

Content

Editorial	
On the Importance of Media Education: Two Lessons from the Pandemic Crisis	8
<i>Elena Vartanova</i>	
Research Paradigms	
Developing Barrier-Free Communication Environment in Real and Virtual Types of Space	16
<i>Sergey M. Abramov, Sergey A. Amelkin,</i>	
<i>Larisa G. Gagarina, Innara A. Guseinova,</i>	
<i>Elena N. Kornilova</i>	
Global Context	
The Phenomenon of Hashtag Activism of Modern Youth	
(a Case Study of Socio-Political Developments in 2019–2020)	26
<i>Anna N. Gureeva, Elina V. Samorodova, Polina A. Bakalyuk</i>	
Media Education in Russia and the USA:	
an Analysis of Historical Development	35
<i>Georgy V. Mezentsev</i>	
Student Radio Station:	
Student Radio Station: Experience of Media Educational Project	
(a Case Study of Radio 'Mokhovaya 9')	44
<i>Julia A. Duntse</i>	
Agenda	
Russian Segment of Youtube During the Pandemic: Content	
and Genre Structure Transformation	54
<i>Elena G. Lebedeva</i>	
Presenter's Work in a Morning Live TV Show	
(a case study of 'Good morning' program on Channel One)	63
<i>Dilbar M. Faizieva</i>	
Professional Health of Crimean Journalists:	
Causes of Stress and Motivation	71
<i>Egor R. Zharovskij</i>	
Mass Media in Russia	
Za Leninym Newspaper Published	
by the 2 nd Moscow State University: Methods of Forming the Reading Audience	82
<i>Natal'ja V. Kodola</i>	
Transformation of Monetization Models of Business Media Websites:	
a Retrospective View	87
<i>Natalia P. Ilyina</i>	
Mass Media Abroad	
Albanian Media in the Digital Age	100
<i>Anna E. Bazanova, Blerina Makhmutai</i>	
In Memoriam	
A. A. Tertychny's Scientific Legacy in the Context of Development	
of Moscow School of Media Studies	108
<i>Olga V. Smirnova, Irina N. Denisova, Sofia B. Steblovskaya</i>	
Book Review	
Copywriting Under the Laws of the Media Landscape. PostRozenal or Pop Science?	116
<i>Eugenia K. Gurova</i>	
Subject Index of Articles in the Medi@lmanah Journal for 2020	121
Guidelines for the Preparation	
and Layout of Articles in the «Medi@lmanah» Scientific Journal	155