

Content

Editorial 4

ACADEMIA

Valentin Zorin: "Our audience is not more stupid than journalist" 6

Nikolai Bogomolov: "The Science Has an Excellent Memory" 13

IT ACADEMIA

RBC in Mass Media System of Russia 19

Yuri Rovensky

AGENDA

Holding Company VGTRK as a Key Element
of Russian Broadcasting Industry 28

Sergey Smirnov

The Proclamation About the Improvement of the State Order

October, 17, 1905 34

Oleg Bakulin

Olga Minaeva

GLOBAL CONTEXT

Those Having Ears Would Hear 42

Marina Pavlikova

Gloria Staynem: "America lives through the cult of masculinism" 49

MEDIA TEXTS

Impact of Some Angles and Figures
on Behavior of Advertisement Consumer 56

Jean-Pierre Mathieu, Iliya Kiriya

Creolized Texts:

Types of Interaction Between Verbal and Visual Elements 64

Kshenina Natalia

MEDIA.RU

Journalist and Blogs: Pro et Contra 72

Ksenia Luchenko

JOURNALISM EDUCATION

Brian Brooks "This is just our way" 80

Journalism Education: A Need to Speed Up the Future 87

Svetlana Balmaeva