

ANNOTATION

Theme: "Technology of creating urban new media on the example of the information portal" Pyatigorsk Online "

Author: Cherkashova Ekaterina Timofeevna

Scientific adviser: candidate of pedagogical sciences. Associate professor S.N. Gikis

The relevance of the research topic is due to the fact that the development of the Internet in the 21st century. Caused the transformation of the modern information and communication space and led to the creation of networked media of different scale and thematic focus. Due to the increased relevance of the federal media, regional and city portals have appeared repeatedly, publishing materials on political, economic, cultural, scientific, sports events of local scale, as well as local criminal chronicles.

The current system of regional Internet media in Russia includes more than 3,500 networked media. Disproportions in the development of regional Internet media are due to the fact that a number of external and internal factors objectively hinder the development of regional Internet media. Currently, in this area, with the development of a global network and access to the Internet, the structure of the mass media has undergone many changes, new perspectives for the provision of information content, as well as the development of modern media, are opening up.

The object of the research is modern regional Internet media.

The subject of the study is the problems of the development of modern urban portals in the Stavropol Territory.

The purpose of the work is to identify the opportunities and obstacles to the development of urban Internet media in the Stavropol Territory for the development of the concept of the city portal "Pyatigorsk Online".

Achieving this purpose involves setting and solving the following **tasks**:

1. Identify the specifics and peculiarities of the functioning of New Media in the early 21st century, describe the process of formation of the INGO as an actor of world politics.
2. Identify the factors that stimulate and limit the development of modern regional Internet media.
3. Analyze the system of regional Internet portals in the Stavropol Territory.
4. Develop a model of the city information portal "Pyatigorsk Online".

The structure of the work consists of an introduction, two chapters (two paragraphs each), a conclusion, a bibliographic list comprising 65 sources and 7 applications. The total amount of work is 57 sheets.

In practical part, methods of statistical analysis, content analysis of regional networked media, their comparative analysis, as well as creative practical development of an individual project were applied.

Results of the research. In the diploma study, all the tasks were solved.

Recommendations. Consistent implementation of the recommendations outlined in the description of this project is the possibility of using separate research findings (regarding the methods of providing information) in the process of developing a successful Internet information media.

WRC materials can be of interest as a training material for the preparation and reading of courses for journalists, advertising and public relations specialists, in particular, in the teaching of such disciplines as "Journalism", "Public Relations".