

ABSTRACTS

IT-Academia

Semyon Gurevich

Memoirs about the Future

The author speculates about the perspectives of using the mobile services in Russian media.

Key words: mobile media, media market, perspectives, revolution.

AGENDA

Valentina Mansurova

"Consume and Rule Over!": Role of Media in the Social Transformations' Mechanism

The article describes paradoxes and crisis of modern information society, peculiarity of transformation of Russian journalism, defines the difference between Western and Russian models of cognition, notes the importance of finding the mechanisms of social self-regulation in the period when mass media influence public consciousness.

Key words: global communication, social transformations, systems of values, "soap journalism", ethics of information.

Svetlana Raspopova

Mass Media of Transdnistria as a Regulator of Interethnic Relations

The article researches mass media of Transdnistria functioning in the conditions of polyethnic society. The author considers mass media of the republic as a regulator of interethnic relations, analyses activity of printed and electronic media.

Key words: polyethnics, mass media of Transdnistria, retrospective analysis, structure of mass media, information environment.

Svetlana Runova

Miniseries as a BBC Brand

The article researches miniseries as BBC's corporation's brand in the international broadcasting industry. The author gives examples why this genre, like no other, meets the requirements of public broadcasting service, and speculates how it is demanded in the modern age of commercialization.

Key words: BBC, miniseries, social broadcasting, broadcasting industry.

Global Context: Internet in Media System

Andrey Rikhter

Post-Soviet Perspectives of Freedom of Mass Information in Context of Technological Changes

The article deals with the issues of content control of Internet in Russia and other CIS countries. The author states that the existence of open telecom networks creates a new reality when it is impossible and pointless to put pressure upon traditional media.

Keywords: Internet, former USSR, freedom of the media.

Tatiana Poleva

The influence of Internet on the French Press

The research is devoted to the analysis of consequences of the influence the Internet on the printed mass media. The author finds the answers to the question how Internet discovers the weakness of french press which tries to survive among competitiveness.

Key words: Internet, French press, digital technologies, web sites, online newspaper.

Ekaterina Baranova

Using the WAP-version by Printed Media: Foreign and Russian Experience

The article analyses examples of using the mobile WAP-platform of the issue by the Russian and Foreign printed media.

Key words: mass media, polymedia, WAP-platform, mobile version.

Mass Media in Russia

Marina Simkacheva, Roman Bakanov

B2B media in Russia: genre-stylistic analysis

The article analyses the general trends of the modern B2B newspapers' development. Authors research the specific features of B2B newspapers, particularly their content, themes and columns.

Key words: B2B media, style, image, report.

Darya Martynkina

Broadcasting and Printed Media. The Experience of Interaction and Instruments for Cooperation.

This article is dedicated to the interaction and the instruments for cooperation between radio and press. It also describes the promising ways and the future of this cooperation under convergence.

Keywords: radio, press, instruments for cooperation, convergence.

Mediatext

Anastasia Bashkatova

Creativity of the Literary Review in the Post-modern Age

This article is dedicated to the genre of literary review in the modern Russian press. The author had made the content analysis of the reviews of the "Komsomolskaya Pravda", "Komersant" and "Literaturnaya Gazeta" and concluded that the literary review has its own characteristics, including signs of post-modernism and creativity.

Keywords: literary review, creativity, post-modernism, valuables.

Oleg Bakulin

"In USA by Ruzvelt's Order... The Censorship Bureau Was Organized"
(to the history of militasry censorship during the Second World War)

The documentary article is focused on the features of Soviet Union and USA military censorship departments activity during the Second World War.

Key words: censorship, USA, war, Censorship Bereau.