ABSTRACTS

IT-Academia

Mikhail Makeenko
The Economy of American Digital Audio Platforms
Within the last decade in the United States and other countries with developed media markets new segments of communication channels and platforms have appeared with already noticeable economic and financial activity. The major players in these new sectors have evolved into competitors of established publishers and broadcasters in the fight for both audiences and advertising and other sources of revenues. In this paper the author examines economic development of American digital audio platforms that are trying to compete with traditional over-the-air radio broadcasting and introduce original business models to the industry.

Key words: radio advertising, subscription services, HD Radio, satellite radio, webcasting

Global Context

Irina Bedrinskaya
Typology of Communication Types in Public Relations
Principal communication types in public relations were systematized and classified in the article according to semiotic aspects of communication systems, by which the information environment of companies is formed.

Key words: communication, message, communication types, informing, means and types of communication, PR instruments, relationship

Magdalena Slastushinskaya
Finnish Society in the Films of Aki and Mika Kaurismaki
The analysis of films of Finnish brothers-directors Aki and Mika Kaurismaki enables the author to describe the most typical features of the Finnish society. The well-known characteristics of Finns include respect for the past, preservation of moral values, honour to law, modesty, individualism and personal freedom, respect for labour, cult of solitude and fatalism.

Key words: value system of Finnish society, Finnish cinema, films of Aki and Mika Kaurismaki

Elena Chernenko
Publisher of Spiegel Magazine Rudolf Augstein: Biography Episodes
The article examines the role of the founder and publisher of Spiegel magazine Rudolf Augstein in building the concept of the popular weekly.

Key words: Rudolf Augstein, Spiegel, German press, «Spiegel case», Rudolf Augstein's attitude towards Russia and USSR

Agenda: Print and Online Media Design

Alexander Belyaev
Online Media Design: Interrelation with the Design of Print Version and Characteristics of Internet Environment

Examples of online publications, referred to in the article, show the characteristics of web environment as the form creating factor in web design.

Key words: Internet, Internet publication, print version, navigation, content, user, web design

Irina Zukina
The Modernist Style Tradition in the Contemporary Periodicals Design

The modernist style, that manifested itself in all the spheres of public life in the late 19th century, has become the last integral style in the history of art. The «new art», springing up from the philosophy of Symbolism, was able to create the unique artistic language. Addressing of the contemporary media designers to the modernist graphics may produce interesting and unexpected results.

Key words: style, modernist style, Symbolism, graphics, design, magazine, lay-out, illustration, type

Alexander Chernyshov
Mediamusic

The article deals with the variety of arranging music, types and genres of modern media-music.

Key words: mediamusic, quality requirements, parameters, mediamusic library, track, genres

Russian Media

Ekaterina Medvedeva
Promotional Strategy for a Public Relations Publication

The article is dedicated to promotion of business media, PR magazines in particular. The aspects of promotion and marketing campaigns are considered. Apart from that the attention is drawn to the definition of Promotion in the context of mass media marketing.

Key words: promotion, professional media, PR, advertising campaign, efficiency of marketing strategy

Media.RU

Pavel Chernobrov
SMS Usage in Media and Communications

Interactive SMS services change the media: personalised request and involvement of the reader / viewer / listener in the work of editorial office influence gathering and editing of information, deadline, content and format. The article examines the most popular services and their successful implementation on TV, radio and in print.

Key words: SMS, mobile services, interactive, communication, text messages