

ABSTRACTS

Research Paradigms

Strategies and tactics of communication influence

Iosif Dzyaloshinsky

PhD in philology, Professor at the National Research Institute Higher School of Economics, head of the Laboratory for research in the field of business communication, imd2000@yandex.ru

Maria Pilgun

Doctor of Philology, Professor at the National Research Institute Higher School of Economics, deputy head of the Laboratory for research in the field of business communication, mpilgun@hse.ru

The authors investigate the contemporary terminological framework describing problems of communication influence. The article includes a system of terms description characterizing communication processes. The authors give an interpretation of the following concepts: strategy, method, technology etc.

Key words: communication influence, strategy, tactics, method, technology.

Global Context

Gender Research of the Journalist's Profession

Olga Smirnova

PhD in Philology, Associate Professor at the chair of print journalism, Faculty of Journalism, Lomonosov Moscow State University, head of the Centre for Gender Research of the media, smirnovaorama@gmail.com

The article provides an overview of the process of feminization of journalism, analyzes the current trends in the research of gender aspects of journalism and looks into the changes in the professional culture under the influence of feminization.

Key words: feminization of journalism, gender research, professional culture of a journalist.

Main Typological Characteristics of Russian Business Journalism

Kristina Mamikonian

PhD student at the chair of electronic and print journalism, Institute for Mid-career training of TV and radio professionals, christ6@mail.ru

Business media today are the most demanded media wick in the Russian media market. There is a number of studies devoted to this segment of journalism wich have in appeared in the recent years. In spite of this fact there is a lack of scientific researches devoted to business media structurization. In this article the author tries to generalize the academic experience in an attempt to define the main typological characteristics of business journalism. Their audience, functional purposes and the subjects are considered to be the main typological criteria of financial and economic editions.

Key words: business journalism, market economy, publication, typology, audience.

Agenda

Regional Russia in Russian Reporter Magazine: on the way to balanced media coverage

Olga Fokina

PhD student, Faculty of Journalism, Lomonosov Moscow State University oa.fokina@yahoo.com

The author analyses how regional agenda is formed in the national magazine Russian Reporter. The research shows approaches to challenging stereotypes about Russian regions, demonstrating great diversity of the province and creating common information space in Russia.

Key words: Russian national press, regional agenda, regional development.

Media brand: defining concepts and research issues

Galina Khatiashvili

PhD student at the chair of editing, publishing and information, Faculty of Journalism, Lomonosov Moscow State University, khatgalina@yandex.ru

The article studies the peculiarities of media brands. The author presents a definition of the notion media brand and tries to mark the role of the editorial parameters in creating and supporting Russian magazine brands.

Key words: media brands, magazine brands, purpose, audience, media content.

Mass media abroad

Terrorist attack of 9/11 – ten years later

(case study based on the materials of the German daily newspaper Frankfurter Allgemeine Zeitung)

Egor Koshelev

PhD student at the chair of foreign journalism and literature, Faculty of Journalism, Lomonosov Moscow State University, egor.koshelev@gmail.com

This article is a review of the materials published in the national German liberally-conservative newspaper Frankfurter Allgemeine Zeitung, devoted to the 10th anniversary of «9/11» – series of well-coordinated terrorist attacks which occurred on the territory of the United States of America on September 11th, 2001. The detailed analysis shows the position of German journalists and their opinion about the consequences of terrorist attacks – both economic and political.

Key words: mass media, terrorism, September 11th, USA, Frankfurter Allgemeine Zeitung.

Mediatext

Stylistic particularities of texts in context advertising on the Russian Internet

Daria Kuvshinnikova

PhD student at the chair of advertising and PR, Faculty of Journalism, Griboedov Institute of international legislation and economics, dkuvshin@gmail.com

Texts of the context advertisements on the Yandex.Direct service are analyzed. The author has allocated lexical-grammatical and structural characteristics of texts of context advertisements and has found out the way these characteristics influence the effectiveness of an advertising campaign.

Key words: context advertising, advertising text, Internet, effectiveness.

Online media: particularities, development trends

Elena Titok

PhD student at the chair of editing, publishing and informatics, Faculty of Journalism, Lomonosov Moscow State University, reyame@mail.ru

The development of online media makes it necessary to follow the trends and distinguish the special features of these media. A web-editor has to take into account special features of his/her work otherwise web-media will not match the modern mass media demand. Special features of web-journalism can be already distinguished. The main among them are: hypertext, multimedia and interactivity.

Key words: online journalism, online media, hypertext, multimedia, interactivity.

Russian opinion journalism on death penalty at the beginning of the 20th century

Sergey Chizhkov

PhD in political studies, Associate Professor at the chair of history and legislative regulation of Russian media, Faculty of Journalism, Lomonosov Moscow State University, chizhkov@gmail.com

The article analyzes the death penalty debate in the Russian press of the early 20th century. At this time, the problem of death penalty became one of the key topics of public debate in Russia. The debate was attended by lawyers, writers, public figures and journalists. Particular attention is paid to the analysis of the discussion between Chicherin and Solovyov, which affected a wide range of ethical and legal issues.

Keywords: death penalty, public debate, Russian society, public opinion.