

SUMMARY

Final qualifying work on the topic of:

« Problems of development of regional Internet mass media
in modern conditions
(on an example «KAVKAZ TODAY»)»

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57 pages, 79 bibliography titles.

The keywords: internet mass-media, regional mass media, Internet audience, portals, high attendance, authoritativeness of internet mass-media, "external references", interactivity, multimedia.

The relevance of this research is caused by the fact that development of the Internet in the 21st century has led to creation of network mass media of different scale and a thematic orientation. Practically along with federal the regional network mass media publishing materials of various orientation of regional scale began to appear. Disproportion in development of regional internet mass-media of Russia regular becomes a subject of discussion at journalistic forums of different level. Identification of the main problems of development of internet mass-media, studying of regional mass media, their features and specifics of functioning, will help to create objective representation about the general condition of Internet journalism in North Caucasus federal district.

The purpose of this work is to reveal opportunities and obstacles of development of regional internet mass-media in Russia on the example of the information and analytical portal «KAVKAZ TODAY» Realization of a stated purpose has caused statement and the solution of the following tasks:

- to give the characteristic to regional internet mass-media in the 21st century, to features of their functioning and an originality;
- to reveal the factors stimulating and limiting development of modern regional internet mass-media;
- to analyse system of regional internet mass-media in North Caucasus federal district and the place of the «KAVKAZ TODAY» portal in it;
- to investigate opportunities, obstacles and to offer recommendations about development of the «KAVKAZ TODAY» portal.

The practical significance of the study is determined by a possibility of improvement of line items of the «KAVKAZ TODAY» portal and by a quoting indicator, and by the number of daily visits of a portal, forming of its efficiency in case of observance of some recommendations. Conclusions and recommendations of this thesis can be used by experts in the field of journalism, public relations, marketing, both for further theoretical researches, and in practical activities.

In a result of this study In the conducted research all objectives have been solved. By means of the comparative analysis and a method of the content analysis of regional network mass media the features of functioning of internet mass-media, specifics of their development, rates of development, internal factors influencing their development and forming have become clear. The full content analysis of the «KAVKAZ TODAY» internet portal has been carried out and some shortcomings of his functioning with probability of the subsequent their elimination have been revealed.