

# MASS MEDIA: RUSSIA AND AMERICA

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TIBILOVA DIANA GMU 2-4

# PLAN

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- Mass media in America
- Mass media in RUSSIA

# AMERICA

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- **America**
- *In the USA the main types of mass media today are:*
- newspapers;
- magazines;
- radio;
- television;
- Internet.

# ON AVERAGE, AMERICAN VIEWERS WATCH TV ABOUT SIX HOURS A DAY. THEY USUALLY WATCH ONE OF THE NATIONAL COMMERCIAL NETWORKS

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- ABC (the American Broadcasting Corporation),
- NBC (the National Broadcasting Company)
- CBS (Columbia Broadcasting System) or Fox Broadcasting Company.

# ACROSS THE UNITED STATES THERE ARE MORE THAN NINE THOUSAND RADIO STATIONS. *LISTENERS CAN TUNE INTO ALL KINDS OF STATIONS*

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- pop or classical music,
- news, sport,
- community radio,
- talk radio shows.



# NEWSPAPERS

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- Eight out of ten Americans read a tabloid or standard newspaper every day. Often newspapers are delivered early in the morning so people can read them before leaving home.

# RUSSIA

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- The country has almost 37 thousand media outlets, including over 22 thousand newspapers and 12 thousand magazines.
- In audiovisual media, there are over three thousand television channels and two thousand radio channels registered.

# RUSSIA HAS VERY WIDE RANGE OF NEWSPAPERS, OVER 400 DAILY, FOR EVERY FIELD. MOST READERS PREFER WEEKLY PUBLICATIONS

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- [Komsomolskaya Pravda - mass circulation](#)
- [Kommersant - daily, business-orientated](#)
- [Moskovskij Komsomolets - popular daily](#)
- [Izvestia - popular daily](#)
- [Rossiyskaya Gazeta - government-owned daily](#)
- [Nezavisimaya Gazeta - privately-owned daily](#)
- [Trud - left-leaning daily](#)
- [Argumenty i Fakty - popular weekly](#)
- [Novaya Gazeta - twice-weekly](#)
- [The Moscow Times - English-language daily](#)





# TELEVISION IS, FOR MOST RUSSIANS, THE MAIN SOURCE OF NEWS.

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- Russia - national network
- Channel One - national network
- NTV - national network
- TV Center - owned by Moscow city government
- Ren TV - Moscow-based commercial station with strong regional network
- Russia Today - international English-language news channel, via satellite

# MOST IMPORTANT NATION-WIDE RADIO STATIONS

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- [Radio Russia](#)
- [Echo of Moscow](#)
- [Radio Mayak - state-run national network](#)
- [Russkoye Radio - major private network](#)
- [Voice of Russia - state-run external service, broadcasts in English and other languages](#)

# RESOURCES

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- <https://studfiles.net/preview/6058686/>
- <https://biznes-prost.ru/mass-media.html>
- <http://www.xserver.ru/user/osos/8.shtml>

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- Thank for you attention!