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ENGINEERING, MATERIAL SCIENCE AND PRINTING TECHNOLOGIES

F.A. Doronin, V.P. Stolyarov, A.G. Evdokimov, G.O. Rytikov, V.G. Nazarov

EFFECT OF SURFACE OF OXYFLUORINATION ON THE CHARACTERISTICS OF POLYMERIC FILMS

3

The effect of surface oxyfluorination on the characteristics of printing polymeric films used in the printing and packaging industry have studied. It is shown that the oxyfluorinated layer of polymer leads to improved surface of wettability properties of printing forms both water and organic liquids such as ethylene glycol, what can increase sensitivity of printing polymeric films upon contact with inks based on water or solvent solution. Low density polyethylene example shows that oxyfluorination reduces wear by 4.5 times. The decrease of wear is due to the nature oxyfluorination surface layer in which the introduction of fluorine atoms and oxygen increases its wear resistance.

Keywords: modification, polymers, oxyfluoridation, printing, wear.

N.F. Efremov, O.A. Budnikova

STUDY OF THE EFFECT OF PUNCHING FORMS ON THE DEFORMATION OF THE PAPERBOARD IN THE AREA OF BENDING GROOVE

14

In the article features the scheme of deformation of the cardboard, depending on the parameters of the working tool forms for punching process in the manufacture of flat sweeps boxes. It is shown that the proposed by the authors equation that defines the ratio of element sizes of punching shapes clearly describes the profile obtained bigbooy grooves. It is established that negative values of criterion lead to the difference between the deflection surface and back layers of the cardboard. Deformation in the area bigbooy grooves lead to compaction of cardboard. When the value of the criterion 0 creasing cardboard seal is not happening.

Keywords: cardboard, seal, stamping, stamp, contrastan, criterion creasing, scan, box, bending groove.

V.V. Kapelev

IMPROVEMENT OF EVALUATION AND ADJUSTMENT OF SETTING LAYOUT OF PRINTED EDITIONS

25

The new software module called "Метранпаж" is characterized by a new method of calculating the average width of characters (letters and spaces) what allows to reduce the number of process steps. The author developed option of calculation of text layout options bands containing triggers band in the early chapters of the publication, what makes it possible to expand the list of publications for processing using the "Метранпаж" module. Provides additional correction values of the external field when in result of the calculations the number of bands for form of publication with readable volume is not correct.

Keywords: book editions bands with readable volume, average width of symbols, range of change of priority sizes blanks between words, trigger strip.

S.A. Kodirov, E.S. Artykov

EXPERIMENTAL STUDY OF INFEED SECTION SYSTEM WITH AN ELECTROMECHANICAL BRAKING DEVICE ON THE BASIS OF ASYNCHRONOUS MOTOR

39

The paper considers the infeed section system of flexo printing machine braking torque of which creates by a asynchronous motor (AC) with squirrel-cage rotor. The experimental research was conducted and its results obtained depending the tensions of web over with step change of reference and implementation of a proportional law tension control setting.

Keywords: roll brake device, asynchronous motor, frequency transducer, tension regulator, printing machine.

A.P. Kondratov, M.A. Savelyev, G.N. Zhuravleva

MASS TRANSFER OF MOLTEN PHOTOPOLYMER COMPOSITION DURING FILM

DEVELOPMENT OF FLEXO PLATES FOR FAST DUPONT TECHNOLOGY 46

Proposed separation process for developing of flexographic forms for Fast DuPont technology into three stages, which differ in volume, driving forces and mechanisms of sorption of liquid polymer nonwoven. The sorption capacity of the non-woven fabrics of various synthetic fibers was investigated. Authors have demonstrated the possibility of using domestic materials (nonwoven fabric) of a mixture of synthetic and bicomponent fibers as absorbents melts of thermoplastic polymers in the production of printing forms for "Fast" technology from the firm DuPont.

Keywords: printing plates, flexographic printing, nonwoven, synthetic fibers, heat treatment, sorption, the polymer melt wetting the surface, capillarity, electrostatic charge.

V.Yu. Konyukhov, M.A. Shpineva, D.Yu. Tokmanzev, I.G. Rekus

SWELLING OF THE FLEXO PLATES OF COMPANY TOYOBO IN THE LOW

MOLECULAR WEIGHT SOLVENTS 56

The article presents the results of study of kinetik and thermodynamics of swelling of flexographic printing plates by Toyobo applied in polygraphic manufactures. Using a mathematical model of the process, the authors have identified a constant rate of swelling, coefficients of diffusion and parameters of the Flory – Huggins for systems photopolymer — solvent. It was found, that thermodynamic of solvent significantly affects on the depth and rate of swelling of the polymer.

