## Content

E	ditorial
	On the Topicality of Eternal Journalistic Issues
ΙT	-Academia
	Models of Cloud Computing in Digital Humanities
	Mobile Media as a New Type of an Advertising Platform21 Kseniia S. Kornilova, Anton S. Morozov
G	lobal Context
	Phenomenon of Media Immersion
	New Cinema in the Context of the Internet Influence on Film Art: toward the Question
Α	genda
	Career in the Media Today (a study of finalists' career counseling at the Faculty of Journalism, Lomonosov Moscow State University)
N	lass Media in Russia
	The Uchitel against the Guvernantka, the Year of 1862: on a Magazine Polemics about Women's Education58 Varvara V. Ponomaryova
	Genre Characteristics of Soviet Women's Magazines in the 1920s –1930s: a Brief Overview
	What Should a Socialist City Be Like: Projects for Reforming the Lifestyle in the 1920s67 Igor Yu. Govryakov
N	Mediatext
	Journalistic Picture of the World: towards the Research Methods
	Metaphorical Image of Ruble in Caricatures Texts (a case study of caricatures in the Moskovskiy Komsomolets newspaper)80 Nadezhda N. Volskaya