

CONTENTS

Editorial

- Elena Vartanova4

Academia: Towards the 250 th Anniversary of the Moscow State University

- Georgy Kuznetsov
“To Think and Analyze is a Task for Scholars”5

Agenda

- Anna Trakhtenberg
Mass Media and Politics: Socio-Cultural Peculiarities of
a One TV Debate9

Media Elect

- Michail Tishenko
Public Discussion on “the Leading Culture” and “the Multiculturalism”
Reported by the “Frankfurter Allgemeine Zeitung”15

Global Context

- Natalia Mikeladze
Elizabethan Theatre - Communicator, or Something about
an Ability of “Looking by Ears”28

Mass Media in Russia

- Indira Dunayeva
The Agenda for Regional Mass Media -
Local Government Reform50

Advertising Spot

- Evgeniya Penkova
How the Advertising Press Began68

Media.ru

- Alexei Smirnov
From Internet to Printed Pages: Evolution of the Nashville Post90
- Svetlana Louchkina
‘The Light Speed Newspaper’101

Power of Knowledge

- Michail Makeenko
American Mass Media about American Mass Media112

- Abstracts**.....127