Content

Editorial	.4
Research Paradigms	
Contemporary state of the theoretical approach to formats of mass media Seda Stepanian	6
Global Context	
Victory technology at the election of the Russian president 2012: communicative essence Pavel Ushanov	14
Particularities of the work of the Russian Presidential administration press office under the conditions of the world financial crisis and in the post-crisis period	
Agenda	
Sound design: musical formatting of speech	28
«Journalism of action» Case study of contemporary Russian radio broadcasting Daria Danilova	.35
Mass media abroad	
Mass media system of Taiwan Larisa Fedotova	.42
Experience of the Soviet Union and the organization of the print business in People's Republic of Chinese (1949–1956) Chzao Junhua	.49
The influence of new media on the Chinese press Li Suan	. 55
Mediatext	
The Second World War in the late non-fiction of Kurt Vonnegut Maria Ivanova	.64
The House at Mokhovaya: to the 60th Anniversary of the Faculty of Journalism at Lomonosov MSU Olga Minaeva	.72