

## SUMMARY

Subject of the thesis: «The specifics of news coverage in the Chinese media companies»

Author: Morozova A.

Organization: Department of Conflict, public relations and journalism.

Institute of International Relations, Pyatigorsk State Linguistic University.

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**Relevance of the research** issue is due to the rise and dynamic of China's development in the economic and political spheres, as well as the active actions in the global arena. Against this background the development of country has changed the shape and policies of the Chinese media, particularly of television.

Television in China is a major national media system. The introduction of a market economy in China's television led to the rapid development of Chinese television. A significant number of new television channels has appeared, which gave audience a wider selection to choose from. Currently, the Chinese television is an important part of the global television system. It also influences the development of international communication.

**The purpose** of the work is to consider ways of development, transformation of Chinese television and analyze its current state, and to determine the main factors that help to prepare journalistic materials of good quality and the

concepts in the newscasts on Chinese Central Television. To trace the influence of concepts of modern mass communication for the organization of television and analyze specific expression and ways of presenting news in the practice of Chinese journalism. To identify the historical and global causality development of the Chinese TV industry.

**Research objectives:**

1. To view the criteria for assessing the quality of news releases and news values for television news in the world;
2. To consider the history of formation and development news in China and analyze their current status;
3. To explore the concepts of the Chinese Central Television in the preparation of news releases;
4. To analyze information programs on Chinese Central Television.

**Theoretical and practical significance** of the research is in the fact that currently, there are few sources in Russian language related to the current state of Chinese television and the history of its development. Collected, summarized and systematized materials in the research provides scientific understanding of the processes taking place in the media space in China. The results of research of the news concepts of preparation information newscasts provide an opportunity for more effective realization of professional skills of journalists.

**Results of the research.** For fifty-six years of intensive and rapid development of Chinese television has gone from a period of emergence to the period of the multi-channel, diverse topics and genres, addressing the needs of the Chinese audience a means of mass communication. Due to globalization, the conditions of openness, economic reforms and large investments of western capital in China, the flow of information coming into the country has increased. It has

expanded the themes of the reports of China for foreign countries. Today, China has the system media with modern technological equipment and large scale information, awareness-raising, educational and entertainment activities. Studies show that throughout its existence, the Chinese media have learned from foreign journalists, and at the same time continued to develop in accordance with their national traditions.

In recent years, China has significantly expanded its political, economic and cultural ties. Openness of information has become the development trend of the Chinese media. This was evident in the messages associated with a number of extraordinary events that have occurred in recent years, such as the earthquake in Sichuan province in May 2008 and the Olympic games in Beijing in August of the same year.

**Recommendations.** Openness of information is an inevitable trend in the modern world in conditions of global information. For States seeking to maintain stability in the country, the protection of information is not popular and is not fulfilling its functions. It can lead to suspicion, discontent, and even riots. Moreover, with the current prevailing international relations and situations, when the truth is often distorted under the influence of the information war. To cope with this situation and correctly guide public opinion, should initially more fully and promptly disclose the facts.