

Abstract

Senior thesis on:

«Specifics of highlighting ecological
issues in media»

Author: Aleynikova V.I.

Academic adviser: Gikis S.N.

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Relevance of research topic. Global changes taking place in various spheres of society are directly reflected in modern media. As a result of the transformation of the reality, the traditional directions of journalism are supplemented. Despite this, one of the main priorities in any journalist's activity is a prompt response to acute social problems.

The development of scientific and technological progress gives rise to production growth among commercial and industrial enterprises. The increase in trade turnover leads to an improvement in the economic situation in the world, but also to a deterioration in the environmental sphere. In this regard, a growing public interest in environmental protection issues takes place. In response to human consumerism towards nature and the negative consequences of scientific and technological progress, the demand for reliable environmental information about events taking place in the world is increasing, and a new specialized course of journalism is emerging - environmental or "green" journalism.

One of the most effective and universal ways of presenting any information, environmental included, for optimal perception by the target audience is infographics, since most people perceive information in a visual format better.

Aim of the work: to develop an infographic project "Green Caucasus" on the basis of identifying domestic and foreign experience in media coverage of environmental issues.

Objectives:

- to look at the conceptual system of environmental journalism;

- to determine the place of environmental issues in the system of mass communication;
- to identify domestic and foreign experience in covering environmental problems in the modern media space;
- to develop the concept of the infographic project "Green Caucasus".

Theoretical and practical significance of the research. A major role in the theoretical significance of the project is played by the systematization of knowledge on environmental journalism and the highlighting of the main methods of work of "green" media in the field of spreading the environmental content.

The developed concept and information product are aimed at increasing the awareness of CMS residents about the state of the region's ecology. The practical significance of the study lies in the fact that the findings can be used in the activities of practicing journalists, teachers and students in the areas of training "Journalism", "Advertising and Public Relations", "Media Communications", as well as in the course of the work of environmental journalists, eco-bloggers and eco-speakers.

Results of the research. In the submitted senior thesis, all the tasks were solved: the characteristics of the categorical system of modern environmental journalism were studied, considering the opinions of different researchers; the place of environmental issues in the system of mass media has been determined; the domestic and foreign experience of covering environmental problems in the modern media space have been analyzed, and also the concept of the ecological infographic project "Green Caucasus" have been developed.

Recommendations. Infographic project "Green Caucasus" on environmental issues of CMS informs the target audience about the ecological state of the region. A series of interrelated and complementary infographics allows not only to succinctly present information about existing problems, is also offers solutions with a long-term perspective and describes the natural value of the natural monument of the city of Pyatigorsk – Mountain Mashuk. Infographic project "Green Caucasus" acts as an effective tool in the field of diagnostic, prognostic and educational work. Possible directions for further development of this topic are seen in the analysis of the successful tactics of the media in the field of environmental coverage of other regions of Russia with the help of infographic projects.