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**ПРОБЛЕМЫ ЭКОНОМИКИ МЕДИАБИЗНЕСА**

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МЕХАНИЗМ УСТОЙЧИВОГО РАЗВИТИЯ ЭКОНОМИКИ СРЕДСТВ  
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### SOME PROPERTIES OF PHOTOPOLYMERIZING PLATES

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The paper presents experimental results study forms and flexoprinting plates. Shows the relationship quality of prints with the physico-mechanical properties of flexographic printing forms.

**Keywords:** flexography, printing plate for flexographic, properties of printing plates.

## INFORMATION AND COMPUTER SCIENCE, MEDIA BUSINESS MANAGEMENT

*A.R. Bikmetov, V.N. Samokhin, I.Kh. Khusnullin, T.P. Chechkina*

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**Keywords:** non-periodic homogenization, operator pencil, vibration of fluid, perforation.

## PUBLISHING AND DOCUMENTARY DATA

*A.A. Belovitskaya*

SYSTEM-TYOLOGICAL METHOD OF BOOKKNOWLEDGE ..... 30

The article presents the theory, structure and scientific potentials of system-typological method of bookknowledge.

**Keywords:** science, scientific knowledge, the structure of scientific knowledge, the General concept of the method, the ratio of theory and method, theory and system of the typological method in bookknowledge.

*A.A. Belovitskaya*

THE HISTORY OF THE FIRST DECADES OF THE SOVIET PUBLISHING: BOOK SERIES ..... 38

The article considers various soviet book series published and conceived during the first decades of the USSR, as well as principles and criteria of their realization: general concept, purpose and types of various book series, book series as ways to the publishing flow and to influence reading habits of various social groups.

**Keywords:** cultural revolution, publishing house, A.M. Gorky, ideology, book series, criteria, typology.

*M.M. Vagabov, E.A. Surkova*

### MONUMENTS OF BOOK CULTURE IN THE COLLECTION OF THE NATIONAL

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**Keywords:** monuments of book culture, library, national library of the Republic of Dagestan, deposit books, rare and valuable books.

*M.M. Vagabov, E.A. Surkova*

PROBLEMS OF FORMATION OF INFORMATION CULTURE OF STUDENTS  
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**Keywords:** information culture, student, scientific library of the State of Dagestan University.

*G.V. Vekshin*

THE KEY CONCEPTS OF MASS MEDIA LANGUAGE STUDIES:  
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The paper headlines some terminological problems of disciplines studying the language of mass media, important for the editors, working on the terminology and conceptual system of scientific publications.

**Keywords:** term, term system, quasiterminology, language, mass media, discourse, functional style, genre, text, ideologeme, determinant.

*G.V. Vekshin, E.V. Khomyakova*

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**Keywords:** semiotics, book, communication, model, context, language, author, reader, editor, edition.

*L.U. Zvonareva, L.S. Kudriavseva*

THE STYLES AND WAYS RUSSIAN ARTISTS INTERPRETED ANDERSEN'  
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The article presents the Andersen fairy tales illustration experience developed by the Russian artists from 1868 to 2016.

**Keywords:** combination of domestic and visionary, unique symbolism, psychologism, reality, aquatint etch, masterly cursory pattern, watercolor figure-ground, the integral artistic book space, romantic suite.

*L.U. Zvonareva*

BOOKS AND MANUSCRIPTS OF THE RUSSIAN FIRST EMIGRATION  
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In article author presents and comments autographs and books by Zinaida Guippius, Catherine Tauber, Irene Odoevtseva, Nina Berberova and Galina Kuznetsova, being part of the said assemblage. It's no need to mention that RenŶ Guerra is known as the famous French Slavonic philologist, with his archive being the most comprehensive collection of this type in the world, and founder of the unique Mallemp publishing house issuing Russian emigrant writers' books. Studying of the autographs makes it possible for the author to clarify the peculiarities of relations among emigrant writers and reiterate that RenŶ Guerra was right long before claiming the Russian Silver Age begun in St. Petersburg and completed in Paris.

**Keywords:** the Silver Age, Russian Paris domestic culture, colloquialism cultivation, intellectual center, implemented project.

*L.U. Zvonareva*

SEMANTIC TRANSFORMATION OF POLISH TOPONISMS AND ITS DERIVATIVES

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**Keywords:** toponym, translation, semantic dyad, symbol, messianic value.

*P.V. Kozlenko*

THE DERIVATION OF AGENT NOUN IN THE WORKS OF F. DOSTOYEVSKY ..... 105

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**Keywords:** derivation typology, word-formative modification, transposition morpheme, evaluative predicate, idiostyle, agent noun, Dostoyevsky, function-semantic field of evaluation.

*P.V. Kozlenko*

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**Keywords:** person-noun model, evaluative predicate, agent-self-appraisal, agent-characteristics, self-characteristic of the character, idiostyle, agent noun, agent-connotation, agent-pragmeme, agent-function, Dostoyevsky, function-semantic field of evaluation.

*P.V. Kozlenko*

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**Keywords:** evaluative-objective model, evaluative predicate, idiostyle, agent noun, agent-connotation, agent-pragmeme, figurative agentive, Dostoyevsky, functional-semantic field of evaluation.

ISSUES OF ECONOMICS OF MEDIABUSINESS

*VA. Biryukov, E.P. Kostina, D.A. Korolev*

MECHANISM OF SUSTAINABLE DEVELOPMENT OF ECONOMY

OF MASS MEDIA: THEORETICAL ASPECTS ..... 129

In article describes factors and causes of infringement of stability of economy of mass media, approaches to essence of the mechanism of their sustainable development are analysed and its functioning is offered.

**Keywords:** mechanism, stability, sustainable development, economy, mass media.