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Department of Journalism, Media Communications and
Public Relations of the Institute of International Relations

SUMMARY

Graduation qualification thesis on

«Establishing the international agenda in global mass media (on the example of the BBC News, CNN International, Russia Today) »

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Key words: journalism, traditional media, agenda, global media, TV channels, Internet.

Subject relevance. Globalization processes and the Internet communications development taking place at the turn of the XX-XXI centuries have formed a unified information and communication environment in which, on the one hand, numerous media companies operate and compete, and on the other hand, their employees have been granted an instant access to the actual information on what is happening in different regions and countries, which shapes the broadcast topic selection.. With media opportunities for preparing the broadcast or publishing news articles on a daily basis being objectively limited by the predetermined newscast duration and the audience's psychological properties (tending to avoid information overload), editorial teams naturally focus on the issue of selecting stories for newscast or articles for print media, i.e., setting media agenda.

The scientific research aims to identify the goals, methods and specifics of setting the international agenda of the BBC News, CNN International and RussiaToday TV channels.

The implementation of the stated goal made it necessary to set and complete the following **research objectives**:

- define the agenda theory («Agenda-setting») and its development;
- define the main ideas and concepts of the modern media agenda;
- clarify the types of agenda and its setting factors
- analyze BBC News international agenda-setting methods;
- identify the way CNN International journalists set the agenda;
- study the Russia Today TV channel's approach on setting the international agenda.

Theoretical and practical value.

The research value lies in that at the theoretical level, the global media agenda analysis was based on the scientific research of the past years shaping a model made up of ten key factors that directly affect the modern media agenda setting.

The research's practical value lies in the availability of the data, examples and conclusions presented in the work to mass media and social sciences specialists, both for further theoretical research and practical activities.

The result of the research provided an analysis of the international agenda setting at the BBC News, CNN International and RussiaToday TV channels. The work of each of the three presented news agencies was analyzed, as well as their approaches to set the agenda. The analysis allows us to conclude that the BBC News agenda is based on the last day news about members countries of the British Commonwealth of Nations or the United States; CNN International's agenda is based upon the event relevance; RussiaToday's agenda is set chronologically mostly focusing on the official statements about the events than on the events themselves. A model of ten factors or criteria that have a direct impact on the modern media agenda setting was formed.

Recommendations.

Possible areas for further development of this topic are seen in a study of the features of the formation of the agenda in the media of other countries (including Arabic, Chinese, etc.), in their comparison and the identification of new trends in the development of global news media.