

Author	Title	Annotation	Keywords
<p>EVGENY YA. DUGIN, Doctor of science (sociology), Professor, Vice-rector, Head of the department of TV & Radio journalism “Academy of the Media Industry”, Honored Worker of Communications and Information of the Russian Federation, Member of the Scientific Expert Council under the Chairman of the Federation Council of the Federal Assembly of the Russian Federation; Editor-in- chif of the of the journal “Bulletin of the Academy of Media Industry”. 127521, Moscow, Otyabrskaya Street 105, b. 2.</p>	<p>PRIORITIES OF SCIENTIFIC UNDERSTANDING MEDIA IN THE PROCESS OF DIGITAL TRANSFORMATION OF INDUSTRIES</p>	<p>. The article analyzes the scientific research projects of the faculty of the academy of the media industry. Analysis shows the serious potential of scientists. The problems of dissertations went beyond the scope of the former specialty “10.01.10. Journalism” and corresponds to the new nomenclature of scientific specialty of “5.9.9. Media communications and journalism”.</p>	<p>Keywords: digital transformations in the media industry, digital broadcasting formats, advanced information and digital technologies, audience preferences in social networks</p>
<p>LYUDMILA A. KOHANOVA Doctor of Philology, Professor of the Faculty of Journalism, Lomonosov Moscow State University.</p>	<p>ENVIRONMENTAL INFORMATION AS A METHOD OF ENVIRONMENTAL MANAGEMENT OF MOUNTAIN TERRITORIES (ON THE EXAMPLE OF THE RSO-ALANIA)</p>	<p>Ecological information is analyzed as a method of bioresources management in a number of administrative, economic, socio-psychological and other methods on the example of RSO-Alania as a mountainous territory. The authors have formulated the conditions under which this method is effective and contributes to improving the state of the environment. Among the main conditions for the implementation of</p>	<p>Keywords: environmental information, environ- mental management methods, information and communication space of the Russian Federation, servers of state structures, information agencies, network</p>

<p>SERGEY B. GOLOVKO, Candidate of Philological Sciences, Associate Professor of the Department of Journalism of the Faculty of Journalism of the Russian State University.</p>		<p>environmental information as a method should be considered the availability of information and communication space in the Russian Federation that meets modern trends in its development, primarily the emergence of a network segment that has significantly expanded the flow of environmental information and made it more accessible to the audience; structuring of the information and communication space in which environmental information functions, including servers of government agencies, news agencies, electronic versions of print media, online environmental publications, websites of public organizations, blogosphere, social networks and other new platforms such as Telegram or YouTube messenger; availability of not only mass, but also special scientific information, which introduces environmental knowledge into general use; a wide range of environmental topics, designated by scientific journalism, which are developed by both traditional and online mass media; the availability of feedback, which is implemented by state information resources, mass media and resources of initiative people who have begun to appear in the Republic of Kazakhstan in recent years. The authors come to the conclusion that in the presence of these conditions, it is possible to talk about the effectiveness of environmental information as a method of environmental management and environmental activities.</p>	<p>environmental publications, blogosphere</p>
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<p>NATALIA V. TINGAEVA, Postgraduate student of the “Academy of the Media Industry”, General manager CEO LLC “Internal Control Service Stimul”. 127521, Moscow, Ocityabrskaya Street 105, b. 2.</p>	<p>FORMATION OF A HEURISTIC MODEL OF INTEGRATED COMMUNICATION FOR THE EAEU COUNTRIES</p>	<p>The article is devoted to the current agenda for the development of the digital system of the EAEU. The publication reveals the main problems of information interaction of the integration block associated with the lack of media socialization of the media in the digital environment. The elements of media socialization of the mass media of the EAEU countries are considered from the point of view of the builtin component of interpersonal and interethnic communications at the level of society, business and the state. A qualitatively new heuristic model of integrated communication is proposed that contributes to the development of information stability and the formation of common priorities and values between countries. The theoretical and practical use of the model at the level of development of a single crossmedia channel, united by a single information and semantic signal, symbolic logic, linguistic innovations, verbal and nonverbal stimuli, ensuring a balance of interests of the main participants of the EAEU, has been substantiated.</p>	<p>Keywords: mass media (mass media), The Eurasian Economic Union (EAEU), media socialization, common information space, heuristic model of integrated communication</p>

