

Author	Title	Annotation	Keywords
VALENTINA V. VARAVVA Candidate of Philological Sciences, Deputy head of the postgraduate course of the Academy of Media Industry, editor of the newspaper “Gulf of the East”, Nakhodka, Primorsky Region, 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2	A RETROSPECTIVE VIEW ON MEDIA COMMUNICATION PROCESSES IN THE PRESS OF PRIMORSKY REGION	Media communication has been at the heart of journalistic activity since its inception, plays an important role in the production of media products and the functioning of the media. In the XVIII–XIX centuries, when there were no modern means of media communication (radio, television, Internet, gadgets), but already at the first stage of the establishment and development of journalism, the editors of periodicals had to build media communication relations with the authorities, censorship authorities, the readership, the author’s team, owners of t-books, peddlers of newspapers. The periodical press as one of the current models of media communication and media communication relations in society continues to remain in the field of view of researchers. In this article, the hypothesis is put forward that the formation of the editorial office’s media communication strategy and media communication relations depends on the following factors: political, technical, technological and economic (financial), socio- cultural development of society, editorial policy and the position of the editor-in-chief (founder). This problem is considered on the example of newspapers of Primorsky Region. The paper uses methods of description, analysis, comparison and generalization. The relevance of the research is due to the attention of the scientific community to	Keywords: media communication, media communication strategy, media communication relations, media communication processes, media communication policy of the editorial office, periodical press, newspapers of Primorsky Region

		the problem of media communications and the trends of increased interest in regional media.	
SERGEY N. ILCHENKO, Doctor of Philology, Professor of the Institute «Higher School of Journalism and Mass Communications» of St. Petersburg State University.	FAKE IN THE INFORMATION WAR: CURRENT ASPECTS	The author analyzes the practice of applying and using fakes in the context of the unfolding information war between Russia and the West.	Keywords: information war, fake, Ukraine, media, lies, video, interpretation
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 of the Russian Federation, Associate Professor of the Department of International Communication, Faculty of World Politics, Lomonosov Moscow State University,	VR JOURNALISM AS AN IMMERSIVE TECHNOLOGY	The article is devoted to the study of immersive journalism (immersion journalism) — a new format that has been actively developing recently. The technologies of virtual (VR), augmented (AR) and mixed (MR) reality used lead to the transformation of journalistic genres, in particular the genre of reportage. Immersive journalism allows you to establish a strong emotional connection between the viewer and the event, which allows you to conclude about the broad prospects of this format in the work of journalists.	Keywords: virtual reality, reportage, Russia Today, MIA “Russia Today”, immersion, technology

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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.	THE IMPACT OF DIGITALIZATION ON CULTURAL CODES OF COMMUNICATION	Digitalization significantly affects all spheres of modern society. The development of information and communication resources has led to the emergence of digital platforms and ecosystems, which have seriously transformed media content consumers’ economic and behavioral attitudes. These changes have a significant impact on the communication strategies of modern media. The article attempts to analyze how digitalization affects the behavioral attitudes of consumers, social relations, culture, and moral attitudes and transforms the rules and cultural codes of communication interaction.	Keywords: digitalization, communication, communication strategies, media, cultural codes, postmodern, internet
NATALIA V. TINGAEVA, Postgraduate student of the “Academy of the Media Industry”, General manager CEO LLC “Internal Control Service Stimul”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2	LINGUISTIC FEATURES OF THE LANGUAGE OF NATIONAL MEDIA AS A CONDITION FOR THE FORMATION OF A NEW INFORMATION CROSS-CHANNEL OF THE EAEU	The article is devoted to the study of the linguistic features of the language of national media in the EAEU countries. The paper analyzes the modern problems of the linguistic structure of texts and the content of the national media, examines the existing models of linguistic innovations and defines the role of social networks in creating a new cross-channel. The agenda of information broadcasting for the EAEU countries and the threats emerging at the level of national media have been updated, taking into account the logic of building a new information	Keywords: Mass media (mass media), The Eurasian Economic Union (EAEU), information cross-channel, specialized social network, language innovation, communications

