# ABSTRACTS

### Academia:

*Professor Grigory Solganik*
*«Russian Language is my Motherland»*

Professor Solganik tells about the Chair of Russian Language Stylistics. From its foundation it was involved into research of thelanguage of newspaper, radio- and TV- broadcasting and dealt with problems oflanguage culture. In the interview he defines the new fields of science such as text'slinguistics, cognitive linguistics, pragmatics, psycholinguistics. According to professor Solganik, the Chair's main goal is to foster students of the Faculty of Journalism to elaborate their own recognizable style.

*Key words: Chair of Russian Language Stylistics, language of newspaper, culture of Russian language, sounding speech.*

### IT Academia

*Anastasia Alekseeva*
*Moblog as Media of Non-mass Communication*

Due to richness of mass media information  media space is so high that we keep the track of all events even if we do not reed newspapers and watch TV every day. Our private interests that come usually first are met by non-mass personalized media. Moblogs are the best example of the tendency how users oust professional journalists from the media space by means of mobile technologies as the most advanced information technologies.

*Key words: moblog, non-mass media, new human activities, mobile telepfony.*

*Ekaterina Voinova*
*Weblog: New Media Format of the Information Age*

The article is focused on existing attempts to search for new forms of political communication, which in  the conditions of subordination of Russian mass media to the political will and remaining non- transparency of political field, could contribute to the arrangement of full-fledged discourse. Special attention is drawn to such forms of exchange of meanings between subjects of political process as weblogs. In particular, the matter under scrutiny is LJ (www.livejournal. com) that is of great popularity in the Russian segment of Internet.

*Key words: participatory media, political discourse, weblog community, LiveJournal.*

### AGENDA

*Arman Djilavyan*
*Economy Dictates Politics. On the Growth of Economics over Politics and Mass Media*

The article is focused on growing influences of economy over politics.  This process has developed in different ways and forms. The author analyses economy influence on the US foreign policy, and the methods of Russian economic diplomacy.

*Key words: economic forces, economic diplomacy, globalism.*

*Maria Berda*
*Product Placement as an Advertising Technology: Main Features and Advantages*

The article is devoted to the main features and advantages of the new advertising technology – Product Placement – as compared to the traditional types of TV-advertising such as direct advertising and sponsorship. Special attention is paid to the psychological aspects of the successful audience' perception of advertising in general and product placement movies in particular.

*Key words: Product Placement, movies, advertising.*

## GLOBAL CONTEXT

*Mirsaid Sultonov*
*Tajik Mass Media in Emigration*

The article analyses the activity of Tajik opposition mass media during the period of civil war in Tajikistan (1992-1997). Tajik print and electronic media appeared in other countries – Russia, Iran, Afghanistan and Pakistan. The opposition mass media in emigration an interesting phenomenon in the history of Tajik journalism.

*Key words: civil war, opposition media, newspapers in emigration, broadcasting station "Voice of the Free Tajikistan" .*

*Veronika Vershinina*
*"Saarbruecker Zeitung ": from Announcements to Regional Daily (1741 -1860)*

The article is devoted to the history of the "Saarbruecker Zeitung " in XVIII – XIXth centures. The aim of the article is to show changes in the newspaper during different political and ideological transformations in Germany in two centuries.

*Key words: paper of announcements, "intelligent paper", political fights, "Saarbruecker Zeitung", local news.*

## MASS MEDIA IN RUSSIA

*Sergei Smirnov*
*"Prof-Media" in Russian Media Industry*

The subject of the article is the history of media company "Prof-Media", its contemporary organizational structure and content strategy of its media outlets. The author provides thelatest statistics on the company's economic position and its management' structure.

*Key words: "Prof-Media", "Interros", media holding, capital facilities.*

## MEDIA TEXTS

*Katja Koikkalainen*
*Language and Style of Modern Russian Newspaper (On Headlines in Russian Business Press)*

Newspaperlanguage is certainly aliterarylanguage, but with its special characteristics. The point of interest in the article is peculiarities of the modern newspaperlanguage style, specially headlines in the modern business press in Russia. In the headlines we can witness many typical trends of development of the newspaperlanguage. Main feature of today's headlines are being clarified in the article.

*Key words: newspaper language, headlines, Russian business journalism.*

*Maria Kshnyakina*
*From Media Criticism to Media Education*

The article is devoted to the actuality of art-education for the mass audience with help of popular newspapers. The author describes the art critics in Altai regional press, shows its problems and disadvantages by concluding thatlocal art criticismlow profile and undeveloped thus looking for the ways of solving problems and perspectives for developing art criticism.

*Key words: art criticism, local press, art critic, popular newspaper.*

## Медиа RU

*Pavel Sukhov*
*Russia Internet Media: Results of an Empiric Research*

Internet mass media have become an important part of modern mass media systems. But still there islack of common approaches towards description of this phenomenon. In order to fill the gap an extensive research was conducted at the Faculty of Journalism, Moscow State University in 2003-2005. Features that characterize Internet mass media as a part of Russia mass media system, as well as unique features of this relatively new agent of the media field were analyzed within the frames of the research.

*Key words: Internet mass media, content, interactivity, multimedia, hypertext*