

## SUMMARY

**The theme** of the given work is 'News and information programs on the regional television'.

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**Relevance of the research work** is caused by necessity to analyze the empirical data associated with new requests of media and coming format changes in the broadcasting information. In the world of mass communications some radical changes as new mechanisms for the relationship of journalism and other public structures have taken their place. The role of journalism has changed today. It functions in the new conditions of competition and market relations. The research will help to identify the needs of the audience which dictates the requirements affecting the selection and news feeds, study the process of interaction «media audience», in which the elaboration of interests, preferences of the audience and stereotypes of perception of the information, and detect common to all channels untapped niches, the filling of which enables any TV company compete with other information broadcasters.

**Object of our research** is the evolution of news TV programs in Russia, in particular broadcasted on channel STRC «Stavropol».

**The purpose of the research work** is to explore the concept of local news development. In our work it is considered as an important element of Russian national television.

**Theoretical conclusions and practical recommendations** of the given investigation can have a wide spectrum of application. The conclusions of our work create theoretical base for further study of the processes on regional and federal television.

**In conclusion** we can state that the emergence of new organization forms in television have taken place due to the need to perform media untraditional previously functions, such as an electoral or function control of public opinion. As a result, in the transition period, many forms of mass media have started to

transform their traditional functions. The need to increase the efficiency of the news has updated the information function of media, which today is the main goal along with cultural and recreational aim. Ratings of the news programs on Federal and regional TV channels have increased. Besides the daily news editions so-called information-analytical weekly programmes as, for example, «Itogi», «Author's program of Sergei Dorenko», «Namedni», «Mirror» and other programmes have appeared.

**The structure of work** is subordinated to the solution of the problems of a study and includes: introduction, two chapters, which consist of four paragraphs, conclusion, bibliographical list, application. The overall volume of work composes 59 pages.