

# Content

Editorial ..... 4

## Research Paradigms

Image, Stereotype and Public Image –  
Usage Boundaries and Interaction Model ..... 6  
*Taras Cherevko*

## Global Context

The Prospects of Transforming State-Owned Media into Public Service Media ..... 16  
*Alexey Eryomin*

## Agenda

The Legal Regulation of Activity of Slovak Mass Media:  
The Slovak Press Law of 2008 ..... 24  
*Mikhail Bondar*

Professional Ethics of Russian Journalism in 2005–2010  
(Based on the Decisions Made by the Public Collegium on Press Complaints) ..... 32  
*Ekaterina Samulkina*

## Mass Media in Russia

From the Press History of Amur Region ..... 38  
*Ivan Chernyshyov*

The Problems of Professional Education  
in the Magazine *Pechatnoe iskusstvo* (1901–1903) ..... 47  
*Vadim Polejhai*

## Mediatext

About the Mosquito, Fly and the Dreamer Beranger, Flown  
into the Poetic Cycle of I.S. Aksakov ..... 54  
*Vladimir Grekov*

The Polemic of Patriotism and Cosmopolitism  
in St. Petersburg Magazines in the 1840s : V. Belinsky vs. V. Maykov ..... 60  
*Leonid Alexandrov*

Social Chronotope in Russian Journalism ..... 67  
*Vladimir Virvitchuk*

To the 300th anniversary of M.V. Lomonosov  
Life and Personality of Lomonosov  
in the Materials of the Russian Press ..... 72  
*Olga Minaeva*