

SUMMARY

Graduation thesis topic: "Problems of the young on agenda of contemporary television".

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Relevance of the research topic is determined by the necessity to analyze the empirical and theoretical data related to the needs of young people in socially significant information, as well as to changes of the basic mass media functions. This will identify the basic needs of young people and the main features of this particular audience.

Object of the study is the youth policy at Russian Federal TV channels.

Subject of the study is the ways and methods of mass media convergence and the youth audience.

Purpose of the graduation thesis is to examine the existing youth policy on television, considering its development tendencies.

The scientific-theoretical and practical importance of the study lies in the fact that its data provide theoretical basis for further study of the problems of youth programs on Russian television, as well as television journalism in general. Materials and conclusions of the work can be used in schools while teaching such subjects as "Basics of Journalism", "Television journalism", and " Mass media system".

The structure of thesis is subject to solving the tasks of study and includes: an introduction, two chapters, consisting of four paragraphs, conclusion, bibliographical list, numbering 76 names and 8 appendixes. The total amount of work is 61 pages.