

Content

Editorial	
New Media as a Cultural Environment of Modern Society	8
<i>Elena Vartanova</i>	
Global Context	
Political Street Art: the Art of Performance or a PR Technology? (towards the theatricalized forms of political communication)	12
<i>Svetlana A. Shomova</i>	
National Branding of France	19
<i>Olga E. Kobiakina</i>	
Agenda	
Russian Blogosphere: a Search for an Audience Niche in the National Information Field	30
<i>Pavel V. Ushanov</i>	
Communication Practices of Press Offices for Regional Government Agencies under the New Media Environment	37
<i>Yulia V. Shibanova</i>	
Mass Media in Russia	
Convergent Media Projects in Contemporary Sports Journalism (a case study of the Sovetskiy Sport and Sport-Express newspapers)	46
<i>Maria N. Gulyaeva</i>	
Influence of Digital Technologies on the Development of Russian Sports Photojournalism (1991–2014)	54
<i>Maria A. Vaschuk</i>	
Literature and Essays	
Journalism in N.A. Nekrasov's Poetic Heritage	64
<i>Boris I. Esin</i>	
Journalism of N.K. Krupskaya and A.V. Kollontai in Shaping the Ideology of Women's Emancipation	73
<i>Olga Minaeva</i>	
Andrei Platonov's story "For Future Use" in Soviet Critical Reviews	81
<i>Ruslan A. Poddubtsev</i>	
Journalism Education	
The Virtual Museum of the Russian Press	90
<i>Ivan A. Pankeev</i>	