SUMMARY

Keywords: electronic resource of district newspaper printing, content update and maintenance of the local newspaper, the new heading of district newspapers, the typological features of the district press, the establishment of communication between the district press and the audience.

In this research paper refers to the increasing interest in the modern area of the press by the example of a particular publication "Novopavlovskoe utro." It describes ways to attract new, especially young, audiences. So mainly, the study is aimed at improving the content of the paper and electronic resource update of the newspaper.

Object of the research is a modern district newspaper as the type of publication.

The subject of the research is the typological orientation of the district newspaper "Novopavlovskoe utro."

The purpose of the research is to study and analyze the modern content of the paper as the type of publication in Russia.

In accordance with the intended purpose of the **following tasks of the research** are determined:

- to identify the typological orientation of modern district newspaper;

- to examine the functioning of the district print media in a competitive environment: problems and ways of their solving them;

- to analyze the content-thematic and graphic concept of the district newspaper "Novopavlovskoe utro" and make suggestions and recommendations for its improvement.

- to explore the online resource as a way to attract new audience of the newspaper "Novopavlovskoe utro."

Theoretical and methodological basis of the study is the dialectical-materialist approach to the study of social phenomena. The dialectical-materialist theory also serves as a base for exploring all creative media resources in the course of its activities with regards to such categories as "method", "genre", "subject", "function".