

SUMMARY

Topic: Regional-environmental newspaper: modeling experience.

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Scientific novelty:

The 21st century is the century of globalization, political and economical modifications, An influence on humanity by scientific and technical processes, environmental catastrophes, expectations of the end of world in terms of environmental problems defined the start of 2013. It's reorganization and depletion of natural resources and humanity's sloppy treating of an environment that has become the central topic of journalism in Russia and worldwide. This conclusion underlines the relevance of the topic studied.

Objective:

- to study theoretical basis of mass media types, to study modern approaches of its typology;
- to analyze the establishment and development of printed media in Kavkazkie Mineralnie Vody region, to extract factors defining its modern typological image;
- to develop and carry out the project that would include ecological, tourist, ethical, historical, archeological and artistic aspects.

Texture: The structure of the study consists of an introduction, two chapters which consist of two paragraphs each, a conclusion, a reference list of 77 items. The study is 68 type-written pages in total.

Summary: Environmental journalism in an active development nowadays. In new terms for the press serious changes are probable both for environmental branch and mass media system itself. Ecological topic is in a dynamical development demanding further evolvement of specialists and professional eco-journalists.

Environmental problem is one of the main topics worldwide nowadays.

Journalism plays a significant role in spreading the information and forming the public opinion on one problem or another. The topic of environment is reflected not only in governmental, public or commercial media but also in academic newsletters, TV and radio programs that is one of the main tools to attract youth to environmental problems.

According to the statements above it may be concluded that KMV region printed media market is now in establishment.

Forming types of the market still goes on. One of the main potentials &t regional media development is the presence of open slots in its type palette. Environmental protection in KMV region is at an insufficient level which does not provide the environmental stability and is not targeted to obtain a status of an ecologically highly-protected federal-significant region.

^KMV region media resources miss regional-environmental newsletters which in our opinion is unacceptable. That is a dominant issue of this graduation work.