Content

**Editorial**

On Definitions of Contemporary Journalism

Elena Vartanova

**Research Paradigms**

Integrated Social Communications in Journalism

Vladimir M. Gorokhov, Marina G. Shilina

**Global Context**

Crowdfunding for Photojournalists: New Opportunities for Creative Self-realization

Oleg A. Bakulin

Photography within the Framework of a Political Campaign: Issue of Genre Typology

Pavel V. Ushanov

Woman’s Image in Contemporary Russian Press: Visual Aspect

Irina A. Balalueva

**Agenda**

American Digital Diplomacy: Effectiveness for Foreign Audiences

(experience of sociological research in Russia)

Kristina L. Zuykina

Art as a Trend in Building Communication of Haute Couture Houses

Maria V. Makeeva

**Mass Media in Russia**

Russian Public Service Television in the Context of Today’s Humanitarian Agenda: Assessing the Media Criticism

Tatyana I. Frolova

Development of Information Technologies in the Framework of the Far East Program

Victoria M. Lonshakova