

# Content

Editorial ..... 4

## **Research Paradigms**

Media of the XXI Century as an Object of Research ..... 6  
*Marina Shilina*

## **Agenda**

Trade Publications in the System of Russian Business Press ..... 14  
*Victoria Mikhalkchenko*

Social Media in Finland as a Factor of Participation Development ..... 23  
*Victoria Petrova*

French Economic Newspapers are Changing Hands ..... 31  
*Lyudmila Sharonchikova*

## **Global Context: Alternative Media**

Alternative Media: History and Ways of Developing ..... 40  
*Svetlana Marich*

Gonzo Journalism in the Modern World ..... 50  
*Yuri Zakharov*

## **Mediatext**

'My dear whip', or Chekhov as an Epigone of Sacher-Masoch ..... 58  
*Anton Bakunsev*

Gogol and the Magazine "Moscovskiy Telegraf" ..... 64  
*Egor Sartakov*

Gaito Gadzanov's Opinion Journalism in the Context of the Epoch ..... 71  
*Inna Manafova*