Keywords: flexographic plates, swelling, coefficients of diffusion, criterion of Flory — Huggins.

INFORMATION AND COMPUTER SCIENCE, MEDIA BUSINESS MANAGEMENT

A.Yu. Gnibeda, Yu.S. Andreev

DEVELOPMENT OF METHOD FOR EVALUATION OF VISUAL PERCEPTION

OF HOMOGENEITY OF THE PRINTED IMAGE 63

The paper presents the method developed by the authors for evaluation of noise properties of the printed impressions, which are perceived by the visual system. The authors evaluated the properties of prints produced on different papers and using various raster structures.

Keywords: noises, printed image, modulation transfer function for visual analyzer, histogram, dispersion.

PUBLISHING AND DOCUMENTARY DATA

E.V. Perevalova

PROTECTION OF ORTHODOXY IN M.N. KATKOV'S EDITIONS:

IN RUSSKIY VESTNIK MAGAZINE AND MOSKOVSKIYE VEDOMOSTI NEWSPAPER 71

In article describes the publications of the leading conservative editions of the second half of the 19th century — the Russkiy vestnik magazine and the Moskovskiye Vedomosti newspapers devoted to problems of Russian Orthodox Church and a role of Orthodoxy in social and political life of Russia. It is revealed that articles on religious subject in these editions differed in wealth and a variety of a perspective, relevance and depth of approaches, unity of program installations that was promoted in many respects by a position of their publisher – the authoritative publicist M.N. Katkov.

Keywords: "Russkiy vestnik", "Moskovskiye Vedomosti", M.N. Katkov, orthodox church, Orthodoxy, religious subject

A.I. Petrash

MEANS OF INCREASE EXPRESSION OF A JOURNALISTIC TEXT ON THE BASIS

OF THE USE OF ITS MUSICALITY 82

The article discusses opportunities to increase expression of a journalistic text on the basis of the use of its musicality, what can be used in the process of training of journalists. The author draws parallels between music and language (literary) means of expression.

Keywords: community of music and words, phonology, musicality of language, journalistic skills.

N.I. Shishkina, O.V. Tokar

PUBLISHING OF LITERATURE OF ECOLOGICAL THEMES: THE FORMATION AND DEVELOPMENT 90

The article is devoted the results of the study of literature array of ecological themes as socio-historical phenomenon; its evolution is continuously linked with the transformation of the public sphere. Industry literature published in European countries and the Russian state with the XV–XVIII centuries considered by the authors from the standpoint of the typological categories bibliology.

Keywords: industry literature, ecology, publishing, publication kind, typological characteristics.

ISSUES OF ECONOMICS OF MEDIABUSINESS

V.A. Biryukov

INNOVATIVE STRATEGY OF DEVELOPMENT OF MASS MEDIA 97

The article considers innovative strategy of development of the mass media. Examples them to implementation by various media holdings are provided.

Keywords: innovation, strategy, mass media, competitiveness, integration, content, multi-format.

B.A. Biryukov

TRANSFORMATION OF MASS MEDIA IN THE CONDITIONS OF GLOBALIZATION OF WORLD ECONOMY 104

In article various approaches to understanding of globalization are considered. Transformational processes of mass media in the conditions of globalization of world economy are presented.

Keywords: transformation, mass media, globalization, glocalization, world economy.

G.N. Stepanova, G.M. Avramenko, V.A. Biryukov

GENERATION OF MULTIPURPOSE MULTIMEDIA CONTENT ON THE BASIS OF A CLASSIFICATION OF USERS BY CRITERION OF ADAPTABILITY TO INFORMATION 111

The article presents the research of socially relevant processes in system of human communication with the external environment, which represent information activities of Internet users. The classification of users by criterion of adaptability to perception of information is carried out. The algorithm of creation of multipurpose multimedia content taking into account consumer preferences is developed.

Keywords: Internet, media convergence, multimedia platform, information content, masking of data.

M.V. Livson

EVALUATION OF INNOVATIVE BUSINESS MODELS FOR RUSSIAN THEMATIC TELEVISION 121

The article presents a retrospective of the formation of business models of broadcasters, as well as the modern approaches to the formation of revenues of media outlets, adapted for the domestic TV business, taking into account Russian legislation.

Keywords: business model, thematic channel, video content, advertising, pay-TV, media, audience.

M.V. Livson

TRANSFORMATION OF THE TELEVISION MARKET IN THE CONTEXT OF GLOBALIZATION OF MEDIA SPACE 128

This work reviews the features of functioning of the Russian pay-TV market influenced by the globalization of the media space, which allows TV channels to timely react to the rapidly changing environment and adjust their strategy of attracting the audience to video-content.

Keywords: pay-TV, globalization, content, audience, streaming TV, videoservices, on demand TV.