

SUMMARY

Theme of the graduation work:

«The mechanisms of media self-regulation:
it is in search of an optimal model»

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Key words: journalism, media self-regulation, the practical purpose of self-regulation, professional code of journalism, professional association of journalists, the court of arbitration on information disputes.

The actuality of the research: The abuse of freedom of speech in media, which include extensive offences, is the main reason for the emergence of information disputes. The problem of survival media leaves in the background ethical aspects of professional activity. For another thing, the theme of corporate community of journalistic association is discussed in academic and professional circle very widely. The general institute for the decision of corporate problems should be institutes of the media self-regulation, which resolve information disputes and enforce laws and professional ethic norms by journalists. The definition of characteristics of the media self-regulation in mobile media space, the exposure the regularities of functioning of journalism in new social and political coordinates causes the theoretical relevance of this research.

Target of the research: The shoving up the optimal mechanism of self-regulation, which have maximum functional potential of regulation of journalistic practice in today's media sphere.

Objectives' of the research:

- To identify and substantiate the theoretical necessity of creation and development of system of media self-regulation

- To systematize the main trends of the evolution of the institute of the media self-regulation in the conditions of a democratic society, and the corresponding dynamics of reformatations in journalistic practice in foreign countries ;
- To give shape analysis of institutional features of system of the media self-regulation in Russia;
- To give recommendations on optimization of work the Grand Jury as maximum promising mechanism of the media self-regulation.

Theoretical and practical significance of the research is determined by the materials such work, by results and conclusion, which can be used in practice when improving work of Grand Jury of Russia and in other spheres of social life, PR and advertising, for example.

Theoretical significance of the work is conditioned by the fact that information, which this research has, may be used in the journalistic profession and in academic process for lecture courses «Professional journalistic ethic», «Deontology of journalism» in magistracy, «History of foreign journalism» and «History of native journalism», and also for editorial courses on media self-regulation and professional journalistic ethics.

Results of the research and recommendations: The creation of system of media self-regulation could affect the public mood and the media industry with profit. In the first place, the creation of system of the media self-regulation will benefit all parties covered in the work of public relations. Secondly, the media industry gets suitable for use system norms of professional ethic, and also competent assistance in permission of information conflicts. Thirdly, the self-regulation leads to better quality of journalistic articles, to changing understanding of the importance of journalism in society. And it is one of the most important conditions of successful protection of mass media from external pressure from the state authorities and other stakeholders.

Now many specific structures existence as adequate institutional reaction to the rapid of hasty growth the number of information disputes in the world practice. It has specific information-legal and information-ethic privilege.

In our opinion, the ethical cores have the most functional potential, it was developed and adopted at the level of individual media offers. As we think, the Grand Jury of the Russian Union of Journalists is the most optimal and efficient institute for assessing compliance of media professional standards and regulations. The decisions of this institute should be recognized by large and medium business, by representatives of the major institutions of civil society, by publishers and editors of media.