News Companies and Their Readers: Exploring Social Media Policies in Latin American Newsrooms. *Digital Journalism* 9 (2): 176–195. DOI: 10.1080/21670811.2020.1738254
- Hedman U., Djerf-Pierre M. (2013) The Social Journalist. *Digital Journalism* 1 (3): 368–385. DOI: 10.1080/21670811.2013.776804

Hedman U. (2015) J-Tweeters: Pointing Towards a New Set of Professional Practices and Norms in Journalism. *Digital Journalism* 3 (2): 279–297. DOI: 10.1080/21670811.2014.897833

Ihlebaek K.A., Larsson A.O. (2016) Learning by Doing. *Journalism Studies* 19 (6): 1–16. DOI: 10.1080/1461670X.2016.1239184

Kiuru K.V. (2016) Digital-zhanry sovremennogo mediateksta: Pin, Insta, Twit [Digital Genres of a Modern Media Text: Pin, Insta, Twit]. *Znak: problemnoe pole mediaobrazovanija* 1 (18): 39–42.

Kul'chickaja D.Ju. (2017) Social'nye seti kak instrument v rabote rossijskogo zhurnalista: rezul'taty oprosa [Social Networks as a Tool in the Work of Russian Journalists: Results of a Survey]. *Vestnik Moskovskogo universiteta. Serija 10: Zhurnalistika* 4: 119–135.

Lasorsa D.L., Lewis S.C., Holton A.E. (2012) Normalizing Twitter: Journalism Practice in an Emerging Communication Space. *Journalism Studies* 13 (1): 19–36. DOI: 10.1080/1461670X.2011.571825

Lee J. (2016) Opportunity or Risk? How News Organizations Frame Social Media in Their Guidelines for Journalists. *The Communication Review* 19 (2): 106–127. DOI: 10.1080/10714421.2016.1161328

Morozova A.A. (2015) Specifika tradicionnyh zhanrov zhurnalistiki v tekstah social'nyh setej (na primere «VKontakte») [Specifics of Traditional Journalistic Genres in Social Network Texts (a case study of VKontakte)]. *Vestnik Cheljabinskogo gosudarstvennogo universiteta* 5 (360): 240–249.

Sacco V., Bossio D. (2017) Don't Tweet This! How Journalists and Media Organizations Negotiate Tensions Emerging from the Implementation of Social Media Policy in Newsrooms. *Digital Journalism* 5 (2): 177–193. DOI: 10.1080/21670811.2016.1155967

Simakova S.I. (2012) Sovremennaja zhurnalistika i social'nye seti [Modern Journalism and Social Networks]. *Znak: problemnoe pole mediaobrazovanija* 1 (9): 16–18.

Simon F.M. (2018) What Determines a Journalist's Popularity on Twitter? *Journalism Studies* 20 (8): 1200–1220. DOI: 10.1080/1461670X.2018.1500491

Vartanova E.L. (2019) *Teorija media: otechestvennyj diskurs* [Media Theory. The Domestic Discourse]. Moscow: Moscow St. Univ. Publ.

Vlasova E.G. (2017) Rajonnye gazety i social'nye seti: zhanrovyje aspekty vzaimodejstvija (na materiale SMI Permskogo kraja) [Regional Newspapers and Social Networks: the Genre Aspects of Interaction (a case study of media of the Perm Territory)]. *Znak: problemnoe pole mediaobrazovanija* 3 (25): 120–126.

Wardle C., Williams A. (2010) Beyond User-Generated Content: a Production Study Examining the Ways in Which UGC is Used at the BBC. *Media, Culture & Society* 32 (5): 781–799. DOI: 10.1177/0163443710373953

Literature and Essays

On the Motif of Silence in “Hamlet” and “Citadel”

@ Natalya E. Mikeladze

Doctor of Philology, PhD in Art History, Professor at the Chair of Foreign Journalism and Literature, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), fornatalia@bk.ru

Abstract

In this commentary to the last word of Shakespeare's Hamlet the connotations to “silence” are specified (supplemented with psalm 114:7 and 3Ezra 7:29–35). By analyzing the corresponding motif in “Citadel” by Saint-Exupery, the author of the paper identifies a new important meaning: silence is the truth, the end of all questions. This meaning develops as the play consisting of innu-

merable questions asked by the hero progresses and modifies our understanding of Hamlet as a “Knowledgeable Man” (L. Pinsky). At the beginning, Hamlet is not such a man but gradually becomes one.

