

Russian Mass Media and Changing Values

**Edited by Arja Rosenholm,
Kaarle Nordenstreng
and Elena Trubina**

Contents

<i>List of illustrations</i>	ix
<i>List of contributors</i>	x
Introduction	1
ARJA ROSENHOLM, KAARLE NORDENSTRENG AND ELENA TRUBINA	
PART 1	
Mapping the media landscape	19
1 Contemporary structure of the Russian media industry	21
ELENA VARTANOVA AND SERGEI SMIRNOV	
2 Changing media use in Russia	41
JUKKA PIETILÄINEN, IRINA FOMICHEVA AND LIUDMILA RESNIANSKAIA	
3 A new generation of journalists	57
SVETLANA PASTI	
PART 2	
Biopolitics 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	79
ARJA ROSENHOLM AND IRINA SAVKINA	
5 Portrayal of health policy in Russian newspapers	102
MARINA BONDARIK	
6 Eastern cowboys: Masculine selves and coping with stressful life in the Russian edition of <i>Men’s Health</i> magazine	115
ILKKA PIETILÄ	

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

List of illustrations

Tables

1.1	The top 10 Russian publishing houses in terms of the audience of any one issue of all newspapers in 2007 (in cities with a population over 100,000)	27
1.2	The top 10 Russian publishing houses in terms of the magazine audience in 2007 (in cities with a population over 100,000)	29
1.3	The social hierarchy in Russia (as of 2005)	33
1.4	The number of Internet users in the Russian regions	36
2.1	The most popular national newspapers in Russia	44
2.2	Magazine readership in Russia in 2007	47
2.3	Share and characteristics of regular audience for major television channels in Russia	49
2.4	Answers to the question 'To what extent are today's press, radio and television trustworthy?' (per cent of those surveyed)	52
6.1	Topics of articles in the column <i>Stress</i> in eight issues of <i>Men's Health</i> from 2005 and 2007	118

Figures

2.1	Audience of different media in 1998 and 2007, per cent of Russians regularly using.	42
5.1	The six actants of the National Project 'Health' (NPH) derived from newspaper texts September 2005–September 2006.	105
5.2	The number of key actants (government, medical community and general public) in newspaper articles on the National Project 'Health' by month, September 2005–September 2006.	107
5.3	The number of key actants (good life, project activities and poor governance) in newspaper articles on the National Project 'Health' by month, September 2005–September 2006.	108