

SUMMARY

Theme: «Information program on federal and regional television: specificity, theme and genre features (on the example of morning newscast «Morning of Russia» on the federal channels «Russia 1» and the regional branches of state telebroadcasting company «Stavropol'e».

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Keywords: mass-media, television, news program, federal television, regional television.

Research relevance: Modern society is essentially an information space. Everyone is part of the communication process and a part of the information space. A man looks at the world through the prism of events received from news agencies. Television tells us in detail and promptly about the events of real life.

Television covers the processes in the society, which changing it.

In television, as in social phenomenon, harmoniously combines technological advances, journalism and art. By its nature, it is emotional and omnipresent, it is characterized by immediacy, spontaneity. Its specificity determines the genre features, forms and methods of work. Today TV is a powerful tool for shaping of public opinion. It is therefore necessary to study the regional and federal TV in their relationship.

Purpose of the research: to explore the concept of morning television news releases on the federal and regional channels.

Tasks of the research:

- To distinguish the process of morning newscast's creating;
- To identify ways of materials' preparation in the newscasts;
- To explore the peculiarities of morning newscasts in federal television channel «Russia 1»;
- To analyze morning newscast of informational cast on state telebroadcasting company «Stavropol'e».

Theoretical and practical significance of research lies in generalization of scientific knowledge on the issue and in possibility to use the results of the research in practice work of region and federal television.

In the first chapter we have discussed the theoretical foundations of the analysis of newscast, the process of morning newscast's creating, ways of materials' preparation in the newscasts.

In the second chapter we consider the concept of morning newscast on the regional and federal level.

Results of the research:

In the work the author gives practical recommendations for organization of newscast.

It is proposed to increase the timing of the release, to pay attention to the regional news, to show a regular and updated weather forecast, to create the program logo, to use this brand in service cars, equipment and clothing of the correspondents that will have a sense of the constant presence of the witnesses of the crew at the scene.