

Content

Editorial.....	6
Research Paradigms	
Values and Qualities of Russian Journalists: Theoretical Models and Empirical Research Results	8
<i>Iosif Dzyaloshinsky, Marina Dzyaloshinskaya</i>	
Global Context	
Protest Movement as a Product of Ideological Split of the Communication Field in Russia in 2000.....	20
<i>Pavel Ushanov</i>	
A Constructivist Approach to Studying Media Reality (Based on Foreign Studies).....	28
<i>Maria Chislova</i>	
Agenda	
Journalism and PR: Methodology of Interaction	38
<i>Marina Shilina</i>	
Use of a Photographic Work in Mass Media: Legal and Ethical Aspects.....	46
<i>Ivan Pankeev</i>	
Actualization of the Theme "Sport as a Business Industry" in Russian Mass Media.....	52
<i>Evgenia Voytik</i>	
Social Behaviour in the Context of Public Service Advertising: Principles of Interaction.....	61
<i>Darya Glukhova</i>	
Mass media abroad	
Egypt: from State Control over Mass Media to Civil Movement in Social Networks	72
<i>Diana Khachatryan</i>	
Use of QR Code Technology in Chinese Newspapers.....	80
<i>Lee Suan</i>	
Business Media in the Republic of Korea	86
<i>Cho Hunen</i>	
Медиа RU	
Algorithm of Creating a Rewritten News Item on the Internet	96
<i>Olga Lashchuk</i>	
RTB Technology in Media Business	103
<i>Natalia Kalaitanova</i>	
Political Online Resources in Russia and the USA	111
<i>Yulia Zhorova</i>	
Mediatext	
"I Am Talking about the Whole Environment": toward the Adequacy of Literary Critics' Response to Boris Pasternak's Poetry of the 1920s.....	120
<i>Anna Sergeeva-Klyatis</i>	
Andrei Bely and Boris Eikhbaum. Along the Lines of Journalistic Scholarship	128
<i>Vasily Lvov</i>	