

SUMMARY

Theme:

«Development trends of regional broadcasting»

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57 pages, 52 bibliographic titles, 1 appendix.

Key words: Regional broadcasting, radio, «School Radio».

Relevance of the issue is connected with the fact of searching for optimal models of modern radio stations that meet the requirements of a society that is in constant need for new and updated information.

Modern russian broadcasting represented by the central and regional radio stations , while the pace of its development, the regional radio (functioning within the subject of the Russian Federation, the Federal District or one or more settlements)lags far behind the federal, which is due to a complex of factors of organizational, technological and economic nature. The development of regional radio stations also have a significant impact of their remoteness from Moscow and St. Petersburg, laid down in the contract with the parent company level of freedom regional journalists in the preparation of their own radio-content.

Thus, this work is devoted to the study of a little-known and , at the same time , a promising component of the national media system - Regional Radio and tendencies of its development in the contemporary socio-cultural and political conditions.

The research of regional broadcasting in this context will reveal entirely new , important features of the entire media system as a whole , and to propose ways to improve the work of radio stations in the region of Caucasian Mineral Waters .

Purposes of the issue is determined by the specificity of modern regional broadcasting in the media discourse , as well as to develop the project "School of Radio" , aimed at improving the professionalism of the regional radio broadcasters.

Research objectives :

- Carry out a comparative analysis of the functioning of the central and regional radio stations ;
- Conduct a study of the current state and development of the regional broadcasting;

- Conduct a critical analysis of the content of regional radio stations;
- Develop and implement a practical educational project as a tool to enhance the level of professionalism of the regional radio journalist.

Theoretical and methodological foundations of the research were scientific methods such as analysis and synthesis , induction , synthesis methods of abstraction and conceptualization .

Summary: n the course of the study it was found that a significant change is going through this type of media, such as radio. Radio remains an important component of information space, despite the abundance of new means of communication, in connection with which he has to meet all the new trends. Also in the course of the research was carried out the stations critical analysis, hanging out on the territory of the CMS in order to identify their strengths, weaknesses, identify the quality of the information supplied, as well as the main trends of development of regional broadcasting.

On the basis of the research and consideration of the specific aspects of regional broadcasting , it was found that a significant impact on the quality of the content of a radio station has a professionalism of the broadcaster (broadcast journalist) , feeding information into the air. In this connection, it was decided to create a "School Radio" project as a tool to improve the level of professionalism of the regional radio journalist .