Keywords: Hamlet, motif of silence, “Citadel”, Saint-Exupery, apocrypha.

References

- Biblija. Knigi svjashennogo pisanija Vethogo i Novogo Zaveta* [The Bible. The Holy Scriptures Books of the Old and New Testament]. Moscow: Moscow Patriarchy Publ., 1988.
- de Sent-Ekzjuperi A. (2003) *Citadel' [Citadel]* (transl. by M.Ju. Kozhevnikova). Moscow: AST Publ. *Geneva Bible. Apocrypha*, 1560.
- Jenkins H. (1982) Introduction and Notes // Shakespeare W. Hamlet. Ed. by Harold Jenkins. *The Arden Shakespeare*. 2nd ser. L., N.Y., pp. 1–159.
- Mikeladze N.Je. (2011) Tomas Kid i «Ispanskaja tragedija» [Thomas Kyd and “The Spanish Tragedy”]. In: Gorbunov A.N. (ed.) *Tomas Kid. Ispanskaja tragedija. Serija: Literaturnye pamjatniki* [Thomas Kyd. The Spanish Tragedy. The Literary Monuments Series]. Moscow, pp. 155–221; 279–320.
- Pinskij L.E. (1971) *Shekspir. Osnovnye nachala dramaturgii* [Shakespeare. Fundamentals of Dramaturgy]. Moscow: Hudozhestvennaja literatura Publ.
- Saint Exupery A. (2000) *Citadelle (FOLIO)*. Sodis.
- Shaheen N. (1999) *Biblical References in Shakespeare's Plays*. Newark: University of Delaware Press, London: Associated University Presses.
- Shakespeare W. (2006) *Hamlet. The Arden Shakespeare*. Ed. by Ann Thompson and Neil Taylor. The Arden Shakespeare, 3rd ser. L., N.Y.
- Shakespeare W. (2013) *Titus Andronicus*. Ed. by J. Bate. The Arden Shakespeare (3 ser., 1st ed. 1995). Bloomsbury.
- The Bible: The Holy Scriptures Contained in the Old and New Testament* (Geneva Bible, 1599).
- The Holy Bible. King James Version*, 1611.
- The New Oxford Annotated Bible with the Apocryphal / Deuterocanonical Books*. Ed. M.D. Coogan. 3rd. (1st ed. 1991). Oxford, Oxford University Press, 2007.

Mediatext

Sociologeme of the Postmodernity

@ Irina B. Aleksandrova

PhD in Philology, Associate Professor at the Chair of Russian Language Stylistics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), irina.aleksandrova7@yandex.ru

@ Vladimir V. Slavkin

PhD in Philology, Associate Professor, Head of the Chair of Russian Language Stylistics, Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), vladimir-slavkin@yandex.ru

Abstract

The article reflects a brief history of emergence of feminitives in Russian – from nominations in the Old Russian language to designations of female persons in terms of their professional (social) activities in modern Russian speech. The grammatical processes are presented in close connection with the social processes typical of Russian society in 2020. The authors point out the significant role of social networks, which have become a vehicle for a new understanding of the role of women in

modern society and at the same time a wide field of their social implementation. The main models of creating feminitives at different stages of language development are presented. It is noted that in Old Russian the creation of unmatched nominations for women's professions was due to the need of designating such social activities that could be carried out only by women. The social nature of modern feminitives is shown in contrast to the Old Russian ones, which performed the nominative function as such.

