

SUMMARY

Final qualifying work: «The Corporative edition for airport's concernment: the experience of modeling (ex. JSC «The International Airport of Mineralnye Vody»)»

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Keywords: Corporative Mass Media, social interest, providing a business communication, modeling the concepts of the Corporative edition, conformation an unified informational area and management relationship between a panel and a director.

The given graduation work is to investigate the functions of the corporative media of the airport enterprise. It describes the objectives and significant aspects of team building, constructive dialogue between management and staff of the company, explanations of what is happening at the airport's changes and preserving traditions at the same time.

The object of the research are corporative editions as a form of media.

The subject of research is substantial and composite-graphic model of internal corporate edition "The Vzletnaya Polosa".

The purpose of the study is to investigate Corporative edition for the airport company.

The realization of this objective involves the formulation and solution of the following **tasks:**

- to study the specificity and function of corporative edition as a form of media:
- to investigate the peculiarities of the creation of the concept of corporative edition for the airport enterprise;
- to develop a meaningful model of internal corporative edition "The Vzletnaya Polosa";
- develop compositional and graphic model of internal corporative edition "The Vzletnaya Polosa".

The Theoretical and methodological basis of research includes various approaches: the method of comparison, analogy, deduction, induction, observation. Also the method of

content analysis was applied in the study of materials corporate publications for the airport company.