

Content

Editorial	
On the Conceptual Foundations of Media Theory.....	8
<i>Elena Vartanova</i>	
Global Context	
Media Carnival in an Era of Globalization.....	18
<i>Iosif M. Dzyaloshinsky</i>	
Agenda	
Creativity in Copywriting	30
<i>Alexander N. Nazaykin</i>	
Split Screen and Multi Screen Photography in the 19th–21st Centuries	37
<i>Maria A. Romakina</i>	
Mass Media in Russia	
Development of the Largest Regional Media Holdings in Russia (cities of one hundred thousand of the Southern, North Caucasian, Ural, Siberian and Far Eastern Federal Districts)	54
<i>Sergey S. Smirnov, Emin S. Gasanov, Ilya V. Radaev</i>	
Programming General-Interest Television Channels Under Intense Competition	64
<i>Yulia I. Dolgova, Victoria S. Fedorova</i>	
Mass Media Abroad	
FIFA World Cup 2018 in the Italian Media Landscape	76
<i>Natalia V. Urina</i>	
The Image of the King of Spain Felipe VI in the Light of the Catalan Independence Referendum (a case study of <i>El País</i> , <i>ABC</i> and <i>El Periódico</i> newspapers)	88
<i>Grigory V. Prutskov</i>	
Youth Media Consumption: a Theoretical Review of Research (a case study of Spain, Brazil, Argentina and Mexico)	95
<i>Gelia S. Filatkina, Maya I. Davletshina</i>	
Literature and Essays	
A.S. Pushkin in Late Journalism, Poetry and Diaries of A.A. Blok	106
<i>Ekaterina I. Orlova</i>	
In Memoriam	
Vl. A. Kovalev as a Person and as a Scholar (1922–1991)	112
<i>Irina V. Tolokonnikova</i>	
Book Review	
Drafting Standard as a Tool to Combat Defamation and Fakes in the Media	122
<i>Alexei A. Timofeev</i>	