

Author	Title	Annotation	Keywords
<b>MIKHAIL I. ZHABSKY,</b> Doctor of Sociological Sciences, leading researcher of the Research sector “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, b. 2.	<b>FRAMING-STRUCTURAL CONDITIONS FOR THE EMERGENCE AND FUNCTIONING OF THE ART IN CINEMA (1896–1929)</b>	The article considers issues in creating the definition for the art in cinema and in the original choice of directions for the development of the former that secured its requirement by society. The focus is on framing-structural political and economic factors of cinema’s functioning as an artistic, markedly entertaining or illuminating practice. Analyzed are options for the development of in the early fiction cinema oriented towards the interests of the structures of either left or right political spectrum, towards the spectacle of the mass, the popular (the people’s) and of the elitist. Attention is given to the bearing of social context on the dynamic of cinema’s esthetics, to the search of the economically most viable way for combining its mass nature with art and entertainment of the spectators. Under consideration is the structural framework which, at the stages of free competition (polypoly) and oligopoly, determined the development of the art in the American film industry and, later on, figured as the parcel for the latter’s obtaining, first, the status of the national and, then, of the international monopolist.	Keywords: cinema, film, the notion of the art, structural factors, directions of development, massness, popularness, polypoly, oligopoly
<b>ALEXANDER V. SHARIKOV</b> <b>VICTORIA V. ПОТАПОВА</b>	<b>ON THE RATIO OF POSITIVE AND NEGATIVE TONE MESSAGES ON RUSSIAN-LANGUAGE</b>	The article presents the results of a study conducted at the Higher School of Economics (HSE) on the corpus of texts of the monitoring system Factiva, published in 2020. The purpose of	Keywords: Russian-language online resources, sentiment analysis, text tonality, positive

<p><b>A. V. Sharikov,</b> PhD, Senior Researcher, Professor of the Institute of Media, Faculty of Creative Industries National Research University Higher School of Economics, Academic director of the Master's program Media management, Deputy Editor-in-chief of the scientific journal Communications. Media. Design. 109028, Moscow, Pokrovsky Boulevard, 11, room S 311.</p> <p><b>V. V. Potapova,</b> Master of Media Communications, Graduate of the Master's program Media management of the National Research University Higher School of Economics, traffic manager of Aviasales, Saint Petersburg.</p>	<p><b>ONLINE INFORMATION RESOURCES</b></p>	<p>the study is to identify the quantitative relationship between positive and negative tone publications on Russian-language online resources in comparison with publications of foreign publications in foreign languages. A noticeable shift of Russian- language materials into a negative tone was found. A connection has been found between the shift to a negative tone and the type of media – the greatest negative shift is observed on the websites of newspapers, the least – on the websites of TV channels. It has been hypothesized that the negative nature of the coverage of events in 2020 is mainly due to the covid epidemic. However, this hypothesis has not been confirmed – the negative coverage of events in the Russian online media in 2020 is more related to other topics – crime, offenses, etc.</p>	<p>tonality, negative tonality, neutral tonality, tonal balance</p>
<p><b>MARIA. I. GUBANOVA,</b> Candidate of Science candidate of the Academy of Media Industry, Department of Press and New Media, RANEPA under the President of the Russian Federation,</p>	<p><b>FORMATION OF THE MEDIA IMAGE OF A MODERN JOURNALIST ON THE EXAMPLE OF THE ONLINE SERVICE OF JOURNALISTIC INQUIRIES PRESSFEED</b></p>	<p>The article discusses the features of the formation of the media image of a modern journalist using the Pressfeed service, which, according to typological characteristics, can be related to specialized publications for journalists. In the research of process, the criteria for forming the media image of a journalist in a wide information space were clarified; as well as the</p>	<p>Keywords: media image of a journalist, Pressfeed as online service for journalistic requests, specialized publication for journalists, content, typological characteristics, traditional publications with online</p>

<p>Institute of Public Service and M</p> <p>anagement, senior lecturer at the Faculty of Journalism.</p>		<p>main characteristics and functionality of the journalistic inquiry service as a specialized publication for the professional community.</p>	<p>versions, hybrid publications, network resources</p>
<p><b>VLADIMIR V. TULUPOV,</b> Doctor of Philology, Professor, Dean of the Faculty of Journalism, Head of the Department of Public Relations, Advertising and Design of Voronezh State University.</p>	<p><b>CINEMA THROUGH THE PRISM OF YOUTH PERCEPTION</b></p>	<p>The article is devoted, in particular, to modern domestic and foreign cinema and its influence on the young audience. Answers are given to the questions why the “overseas” cinema is more popular with Russian youth today and what our films and TV series lack for greater popularity. In general, both young viewers and experts note, there are not enough native high quality tapes – endless remakes of old Soviet paintings, for example, often turn into hack work.</p>	<p>Keywords: cinema as an art form, impact on society, educational and cognitive functions, comprehensive program for the formation of a new generation</p>
<p><b>YURY D. GRANIN,</b> Doctor of philosophy, Professo, Leading researcher of the Institute of Philosophy of the Russian Academy of Sciences (IPhRAS).</p>	<p><b>INTELLECTUAL COMMUNICATIONS IN PHILOSOPHY AND SCIENCE THE MODERN TIME. PART I</b></p>	<p>. The article analyzes the formation and role of intellectual communications in the evolution of modern science, the role of philosophical knowledge in this evolution. Defining the boundaries of modern times by the time interval between the 17th and 20th centuries, the author pays considerable attention to the worldview of intellectuals of the early and early Middle Ages, in whose bosom the ideas of a new European science were maturing. The secularization of Europe in the 17th and 18th centuries, the transformation of European “universities” and the emergence of a</p>	<p>Keywords: intellectuals, worldview, science, paradigm, reflection, transcendence, philosophy, epistemology</p> <p>\\</p>

