

SUMMERY

Final qualifying work on the topic:
" Political journalism
in modern public policy:
shaping the Agenda "
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Page53, bibliographical names. 85.

Key words: Mass media, political journalism, agenda.

Relevance of research. Mass media, political communication of the press and political life is expressed in certain coverage of political events, political structure, laws, activities of political parties, etc. Therefore, political journalism has its own distinctive direction, subject matter, and materials. Political journalism involves not only professional journalists, but also politicians themselves, since political journalism involves certain authorial forces in its orbit. Political journalism in modern public policy is closely related to the agenda, which, in turn, is dictated by the institutional design of the state, and the agenda covers both the legal and ethical side of political journalism, in contrast to the entertainment or other genre of modern journalism.

The relevance of the research increases due to the need for a special study of the formation of the political agenda, since political journalism is the journalism of influence on society, on political values, political consciousness and political culture. Political journalism has its own audience, the composition and preferences of which also need research of a theoretical and professional-applied nature.

academic journalism, the agenda.

Target of research: the article presents a factor analysis of the formation of the political agenda on the example of modern Russian and foreign mass media.

Goals:

- explore the institutional role of the media in the structure of public policy;
- to study the formation of the political agenda in political journalism;
- to reveal the essence of professional and applied analysis of journalistic texts of political orientation;
- to conduct a factor analysis of the political agenda on the example of modern Russian and foreign media.

Theoretical and practical relevance of research The article presents a theoretical understanding of the role of the media in the structure of modern public policy and the formation of the political agenda. The article reveals the essence of professional and applied analysis of journalistic texts of political orientation and presents a factor analysis of the political agenda on the example of modern Russian and foreign media. The above suggests the possibility of applying the provisions and conclusions of the thesis in universities when reading courses on public relations and journalism, since the theoretical analysis concluded in this work

allows us to more accurately determine the problems of the modern world from the perspective of the institutional activities of the media.

Results of research:

- the institutional role of mass media in the structure of public policy is investigated;
- the formation of the political agenda in political journalism is studied;
- the essence of professional and applied analysis of journalistic texts of political orientation is revealed;
- a factor analysis of the political agenda is carried out on the example of modern Russian and foreign mass media.

Recommendation:

1. Equal access of various political forces and institutional structures of civil society to official information.
2. Exclude the priority in the information sphere for the interests of individual officials and officials.
3. Conduct public discussions on the most pressing issues on the national and regional agenda, including not only experts and scientists, but also representatives of the public, including ordinary citizens.
4. To ensure the objectivity, completeness and reliability of information in the media about the activities of government bodies at various levels and branches.
5. Information materials in regional and municipal mass media should be provided with feedback from the mass audience.
6. Priority in the information sphere in favor of expressing the interests and requests of civil society.
7. Observe equal access to the media to express the demands of civil society structures and government structures, etc.
8. A guide to the social and spiritual component of the life of Russian citizens, and, above all, young people.
9. Equality of interests of politics and the media.