Keywords: feminitives, social networks, nomination, sociologeme.

Notes

Walker R. (1992) *Becoming the Third Wave*. *Ms. Magazine* 11 (2): 39–41. Available at: <http://heathengrll.blogspot.com/2007/02/becoming-third-wave-by-rebecca-walker.html> (accessed: 02.11.2020).

References

- Azarh Ju.S. (1984) *Slovoobrazovanie i formoobrazovanie sushhestvitel'nyh v istorii russkogo jazyka* [Word-Formation and Inflection of Nouns in the History of the Russian Language]. Moscow: Nauka Publ.
- Berkutova V.V. (2019) *Feminitivy v russkom jazyke: lingvisticheskij aspekt* [Feminities in the Russian Language: the Linguistic Aspect]. Available at: <https://www.psypart.com/feminitivy-lingvisticheskii-aspekt>
- Demicheva V.V. (1995) *Naimenovaniya lic zhenskogo pola v russkom jazyke XVIII veka: avtoref. dis. ... kand. filol. nauk* [Naming Units of Persons of the Female Sex in the 18th Century Russian Language: extended Abstract of PhD philol. sci. diss.]. Voronezh.
- Dolopchev V. (1909) *Opyt slovarja nepravil'nostej v russkoj razgovornoj rechi* [The Experience of Deviance Dictionary in Russian Colloquial Speech]. Varshava: Printing house K. Kovalevsky Publ.
- Eremenko O.I. (1998) *Naimenovaniya lic zhenskogo pola v russkom literaturnom jazyke XIX veka: avtoref. dis. ... kand. filol. nauk* [Naming Units of Persons of the Female Sex in the 19th Century Russian Literary Language: extended Abstract of PhD philol. sci. diss.]. Voronezh.
- Guzaerova R.R., Kosova V.A. (2017) *Specifika feminitivov v sovremennom russkom mediapros-transtve* [Characteristics of Feminities in Modern Russian Media Space]. *Filologija i kul'tura* 4 (50): 11–15.
- Shanskij N.M. (1959 a) *Iz russkogo slovoobrazovaniya. O slovoobrazovatel'nyh svyazjah i proishozhdenii suffiksa -sha* [From Russian Word-Formation. On Word-Formation Ties and the Origin of the -sha Suffix]. *Russkij jazyk v nacional'noj shkole* 4 (3): 65–67.
- Shanskij N.M. (1959 b) *Ocherki po russkomu slovoobrazovaniyu i leksikologii* [Essays on Russian Word-Formation and Lexicology]. Moscow: State educational and pedagogical publ. house of the Ministry of Education of the RSFSR.
- Vinogradov V.V. (2001) *Russkij jazyk (Grammaticheskoe uchenie o slove)* [The Russian Language (Grammatical Doctrine of the Word)]. Ed. by Zolotova G.A. 4th ed. Moscow: Russkij jazyk Publ.
- Zabelin I.E. (2017) *Domashnij byt russkih caric v XVI i XVII stoletijah* [Domestic Lifestyle of Russian Czarinas in the 16th and 17th Centuries]. Moscow: Urajt Publ.
- Zhelto I.M. (1880) *I.Ja. Pavlovskogo russko-nemeckij slovar' [rec.] [I.Ya. Pavlovsky's Russian-German Dictionary (a review)]*. *Filologicheskie zapiski*, vol. 1, pp. 124–125.

Book Review

On the Value of Ya. N. Zassoursky's Scientific Heritage

(A review of the book: Zassoursky Ya.N. (2019) Selected Writings.

Moscow: Faculty of Journalism, Moscow St. Univ. Publ.)

@ Natalia V. Urina

Doctor of Philology, Senior Researcher of the Faculty of Journalism, Lomonosov Moscow State University (Moscow, Russia), natalia_urina@mail.ru

Reference

Zasurskij Ja.N. (2019) *Izbrannoe* [Selected Writings]. Moscow: Faculty of Journalism, Moscow St. Univ. Publ.