		<p>policy of the EAEU, uniting society participants to solve specific integration problems. The potential effects of building a new cross-channel at the level of a specialized social network from the point of view of the possibility of creating an integrated communication in the context of direct interaction of the media with representatives of government, business and society are presented.</p>	
<p>A. M. TSYGANENKO, Candidate of Technical Sciences, Professor, Director of the Print Media Industry Center “Academy of Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2.</p>	<p>THE TEXTBOOK IS THE MOST IMPORTANT ELEMENT OF THE PERSONNEL TRAINING SYSTEM</p>	<p>Currently, the issue of withdrawal of Russian universities from the Bologna process is being discussed in Russia. The future should be our own education system, which should be based on the interests of the national economy, and the system will be built taking into account all the accumulated previous experience. An important component of quality education is the availability of the necessary educational and methodological literature. The article examines the experience of organizing the publication of educational literature and the state of educational book publishing in the Soviet and present time. The comparison shows that, despite the significant differences, the appearance and use of an electronic book, some elements of the system of the past educational book publishing for higher education could be applied again.</p>	<p>Keywords: higher education, educational book publishing system, publishing house, educational and methodological literature, planning the release of educational books, paper and electronic books, «grading» of educational literature, book publishing statistics</p>
<p>NATALIA N. EFIMOVA, Doctor of Art History, Professor of the Department of Innovative Technologies of</p>	<p>FILM MUSIC IS A SPECIAL FIELD OF COMPOSER’S CREATIVITY</p>	<p>This article raises the most important and relevant question about the state of modern film music and the reasons for this situation, about ways to correct this situation, as about the necessary</p>	<p>Keywords: film music, composer, producer, plastic image, drinking songs, music functions, monologue, frame</p>

<p>“Academy of the Media Industry”. 127521, Moscow, st. Oktyabrskaya, 105, bldg. 2</p>		<p>qualities of a composer who writes music for cinema.</p>	
<p>ANTON A. ANTONOV-OVSEYENKO, ALLA N. SOLOGDINOVA</p> <p>A. A. Antonov-Ovseenko, Doctor of Philology, Professor at the Department of Publishing and Bibliology, Moscow Polytechnic University, Bolshaya Semionovskaya str., 115280, Moscow, Russia.</p> <p>A. N. Sologdinova, Graduate student at the Department of Publishing and Bibliology, Moscow Polytechnic University, Bolshaya Semionovskaya str., 115280, Moscow, Russia.</p>	<p>ON THE TASKS OF THE RUSSIAN PERIODICAL PRESS IN THE CONDITIONS OF A LONG- TERM CRISIS</p>	<p>The article provides a comparative analysis of the behavior of Russian periodicals during the economic crisis of 2008–2009 and the crisis caused by the spread of the Covid-19 pandemic in 2020–2021. Taking into account the economic isolation of the state, which has been consistently aggravated since the annexation of Crimea in 2014 and acquired a long-term character with the outbreak of hostilities on the territory of Ukraine in February 2022, the prospective tasks of domestic periodicals have been determined, consisting in the multimedia way of content publication and the multiplatform distribution thereof.</p>	<p>Keywords: media, print, advertising, crisis, multimedia, multiplatform</p>
<p>CONVERSATION WITH A LEGEND OF FAR EASTERN JOURNALISM</p>	<p>LYUDMILA VASILYEVA</p>	<p>Russia has embarked on the development and rearmament of the country on its own. By presidential decree, 2022–2031 was declared the</p>	<p>Keywords: journalist, professor, teacher, FEFU, Lyudmila Alekseevna Vasilyeva</p>

HOSTED BY V. V. VARAVVA	CARRYING A CROWN ON YOUR HEAD IS NOT MY THING	Decade of Science and New Technologies. Scientific personnel are at the forefront of the tasks set. The article is dedicated to Lyudmila Alekseevna Vasilyeva — scientist and practitioner, Doctor of Philology, professor of the Far Eastern Federal University (FEFU), journalist and teacher, author of textbooks, numerous scientific and journalistic articles. She made a significant contribution to the development of journalism in Primorsky Krai.	
MARINA N. MISHUNKINA Associate Professor of the Department of Mass Communications and Media Business, Financial University under the Government of the Russian Federation, 1st Deputy General Director of JSC “Arguments and Facts”; Deputy Chairman of the Public Council under the Federal Forest Agency.	SOCIAL MEDIA ENGINEERING AS AN ELEMENT OF STATE SUPPORT AND TRANSFORMATION OF TRADITIONAL MEDIA	The article examines the process of maintaining the trust and adapting traditional media to the changing model of information consumption and the conditions of modern reality through the prism of project implementation (including state ones). The revenues decline in print media, the growth in the number of digital delivery channels, and the increasing interest of the audience in social networks and the blogosphere force the media to search and find new business models while remaining relevant to their readers. The article describes media interaction with the state, which is optimal and innovative for solving pressing media problems in today’s world.	Keywords: mass communications, media, project activity, mass media, state subsidies, grants, digital solutions
VALERY I. STOLYAKOV VYACHESL V N. RUMYANTSEV	THE BOOK WILL REMAIN IN THE 22ND...	Practice has shown that books, both paper and electronic, are a tool for the spiritual development of a person. The application of the achievements	Keywords: traditional book, electronic book, digital technologies, artificial

<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>of IT technologies in the publication of books can turn them into an amazing and attractive work that will detain the reader for a long time. There seems to be a somewhat fantastic opportunity to organize a cardinal transformation of the book in the future, thanks to the expansion of its book space, the creation of some virtual contact with the reader, like feedback.</p>	<p>intelligence, neurointerface, empathy, virtual reality, immersive technologies</p>
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