

# Content

Editorial .....	4
<b>ACADEMIA</b>	
Publishing Business Needs Multy-Profile Specialists .....	6
<i>Marina Alekseeva</i>	
<b>AGENDA</b>	
Leadership at the Russian Press Market .....	10
<i>Tatiana Grinberg, Marina Pavlikova</i>	
<b>GLOBAL CONTEXT</b>	
Vatican and Mass Media: The Change of the Pontiff .....	24
<i>Natalia Ourina</i>	
To Publish or Not to Publish Private Information in Swedish Press .....	32
<i>Olga Protasenko</i>	
<b>MASS MEDIA IN RUSSIA</b>	
Totalitarianism from Inside. The 'Pravda' and Construction of Reality .....	38
<i>Andrey Maslakov</i>	
Think-Tanks in Public Political Discourse .....	57
<i>Olga Khvostunova</i>	
<b>MEDIA TEXTS</b>	
Verbal and Non-verbal Corporate Communications .....	66
<i>Irina Bedrinskaya</i>	
<b>MEDIA.RU</b>	
The 60 <sup>th</sup> Anniversary of the Victory in Moscow: www.may9.ru .....	74
<i>Anton Mizunov</i>	
Blogs! Be Careful! .....	77
<i>Iliya Stechkin</i>	
<b>JOURNALISM EDUCATION</b>	
Journalism Faculties Partnership: New Community to Solve Problems .....	86
<i>Olga Gandourina</i>	