

SUMMARY

Topic: «Mechanisms of media self-regulation: in search of the optimal model»

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Keywords: the phenomenon of coverage, media technologies in the construction of reality, mediatization of armed conflict.

Topicality: relevance of research topic can be expressed in several key positions. First, the study of this problem is important in terms of defining the role and place domestic QMS in the arsenal of management conflicts occurring in the territory of Russia; learning experience of coverage crises, especially in military conflicts.

Secondly, the important evaluation of the media in the context of armed conflict, as well as identifying the position that holds or has held editorial teams and individual journalists in situations of armed conflict. Therefore it is necessary to understand the specifics of media participation in military-political communication, which will evaluate the role of the media in various stages of the policy of armed conflict, to determine the degree of participation in the formation of journalism and securing the final image mediatizirovannogo war in the public consciousness and culture. **Objective of the work:** феномен медиатизации вооруженного конфликта, характеризуемый рядом институциональных особенностей.

The objective of the paper defines **the goals of research:**

- Investigate the causes mediatizirovannoy update information practices;
- Systematize basic conceptual approaches to the interpretation of the concept of "mediatization" in modern scientific discourse;
- Reveal substantial characteristics of the process of coverage of the armed conflict in modern mediapraktike, its stages, techniques, methods and technologies;
- To analyze the basic shape and design technology mediarealnosti Georgian-Ossetian conflict, the Russian media used.

Theoretical and practical significance: The theoretical significance of this study is to describe, organize and clarify the conceptual and methodological foundations of process analysis of coverage of armed conflict, its milestones and technology. Selected findings of the study may be a theoretical basis for further study of the trends of modern mediapraktiki functioning in the conditions of the information society.

Results and recommendations: from the first day of confrontation both sides - Russia and

Georgia - have launched awareness campaigns, utilizing the most massive information dissemination channels - television, newspapers, Internet resources. During these campaigns, countries tried to implement basic traditional psychological warfare tasks: ensuring a favorable public opinion within the state, a positive perception of the international community the purposes and methods of action in the course of military operations; discredit the military-political leadership of the enemy; undermining the morale and combat capability of troops of the enemy; providing activities for military deception and providing operational information security; implementation of informational pressure on his opponent to develop strategies and tactics