



Журналистика

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Журналистика –
«ежедневное известие»,
«весть» (в переводе с
латинского) .



Первый этап

- период

пражурналистики

Этапы развития

журналистики

росписи

рукописи

настенные
изображения

рукописные
книги





Древний Рим

- протоколы заседания римского парламента
- альбумсы (стены с объявлениями)
- акты (новости при входе в сенат)



Второй этап

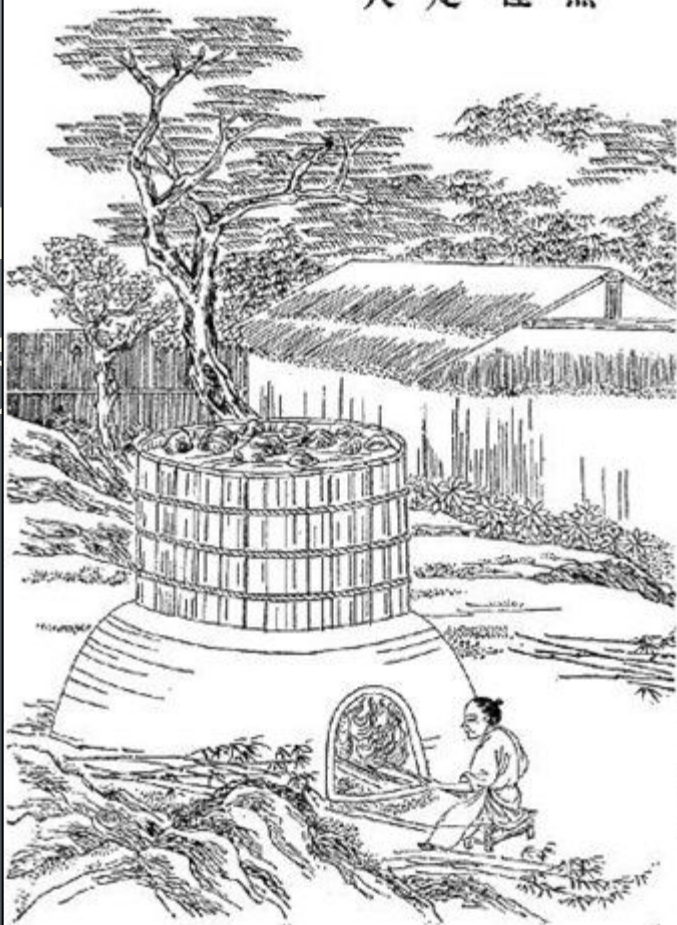
- появление первых газет (XIV – начало XVII в.)





расп
изоб

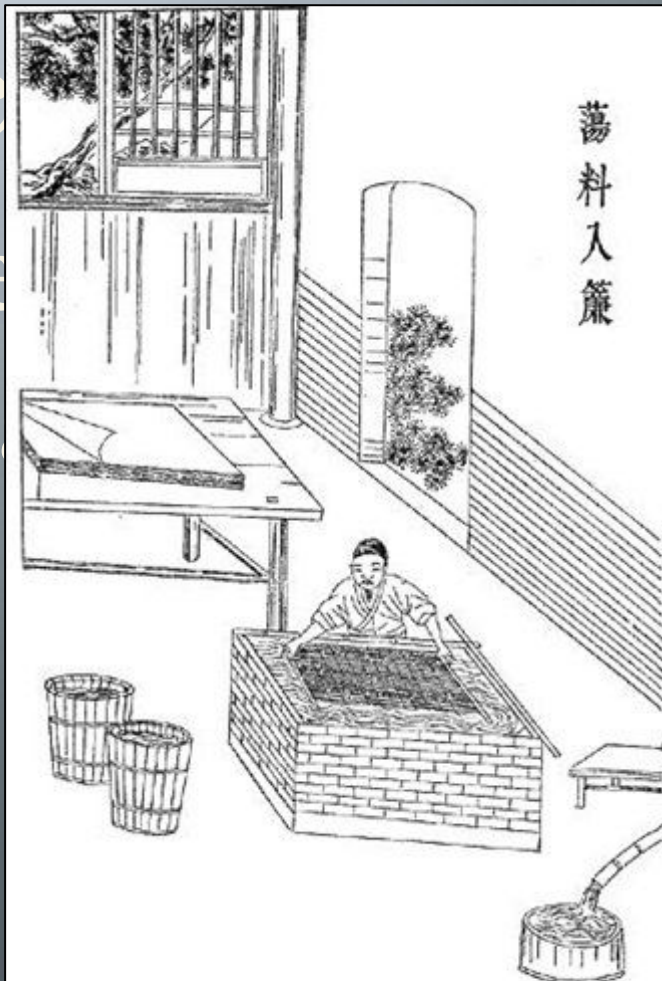
火足糧煮



варқа

С
Е
Д

蕩料入簾



промывание

ГИ



Третий этап - появление первых печатных газет в Европе (XVII – XIX)



