

CONTENT

IT-ACADEMIA

The Economy of American Digital Audio Platforms	6
<i>Mikhail Makeenko</i>	

GLOBAL CONTEXT

Typology of Communication Types in Public Relations	18
<i>Irina Bedrinskaya</i>	

Finnish Society in the Films of Aki and Mika Kaurismaki	26
<i>Magdalena Slastushinskaya</i>	

Publisher of Spiegel Magazine Rudolf Augstein: Biography Episodes	30
<i>Elena Chernenko</i>	

AGENDA: Print and Online Media Design

Online Media Design: Interrelation with the Design of Print Version and Characteristics of Internet Environment.....	38
<i>Alexander Belyaev</i>	

The Modernist Style Tradition in the Contemporary Periodicals Design	43
<i>Irina Zukina</i>	

Mediamusic	50
<i>Alexander Chernyshov</i>	

RUSSIAN MEDIA

Promotional Strategy for a Public Relations Publication.....	60
<i>Ekaterina Medvedeva</i>	

MEDIA.RU

SMS Usage in Media and Communications	70
<i>Pavel Chernobrov</i>	

ABSTRACTS.....	76
----------------	----