

СОДЕРЖАНИЕ

МАШИНОСТРОЕНИЕ, МАТЕРИАЛОВЕДЕНИЕ И ТЕХНОЛОГИИ ПОЛИГРАФИИ

Берлад Ю.М., Баблюк Е.Б.
ИССЛЕДОВАНИЕ ВОЗМОЖНОСТИ ПРИМЕНЕНИЯ СТРУЙНЫХ МЕТОДОВ
ПЕЧАТИ ПРИ ИЗГОТОВЛЕНИИ ТЕСТ-ОБЪЕКТОВ ДЛЯ НАСТРОЙКИ
ОПТИЧЕСКОЙ АППАРАТУРЫ ДИСТАНЦИОННОГО ЗОНДИРОВАНИЯ ЗЕМЛИ 3

Ефремов Н.Ф., Будникова О.А.
АНАЛИЗ ПАРАМЕТРОВ БИГОВАЛЬНОЙ ОСНАСТКИ В ПРОИЗВОДСТВЕ
УПАКОВКИ ИЗ КАРТОНА 10

Севрюгин В.Р.
СРАВНЕНИЕ КАЧЕСТВА ПРОЦЕССОВ ЗАПИСИ ИЗОБРАЖЕНИЙ
НА СВЕТО- И ТЕРМОЧУВСТВИТЕЛЬНЫЕ ОФСЕТНЫЕ ПЛАСТИНЫ 20

Тарасов Д.А., Сергеев А.П., Тягунов А.Г., Сыдилов А.Щ.
НЕКОТОРЫЕ ПРОСТРАНСТВЕННЫЕ ХАРАКТЕРИСТИКИ ШРИФТА
КАК ПРЕДИКТОРЫ СКОРОСТИ ЧТЕНИЯ 31

Яничев Д.В., Сулов М.В.
АНАЛИЗ ДЕФОРМАЦИЙ КОРЕШКА КНИЖНОГО БЛОКА ПРИ ОТГИБКЕ ФАЛЬЦЕВ 40

ИНФОРМАТИКА, ВЫЧИСЛИТЕЛЬНАЯ ТЕХНИКА И УПРАВЛЕНИЕ В МЕДИАБИЗНЕСЕ

Малютин Д.Ю.
ЭЛЕКТРОННЫЕ УЧЕБНИКИ — ОТ ИДЕИ К РАБОТАЮЩЕМУ ПРОТОТИПУ 50

Рытикова А.М., Ноздрачев С.А., Морозова А.Н.
СОВРЕМЕННЫЙ ЗАЩИТНЫЙ КОМПЛЕКС БАНКНОТ РФ — КОНЦЕПЦИЯ
ИНФОРМАЦИОННОГО МОБИЛЬНОГО ПРИЛОЖЕНИЯ 58

ИЗДАТЕЛЬСКОЕ ДЕЛО И ДОКУМЕНТАЛЬНАЯ ИНФОРМАЦИЯ

Бойцова А.Е.
АНАЛИЗ СОСТАВА ИЗДАНИЙ, ВХОДЯЩИХ В СОВРЕМЕННЫЕ
УЧЕБНО-МЕТОДИЧЕСКИЕ КОМПЛЕКСЫ ДЛЯ НАЧАЛЬНОЙ ШКОЛЫ 69

Гончарова Н.А., Лемешко Т.В.
К ВОПРОСУ О ГЛУБИНЕ ЗНАНИЯ ИСКУССТВА И О «ХУДОЖЕСТВЕННЫХ НАУКАХ» 76

Чинбаяр О.
РАЗВИТИЕ МОНГОЛЬСКИХ ИЗДАТЕЛЬСТВ В XX–XXI ВЕКАХ 84

ПРОБЛЕМЫ ЭКОНОМИКИ МЕДИАБИЗНЕСА

<i>Антипов К.В., Степанова Г.Н., Резникова Р.А.</i> ФОРМИРОВАНИЕ ДИНАМИЧЕСКОГО ПОТЕНЦИАЛА МЕДИАОРГАНИЗАЦИИ В КОНТЕКСТЕ РЕСУРСНОЙ КОНЦЕПЦИИ ФИРМЫ	92
<i>Бирюков В.А.</i> ЭКОНОМИЧЕСКАЯ УСТОЙЧИВОСТЬ МЕДИАОРГАНИЗАЦИИ: ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ	101
<i>Бирюков В.А., Ливсон М.В.</i> ИННОВАЦИОННЫЕ ФОРМЫ КОНВЕРГЕНЦИИ СРЕДСТВ МАССОВОЙ ИНФОРМАЦИИ КАК СПОСОБЫ ПРИВЛЕЧЕНИЯ АУДИТОРИИ	108
<i>Горлов С.Ю., Катанаева М.А., Степанова Г.Н., Шаронин П.Н.</i> СБАЛАНСИРОВАННАЯ СИСТЕМА ПОКАЗАТЕЛЕЙ — ЭФФЕКТИВНЫЙ ИНСТРУМЕНТ РАЗРАБОТКИ И РЕАЛИЗАЦИИ СТРАТЕГИИ МЕДИАОРГАНИЗАЦИИ	116
<i>Козлова Е.А., Песиков Э.Б.</i> ФОРМИРОВАНИЕ МАРКЕТИНГОВЫХ СТРАТЕГИЙ ИЗДАТЕЛЬСКОГО ПРЕДПРИЯТИЯ С ИСПОЛЬЗОВАНИЕМ МАТЕМАТИЧЕСКИХ МЕТОДОВ ИССЛЕДОВАНИЯ ОПЕРАЦИЙ	128
<i>Ливсон М.В.</i> ОЦЕНКА ЭФФЕКТИВНОСТИ МОНЕТИЗАЦИИ АУДИТОРИИ ТЕЛЕВИДЕНИЯ	138