Четвертый этап

- появление массовых
печатных
периодических
изданий (XIX-XX вв.)



Пятый этап

- Возникновение
новых СМИ,
появление новых
технологий –
компьютеров,
Интернета (2-ая
половина XX века)





«Жёлтая пресса»



McFADDEN'S ROW OF FLATS.

By the Author of "GILKINIE FADEN,"
And the Originator of "HOGAN'S ALLEY."



HERE'S a turkey raffle gets on at the mad-fad's flat—
Is you in? Tell me, honey, is you in?
Mind me to him raffle, but we all know
where we're at—
Say, tell me, honey honey, is you in?
Mary Thompson is klickin' cause he hasn't got de
penny—
Oh, honey! Tell me truly is you in?
The yolo kid is right on track and walkin' for a
shoo
of Turkey. Come on, honey! Come on in—
LACE UP, NOW FIT!
The Flaties were with with delight. What? a
mad turkey raffle, with crabs and potatoes
thrown in, '055 and young were all excited, and
klickin' over took a chance for the lucky. The
Dunlopian Twin took both chances. This was
the kid, for in his wonderful and romantic
one life the month of actual money had never be-
fored him, and because he had never needed it,
but here he was confronted for the first time

with the important problem of ready cash.
From the neck of it he chance to win the
turkey might not have proved him to the extra-
ordinary efforts he made when certain interesting
events looking about the mad-fad's flat came to
his notice.
Mary Thompson had found Mary Ellen Murphy
in tears because she could not have a chance to
enter the raffle. Here was Mary's chance to
redeem the hope he had nurtured in Mary Ellen's
love since the coming of that odious Yellow
Kid to the flat.

"Say, say! sweet Mary Ellen," said Mary com-
fortly. "Say, say! do not weep. (Blether would I
jump from de top of de flat, lower did not do de
purpose of stop diamond not weep. Let go,
and take a brace, when I come you de straight up,
no talent one."
Mary Ellen put the Yolo baby in an
arm basket and responded: "But he is from
me, Mary! My money,"' commol from
you. (But I do not need and want de
life. Couldst thou but relieve de
crabbedness from, doo would I be
thousen."
"Trous shall have a credit in de raffle,
Mary Ellen. I has never it, and give
de good! See!"
"That mean O, Mary?" asked Mary
Ellen.
"If I don't give you one, call me a
farture, no one," Mary replied. "I'll sell
Keston's Johnnie and day 'em, and I'll
have goodie de most. Don ware with de
Yolo Kid bet?"
"I'll be in de soup," answered Mary
Ellen softly.
"Of course, an interesting raffle as
this could not be long from the flat."

He heard the goose, but said little—drinking a
great deal.
Then he went under Mrs. Murphy's window,
and, calling her forth from her room, asked if
he could not clean the parrot's cage for her.
"Sure, Kid," replied Mrs. Murphy. "The flat
boys with the trapping I have in time, and the
cage is now needing a cleaning. But first hasten
to Kelly's with the coin for a list of birds, for
this cleaning puts a terrible awful stain on a
woman. Hasten quickly, dear! before I drop a
bat on you over your mouth hole!"
The Kid hastened for the bird, and then ran
with the parrot to a bar, where he wanted it
for the ten cents, and bought from the
barkeeper, certain useful
knowledge about throwing dice,
which stood him in unkept profit
later.

On his return to the flat he
found the door to be locked, and
he met his rival, Marty, who
had just returned from the
bar. "I hope they
won't raffle on I
will be elected."

