MASS MEDIA: RUSSIA AND AMERICA

TIBILOVA DIANA GMU 2-4

PLAN

- Mass median in America
- Mass media in RUSSIA

AMERICA

- 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

- 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

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

NEWSPAPERS

 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

- 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.

- Russia national network
- <u>Channel One national network</u>
- 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

- 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

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

• Thank for you attention!