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<p><b>MAXIM F. KAZYUCHITS</b>  <b>NINA YU.</b>  <b>SPUTNITSKAYA</b></p> <p><b>M. F. Kazyuchits,</b>  Ph. D., Associate Professor,  Leading Researcher, VGIK  named after S. A. Gerasimov,</p>	<p><b>MODERN APPROACHES TO  THE STUDY OF SCREEN  CULTURE: PROSPECTS  AND TRENDS</b></p>	<p>The article is devoted to the analysis of key approaches to the study of various segments of screen culture. Based on the material of the III International Scientific online Conference “Images of Screen Culture: cinema, Television and new Media” held at the Academy of Media Industry, promising research strategies in such areas as archivistics, new and newest media, synthesis of screen arts, etc. are revealed.</p>	<p>Keywords: screen culture, film studies, art criticism, discourse analysis, content analysis</p>

<p>Professor, Department of Scenario Skills of the Academy of Media Industry. 127521, Moscow, st. Oktyabrskaya, 105, b. 2.</p> <p><b>N. Yu. Sputnitskaya,</b> 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, b. 2.</p>			
<p><b>PAVEL V. KVARTNIKOV</b> Director of the S. A. Yesenin Museum, Senior Lecturer at the Department of Literature and Journalism of Ryazan State University named after S. A. Yesenin.</p>	<p><b>CLASSIFICATION CRITERIA AND KEY FACTORS DEVELOPMENT OF MODERN MASS MEDIA OF EDUCATIONAL ORGANIZATIONS OF HIGHER EDUCATION OF THE RUSSIAN FEDERATION</b></p>	<p>. The article examines the factors influencing the development of modern mass media of educational organizations of the Russian Federation, suggests criteria for systematization (classification) of the existing mass media of Russian universities. The author analyzes the impact of the socio-political situation, the activities of public authorities, including the Ministry of Education and Science of the Russian Federation, on the development of media communications of educational organizations.</p>	<p>Keywords: university, media communications, media centers, mass media, media projects</p>

<p><b>ALEXANDER A. LEBEDEV,</b> Ph.D (Philosophy), Captain 1st Rank in the reserve, Director General and Editor- in-Chief of «Big Asia» TV channel and website bigasia.ru.</p>	<p><b>THE TV CHANNEL “BIGASIA” AS AN INFORMATIONAL AND IDEOLOGICAL TOOL OF RUSSIA’S TURN TO THE EAST</b></p>	<p>Russia’s turn to the East has become a new political reality, but the information space of our country is still more oriented towards the Anglo-Saxon world. This applies not only to the quantity of news, but also to the very system of media formation. This article discusses the theoretical methodological and practical justification for the need to change the paradigm for domestic journalism development, with consideration for the new state and diplomatic realities.</p>	<p>Keywords: “Big Asia”, TV channel, website, partnership, integration, ideology, Asia, East, communications, programme, news, mark</p>
<p><b>OLGA N. PATRAKOVA</b> Head of the Postgraduate Department “Academy of Media Industry”. 127521, Moscow, Oktyabrskaya str., 105, b. 2.</p>	<p><b>REFORMS... REFORMS... EVERYTHING GOES BACK TO NORMAL</b></p>	<p>The article talks about the national education system, which is expected to undergo major reforms in the near future. In February 2023, Russian President Vladimir Putin, in a message to the Federal Assembly, proposed to abandon the Bologna system of Education and return to the traditional system of higher education in Russia with a study period of four to six years.</p>	<p>Keywords: higher education system in Russia, postgraduate studies, Bolon education system, reforms</p>
<p><b>ALEXANDER M. TSYGANENKO,</b> Candidate of Technical Sciences, Professor, Director of the Print Media Industry Center “Academy of Media Industry”. 127521, Moscow,</p>	<p><b>PUBLISHING POLYGRAPHY OF RUSSIA IN 2022</b></p>	<p>Printing production technologies are used to produce products for different commodity sectors and segments of the economy. The most important component of printing production is the printing of books, magazines and newspapers. The article focuses on the analysis of the state of publishing printing in 2022 and trends in the global market.</p>	<p>Keywords: Printing production, publishing printing, books, newspapers, magazines, equipment, paper, consumables, personnel of the printing industry</p>

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