

## SUMMARY

Subject of this thesis: «Specificity of radio broadcasts on the regional radio (by the historical development examples of Stavropol Regional radio broadcasting)

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Key words: radio journalism, the history of radio broadcasts, creative activity of radio journalist, Stavropol Regional Radio.

**Relevance of the research.** Problems in the study of origin and development of genres, their use in journalism in the media (media), in particular, on the radio, appear quite relevant at the moment. This is because genre in pure state started to disappear not only from regional, but from federal broadcasting as well. It confused with the term "text". As a result, in the air can be heard mostly the same type of information, which lack the creativity of the journalist.

History of genres is closely linked with the history of broadcasting. History of Central Radio and features of the functioning of radio genres are sphere of interest of many scientists. Much less attention is paid to the study of the history of local broadcasting at regional level. This can be explained by the complexity of the audio material research.

Stavropol Regional radio has a long history of development and establishment. Currently, it is part of the State Broadcasting Company "Stavropol". Among the units STRC "Stavropol" Stavropol Regional radio is one of the most operative. It became popular with listeners practically immediately after airing. But despite the fact that the Stavropol regional radio has significantly affected the formation and development of journalism in the North Caucasus region, its role in the structure of regional media has been insufficiently studied.

**Goal of the research** – to analyze the stages of the establishment and development of radio reportage as a genre within the Stavropol regional radio.

**Objectives of the research:** 1) identify the genre features of radio broadcasts; 2) explore the meaning of the authorial "I" in radio broadcasts; 3) analyze origin and evolution of radio broadcasts on the Stavropol Regional Radio; 4) examine the role of the author in creation of radio broadcasts on the example materials Stavropol Regional Radio

**Theoretical and practical significance of the study** consists in providing a theoretical basis for further study of scientific ideas about the specifics of radio broadcasts as a genre. Materials and conclusions of the work can be used as guidelines in the activities of practicing journalists, especially young journalists.

Research materials can be used in the educational process at universities teaching "mass media system", "Fundamentals of creative activity of a journalist," "Radio journalism" special course "The history of radio journalism."

**Results of the research.** Domestic broadcasting has a complex way of growth and development. Its history reflects the movement of the Soviet state at different stages of socialist construction. On the one hand, actively supported broadcasting state structure and even determines through publications in the media. Radio was a powerful tool of agitation and propaganda. On the other hand, the journalistic activity was extremely dependent on the state and ideology. We can state that in the Soviet Union formed a special type of journalism directed to education of the new man, his conscious attitude to work. This kind of journalism had a significant impact on the development of genres and their diversity.

Domestic broadcasting, both local and central, was forced to follow in their work settings party, ideological and organizational environmental authorities. The dominant ideology in the

state dictated forms of creative activity of a journalist. Therefore the history of radio broadcasts closely linked with the history of the development of different forms of journalists of personal expression in nonfiction texts. Since local censorship and dictatorship was even stricter processes radio development, including radio broadcasts, were longer and not as effective.

Live broadcasts and sound recordings had a significant impact on the development of radio broadcasts. But these attempts have been characterized to a greater degree for the central radio. Local radio had not yet portable recording equipment and continued to prepare text reports. It was a period of transition from newspaper work forms directly to radio journalism.

Radio in during World War II is considered a special period in the history of national broadcasting. At this time, new forms of organization originated broadcast material. Some genres are directly addressed to its functional orientation: patriotism and exposing the fascist ideas. Reports in the Stavropol radio during the war represented a synthesis of advanced information messages with elements of the report and correspondence.

Development of radio journalism characterized by a process of interaction and mutual genres. In the 30-40s to replace the newspaper forms of work in the radio come new genres, designed specifically for broadcasting. Period 1945-1970 years was a time of formation of the Stavropol regional broadcasting and modern genres, radio broadcasts, radio reports, radio interviews. This process was largely dependent on the capabilities of recording applications.

60s - the period of formation radio broadcasts on the Stavropol regional broadcasting. Local broadcasting was still dependent on the Central radio, but now government granted more freedom to local correspondents. This was manifested in the choice of themes, its comprehension, in approaches to covering events in attracting participants to the microphone, which could emotionally tell what they saw, and most importantly - express their personal attitude toward an event.

Radio reporting became enriched with new themes often include elements of other genres, evaluation, analysis. Cooperation genres evolved on another level: the interview fragments and sketches meaningfully enriched running commentary. Such interaction genres occurred against empowerment radio broadcasts.

### **Recommendations.**

First, until 1946 on the Stavropol regional radio radio report as a genre did not exist. Main genres used by journalists in this period were news reports, reading of papers and lectures. From 1946 to 1950 reportage owns approximately 10% of the time broadcasting. However, running commentary can not be called a mature genre, it is more like broadcast.

Second, the first radio reports of Soviet broadcasting characterized by extreme form of indoctrination, monotonous forms of presentation. Opposing points of view on the air were not announced. Everything was subordinated to unanimity.

Third, Stavropol first broadcast were themed: industrial, agricultural, etc. Thematic programs, which are included in reports, were built, usually on contrasts.

Fourth, in the Stavropol radio broadcasts, depending on their subject-thematic content can be distinguished two types of radio broadcasts: an inception report and a report from the scene. It should be noted that a significant portion of radio reports yet been staged. Most of the stories of that time were similar to each other.

Fifth, Stavropol radio journalism presented by journalists who left its mark on the local radio. Among those who began his career as a radio journalist Stavropol radio, should be known VI Rheingold, A.M. Petrov, V.I. Lipnyagova, G.M. Khas'minskii, E.P. Kremenskaya.