

SUMMARY

Theme of the graduate qualification work:
“Information and communication support of historical reconstruction projects in the modern media space”.

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Key words: mass communication, information and communication support, information and communication technologies, historical reconstruction, “living history”, military historical reconstruction.

The relevance is determined by the originality of historical reconstruction as a form of interaction of the wide audience representatives with traditions, customs and with general history of the native country. Historical reconstruction is not only an effective means for studying historical events and a type of an active cultural recreation, but it is also a tool for influencing society. However, in the context of globalization and international integration, there is a need to attract the media, modern information and communication technologies and tools for effective communication with residents of a particular state. Information and communication support is necessary for any kind of projects and events, which are intended to be made for the wide audience.

The journalistic activity in the cultural and educational sphere plays an important role in the formation of universal norms, values and traditions in the modern world of information. In this connection, with state support, non-profit organizations have begun to deal with the problems of developing a sense of patriotism among the local population, attracting the media for cooperation. Particularly relevant appears the problem of collective oblivion or loss of cultural memory associated with the increased number of extremist and aggressive actions aimed at the destruction of important cultural and historical objects. In order to solve this problem, a wide range of media tools can be used.

Objective – to identify the technology of information and communication support of historical reconstructions in the modern media space.

Tasks:

- to study the specifics of information and communication support in the system of modern mass communications;
- research on the technology of information and communication support of historical reconstruction;
- analyze domestic and foreign experience of information and communication support of historical reconstructions;
- develop a strategy for information and communication support of the “Battle for the Caucasus” historical reconstruction festival.

The theoretical significance lies in systematization and generalization of some scientific points, connected to such categories as “mass communication”, “historical reconstruction” and “information and communication support”.

Moreover, we provide a complex of theoretical information about some issues of modern information and communication technologies and information distribution channels. The main conclusions of the study, which concern the subject and functions of the mass communication system, strategy of information and communication support of a cultural mass event, systematization of information and communication support channel, can be implemented as a part of theoretical material for students of such training programs, as “Journalism” and “Advertising and public relations”.

Results: Historical reconstruction is a relatively new, but socially useful practice in our country, and it requires an effective information and communication support in order to attract the audience.

Recommendations: there is a necessity of a more detailed research of foreign experience in information and communication support of historical reconstruction projects and the audience feedback concerning the publication of the informative material, connected to similar events in the Russian Internet space.