

## JOURNALISM

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### RECREATIONAL FUNCTION OF THE POPULARIZATION OF SCIENCE AND FORMS OF ITS REALIZATION

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*The article considers a new phenomenon of domestic science popularization forms- strengthening of recreation function. There is the overview of the basic modern organizational forms of event promotion: the Science Cafe, Science Festival, the City of science, the scientific quest, interactive science museum, etc. The author observes the problem of losing educational mission, which is the basis part of such activities as the science popularization with the focus on entertainment and interactive presentation of information.*

**Keywords:** *science popularization, new information technologies, recreational function, communication.*

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## THE NEW PERSONAL JOURNALISM AS A REFLECTION OF FORM AND METHOD OF NETWORK JOURNALISM

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*The article is devoted to the problem of definition of the new personal journalism's phenomenon. This phenomenon has some specific features that are described in the article. The author gives the definition of «new personal journalism», describes its main features. Formulation of the issue led to a comparison of the traditional and a new personal journalism. Particular attention is paid to the comparison and differentiation of such cultural phenomena as the personal journalism of Renaissance and new personal journalism, the latter of which functions in the Internet environment. Such approach gives new understanding of the new personal journalism's phenomenon. Many aspects of this phenomenon are still not sufficiently studied and require further research.*

**Keywords:** *personal journalism, journalism, Network-publicism, blogs, blogosphere, communications.*

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