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Chair of Journalism, Media Communications and
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SUMMARY

Graduation qualification work on the topic:

"Podcast as the mainstream of modern broadcasting"

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Key words: journalism, broadcasting, traditional media, podcasts, podcasting, convergence, Internet, online broadcasting.

Relevance of the research issue/topic. Due to a certain set of broadcasting benefits the emergence of the podcasting phenomenon is one of the main trends in the modern media industry. Podcasting gives an opportunity to listen to any broadcasted program missed by the listener. One can do it in the digital form on the official website of the radio station, on streaming platforms and social networks. The latest technologies contribute to the publication of multimedia content on the Internet, which allows the user visiting the site not only to get acquainted with the program he/she is interested in, but also to get its transcript, view thematic illustrations, videos, etc. Thus, the Internet provides you with an opportunity to eliminate the factor of image shortage, which has traditionally been considered the main disadvantage of radio as an audio media.

The purpose of the work is to study the transformation of modern radio journalism in order to develop the concept of a multilingual travel podcast "The Open Caucasus".

The achievement of this goal involves setting and solving the following **research objectives:**

1. to trace the evolution of the global radio industry;
2. to determine the place of the podcasting phenomenon in the system of modern online broadcasting;
3. to analyze Russian and foreign experience in the successful production of podcasts;
4. to develop the concept of a multilingual travel podcast "The Open Caucasus".

The theoretical significance of the study lies in the fact that the main stages of the transformation of the broadcasting system are determined and a structural-

thematic analysis of podcast projects from the point of view of their multimedia component is carried out; Methods for publishing various types of materials (both related to the on-air product and having an off-air character), the optimal and effective combination of different media forms in relation to the format of radio stations and the characteristics of their audience are revealed.

The practical significance of the study lies in the fact that the conclusions obtained as a result can be used in the activities of practicing journalists, teachers and students of the areas of training "Journalism", "Advertising and Public Relations", "Media Communications". The developed concept and the prepared information product are aimed at increasing attractiveness and improving the image of the region.

Results of the study. The research has resulted in the release of the Open Caucasus podcast, focused on the Russian audience, and in the accomplishment/writing of two scripts (in English and French). The pilot episode in the Russian language covers a range of issues dealing with the field of education in the region, mentality and development of the region. The scripts in foreign languages touch upon topics related to the history, traditions, culture, languages of the peoples of the North Caucasus, the Caucasus Mineral Waters region. The city of Pyatigorsk is covered in more detail.

The project of the multimedia travel podcast "The Open Caucasus" plays a significant role in promoting the image of the North Caucasus region, occupies a free niche in the information space of the tourism sector of media space.