C O N T E N T

ENGINEERING, MATERIAL SCIENCE AND PRINTING TECHNOLOGIES

Y.M. Berlad, E.B. Bablyuk

RESEARCH OF THE POSSIBILITY OF APPLYING INKJET PRINTING METHODS IN THE FABRICATION OF THE TEST OBJECTS FOR CONFIGURATION OF THE OPTICAL EQUIPMENT FOR REMOTE PROBE OF THE EARTH	3
---	---

The paper considers topical issues of application of inkjet digital printing methods for fabrication of the test objects for control for equipment for remote probe of the Earth.

Keywords: inkjet printing, banner materials, printing of the test objects.

N.F. Efremov, O.A. Budnikova

ANALYSIS PARAMETERS OF THE SCORING EQUIPMENT IN THE PRODUCTION OF PACKAGING MADE OF CARDBOARD	10
--	----

The paper considers the scheme of interaction of cardboard and tooling in creasing. The influence of the profile of bending groove in flat sweep on the folding process when forming volume structures of the box or drawer and on the qualitative characteristics of the packaging is presented. The analysis of existing practical recommendations on the ratio of parameters of the scoring equipment is conducted. A mathematical apparatus of full description of the creasing, which allows to determine the optimal dimensions of the scoring equipment is offered. Authors introduce the concept of "parameter creasing" opening new possibilities in the research of different types of cardboard creasing.

Keywords: cardboard, scoring equipment, bending groove, sweep, folding box.

V.R. Sevryugin

COMPARISON OF QUALITY OF THE PROCESS OF RECORDING IMAGES ONTO PHOTO- AND THERMOSENSITIVE OFFSET PLATES	20
---	----

The paper presents the comparative analysis of the possibility of plate processes to reproduce image elements for Computer-to-Plate (using thermosensitive offset plates) and Computer-to-Conventional-Plate (using photosensitive offset plates) technologies. This analysis is based on the developed by author binary image reproduction theory of the pixel-by-pixel processes. Besides, the article contains the procedures of the exposure selection and the estimation of quality parameters of image elements for both technologies.

Keywords: pixel-by-pixel imaging mode, offset platemaking, CtP technology, CtCP technology, quality parameters of image elements.

D.A. Tarasov, A.P. Sergeev, A.G. Tyagunov, A.S. Sydikhov

SOME SPATIAL CHARACTERISTICS OF FONT AS PREDICTORS OF THE READING SPEED	31
--	----

The work contains the results of a research of reading of printed texts in Russian. The texts were selected with approximately the same readability which was estimated according to adapted for the Russian language formulas of Flash and Fog. The decrease of average reading speed when increasing of leading and font size for all selected fonts was found. The decrease of the reading speed when increasing of irregularity of the font is confirmed.

Keywords: spatial characteristics of the type page, reading speed, text, font size, leading.

D.V. Yanichev, M.V. Suslov

ANALYSIS DEFORMATIONS OF BOOK BLOCK SPINE AT BOOK BLOCK BACKING 40

In this paper the authors analyze deformations of book block spine at book block backing under the action of static loads using CAD/CAE systems. The technique and recommendations for the establishment of the settlement of mathematical models of the book block in computer-aided design system APM WinMachine are developed.

Keywords: mechanical properties of paper, book block modelling, gathering modeling, backing quality, backing force, CAD/CAE systems.

INFORMATION AND COMPUTER SCIENCE, MEDIA BUSINESS MANAGEMENT

D.Y. Malyutin

ELECTRONIC TEXTBOOK — FROM IDEA TO WORKING PROTOTYPE 50

The article examines modern developments of electronic textbooks. Besides, it contains review of large companies, which supply a technical support for leading publishing houses of country in the sphere of electronic educational resources creation.

Keywords: electronic textbook, usability, adaptation, navigation, software.

A.M. Rytikova, S.A. Nozdrachev, A.N. Morozova

THE MODERN SECURITY COMPLEX OF BANKNOTES OF THE BANK OF RUSSIA — THE CONCEPT OF INFORMATION MOBILE APPLICATION 58

The article discusses the concept of a mobile application with a local database. The application will allow ordinary users to learn more about modern security features of banknotes of the Bank of Russia and to determine the authenticity of currency without using special equipment.