The Kid finished up the ten-cent goose, and soon
they were playing. The Yellow fellow was in-
vincible, and in a short time had won all of
Marty's money. Then he went and took two
chances in the raffle, one of which he presented
to Mary Ellen.
Next came the dice throwing for the turkey.
The Kid fell early with a shocking loss throw,
but when he came to shake for Mary Ellen, he
had his own hand come out of the bag, and the
Kid looked more and more innocent as he watched
the wicked barkeeper look with the dice on a
table. Mary threw fifty-two out of a possible

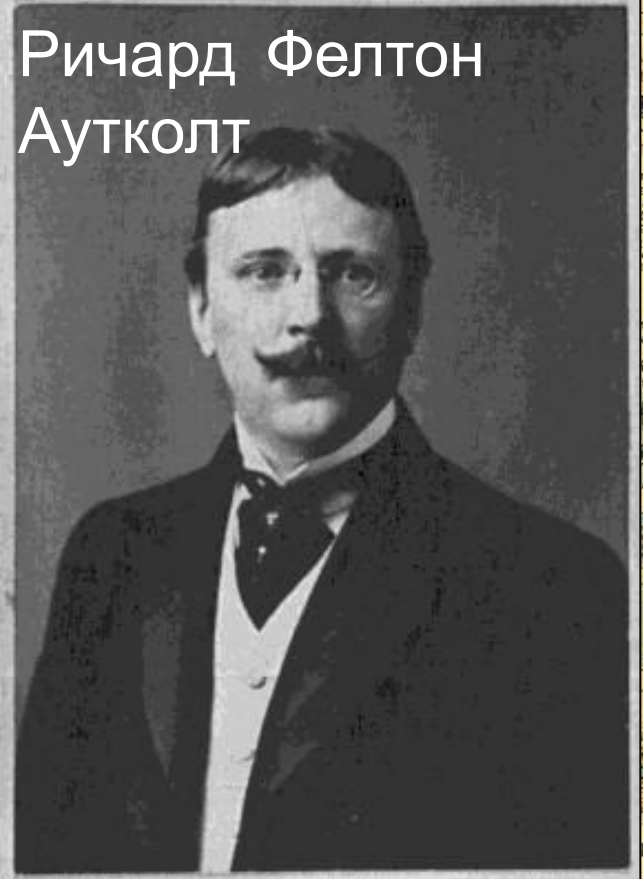
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Painter's Son Got Fresh.



Ричард Фелтон
Аутколт



EVERY RAFFLE IN WHICH THE YELLOW KID EXHIBITS SKILL WITH



Уильям Рэндолф
Херст

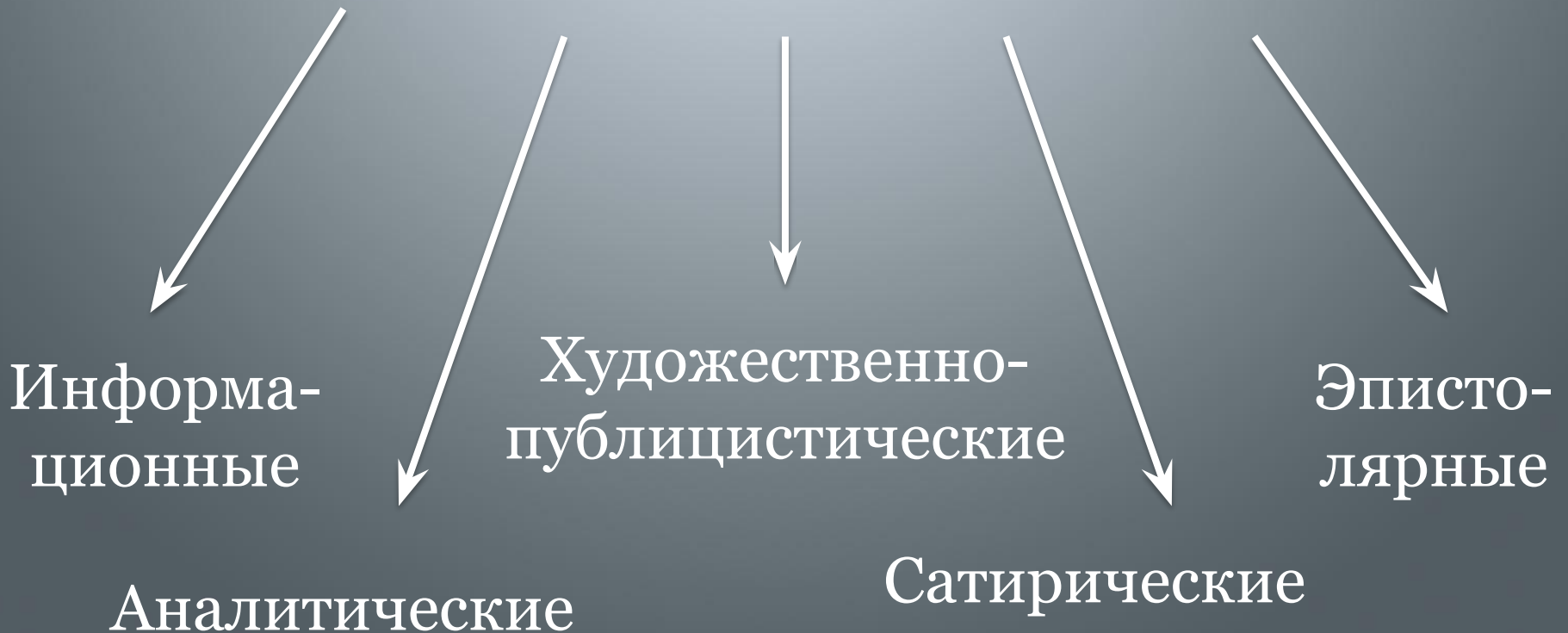
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J.E. BUDAY
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Жанры



