Contents

	List of illustrations	ix
	List of contributors	X
	Introduction	1
	ARJA ROSENHOLM, KAARLE NORDENSTRENG AND ELENA TRUBINA	
PA	RT 1	
Mapping the media landscape		
1	Contemporary structure of the Russian media industry ELENA VARTANOVA AND SERGEI SMIRNOV	21
2	Changing media use in Russia JUKKA PIETILÄINEN, IRINA FOMICHEVA AND LIUDMILA RESNIANSKAIA	41
3	A new generation of journalists SVETLANA PASTI	57
	RT 2 Opolitics of the media	77
4	'We must all give birth: That's an order': The Russian mass media commenting on V.V. Putin's address ARJA ROSENHOLM AND IRINA SAVKINA	79
5	Portrayal of health policy in Russian newspapers MARINA BONDARIK	102
6	Eastern cowboys: Masculine selves and coping with stressful life in the Russian edition of <i>Men's Health</i> magazine ILKKA PIETILÄ	115

	٠	٠	٠	~
V	1	ŧ	1	Contents
v	1	ı	ı	Comenis

7	In search of a 'new (wo)man': Gender and sexuality in contemporary Russian self-help literature SUVI SALMENNIEMI	134
	RT 3	155
M	edia as the arbiters of style	155
8	'Family – that's an opera': Creativity and family representations in Russian women's magazine Krest'ianka SAARA RATILAINEN	157
9	Modern Russian entertainment TV: 'Live well now – ask me how!'	175
10	Russian glamour and its representations in post-Soviet mass media MARIA LITOVSKAIA AND OLGA SHABUROVA	193
11	Between a good home and a good city: The privatisation of residential life in Russian lifestyle journalism ELENA TRUBINA	209
	Index	230