

ABSTRACTS

Academia

Larisa Fedotova

Role of Interpersonal Communication in Decision-making: the Effect of Informational Impact

The article analyses stages of informational impact, particularly advertisement, on the individual opinion and behaviour. The author focuses on the role of interpersonal communication in the retrieval process before decision-making and transmission the estimations and opinions into this field after the definite actions.

Key words: interpersonal communication, stages of perception the information, impact of advertisement.

Agenda: Media Economics and Media Management

Alina Maksimatkina

Franchising in Mass Media

Author tries to determine the concept "franchising" for the publishing business: views franchising as an inference method of certain segments of magazines' market (magazines for women, magazines for men, business magazines) on the Russian market, explains which segments of magazines' market need licensing as the optimal model for the adaptation at the new markets, which of them – do not at all and what are the specific of franchising in publishing business.

Key words: licensing, license agreement, globalization, adaptation.

Alexey Polukhin

Control Strategies of the Reputational Risks

The reputation of the edition, specially - social-political, is the core, around which the loyal audience is formed. That's why in the frames of newsroom management it is necessary to use the strategy of the effective control of the reputational risks, evolve from the covering the different conflicts.

Key words: mass media, reputation, risks, control strategies, conflicts .

Sergey Ryabov

Work Over the Content of the Consumers' Mass Media In Compliance with Demands of the Production Quality Standards

For the successful competition today lots of media in their work over the content aspire to base on the international quality standards.

Key words: content, mass media, quality standards, consumers market.

Ludmila Teplova

"Expert" and "Delovoy Kvartal" – the Competition Becomes More Tough.

The article is devoted to the competitive strategies of the leading informational-analytical weekly magazines "Expert" and "Delovoy Kvartal" on the regional media markets. Author analyses the positioning of the editions, their content, subject priorities, objects of analysis, circulation policy, strategy of promotion on the regional markets, gives the forecast for the such type of editions.

Key words: informational-analytical weekly magazines, "Expert", "Delovoy Kvartal", mediaproject, competition.

Global Context

Anna Odegova

Information Law in France

The article is devoted to the French information law. The question is a legislation of the information work fixed in the Constitution of France, the Civil code of France, the Criminal code of France, and also in key positions of the Law of 1881 about freedom of press.

Key words: information law, France, legislation of information activity.

Arina Ivanova

The History of Luxury and Its Evolution in Modern Period

The article studies the peculiarities of luxury sphere evolution. Luxury market has drastically changed during XIX – XX centuries becoming accessible to broader consumer segment and in fact has become universal, globalization influenced even such an individual business as mode has always been. Luxury communication specialists should take into account the specific character of this evolution in order to master their competence and regard luxury sphere through historical context like phenomenon which has been created during centuries.

Key words: evolution of luxury, historical context, classic luxury model, the core of profession, haute couture, luxury cocooning, fashion industry, degradation / devaluation of the brand, the century of singles, transnational companies, globalization, U-figure market.

Vladimir Koulytgin

The Colour Spectrum as a Method of Reflection the Outward Things in "Poem About Cante Jondo" Federico Garcia Lorca

The article analyses colour as one of the major part of the world of art in the book of Spanish poet Federico Garcia Lorca "Poem About Conte Jondo". Based on the original texts of Garcia Lorca author researches the basic colours used in "Poem About Conte Jondo" and their symbolical meanings.

Key words: Spanish poetry, F. Garcia Lorca, "Cante Jondo".

Maxim Bashkeev

The Foundation of Russian Magazine. Start of the Long Way

The article is devoted to the history of foundation and formation of the Russian magazine in the 1730-1780-s. In this period the difference in content and style between newspaper and magazine was found out and has been saved to our time.

Key words: magazine, history, formation, Russia.

Galina Kazarina

"In the types of development of intellectual life in the region..."

Social questions on the pages of "Tomsk Provincial Sheets" (1858–1885)

«Siberian questions» developed by authors of «Tomsk Provincial Sheets» in the 19th century include all versatility and plural meaning of Siberian life, its socio-economical and cultural development. There are no answers to many of them up to now.

Key words: «Provincial Sheets»; social questions in Siberian and Russian journalism of the 19th century; intellectual development of Siberia.

Anna Chakovskaya

The Role of Editor-in-Chief and Phenomenon of International Department of "Literaturnaya Gazeta"

The article is focused on the international department of "Literaturnaya Gazeta" as the least ideologized source of information about foreign events. It shows the role of Editor-in-Chief in the liberal activity of the newspaper. Author researches new methods of coverage the world problems.

Key words: "Literaturnaya Gazeta", A.B. Chakovsky, International department, propaganda, censorship.

Mediatext

Elena Kaverina

Advertising in Russian and French Press as a Mediatext

This article is devoted to analysis of advertising message as a mediatext reflecting cultural and mental peculiarities of recipients. Esthetic, linguistic, cultural and communicative aspects of mediatexts are being researched by accomplishment of comparative analysis of advertising messages in Russian and French business and glossy magazines.

Key words: mediatext, advertising communication, cross - cultural communication, ideal, mentality