## Content

Editorial	
Advertising and Public Relations: the Direction of Development of the Disciplinary Field Elena L. Vartanova, Denis V. Dunas	8
Research Paradigms	
Building Trust in Decentralized Systems: A Communicative Approach Alexandra G. Shilina, Marina G. Shilina	14
Strategic Communications: Image Aspect Tatyana Grinberg	
Noospherization as a Necessary Stage in the Development of Modern Mass Information Systems	35
A Conceptual Model for Generating Newsworthy Subjects and Its Role in Choosing Communication Strategies Sergey A. Zverev, Natalia V. Plotnikova, Maria V. Grigorieva	45
Global Context	
New AI Tools in Strategic Communications: The Architecture of a Virtual PR Consultant Vladimir A. Evstafiev, Maxim A. Tyukov, Regina R. Khismetova	56
Neural Networks as a Factor of Digital Transformation of Traditional Value-Semantic Spaces Sergey V. Volodenkov	66
Managing Communication Effectiveness in the Context of Platformization of Media Space Sergey V. Vodopetov	73
Agenda	
Typology of Advertising and Public Relations Genres: Management Approach and Creative Solutions	82
Corporate Social Responsibility as a Strategic Vector of Business Development Veronika A. Prostyakova	
Specifics of Applying Strategic Communications in Local Markets	99
Communications in International Markets in Modern Conditions: Transformation of Interaction Channels (case-study of the largest Russian companies roadshows)	109
Competencies and Contexts as Components of the Transition from PR to Communications Management Concept	114
University Promotion Technologies: The Experience of the Russian State University for the Humanities	121
Architectonics of Academic Disciplines (the experience of the Chair of advertising and public relations of the Faculty of Journalism, MSU)	128
Mass Media in Russia	
PR Specialists' Telegram Channels as a Self-Promotion Tool in the Expert Community Marina I. Piskunova, Olga V. Muronets	138
Mediatext	
The Fabulous as a Construct of the Symbolic Space of Creative Advertising Anush A. Davtyan	148