

ABSTRACTS

IT Academia

Natalia Polukarova

Encyclopedia in Postmodern Era: on the Open Editing Phenomenon

The article is devoted to the research of the encyclopedia transformation from the Age of Enlightenment till the present-day Postmodern and Internet epoch. The author analyses the profile of the international internet-encyclopedia Wikipedia, based on free editing principles, and its character closely related with the game phenomenon.

Key words: Wikipedia, open editing, game, encyclopedia

Global context

Temur Kireev

The Impact of the War on Terror on the Freedom of the Press in the USA (2001 – 2005)

Media and the press in particular are an important part of the American political system. In the context of the war on terror, declared by president J. Bush Jr. in response to terrorists' attacks of 9/11 2001, fear of new attacks and the "patriotic fever" of the American society have resulted in partial restriction to the freedom of the press.

Key words: USA, freedom of the press, censorship, war on terror

Milana Zakharova

The Fight Against Counterfeit Market: French PR Model

The article examines the main anti-counterfeit and pirated goods strategies in European PR practice. PR activities of the Committee Colbert, French luxury brands organization, are of special interest to be analysed.

Key words: intellectual property rights, counterfeit market, communication campaign, Committee Colbert, luxury industry

Agenda: Modern Trends of Television Industry

Anna Tolokonnikova

The Launch and the ABC of Functioning of the TV Companies on the Modern Russian Telemarket

The move to the market economy in the Russian television industry went along with the crisis of state television production and the introduction of private companies to the market. Their products turned to be of a higher quality, that led to the separation of broadcasters from producers in the industry. The article examines the prerequisites of the opening of producing companies in Russia, their functioning in terms of finance and creativity and their prospects as well.

Key words: television industry, producing centers, TV producers and broadcasters, production line process, barter

Svetlana Runova

Miniseries: Essential Features

The article examines the essential features of miniseries, defining the genre. They include format, subjects and budget. A short review of development of the BBC public broadcasting service miniseries is presented.

Key words: TV series, miniseries, the genre of series, BBC influence, BBC intellectual channel

Irakliy Gachechiladze

Cruise for Audience: Global Foreign Broadcasting of France

The aim of the article is to question the efficiency of foreign broadcasting within the framework of cultural and foreign policy of France. The author analyses the main public channels targeted at the international market. The particular attention is drawn to the new government initiative to develop French foreign broadcasting.

Key-words: audiovisual policy, foreign broadcasting, culture, content

Sergey Smirnov

TVS: Story of a Collapse

The article tells the story of TVS television company from its start to the moment it stopped broadcasting. The causes of the crisis are analysed in relation to political, economical and judicial aspects.

Key words: TVS, television, channel, share, management

Alexey Mitrofanov

Russia Today Broadcasting Concept

This study explores the influence of transnational television channels on the territory marketing process in the era of global information society. After the Soviet Union has disappeared from the geopolitical map of the world, the volume of information from Russia and about Russia decreased significantly. Russia Today, the global news channel that broadcasts in English, has hit the airwaves only in 2005. The study suggests that the channel will help the Russian state to re-establish information balance in the world media space.

Key words: Russia Today, media space, world information market, informational independence, media experts

Russian Media

Irina Prokhorova, Alina Maximatkina

The Origin of Pamphlet in Russia: Ambiguity of the Name and Its Thorny Paths

The article studies the development of the Russian pamphlet as a separate section in a periodical and as a publicist genre in the context of literature in the early XIX century. Key rules are analysed on the basis of the pamphlets of N. A. Polevoi (magazine), F. V. Bulgarin (newspaper), P. A. Vyazemsky (poetic pamphlets).

Key words: pamphlet, history of journalism, Polevoi, Vyazemsky, Bulgarin

Andrey Vurkovsky

Development of Business Press in Post-Soviet Russia

Author suggests that the history of post-Soviet Russian business press should fall into four periods characterized by special features. Many stages of the Russian business press history look similar to Western ones. The active process that is evident nowadays in the Russian business press may lead to the transformation of this segment in future.

Key words: business press, chronology, Kommersant, Expert, Vedomosti