

SUMMERY

Final qualifying work on the topic:
" Mass media in political communications:
Patterns and Trends of Development
(on the example of leading Russian
and foreign mass media)"
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Page53, bibliographical names. 85.

Key words: Mass media, political communication, media functions.

Relevance of research. The connection between the press and political life is expressed in a certain coverage of political events, the political structure, laws, the activities of political parties, etc. Therefore, the processes of communication technology are a synthesis of everyday levels of consciousness of the audience with a specific way of presenting information for a specific purpose. Communication technologies allow the deliberate use of political information, the purpose of which is to circulate between the components of the political and social system. The relevance lies in the need to consider the existing views on the features and structure of the communication process on the part of the mass media in relation to the media as a key component of political communication.

Target of research: development of criteria for media participation in political communication.

Goals:

- explore the nature, types and functions of political communication;
- identify the role of the media in the process of political communication;
- to study trends in the development of mass media in the process of political communication (on the example of leading Russian and foreign mass media)
- to develop criteria for the participation of mass media in political communication: practical recommendations.

Theoretical and practical relevance of research the research is based on the possibility of applying the provisions and conclusions of the thesis in higher education institutions when reading courses on political journalism. The theoretical significance of the final qualification work also lies in the fact that the theoretical analysis contained in it allows us to more accurately identify the socio-cultural aspects of political communication when influencing the audience, to consider manipulative practices of political communication.

Results of research:

- the essence, types and functions of political communication are investigated;
- the role of mass media in the process of political communication is revealed;

- trends in the development of mass media in the process of political communication are studied (on the example of leading Russian and foreign mass media)

- criteria for the participation of mass media in political communication are developed: practical recommendations are given.

Recommendation:

1. The desire for publicity.
2. The desire to democratize all spheres of life and to maximize the involvement of the initiative segments of society in the process of making socio-political decisions.
3. Striving for objectivity and impartiality in the provision of information.
4. The desire for political socialization of society, which can be achieved through the participation of the media in the formation of the political culture of society.
5. Striving to improve the quality of information.
6. The desire to develop the cultural, intellectual, and spiritual potential of the individual.
7. Following the professional ethics of a journalist.