

Summery

Final qualifying work on the topic:
"The role of the media in shaping
civil society in Russia »

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Key words: Mass media, Russian society, political communication, role of mass media, civil society, functions of mass media, freedom of speech.

Relevance of research. To date, the media (mass media) belong to the category of important socio-political institutions, as their main functional vocation is to promote the free dissemination of information, to strengthen the basic foundations of freedom of speech, to assert the principles of democracy. The media should become the main instrument for the liberalization of political systems and regimes, which will serve to strengthen civil positions.

In the context of the development of the information society, it is the media that is charged with the task of becoming a locomotive in the formation of public opinion and worldview, education of political culture among the population of the country. Given the formation of a qualitatively different media system, there is a need to regulate their impact on the political consciousness and behavior of Russians, which will contribute to the formation of civil society institutions.

The special relevance of the study is given by the fact that the activities of the media can have a direct impact on the minds of young people, their vision of political reality through the formation of personal assessments on the material of specific current events. Features of transformational development of the Russian society entail superficial assimilation of again established norms and decrease in level of cultural values at all social groups. In the course of social development, activation of civil society, state information policy, as well as methods, forms and models of management of information processes are changing and require new approaches to their analysis.

Target of research: development of possible media strategies in the formation of civil society in Russia.

Goals:

- to identify the theoretical, methodological and conceptual basis for the functioning of the media;
- to analyze the criteria of public participation of the media;
- to study the impact of the media on the development of civil society;
- to develop possible media strategies in the formation of civil society in Russia.

Theoretical and practical relevance of research it is possible to apply the provisions and conclusions of the thesis in universities when reading courses in journalism. The theoretical significance of the final qualifying work lies in the fact that the theoretical analysis contained in it allows to more accurately determine the problems of building a civil society in the perspective of the media. Practical conclusions and recommendations of this thesis can be used by specialists in the field of journalism, public relations, government agencies, both for further theoretical research and in practice.

Results of research: The theoretical, methodological and conceptual foundations of the functioning of the media are revealed; the criteria of public participation of the media are analyzed; the influence of the media on the development of civil society is studied; possible strategies of the media in the formation of civil society in Russia are developed.

Recommendations of possible media strategies in the formation of civil society in Russia:

1. To keep priority in the information sphere in favor of expressing the interests and requests of civil society.
2. Exclude priority in the information sphere for the interests of individual officials and officials.
3. To hold public discussions on the most pressing issues of the national and regional agenda with the inclusion in the discussion of 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 authorities at various levels and branches.
5. Information materials in the regional and municipal media to establish the presence of feedback from the mass audience.
6. Respect the equal access of various political forces and institutional structures of civil society to official information;
7. To respect equal access to the expression in the media of the requirements of civil society structures and power structures, etc.
8. In the activity to be guided by a social and spiritual component of activity of the Russian citizens, and, first of all, youth.
9. To comply with the equality interests in the media and the media themselves.

Recommendations to the Union of journalists of Russia, Russian TV companies and Russian media holdings in the formation of civil society in Russia:

1. To strive to ensure a political course, which will be at the forefront:
 - strengthening freedom of speech,
 - ensuring democratic rights and freedoms of citizens,
 - creation of a platform for equal and active participation of citizens in the governance of the country.
2. To seek to build confidence in the authorities and the policy.
3. Pursue the independent nature of new media.
4. Fight the media bias.
5. In fact, to prove commitment to the principles of serving the interests of society.