

Content

Editorial 4

ACADEMIA

Staff Potential of Media Industry in Russia: Factors of Crisis 6
Semyon Gurevich

IT-ACADEMIA: Internet and Mass Media

Internet and Mass Media: Post-Soviet Perspective 10
Andrei Richter

Newspapers on Runet: New Features of Modernization..... 18
Maria Lukina

Public Relations on Internet: A New Model of Communications 25
Marina Shilina

GLOBAL CONTEXT

The forming of Geopolitical Ideas and its Significance for Journalism. 32
Luna Morales Hochiketzal

Newspapers in Finnish Schools 42
Marina Galkina

MASS MEDIA IN RUSSIA

«The Second Suit» against Abram Tertz.
«Strolls with Pushkin» in Assessments of Russian Immigrants. 50
Tatyana Ratkina

JOURNALISM EDUCATION

About the Models of Journalism Education 58
Irina Fateeva