

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- chief of the of the journal “Bulletin of the Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>TRANSFORMATIONS OF COMMUNICATIVE STRATEGIES TO A MOBILIZATION- OFFENSIVE MODEL</p>	<p>. The article analyzes the information and communication situation caused by the preparation and conduct of a military operation in Ukraine. The author puts forward and substantiates the proposal on the transformation of media communication strategies as a mobilization and offensive model of the domestic media, on the development and implementation in the practice of their activities of “The information and educational Media platform in the Youth Policy”.</p>	<p>Keywords: media communication strategies, information and educational Media platform, bloggers, mental-conscientious war</p>
<p>OLGA YA. ERMOLAEVA, Candidate of psychological sciences, Leading Researcher of the Research Center “Academy of media industry”, member of the GEAR EBU, deputy Editor- in-Chief of the journal “Bulletin of the Academy of</p>	<p>MEDIA CONSUMPTION IN 2020–2022</p>	<p>The article discusses the features of media consumption in 2020 and 2022 in the context of the COVID-19 pandemic and in connection with the events related to the conduct of a special military operation on the territory of Ukraine in 2022. An analysis of the behavior of the audience of television and radio, genre</p>	<p>Keywords: media consumption, COVID-19 pandemic, special military operation on the territory of Ukraine, genre features of media consumption, audience coverage, listening and TV viewing time</p>

Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.		preferences was carried out on the example of television viewing and radio listening.	
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, st. Oktyabrskaya, 105, bldg. 2.	LANGUAGE RESOURCES OF COMMUNICATIVE MEDIA STRATEGIES	Media communication strategies are changing under the influence of digitalization. In a narrow sense, the communicative strategy modification is a transformation of genre and stylistic forms and methods of creating and presenting media materials. The article proposes a definition of the communicative strategy of the media within the framework of the linguistic track of communication research. The language resources of communication are the most significant characteristics of communicative strategies. The formation of a new prevailing format of communicative interaction with the digital media audience, characterized by the number of classified indicators such as genre, readability, and duration of communication, is substantiated.	Keywords: communication strategies, mass media, media, readability, genre, duration of the communication
ALEXEY N. SOLOMATIN, Candidate of Philological Sciences, Associate Professor of the Department of Television and Radio Broadcasting “Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.	MEDIA COMMUNICATION AS A DERIVATIVE OF JOURNALISM AND A NEW DIRECTION IN THE EDUCATIONAL PROCESS	The article discusses the development of communications in modern society, attempts to find an answer to the question of what is media communication and what is its connection with journalism. A number of issues affecting the features of the new direction of teaching «Media Communication» in the educational process of higher education are investigated.	Keywords: media communication, journalism, information, mass media, education

<p>NATALIA N. EFIMOVA Doctor of Art History, Professor of the Department of Innovative Technologies of “Academy of the Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg.</p>	<p>FEATURES OF SOUND SCORES OF MULTI-PART TV MOVIES</p>	<p>This article says that the music of a multi-part television movie belongs to a specific kind of musical art that has everyday, trivial intonations. The incompleteness of the series, their internal connectedness and other specific features are emphasized.</p>	<p>Keywords: structure, drama, style, stylishness, synthesis, TV series, signal, reflex</p>
<p>VALERIA YU. LABUZNAYA, graduate student, Department of Screen Arts “Academy of the Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>A MATHEMATICAL TASK AND A HEROIC POEM: THE PROBLEM OF SCREEN ADAPTATIONS OF A CLASSIC DETECTIVE PLOT</p>	<p>The article is devoted to the problem of film adaptation of a detective plot. The author considers the intellectual nature of the genre «formula» as a problem which inhibits the development of aesthetics, poetics and expressives in cinema. The detective genre tends to the utilitarian use of the possibilities of screen arts, subordinating the audiovisual solutions to logic constructions.</p>	<p>Keywords: detective, genre, formula, screen art, adaptations, logic, narrative, discourse, plot</p>
<p>YANA A. PARKHOMENKO NATALIA V. SHIMONOVA Ya. 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>A FEMALE IN SOVIET CINEMA: LOVE, WORK AND FREEDOM</p>	<p>. In the late 1920s, a new society was being built in the USSR, in which women and men were formally equalized in rights. Swift emancipation of women made them independent as a part of the working class. Soviets were aiming for a rapid course of industrialization, and such an approach had allowed to introduce a large number of workers into the system. Cinema reflected this process, forming a screen model of life of the new Soviet woman as an example to be followed. The article analyzes the evolution of the image of the Soviet woman in Soviet cinema from 1930s to 1960s.</p>	<p>Keywords: Soviet cinema, female image in cinema, emancipation, USSR women, Soviet actresses, Soviet women, Stalinist era, heroization of labor</p>

