

Content

Editorial

To the 70th Anniversary of Journalism and Media Communication
Research School of MSU8
Elena Vartanova

To the 70th Anniversary of the Faculty of Journalism of Moscow State University
Modern Transformations of Journalism in the Focus of Scientific Analysis
(traditions and innovations in the research of the Chair of Digital Journalism) 16
Olga V. Smirnova

Research Paradigms
Educational Function of Television: Theoretical Understanding 28
Andrey A. Klenin

Global Context
Social Networks as a Source of Information in Journalistic Investigations 38
Irina N. Denisova
The Issues of Chinese Journalist's Professional Ethics
in "the Media Era of a Hundred Schools of Contention" 47
Fang Wang

Agenda
Development of the Disney+ Streaming Platform During the Covid-19 Pandemic 58
Daryana A. Babyna
Marketing Communications in Social Media as an Effective Tool for Brand Promotion
(general characteristics) 70
Kristina R. Kolokoltseva

Mass Media in Russia
Journalism of the Russian Far East in 1920–1940: a Discursive Experience
(a case study of the Russkiy Krai newspaper and the Rubezh magazine)..... 78
Svetlana I. Yakimova
Alexandra Kollontay, Eminent and Unappreciated. Jubilee Reflections 86
Olga D. Minaeva, Igor Yu. Govryakov

Mass Media Abroad
Historical Figure in British Biographical Documentary Films:
Means of Representation 96
Liliana Y. Malkova, Polina A. Ostrizhnaya
Tolerance as the Main National Value in UK Quality Newspapers 106
Irma A. Kumylganova, Nadezhda K. Kutsepalova

Literature and Essays
History of Publication of N.V. Gogol's First Complete Works by F.V. Chizhov
(a case study of correspondence between A.V. Gogol and F.V. Chizhov) 122
Irina A. Surnina
The Apology of "Friendhood" and Philosophy of Idleness
in Konstantin Batyushkov's Letter to Nikolay Gnedich..... 136
Gleb Yu. Shulpyakov