

**Sergey Korkonosenko (ed.). (2014). *Теории журналистики в России: зарождение и развитие* [Journalism Theories in Russia: Genesis and Development]. St Petersburg: SPBU Publishing House, pp. 272, ISBN: 978-5-288-05529-4.**

The study of theoretical foundations of journalism is important, because of the constant discussions and popular doubts about the necessity of journalism theory in general, and the desire to treat journalism as merely a craft. In recent years, the relevance of such work increases also with the problem of identification and identity of journalism, caused by modern business models of media functioning and active intervention of policy and political actors in such functioning. This is especially important, that in Russia there is still no major classifications of theoretical directions in the study of mass communication, there is a terminological confusion in the objects of theoretical analysis. According to the authors of the book, researchers as a community

[...] will not be able to move successfully further if they have not evaluated the “previous” knowledge ... they will be doomed either to rotate in a closed intellectual circles, or to identify situational, short-term features of journalism, which is not projected into the past or in the future. (p. 9)

It is no coincidence that collective work, which summarizes the interim results of the research project “Theory of journalism in Russia”, being a priority in the scientific trend of the Department of Theory of Journalism and Mass Communication in the Institute School of Journalism and Mass Communication (St Petersburg State University), attracted the attention of colleagues in the media sphere and became the winner of the National Association of Mass Media Researchers (NAMMI) award in 2015.

The authors focused attention on the genesis of the theories of journalism in Russia, namely on those authors and publications that make sense of the experience of the Russian press before the beginning of the 20th century, tracing the development and evolution of views on journalism in relation to the historical, political conditions, philosophical views and literary process. In essence, this approach makes it possible from the outset to define elements that make up the potential of normative theories, which at different times have received a complete description in the works of European and American researchers, and consider this process in relation to the movement of thought in other countries. At the same time the originality of Russian theoretical ideas about journalism becomes evident, that is the phenomenon of its cultural and civilization mission in Russia; strong links of journalism with literature and philosophical thought are observed, defining the idea of serving as deed in the aspect of theoretical normativity. Journalistic work is understood and approved by the theoretical thought as a personal feat.

The authors draw attention to the formation of normative concepts of the press, highlighting the types of normativity, which, thanks to the relative autonomy of

the Russian culture and the press could not be formed not independently long before theoretical developments canonized today. They are a decision-making type based on political attitudes of the official authorities, the professional and deontological type, contributing to the creation of the ideal professional representation, professional and pragmatic type, which formed an idea of journalism as a business. However, entrepreneurial motives do not dominate in the professional and ideological discourse. Developed together and in the mainstream with literature, the author's journalism does not coincide with the interpretation of journalism primarily as an information phenomenon.

The structure of the book allows one to present different trends in the theories of Russian journalism — philosophical, normative, sociological, political, psychological, cultural, and aesthetic. Each of them has its own chapter, and in each of these areas chronological coordinates of its origin, the factors and circumstances of its formation, prominent representatives, substantial components, growth trends, etc. are found. The authors, step by step, explore the creative, political, communicative aspects of the study of the press.

The crystallization process of theoretical thought in journalism has been driven by political, economic, philosophical and aesthetic needs of the ages, but because of differences in the socio-historical conditions, as well as the levels of development of periodicals and the identity of its researchers, either morally and ethics interests or political, philosophical and aesthetic ones played a decisive role; the most important in the definition of the professional mission can be either improvement of existing orders, or a critical attitude toward social evil and call for the destruction of this evil, but also the duty of amusement and benefit to the reader, or the idea of citizenship education. The authors rely on the continuation of their study, extending its frame and increasing the range of its participants.

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**Marta Majorek (2014). *Kod YouTube. Od kultury partycypacji do kultury kreatywności* [The Code of YouTube. From Participation Culture to Creativity Culture]. Kraków: Universitas, pp. 238, ISBN: 97883-242-2633-7.**

Social media are a dynamic communication environment that allows the multi-directional exchange of messages between users. The modern new media sphere offers many ways to produce, process and disseminate information, which leads to the engagement of individual users in the communication processes. Users are al-