

SUMMARY

Theme: «The functionality of the media in positioning of startup-projects»

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52 pages, 124 bibliographic titles, 5 appendixes.

Key words:

Media, functions, opportunities, business, collaboration, journalistic community, startup, positioning, radio, TV, Internet.

The relevance of the research topic is determined by the fact that today, in the conditions of Russia entering into new stage of development and modernization, to study the interaction between business organizations and the media as the "fourth branch of government" is one of the most important. Actual there is a question of building cooperation, daily dialogue, the functionality of the system of joint goal setting and decision making between business and media. However, despite his relevance, functionality of the media in positioning of startup-projects developed at a high enough level.

Thus, the topic has both scientific-theoretical and practical-applied value, and that led to the choice of the topic of our study.

The goal: to develop the startup-project and his strategy of positioning means of the media.

Tasks:

1. Define the functions of the media: the impact of new technologies;
2. To determine the potential of the media in positioning of startup-projects;
3. To conduct a market review of competitors, to do a critical analysis;
4. To develop a business plan for an Internet project "Wholesaler" and positioning strategies of this information product.

Theoretical and methodological basis of the study was historical, comparative, systematic and interdisciplinary approaches, the functional method, methods of modeling, analysis and synthesis, which made it possible to study the object and subject of research in the complex and

identify its most significant elements, as well as interdependence and the interdependence between them.

The results of the research. In the conducted thesis study solved all tasks.