

ABSTRACTS

Research Paradigms

Reflection on the Innovations in Advertising and PR: Russia. The XXIst Century

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The article analyzes the elements of PR and advertising, which can have potential innovations.

Key words: innovations, innovation trends in society, new attitude to advertising, increase of the information component on advertising as a trend, competence approach.

Global Context

Systematic and Synergic Approach to the Study of Foreign Literature at the Turn of the XIXth and the Beginning of the XXth Century

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The article analyzes the literary process at the turn of the XIX and the beginning of the XX century from a systematic and synergic point of view and presents the common factors which provoke the emergence of new literary trends and the mechanisms of their interaction with traditional movements. The author gives a theoretic basis for predicting their future development. The national aspect has an important role in the paper. It is analyzed from two points of view: as a dialogue with other cultures and as a universal characteristic of an artwork.

Key words: system, synergy, cycle, modeling, literary trend, national aspect.

State Media Policy of the Russian Federation in 2008–2010

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By 2008 the Russian mass media branch has formed de-facto in absence of a needed regulatory complex. During the formation of a new Russian government in May 2008 the regulation functions in the sphere of mass media were given to the Ministry of telecommunications. This body has started to implement state media policy based on the development of telecommunication technologies and includes to the agenda the legislative regulation of the mass media branch.

Key words: mass media, branch, media policy, state regulation.

Forming an Innovative Model of Work Planning in a Multimedia Editorial Office

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Media planning is one of the aspects of the Barnaul media holding Altapress and its publications, which is actively reconsidering the work with multimedia technologies in order to meet the changing needs of the audience. The acquired by the company results including the financial ones demonstrate the possibility to weaken the negative consequences of the crisis and to achieve a synergic effect from the convergence of editorial processes. The article may be useful for the heads of regional media outlets.

Key words: mass media, convergence, media planning, Altapress publishing house.

Agenda

Emergence and Establishment of the Norwegian Press

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The emergence of Norwegian regular press dates back to the last quarter of the XVIIIth century and it was connected with some historic circumstances – the Danish-Norwegian union. The prehistory and history of the Norwegian press are characterized by the flourishing of “folk journalism” against the background of the official one. The first Norwegian print newspapers contained mainly classified announcements; however, there were materials which had topical political character.

Key words: monopoly, news sheet, classified announcement, newspaper, publisher.

Contemporary Situation on the Austrian TV Market

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The author undertakes an analysis of the Austrian TV market. The trends of television development in Austria are overviewed and examined. The author pays attention to both public and private broadcasting companies.

Key words: TV market, Austrian media, public and private broadcasting companies, ORF, digitalization.

The Four Pillars Model in the Dutch Press

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The article deals with the analysis of the Dutch press in relation to the four pillars model, i.e. four independent social groups that existed in the Netherlands until 1960-70s. These four groups were the Roman-Catholic, Orthodox-Protestant, Social-Democratic and Liberal or Neutral ones. The article dwells on four newspapers: Trouw, De Volkskrant, Het Parool and De Telegraaf emphasizing their characteristic and typical features, and figuring out the impact pillarization

model on such factors as the choice of topics for coverage, the search for target audience, the change of the journalist's role and so on.

Key words: pillarization, Dutch mass media, Trouw, De Volkskrant, Het Parool, De Telegraaf.

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Forming and Development Trends of the Unconventional Advertising Market in the Russian Segment of the Internet

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The author analyzes the issues connected with the existence of the unconventional advertising market in the Internet, the possibility and justification of the term unconventional advertising in the professional community. The article also attempts to assess the data on the segment of Internet advertising as a whole and the unconventional advertising in particular. The data is acquired from research companies and independent experts.

Key words: unconventional advertising, Internet, Russian segment of the Internet, digital agencies, advertising market.

Internet-television in Russia: Advantages and Disadvantages

Natalia Gegelova

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The article attempts to analyze the contemporary state of internet television in Russia and to highlight the positive and negative aspects of network broadcasting.

Key words: internet TV, stream broadcasting, Internet broadcasting, internet TV on demand, type of broadcasting.