

CONTENT

Editorial	4
IT-ACADEMIA	
The M-zone in the System of Communication: Chinese Perspective	6
<i>Van Chzhunmin</i>	
AGENDA: Politics Versus Entertainment on Television	
Russian TV at the Media Market: Trends and Developments in 2006	12
<i>Elena Vartanova, Sergey Smirnov</i>	
Social Concepts in Modern TV Series	22
<i>Sergey Davydov, Natalia Seliverstova</i>	
Genre Nature of Publications on TV in the 1990s. TV Criticism Wishing to Entertain	37
<i>Roman Bakanov</i>	
To Inform, While Entertaining: the New Model of Regional Broadcasting Company	45
<i>Irina Khomenko</i>	
RUSSIAN MEDIA	
Regional Political Communications, Society and the Power: New Social Agreement	52
<i>Diana Usmanova</i>	
Literary Publishing in Contemporary Russia	60
<i>Ekaterina Fadeeva</i>	
"During the Bombardment in Moscow ____ People Were Killed, ____ Were Injured"	66
<i>Oleg Bakoulin</i>	
JOURNALIST EDUCATION	
Learning Technical Devices as Part of the System of Professional Journalist Training	70
<i>Svetlana Raspopova</i>	
NEW BOOK	
"Journalism at Crossroads. Experience of Russia and USA"	75
ABSTRACTS	77