ANNOTAION

Final qualifying work on the theme of <u>«Socio-political theme on the Internet: analysis of the media content and methods of their presentation (by the example of political websites)»</u>

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Relevance of the research issue: Relationships between journalism and public authorities in Russian Federation exists practically since the inception of country's media. However, qualitative transformation of the modern media industry caused by technological changes is significantly intensified scientific community interest in this sphere of knowledge. All of this allows ascertaining emergence of the new media, having no less, and sometimes even more influence than traditional media. The new media interactivity does not reduce requirements for the presence of journalistic professionalism on the Internet. In contrast, relevance of journalist professional qualities, in our case specializing in socio-political issues, increases significantly.

The purpose of the work is in researching of socio-political Internet content specifics by the example of political websites.

Research objectives: 1) research the socio-political theme as one of the main directions in journalism; 2) examine the political website as a macro genre; 3) analyze the content aspect of the political parties' websites: «Union of Right Forces», «Right Cause», «A Just Russia», «Patriots of Russia»; 4) analyze the socio-political theme on the Internet through the audience perception by the example of digital edition of «Moskovskij Komsomolets» newspaper content.

Scientific novelty contained in creation of theoretical footing on a base of research findings for further research of scientific views on socio-political theme representation specificity on the Internet.

Summary. Content analysis of political websites showed that the socio-political issues on the Internet are largely a product of realpolitik. At political affairs websites are operating with current agenda formed through information occasions. News feed tend to contain information about activities of various political institutions: President of the Russian Federation, Russian Government, political parties and their leaders, relationships between political actors, political events in Russia and abroad. During researching the socio-political theme language it was found that people's perception of political information unconsciously relate it with following semantic categories: a show of force, truth, intrigue, overcoming obstacles, creativity, deed, ensuring peace, «position» in time, movement, emotions, moral values, distance, attributes, fate (destiny), contradiction removal, «position» in space, uniqueness, tone.