

SUMMARY

The theme of the paper: "Modern condition and tendencies in development of regional TV (based on the activity of media holding "Simpeks STS KMV").

Author: Bondarenko A. V.

Supervisor: Ovcharova G. B.

The aim of the paper is to detect tendencies and perspectives of regional television development on the example of the activity of "Simpeks STS KMV".

The problem of the research is systematization of conceptual approaches to the definition of "regional television" in journalistic theory, elaboration of essence and character of interaction between federal and regional TV in modern conditions, detection of tendencies of development of regional TV branch in Russia, research of the structure of informative area of KMV region, analysis of conception and content of broadcasting of TV company "Simpeks STS KMV" as a net partner of the federal channel and formulation of its main problems and perspectives of its further functioning.

Theoretical and practical significance of the research: The results of the paper can be used in scientific research work and in the work of local TV stations while developing the conception and content of their system of broadcasting.

The structure of the paper: the paper consists of an introduction, two chapters, a conclusion, bibliography and 9 supplements. The total volume of the paper is 139 pages.

The main results of the research: The basic principles of forming relations in the context of intensifying contradictions between federal and regional channels are defined in the paper. Besides, the main problems and tendencies of development of regional television branch in modern Russia are analyzed, the structure of the information field in KMV is characterized. It is also found out that geographical, political-administrative, economical, cultural and social-demographic features of the region influence the character and the content of regional broadcasting. In the issue of the study the author suggests different ways of modernization of regional TV as a component of Russian media system.