

# Content

Editorial .....	4
<b>Research Paradigms</b>	
<i>Innovative Society: Theory and Practice of Public Relations and Media</i> .....	6
<i>Marina Shilina</i>	
<b>Global Context</b>	
Audience of the TV Channel 'Mir': So Different Viewers .....	14
<i>Radik Batyrshin</i>	
Confessional Background of the Development of Public Relations .....	22
<i>Viktoriya Mikhalchenko</i>	
<b>Agenda</b>	
Entertainment Magazines in the USA During the Period of Economic Crisis: Repetition of Past Examples? .....	32
<i>Elena Krivovoyaz</i>	
Particularities of the Content and Design of Print Publications in Germany During the Period Between 1920s–1930s .....	41
<i>Olga Shturkina</i>	
<b>Media-RU</b>	
Internet and Traditional Print Media in Russia: Problems of Existence and Mutual interaction .....	50
<i>Georgy Viren</i>	
Internet Strategies of Business Publications in Ukraine .....	57
<i>Daria Pushkaryova</i>	
<b>Mediatext</b>	
The transformation of the axiological sphere of media discourse.....	64
<i>Marina Cherkasova</i>	