

Content

Editorial

- Three "Transitions": Impact of Technological Advance
in Media on Social Development 8
Elena Vartanova

Global Context

- Researching Newspaper under Digitalization: Updating the Approaches 18
Olga V. Smirnova

Agenda

- Media Education, Media Literacy and Media Consumption of the Youth:
Review of Contemporary Research 26
Nataliya M. Moskalenko
- Axiologemes in Communicative-Speech Support of Youth Policy 32
Ilya I. Shakalov
- Branding and Rebranding Technologies in Strategic Communication
of Russian Universities 41
Angelina P. Besedina

Mass Media in Russia

- "Detskoye Chtenie dlya Serdtsa i Razuma": Specific Feature 52
Liudmila M. Cherepnyova
- Mass Media Coverage of Charity:
Framing of the «Children Instead of Flowers» Campaign 59
Rouzanna G. Ivanyan
- Images of Women in Mass Media: Representation of Social and Personal Statuses 71
Taibat S. Agasieva

Mass Media Abroad

- Journalism and Media System of the Republic of Belarus:
Historical and Chronological Analysis
(exemplified by printed periodicals for the female audience) 82
Vera N. Boyko
- The State of Armenian Regional Television
after Digitalization 90
Zhan G. Baghiyan