<p>ALEXANDER A. KALMYKOV, — Doctor of Philology, Candidate of Pedagogical Sciences, Professor of the Department of Print Media and New Media “Academy of Media Industry”, Professor of the Department of Theory and Practice of Public Relations of the Russian State University. 127521, Moscow, Oktyabrskaya str., 105, b 2.</p>	<p>MEDIA IN THE REFLECTION OF POST-NON-CLASSICAL RATIONALITY</p>	<p>The article is devoted to proving that the concept of «media» together with related media concepts such as communications, journalism, mass media, convergence, etc. are post-non- classical objects. Accordingly, media studies, even local ones, for example, of a separate media or a separate genre, should rely on this fact in order to avoid obtaining deliberately incorrect results</p>	<p>Keywords: postnonclassical science, media research, anthropic principle</p>
<p>NATALIA N. EFIMOVA N. N. Efimova, Doctor of Art History, Professor of the Department of Innovative Technologies of “Academy of the Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, b.</p>	<p>MUSIC IS IN STRUCTURE OF SCREEN PROGRAMS</p>	<p>In this article talked about the extraordinarily important role of music in the structure of the screen programs and about that over her underestimation unchanging brings to the loss of quality of CRT works. The variety of functions is similarly underlined musics, that is able to reflect that doing other facilities is impossible.</p>	<p>Keywords: structure, functions, underestimation, quality, variety</p>
<p>YANA A. PARKHOMENKO, Candidate of Art History, Head of the Department of Screenwriting Skills «Academy of Media Industry», 127521, Moscow, Oktyabrskaya str., 105, b. 2.</p> <p>S. E. Lotsmanova — Postgraduate student of the</p>	<p>THE METHOD OF COLLECTIVE INTERPRETATIONS OF SCREEN WORK AS A WAY TO FORM VIEWERS’ COMPETENCY</p>	<p>The article is devoted to the issues of Russian media education and the depiction of the perspectives of the innovative collective frame- by-frame screen work analysis method. Authors analyze the process of alteration of audience’s perception of screen arts, as well as media object’s nature transformation and the formation of new principles of media thought.</p>	<p>Keywords: screen arts, collective footage analysis method, perception, recipient, perception theory, discourse, aesthetic education, intertextuality, visual video analysis, media pedagogy, film language, film communication</p>

2nd year of study at the Department of Screenwriting and Art Studies «Academy of Media Industry», 127521, Moscow, Oktyabrskaya str., 105, b. 2.			
NATALYN. V. Shimonova , Candidate of Art History, Associate Professor of the Department of Screenwriting «Academy of Media Industry», 127521, Moscow, Oktyabrskaya str., 105, b. 2.,	FEATURES OF THE MUSICAL SOLUTIONS OF SCREEN ADAPTATIONS OF W. SHAKESPEARE’S COMEDIES	Screen adaptation poses the problem of comparing the literary language and film language, its task is to fill the literary foundation with new meanings, to increase the aesthetic volume. Music in the film adaptation is one of the tools for searching for new artistic imagery and increasing artistic volume. Music written or selected for the film adaptation either creates a special space for the film adaptation, or tries to modernize it, bringing it as close as possible to the modern audience. And these are two diametrically opposed approaches, which we consider on the example of two adaptations of W. Shakespeare’s plays: “Much Ado About Nothing” by S. Samsonov in 1973 and “The Comedy of Errors” by W. Gausner in 1978.	Keywords: film adaptation, Shakespeare, soviet cinema, musical film, stylization, medieval music

