

SUMMARY

Theme: «Creating advertising and information site «Georgievsk farmer»»

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Relevance of the research topic is determined by therecent development of agricultural industry. The agricultural problem attracts more and more attention all over the planet as the world population grows at a quickrate. Landowners have trouble in providing all countries and regions with the necessary food staff. In developed countries, landowners use advanced technologies in agrarian development not only to increase farm labor efficiency to gain more profit, but also to advance theirproducts at the market. They start to use the Internet resources more often to satisfy the needs such as to buy seeds or equipment etc.

The agrarian question in Russia has always been very important. As it remains to be one of priority tasks of the Russian state today it is getting the most discussed subject in the Russian mass media. As a result, enhancement of agrarian subject and creation of the promotional and informational websites are becoming an urgent problem of modern reality.

The goal of the graduate qualification paper is to develop an agricultural advertising and information site "Georgievsk Farmer".

Research objectives:

- to identify the tendencies of agrarian journalism;
- to examine the problems of development in the Russian Agrarian journalism;
- to identify the mechanisms and peculiarities in the creation of agricultural advertising and information site;
- to work out a draft of the agrarian advertising and information site " Georgievsk Farmer".

Theoretical and practical significance of the study lies in the possibility of applying the results and conclusions of the thesis at universities in reading courses in advertising, public relations of the Internet to be used for the benefit of development of the Russian agricultural

sector.

Results of the study are to establish agrarian model of advertising and information site "Georgievsk Farmer" and the content of the agricultural model of advertising and information site "Georgievsk Farmer", which can be useful for testing the Russian expanses.

Recommendations: to update the material on the site is advisable to have some informational materials on the same topic, carefully consider the strategy positioning "green brand", to acquire the skills familiarization with legal and consulting new products, understand the intricacies of economic mechanisms, administrative and tax law, auditor case.