

SUMMARY

Subject of the thesis: «System Orthodox Russian media: regional experience» Author: Nakhaeva L.A.
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Keywords: orthodox journalism, typology of religious media, orthodox press SKFO, problem-thematic analysis publication "Blessed Caucasus".

Relevance of the research issue: due to the fact that currently the orthodox press in Russia is regarded as one of the possible directions of development of the media system, which is under the influence of global processes of information and convergence, it is in search of new forms and methods of presenting information.

Traditional activities of religious organizations are determined by socially significant goals, of which the most important is the revival of religion in society foundations. In this regard, there is need for a scientific understanding of social conditions and opportunities in the formation of Russian Orthodox media system that would meet the requirements of both the producer and the consumer.

In addition, a model of dialogue is an important aspect of religious journalism. Information is exchanged in the course of interaction between society, religious organizations and government. This type of communication allows you to control the flow of information and to avoid destabilizing society. But we should control particularly information channels.

Orthodox press is of particular interest for the study because of the complex dialogue between religion and state. Religious press are mediates between the government and the Church. Therefore it is necessary to look for new forms of presentation materials and constantly transform the system of religious media.

Orthodox Press is needed analysis for the further development of this trend forecasting in Russia, particularly in the North Caucasus.

The purpose: definition of system characteristics of the Orthodox media in the context of modern innovation processes.

Research objectives: to investigate the context of the formation of the Orthodox press in Russia; spend typological analysis Orthodox publications; explore the place of the Orthodox press in the information space of the North Caucasian Federal District(NCFD); conduct problem-thematic analysis Orthodox Press NCFDthe example publication "Blessed Caucasus".

Theoretical and practical significance of the study is that in the course of our work we have identified a number of problems related to the work of a journalist in the field of orthodox media professionalism of journalists; lack of knowledge in the field of religion; writing extremist texts and others. In addition,

the study's publication "Blessed Caucasus" gets the most complete picture of the regional religious publications.

Some of the findings can serve as a theoretical basis for study of the features of the Orthodox mass media.

Obtained during the research experience of the organization and activities of religious publications in the central part of the country can be used in the further development of regional journalism. In addition, the collected material can serve as a source of reference in the creation of new Orthodox publications.

Results of the study: in the research we have achieved all the goals.

We have concluded that there are several periods of development of orthodox journalism, examining the context of the formation of the Orthodox press in Russia. We have also identified a number of factors influenced the transformation of the media throughout the system.

A good example of the transition to the new elements the religious press served the Soviet system of mass communications, which took a number of significant transformations related it to the following factors: the collapse of the USSR, after which there is a narrowing of the information space, changing ideology of the media, the media is no longer a means of propaganda, it is formed as a separate social institution. All these factors lead to the expansion of the audience, the possibility of forming their own information models designed as a broad and on a narrow range of readers.

Impact on the system and the emergence of private property, it is this process launched the basic processes of the information market. There is competition, and therefore, it is necessary to create new models and forms of information. Information becomes a commodity. That to date and allows to actively develop Orthodox media. It is visible and the development of research typology Orthodox publications.

In Russia there are several typologies of Orthodox media. We investigated the species-typological character editions: by frequency, by the reader's address for the intended purpose. This allowed obtaining the most complete view of the system and subsystems of the religious press.

It is also possible to analyze the place of the Orthodox press in the information space SKFO.

According to the study, the North Caucasus is one of the leading regions of the country, the number of Orthodox citizens. That allows you to actively develop and religious press. So the most important and popular editions: "Stavropol Blagovist" and "Blessed Caucasus". About as Orthodox Press says highest circulation - 10,000 copies, quality materials and a wide zone of distribution, which covers all the territory of the region.

Having conducted a thematic analysis of the problem-Orthodox Press SKFO the example publication "Blessed Caucasus", we found out that the magazine takes an active social position, covering topics such as: combating dependency (alcoholism, drug addiction), youth, education, preservation of the cultural heritage of the country (monuments, cathedrals), preservation of family values, parenting, interfaith dialogue, and others. In today's globalizing world accuracy and

problematic selected topics suggesting for the high cultural significance editions for residents throughout the region.

Recommendations: In the course of research, we have developed a plan that would allow solving a number of problems in the Orthodox journalism in the North Caucasus.

First, the establishment of centralized service in order to control of all religious publications of the country that brings together people of all faiths, experts' sociologists, psychologists, economists, historians, theologians, and journalists. It will conduct its own research, analyze reader demand to check the accuracy of the written texts, carry interfaith dialogue in the pages of publications, legal control and develop the entire scope of activities of religious media.

Second, the establishment of local control units, which will be carried out the same work with the selection of his team of scientists to monitor regional religious periodicals, which will most qualitatively traced a number of changes occurring in the region, increase the popularity of publications.

Third, the regional Orthodox periodicals should reconsider the concept, so edition "Blessed Caucasus" positions itself as "the Church - Public Journal," but sometimes printed materials for a narrow circle of readers, that is not conducive to expanding the audience. Also necessary to create a permanent columns (more than 4), which will most accurately distribute materials. For example, some non-permanent rubrics can be grouped into one of the widest value. Should pay attention to decorate photos, no signatures indicating author or those who present at it, cannot talk about the high quality of the magazine. In addition, the publication should help attract new authors, but also to monitor the quality of basic writing materials of editors. In the category conversation is missing signature of the author of the material, which prevents the reader understand exactly who had a conversation with a clergyman, journalist and theologian, in disputes on the material. This information will help the reader. The magazine should also expand its thematic preferences. Most topics of global importance can affect: the ecological crisis, social inequality, society, youth, education and others. This will not only attract the attention of the reader, but perhaps the local government, which will contribute to the solution of these problems in the North Caucasus.