

# Content

## Editorial

Towards the Importance of Theoretical Comprehension of Journalists' Professional Ethics .....	8
Elena Vartanova	

## Global Context

Goodwill Communications within Corporate Social Responsibility .....	14
Vladimir M. Gorokhov, Veronika A. Prostyakova	
Data Journalism in the Quality Press: Genre and Thematic Characteristics.....	22
Mikhail I. Makeenko, Alexandra G. Shilina	
Crowdfunding in Modern Russian Journalism Studies .....	36
Igor V. Anisimov	

## Agenda

OTT Services on Instagram (a case study of the online version of the CTC television channel and the Amediateka online cinema) .....	48
Galina G. Shchepilova, Eleonora O. Lagoiskaya	
The Issue of Digital Manipulation in Photojournalism: Specifics of the Source Base .....	57
Oleg A. Bakulin	

## Mass Media in Russia

The Topic of the Rise of the Public Health Institution in Russian Mass Media .....	68
Varvara V. Kazhberova	
The Content of the Ekho Moskvy Radio Station in Different Media Channels: a Comparative Analysis .....	76
Victor A. Mutyev, Elena A. Kaganova, Maxim S. Shchavlinsky	
Specific Coverage of Cultural and Educational Events (a case study of the website of the Rossiya K television channel and in the Colta.ru, Afisha Daily, The Village and Meduza online publications).....	83
Alina S. Artes	

## Mediatext

Functional and Stylistic Studies in the Modern Scientific Situation .....	96
Irina A. Veshchikova	

## Literature and Essays

The First Writer's Celebration: Problems of Covering I.A. Krylov's Jubilee in the Russian Press .....	106
Irina E. Prokhorova	

## Book Review

Russian Journalism "Is Not Becoming an Academic Discipline but Is One..." .....	128
Ivan A. Pankeev	
Multipolarity of the Journalistic World at the Beginning of the 21st Century: Empirical Evidence and Academic Generalizations .....	134
Maria E. Anikina	