<p>N. V. Shimonova, Candidate of Art History, Associate Professor of the Department of Screenwriting «Academy of Media Industry». 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>			
<p>NINA YU. SPUTNITSKAYA MAXIM F. KAZYUCHITS</p> <p>N. Yu. Sputnitskaya, Candidate of Art History, Associate Professor, Leading Researcher of VGIK named after S. A. Gerasimov, Professor of the Department of Scenario Skills of the Academy of Media Industry. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p> <p>M. F. Kazyuchits — Ph. D., Associate Professor, Leading Researcher, VGIK named after S. A. Gerasimov, Professor, Department of Scenario Skills of the Academy of Media Industry. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>AMERICAN TELEVISION SERIES FOR YOUNG PEOPLE IN THE SCREEN ARTS SYSTEM: HISTORICAL RECEPTION AND MODERNITY</p>	<p>The article is devoted to the study of modern American television series, the problems of which are associated with a youth culture manifested in various semantic fields, including education. Particular attention is paid to identifying the typology of characters, analyzing typical motives that allow the creators of such projects to carry out a bilateral process of reflecting socio-cultural reality and at the same time directly affecting target audiences.</p>	<p>Keywords: TV series, youth culture, screen culture, US cinema, US TV series</p>

<p>YURY D. GRANIN</p> <p>Y. D. Granin. Leading researcher, Doctor of philosophy, Professor of the Institute of Philosophy of the Russian Academy of Sciences (IPhRAS).</p>	<p>THE PROBLEM OF THE FORMATION OF THE “RUSSIAN NATION”. THE COMMUNICATIVE ASPECT</p>	<p>At the present time without prior public discussion the development of the bill Russian Federation with the working name “About the state national policy” began, one of which sections will be devoted to “the Russian nation”. In this context, a number of special theoretical issues related to the interpretation of the term “nation“, the discussion of the factors of the emergence and development of nations in Europe and the world are actualized. The article analyzes the communicative factors of the formation of the main European nations. It is proved that the “Russian nation” as a cultural and political whole was not created either in the Russian Empire or in the Soviet Union. According to the author, even now the “Russian nation” is still in the process of formation. To complete it, it is necessary to amend the Constitution of Russia, the main documents of the national policy of the Russian Federation and the federal law “On Education in the Russian Federation”, create a federal program to strengthen and spread Russian identity in the “national” republics of our country.</p>	<p>Keywords: Intelligency, mass media, the nation, the national state, nationalism, federalism, formation, sovereignty</p>
<p>MIKHAIL I. ZHABSKY, Doctor of Sociological Sciences, leading researcher of the Research sector “Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>CINEMA AND THE STATE AT THE TURN OF TIME — CONTEXT, GOALS AND THE PROBLEM OF COMMUNICATIVE INTERACTION</p>	<p>Abstract. The multifaceted and profound changes in the structure of the life of Russian society that occurred in the 1990s caused a radical © Жабский М. И., 2022 © Академия медиаиндустрии, 2022</p>	<p>Keywords: film process, Russian cinema, film, market, globalization, state, artist, regulation</p>

