

Content

EDITORIAL

Theoretical Concept of Media System as a Reflection of Conflict between Global and National.....	8
<i>Elena Vartanova</i>	

Global Context

Towards Youth Engagement in Media Communications with the State in the Digital Environment.....	20
<i>Anna N. Gureeva, Polina A. Kireeva</i>	

Agenda

Earned Media as an Element of Diversification of Communication Channels (a case study of participants in the Festival Cannes Lions).....	30
<i>Vladimir A. Evstafiev, Veronika A. Prostyakova</i>	
Presidential Crisis in Venezuela in the Context of USA Foreign Propaganda	37
<i>Dmitry A. Meius</i>	

Mass Media in Russia

Establishment of Soyuzfoto: a Chronicle	48
<i>Maria A. Romakina</i>	
Musical Culture in the Russian Media System	57
<i>Lidia M. Gutserieva</i>	

Mass Media Abroad

Conceptual Approaches to Covering International Conflicts (analysis of publications in European and American mass media).....	68
<i>Tamara S. Yakova</i>	
Print Media in the Republic of Angola: from the Colonial Period to the Present Day.....	79
<i>Marina D. Krynzhiba, Valeria V. Korban</i>	

Media Text

Correlation between Headline and Content in Modern Media (a case study of the online versions of the Kommersant and Komsomolskaya Pravda russian newspapers)	88
<i>Inna A. Pankova</i>	

Review

Read, Compute, Create, or Why Advertisers Need Mathematics	96
<i>Marina I. Piskunova</i>	