SUMMARY

Subject of the graduation thesis:
‘Taiwanese Press in the Dynamics of Its Formation and Development’
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Relevance of the research issue is explained by the increased potential of information capabilities of the Asia-Pacific Region (APR) in general and Taiwan in particular. Political events took place during the Japanese occupation (World War II) and after made Taiwan independent de facto, and played a decisive role in the development of Taiwan's authentic space of political communication and, in particular, print media. Therefore interest to Taiwanese journalistic experience is in the focus of common interest, considering that the experience of the media in Russia is still studied insufficiently.

The purpose of the research is a comprehensive analysis of the evolution of Taiwanese periodical press with identifying reasons of their success.

Research objectives:
- To analyze the socio-political and socio-cultural development of journalism in Taiwan;
- To provide typological characteristics of Taiwanese media;
- To analyze the content of major periodicals for identifying how their success depends on the audience.

Theoretical and practical significance of the research are based on the fact that the materials and conclusions of the thesis can and should be used in the educational process at the Chairs of Journalism and other chairs related to Eastern studies. The research plays an important role for Russian and foreign press theorists and practitioners.

A number of problems identified in the thesis can get further scientific development by experts in the theory and history of journalism: it can be cooperation and competition within Europe, Asia and America in the field of information and communications and Taiwan's role and position in the global communication space as well.

Scientific novelty of the research is defined by its extensive character because of the journalism development processes for 70 years have been studied and analyzed.

Research results and recommendations are summarized as follows:
- Transition from a party structure to a commercial one. Media have become less dependent on authorities. We are witnesses of creating independent, autonomous and communicative news agencies.
- New typology ways and features: distinction between financial and tabloid press. This distinction has brought Taiwanese media to the new level of development in difference from mixed-up periodicals earlier existed.
- Technical base of media: with the Internet news is transmitted much faster and materials in magazines are often accompanied with the video. Problem of printed papers delivery to readers has disappeared. Readers can buy or order papers delivery Internet if there is a need in the printed paper or read it directly in the Internet.

- Economic conditions: during the years of economic development media opportunities have significantly increased. And when the rate of economic growth decreased or lowered many publishing companies were dissolved or merged into holdings.

- New and previously unknown genres appeared – we see so-called “hot discussions” that in the culture of Asian countries had not been previously available; ethical rules seemed unshakable are being ruined.

Considering all the above conditions the current state of Taiwanese media stands special and different from all other Asian periodicals with its level of development. And if we talk about the prospects of media technology development in Taiwan, we cannot disregard the competition between West and South-West Asia. Western Europe and the U.S. will unlikely “give the palm-branch” to their Eastern competitors. And it confirmed by their search for new directions of communication technology development (this relates to “global super-highways” and new electronic networks).

When considering the features of publications in such magazines as Taiwan Panorama and Apple Daily we formulated an objective to trace on the micro-level:

- influence of sociological factors such as political engagement of the press on the structure and content of publications. As a result it can be confirmed that these factors are formed at the intersection of influence of political (official/unofficial character of the press) and ethno-cultural factors (for example, in Chinese culture they refer better to “character” than to “action” that defines “dramatic” structure of publications content). It can also be confirmed that propagandistic feature of the press (which correlates to its official feature) defines high level of “citationality” of the publications with poor author's position.