Content

Editorial4
Research Paradigms
Communication in the Management of Image and Reputation: Correlation of Concepts6 Tatiana Greenberg
Global Context
Evolution of Prognoses with Regard to Information Society14 Lydia Zemlyanova
Agenda
Modern Advertising in Print Publications and on Employment Portals24 Vera Ignatkina
Mass media abroad
Origin and Development of Manga30 Dmitriy Prokhanov
Mediatext
Standard and Expression in News Media Text: towards the Pragmatics of the Compositional Structure40 Andrey Negryshev
Truth and Myths about the Changes in Russian Spelling (based on the press for 2000-2002)46 Elena Arutyunova
Vladimir Odoyevskiy and the Slavophiles56 Vladimir Grekov
"I am Determined to Publish the Parus until they Forbid me to Do So" (towards the History of the Newspaper's Publication by Ivan Aksakov)65 Sergey Motin