

ABSTRACTS

IT ACADEMIA

Alexey Smirnov

Nashville Post: The Story of a Local Online Newspaper

The United States experience in the area of web journalism is a useful example for global and Russian media business. The article illuminates the practice of the business publication Nashville Post, daily online newspaper with head office in Nashville (Tennessee).

Key words: Nashville Post, web journalism, online newspaper, unique attendance

AGENDA

Gasanov Anar Movsum-ogly

Parallel Communities and the Media

The article contains the results of the analysis of the “parallel communities”, which are formed as a result of migration process. The author examines the possible consequences of the present situation, as well as the relationship between ethnic migrants and multiethnic receiving environment. Special attention is paid to the analysis of the views on multicultural problems of European and American scientists: Y. Kymlik, S. Benkhabib, S. Huntington. The special role of media as the drive for cross-ethnic relationships is investigated.

Key words: parallel communities, multiculturalism, media, migration, Russia

Elena Degtereva

Russian TV Through the Globalization Prism

Russian TV during the period of post-soviet transformation survived two waves of globalization: the first in the beginning of 1990s promoted Hollywood to mass audiences by commercial channels, the second on the edge of 2000 brought locally adapted global formats – talk-shows, reality-shows, Russian versions of western soap operas. TV was commercialized, the volume of informational and political programs decreased, what had a political background as well.

Key words: public, state, commercial models of broadcasting, globalization, channel programming

GLOBAL CONTEXT

Marina Pavlikova

President of the People. Finnish Press in the Year of Presidential Election

The article pays attention to the content of Finnish press in 2005. Presidential election (January 2006) and Finland’s geopolitics are on a special focus. The article also considers events, which have happened on Finnish and Russian media markets that have influenced the redistribution of ownership.

Key words: presidential election, Halonen, Kuukausiliite, Alma Media, Sanoma Magazines

Trends and Problems of the Russian Magazines Market

Materials of the round table "Modern Magazine as a Successful Business"

Trends on the Russian magazines market were and are now one of the most interesting theme for discussion among experts, journalists, professors of the Faculty of Journalism. Creation of major media corporations, fast development of local magazines, introduction of international media brands to the Russian market, - these are main processes today in the magazine community.

Key words: magazines market, publishing house, local magazines, magazine brands, global brands

RUSSIAN MEDIA: THE REGIONS

Valeria Rusina

Information Politics in the Media Sphere on the South of Russia (Rostov region)

In the focus – Informational politics in the media sphere on the South of Russia. The author analyses the media environment in the Rostov region, local informational demand, studies the peculiarities of formation and realization of informational politics of the publications, distributed in the region, state informational politics of the Rossiyskaya Gazeta publication.

Key words: informational politics in the media sphere, state media politics, media environment of the Rostov region, informational politics of Rostov newspapers, Rossiyskaya Gazeta audience

Ekaterina Shestopalova

Last Siberian Border. The Secret Radio Stations and Latent Control of Civil Broadcasting (on secret archives files)

This article is devoted to the history of secret radio stations and latent control of civil broadcasting (1922 – 1939). The study discusses the relationships between the government and radio specialists. The work is focused on the system of management: how it developed in Eastern Siberia and how it functioned on the territory. The primary aim of work is to determine the general aspects of control of civil broadcasting and radiofans.

Key words: radio stations "Extra", radiofans, broadcasting, District of connection, radio specialists

Eugene Limansky

Media Coverage of the Governors' Election abolition (the case of major Russian publications)

The author concentrates on the influence of state ideology on the agenda of the major Russian publications analyzing the state system of Russia. Specific nature of the presented information is analyzed through the case of the governors' election abolition campaign. During this campaign Russian power used media for promoting its ideas and achieving its goods.

Key words: state structure, electoral system reform, opinion pluralism.

MEDIATEXT

Olga Skogoreva

Visualization of Press Texts: Sacral Information and Taboo Influence on Content of Mass Media Texts

The article is devoted to the problem of using sacral information and taboo in texts of mass media. Today the process of visualization of information in mass media has being in progress. It has become common to accompany articles with nonverbal information. But incorrect general visualization of sacral information and taboo may result in global conflicts.

Key words: visualization, taboo, sacral

MEDIA.RU

Svetlana Petrova

We Are Media Ourselves

Article analyses the conditions for children's media appearance in virtual reality, different forms of interaction between off-line and on-line versions of periodicals for children. The author describes the problem frame of children's Runet sector and proposes possible solutions.

Key words: information technologies, infant psychology, reading culture, internet media

JOURNALISM EDUCATION

Irina Fateeva

"Here are the Lines of Our History..."

On 85th Anniversary of the First Journalism Institute in Russia

The article contains the biographies of rectors of State Institute of Journalism (GIZH), first journalist institute in Russia. The contribution of every rector to the institute's history is analyzed.

Key words: history of journalist education in Russia, State Institute of Journalism, rectors, biographies