

ABSTRACTS

Research Paradigms

Effectiveness of Advertising: Its Models and Consumer Impact

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The effectiveness of advertising is a key issue which is important for both advertisers and the mass media acting as channels for advertising sales. In a company, the bulk of the advertising budget goes to media advertising. The effectiveness of advertising can be considered not only from the communication standpoint but also from the economic one. We should take into consideration the numerous factors related to the market, the level of competition in the sector, the value of goods or services that are offered, the mental characteristics of the audience and the way it perceives advertising messages.

The article features the current approaches to the effectiveness of advertising and identifies the major models of consumer impact.

Key words: media advertising, effectiveness of advertising, evaluation models, impact of advertising.

Global Context

Citizen Journalism in the World's Media Sphere

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The article is concerned with the philosophical comprehension of citizen journalism as a current trend in the world's media sphere. The evolution of this phenomenon is viewed as a fairly important consequence of the emergence of a new communicative reality.

Key words: citizen journalism, new media, mass self-communication, network society.

Mass Media in Russia

Image of a Heroine of the Civil War in Soviet Women's Magazines of the 1920s–1930s

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The article brings into focus one of the aspects of war propaganda in Soviet publications for women of the 1920s–1930s. It contains an examination of how the image of a heroine, who had defended the Soviet power during the Civil War, was formed. Women's

military training was an extremely popular subject in the press in the period leading to the Great Patriotic War.

Key words: history of the Soviet press, Soviet women's magazines, image of a heroine of the 1920s–1930s.

Regional Broadcasting of the Subsidized Administrative Units of the Country in the System of Media Holdings (a case study of the Tambov Region)

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The article deals with regional broadcasting in the context of media holdings in the subsidized regions of the country. The case in point is the Tambov region, where the information situation is typical of most economically weak administrative units of the Russian Federation. The article considers the major trends in contemporary radio journalism as well as the possible development scenarios for this sector of the media market. The main tendency of recent years is that media holdings have been undergoing the process of mergers and acquisitions. Under these circumstances, nothing remains for regional stations but to go online or merge with larger and more influential media.

Key words: radio, journalism, media, holdings, format.

Mass media abroad

German Media on the Threat of Islamic Terrorism

(a case study of articles in the German daily newspaper *Frankfurter Allgemeine Zeitung* from 2012)

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This paper is a survey of articles on fighting Islamic terrorism in Germany published in the German liberal-conservative supra-regional newspaper *Frankfurter Allgemeine Zeitung*. The World Wide Web is known to have become a major and advanced weapon in terrorists' arsenal. The author gives several examples of radicalization through internet propaganda and thoroughly examines German journalists' attitude to the issue.

Key words: *Frankfurter Allgemeine Zeitung*, Germany, mass media, terrorism, fundamentalism.

Mediatext

Assessment in News Texts: Compositional and Logical Implications

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Law, the Vladimir Branch of Financial University under the Government of the Russian Federation, negryshev@inbox.ru

The paper is concerned with the evaluation techniques used at the level of the compositional and logical structure of news media texts. The author gives a brief outline of the epistemological and communicative-psychological prerequisites of evaluation in the news. The evaluative implications in the compositional structure of the text are considered in terms of logical-syntactic junction, thereby the evaluative capacity of its three types (conjunction, subordination and counterjunction) is revealed.

Key words: news media text, composition, evaluation, junction.

*Phenomena of Family and Family Rearing in Russian Media Texts
(a case study of animation)*

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The paper focuses on the main features of the image of the family and family rearing in Soviet and Russian animation for preschoolers. It considers the psychological attitudes of children's and parents' behavior translated through media texts and the ways to overcome family crisis by means of animation.

Key words: family and family rearing, family crisis, media texts, animation, children's and parents' behavior.

*Authors and Anonymity Culture in Nikolai Karamzin's Almanacs Aglaya and Aonidy
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The author examined two almanacs Nikolai Karamzin edited in the 1790s. The subject of the research was the authors who wrote for those periodicals. The almanac *Aglaya*, which was published in 1794 and 1795, mostly included Karamzin's own works. So using *Aglaya* as an example the author analysed such a specific type of periodical as a mono almanac, i.e. an almanac made by only one person. *Aonidy* united around itself a large number of first-class and second-class writers. The author of the article also put her attention on anonymity culture by analyzing the pseudonyms the writers used in their articles.

Key words: almanac, Karamzin, author, pseudonym, periodicals.