

ANNOTATION

Theme:

«Particular qualities of the local USA
radio station's functioning
(«DaNu Radio» working practice as an example)»

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72 pages, 4 attachments, 50 bibliography titles.

Key words: journalism, radio journalism, local radio broadcasting, community radio, American local broadcasting, regional journalism, local radio station's content, radio's information strategy, local Media market.

The relevance of this research is determined by the fact of insufficiently explored New York local radio broadcasting sphere. Most of the recent scientists if only they do talk about local radio stations so they do not consider particular qualities of the certain territory and informational content shaping specifics. There are certain things are being discussed in this topic which could help to create impersonal and objective conception of radio journalism in USA. Detection of the basic typical signs of community radio, analysis of informational strategy shaping criterions and specifics of New York local Media content are being researched in this topic. This study may also help to compare both Russian and foreign community Media which could be instrumental in making hypothesis about world Mass Media's future.

The purpose of this work is to explore United States Media market's current condition and its development dynamics. It's also to reveal the most persistent New York local radio station's typical signs.

In order to achieve these goals it needs to formulate and solve further **tasks**:

- to formulate the local radio station definition, to track the development dynamics of American local broadcasting and to determine the community radio stations' basic forms;
- to mark the local radio station's informational strategy's shaping criterions;
- to render New York Media market general characteristics and to reveal local radio station's «DaNu Radio» content's shaping factors;

- to reveal local Media audience's information needs and to spot the place of local radio station in the United States Mass Media system.

The practical significance of the study is caused by the possibility of using this work results in both Russian and foreign journalism practice. This study is also can be helpful in local Media's governmental promoting strategies. The analysis that was made in this study might be used in Russian local radio stations' development dynamics models.

In a result of this study it was specified that the AC (adult contemporary) and CHR (hit parade contemporary) are the most popular radio station's models in New York. It was also discovered that the radio listeners' majority nowadays are tending to like online radio stations better than regular FM radio. It's important to point that current local broadcasting in New York is depending not only on the local listener's information needs but also on the social, cultural and the other significant features of the broadcasting territory itself. It's also considerable to emphasize that the community radio stations in New York are being kind of connecting link between the government, the local community and the other Mass Media. That's why local radio broadcasting functioning level could be used as an indicator not only of the regional Media market's work but as a detector of the society development itself.