Жанры



Информационные

Цель	Характеристика	Объем	Примеры
Сообщить о единичном факте, новости.	Высокая оперативность, сжатое сообщение.	Небольшой.	Заметка, интервью, репортаж, отчет, опрос, пресс-релиз.



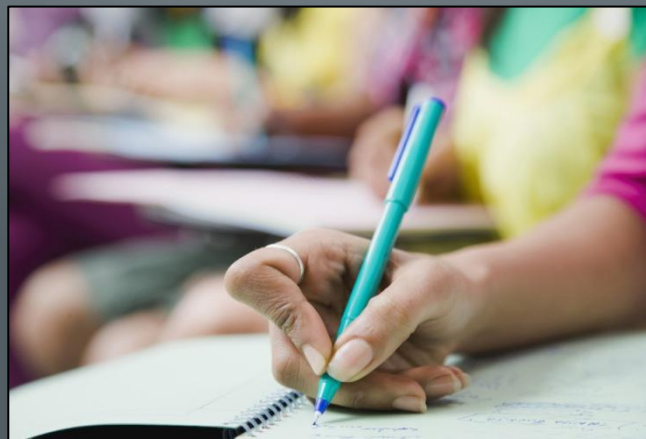
Аналитические

Цель	Характеристика	Объем	Примеры
Анализ ситуаций, возникающих в разных сферах жизни общества.	Материалы менее оперативны, но анализ гораздо глубже.	Большой.	Комментарий, статья, корреспонденция, обзор, рецензия.



Художественно-публицистические

Цель	Характеристика	Объем	Примеры
На основе реальных фактов выстроить образ.	Помимо информации присутствует художественность.	Различный.	Очерк, зарисовка, эссе, путевые заметки.



Сатирические

Цель	Характеристика	Объем	Примеры
Передача информации путем критики.	Критика выражается с помощью сарказма, иронии, гиперболы и т.д.	Маленький.	Фельетон, эпиграмма, басня, шарж, анекдот, пародия, памфлет.



Эпистолярные

Цель	Характеристика	Объем	Примеры
Обращение к видным деятелям, к обществу.	Письма читателей и ответы на них.	Небольшой.	Письмо-предложение, письмо-жалоба, письмо-вопрос.



Жанр	Метод работы с информацией
Заметка	«Что происходит?»
Репортаж	«Как это происходит»
Корреспонденция	«Почему это происходит»
Интервью	«Что об этом думают?»
Обзор	Положение дел в целом





ОСТАНКИНСКИЙ ИНСТИТУТ

ТЕЛЕВИДЕНИЯ И РАДИОВЕЩАНИЯ (ОИТиР), МОСКВА



ГЛАВНАЯ

ОИТиР

НОВОСТИ

СТУДЕНТАМ

ПОСТУПАЮЩИМ

ФАКУЛЬТЕТЫ

КУРСЫ

ФОТО

ВИДЕО

КОНТАКТЫ

<http://www.youtube.com/watch?v=hlcTw9Wn6zU>

