SUMMARY

Graduation thesis topic: "Regional television: search for the best model."

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Relevance of the research topic is due to the need of studying the empirical and theoretical data related to new trends of the regional television development and local television program's policy. These studies help to find out place of the regional television in mass media.

Object of the study is regional television.

Subject of the study are the broadcast television formats in KBR.

Purpose of the graduation thesis is to clarify the status characteristics of the regional television and to identify the features of broadcasting in a multi-ethnic region.

The scientific-theoretical and practical importance of the study is the possibility of using the study results to determine the development strategy for regional television in Kabardino-Balkaria. In addition, the results of the thesis can be used for lecture courses of such disciplines as "Mass Media System", "Fundamentals of the journalist's creative activity" and "Television journalism".

The structure of thesis is subject to solving the tasks of study and includes an introduction, two chapters, 4 paragraphs, conclusion, bibliographical list and an appendix. The total amount of work is 87 pages.