		<p>transformation of the social organization of the film process. In the new contextual conditions, the globalization of the film process has rapidly accelerated. The crisis of the social functioning of the national cinema, which began in the late Soviet period, reached an unprecedented intensity under its influence. State support of cinematography has become a necessary condition for its survival for a long time. In the “zero” years, Russian cinema rose from its knees, and the issue of its use in solving practical tasks of the state was put on the agenda. In this regard, the conceptual aspects of the interaction of cinematography and the state are considered from the standpoint of the artist, who has a certain power over the feelings and thoughts of people, and the state power in its role as a regulator of film communication. The question of the dialectical existence of the film as an object of state regulation is touched upon.</p>	
<p>V. 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 of the Russian Federation, Associate</p>	<p>THE SPECIFICS OF PREPARING MATERIALS IN DATA JOURNALISM</p>	<p>The article is devoted to data journalism as the basis of investigative journalism and data journalism as its separate direction. Examples of implemented projects in data journalism are given, demonstrating increased attention to investigative materials due to their high public importance. The article says that the use of data journalism allows you to find answers to questions important to society, investigate crimes, and identify current global trends.</p>	<p>Keywords: data journalism, mass media, information, data-journalist, investigation, media system</p>

<p>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, st. Oktyabrskaya, 105, bldg. 2.</p>			
<p>BELLA PETROVNA OVCHAROVA</p> <p>B.P. Ovcharova is a postgraduate student “Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2. Head of recruitment of JSC “L’Oreal”.</p>	<p>POPULARIZATION OF HISTORY IN MODERN POPULAR SCIENCE MEDIA: FEATURES AND PRACTICES ON THE EXAMPLE OF PRINT MEDIA</p>	<p>In this article describes we consider modern approaches to popularization of history as a science exemplified by print media.</p>	<p>Keywords: public history, popularization of science, historical magazine, popular science editions</p>
<p>ALEXANDER M. TSYGANENKO VYACHESLAV N. RUMYANTSEV ANN KERNER A. M. Tsyganenko, Candidate of Technical Sciences, Professor, Director of the Print Media Industry Center “Academy of Media Industry”. 127521,</p>	<p>SIMULATORS OF PRINTING PROCESSES IN THE PREPARATION AND EVALUATION OF THE QUALIFICATION OF OPERATORS</p>	<p>The printing industry has changed significantly in recent years due to the development of the Internet and digital technologies. Enterprises and organizations are paying more and more attention to innovative solutions. A wide range of printed products, the use of various technologies, equipment, materials, etc. cause high requirements for the qualification of personnel of appropriate profiles and levels of education.</p>	<p>Keywords: digital technologies, printing production, printing equipment, operator, simulator</p>

<p>Moscow, st. Oktyabrskaya, 105, bldg. 2.</p> <p>V. N. Rumyantsev, Candidate of Technical Sciences, Senior Research- er, Deputy Director General for Scientific Work of JSC “Niipoligrafmash”.</p> <p>A. Kerner — Companies “Sinapse Print Simulators”, Paris, France.</p>			
<p>VALERY I. STOLYAKOV VYACHESLAV N. RUMYANTSEV</p> <p>V. I. Stolyakov, Candidate of Technical Sciences, Professor of the Department of “Polygraphic Systems” of Moscow Polytechnic University.</p> <p>V. N. Rumyantsev, Candidate of Technical Sciences, Senior Researcher, Deputy Director General for Scientific Work of JSC “Niipoligrafmash”.</p>	<p>IF YOU OPEN THE DOOR TO THE FUTURE OF PRINTING...</p>	<p>. Today, the achievements of IT technologies are actively used in the printing industry to eliminate routine operations during equipment maintenance. The successful development of artificial intelligence, its predictable “reasonable” behavior in the future, allow us to imagine a somewhat futurological trend of replacing the printer with a robot. In case of an emergency situation, the cyborg printer will be able to use the cloud service, from where he will promptly receive support and assistance.</p>	<p>Keywords: digital printing machines, digital plat- form, logistics system, workflow, artificial neural networks, artificial intelligence, neurointerface, cyborg</p>