Keywords: mobile application, database, security feature, concept.

PUBLISHING AND DOCUMENTARY DATA

A.E. Boytsova

ANALYSIS THE COMPOSITION OF THE PUBLICATIONS INCLUDED IN THE MODERN EDUCATIONAL-METHODICAL COMPLEXES FOR ELEMENTARY SCHOOL 69

The article contains a description of the publications which can be included in modern educational-methodical complexes for elementary school, their interrelation and subordination, as well as analysis the problems of modern educational-methodical complex.

Keywords: educational-methodical complex (UMCS), elementary school, textbooks for elementary school.

N.A. Goncharova, T.V. Lemeshko

TO THE QUESTION ABOUT THE DEPTH OF KNOWLEDGE OF ART AND ABOUT "ART SCIENCE" 76

The article considers from different authors' positions the questions of theory of the fine arts, presents component of the "arts" science which forms art practice and has a specific reflection in the theory of book art.

Keywords: a work of art, compositional thinking, artistic form.

O. Chinbayar

DEVELOPMENT OF MONGOLIAN PUBLISHING HOUSES DURING THE 20TH–21TH CENTURY 84

The article is devoted to the development of printing and publishing institutions of Mongolia during the 20th–21th century, in particular the history of printers, publishers, and new publishing companies. Particular attention is drawn to the activities of the former State Publishing Committee on printing and pass-through literature of the time, which were printed with the permission of the Central Committee of MPRP. Printing companies of new wave which were emerged after the democratic revolution in 1990, and the place of works of Russian writers in their publishing repertoire are considered.

Keywords: publishing houses of Mongolia, "Bolor sudar", "Monsudar", "Admon", mongolian polygraphy.

ISSUES OF ECONOMICS OF MEDIABUSINESS

K.V. Antipov, G.N. Stepanova, R.A. Reznikova

FORMATION OF DYNAMIC POTENTIAL OF THE MEDIA ORGANIZATION
IN THE CONTEXT OF THE RESOURCE CONCEPT OF FIRM 92

The work considers the resource concept of firm which determines development of the modern organization. Tools of operationalization of the concept of dynamic abilities at the microlevel are developed. The category "social capital" as the instrument of formation of dynamic potential of the modern organization is investigated. Recommendations for creation of a trajectory of development of competences of workers which are based on the developing training and management of knowledge are formulated.

Keywords: resource concept, concept of dynamic abilities, social capital, intrafirm resources, dynamic abilities, creativity, reconfiguration of competences.

V.A. Biryukov

ECONOMIC STABILITY OF THE MEDIA ORGANIZATION: THEORETICAL ASPECTS 101

The article considers modern theories of economic stability of the media organization and their characteristics are given. The concept of the category "economic stability" is specified.

Keywords: stability, economic stability, concept of a sustainable development, mediaorganization.

V.A. Biryukov, M.V. Livson

INNOVATIVE FORMS OF CONVERGENCE OF MASS MEDIA
AS WAYS OF ATTRACTION OF AUDIENCE 108

The article considers innovative forms of convergence of mass media (infotainment and edutainment). Their using in creation of content allows the media organizations to attract additional audience and to increase the cost of business.

Keywords: convergence, infotainment, edutainment, television, mass media, audience, cost of media business.

S.Y. Gorlov, M.A. Katanayeva, G.N. Stepanova, P.N. Sharonin

BALANCED SCORECARD AS EFFECTIVE TOOL FOR DEVELOPING
AND IMPLEMENTING OF STRATEGY FOR MEDIA ORGANIZATION 116

The article describes balanced scorecard as a tool for developing and implementing of strategy of an economic subject. It presents the results of a research business environment, on the basis of which were formulated the basic directions of development of publishing as a set of long-term goals, competencies and performance criteria.

Keywords: development strategy, balanced scorecard, strategic map, strategic analysis, strategic architect, strategic business units.

E.A. Kozlova, E.B. Pesikov

FORMATION OF THE MARKETING STRATEGIES OF PUBLISHING
COMPANY USING MATHEMATICAL METHODS OF OPERATIONS RESEARCH 128

The article deals with one of the objectives of the strategic marketing planning — optimization of commercial, marketing and pricing strategies of the publishing company. Mathematical model from class of nonlinear mixed integer programming models with continuous variables and boolean is submitted in the article. Application of this model makes it possible to plan selling previously produced and a new products. For the analysis the optimisation model authors use heuristic algorithm based on iterative increase of product prices and the subsequent decision of linear mixed integer programming method of Land and Doig.

Keywords: company, operations research, marketing, modeling, optimization.

M.V. Livson

EFFICIENCY ASSESSMENT OF THE MONETIZATION OF TELEVISION AUDIENCE 138

The paper deals with topical issues of the calculation of the effectiveness of the monetization of television audiences, including application of indicator Power Ratio, which allows TV channels to assess the effectiveness of their financial activities and improve advertising and communication strategy.

Keywords: audience, television, advertising, mass media, monetization, Power Ratio.