<p>MIKHAIL I. ZHABSKY, Doctor of Sociological Sciences, leading researcher of the Research sector “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, b. 2.</p>	<p>INTERCULTURAL FILM COMMUNICATION IN THE CONTEXT OF HOLLY WOOD EXPANSION</p>	<p><u>In the light of the</u> humanistic ideal of the world intercultural film communication, the realities of its historical development in the logic of the cultural industry are considered. The dominance of the United States in this area of cross- border communication is explained, in particular, by the consistent development of American cinema in accordance with the requirements of mass production. Unlike Europe, the traditions of high culture initially did not have a decisive influence on the character of the films produced. Originated in the second decade of the twentieth century . major American film companies combined competition and partnership in their activities. Guided by their professed professional ideology, they gradually conquered the national and international film market. Currently, in the world of intercultural film communication, the United States is mainly a donor, the rest of the world, including Russia — is a recipient. The film republic of most countries is part of the “world cinema village” formed by Hollywood.</p>	<p>Keywords: Hollywood, national cinema, market, ideal of intercultural film communication, realities of intercultural film communication, cultural diversity</p>
<p>VLADIMIR V. KRAVTSOV, Doctor of Philology, Associate Professor, Professor of the Department of Press and New Media «Academy of Media Industry», Professor of the Department of Public Relations and Media Policy of the IGSU RANEPa under the President</p>	<p>POLITICAL PROPAGANDA AND MASS MEDIA</p>	<p>The article is devoted to information support and conditions for the broad participation of the media in the promotion of patriotism, the formation of a state order for the production of patriotic media products and countering attempts to discredit the patriotic idea in the media. The article discusses digital communications as the basis of political propaganda, explains why digital communications are the leading modern tools for the development</p>	<p>Keywords: political propaganda, special military operation, mass media, digital communications, mass media, targeting</p>

<p>of the Russian Federation, Associate Professor of the Department of International Communication, Faculty of World Politics, Lomonosov Moscow State University, Member of the Union of Journalists of Russia. 127521, Moscow, Oktyabrskaya str., 105, bldg.2.</p>		<p>and promotion of political communications and state propaganda</p>	
<p>ALEKSANDER V. SOKOLOV, 1st Deputy Editor-in-Chief of the newspaper “Trud”, member of the Board of the Union of Printing Industry Enterprises (SPPI GIPP), applicant of Department of television and radio broadcasting of the “Academy of Media Industry”, 127521, Moscow, Oktyabrskaya str., 105, b. 2.</p>	<p>DIGITAL TRANSFORMATION MEDIA: ADAPTATION AND STAGES OF DEVELOPMENT</p>	<p>The article discusses the adaptation of traditional media, primarily print, to the digitalization process in the example of Russia. The media business existing model has come under attack due to digital delivery channels. The term “Mediamorphosis” was proposed to describe the ever-changing context of the media industry and implies that existing media must adapt when new media become relevant to users. The article proposes a periodization of the digitalization process, based on dynamics of the Russian advertising market structure in the press segment from 2000 to 2020 according to the statistical reports of AKAR (Association of Communication Agencies of Russia).</p>	<p>Keywords: digitalization, communication strategies, mass communication, media, print media, press, internet</p>

<p>ALEXEY N. SOLOMATIN, Candidate of Philological Sciences, Associate Professor of the Department of Television and Radio Broadcasting “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, b. 2</p>	<p>“SATELLITE CENSORSHIP” OR “INFORMATION SEGREGATION”: HOW THE GERMAN MEDIA REGULATOR FORCED RT DE TO STOP BROADCASTING TO EUROPEAN COUNTRIES</p>	<p>The article examines the activities of the Russian German-language TV channel RT DE in the context of an unprecedented offensive by the German authorities on freedom of speech and expression, bans and restrictions on the broadcast of programs by the German media regulator MABB and the global video hosting YouTube. The author explores the possibilities of a new TV channel in the development and implementation of communication strategies to attract an audience</p>	<p>Keywords: RT DE TV channel, European Convention on Transfrontier Television, German-speaking media market, freedom of speech, mainstream media, broadcast license, Serbia, German media regulator, information warfare, blocking, censorship, symmetric response, alternative sources of information, communication</p>
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