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**REPRESENTATION OF INNOVATIVE PROBLEMS
IN PRINT MASS MEDIA**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

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ABSTRACT

In the conditions of active constant development of science and technology? The role of mass media in the representation of innovative problems becomes important/ Thus, it seems relevant to set the next goal of the master's thesis: the study of the representation of innovative problems in the mass media.

The object of the thesis research is mass media as the main channels for informing the public about the sphere of innovation.

The subject of research is a representative function of print media in the sphere of innovation.

The methodological basis of the thesis was made by general scientific methods (analysis and synthesis, comparison) and special methods (content analysis) of the study.

In the process of writing the work the following results were obtained: communications in the sphere of innovations were considered; the essence of journalism of innovations as a special direction of journalistic activity is revealed; the role and place of journalism in the communication processes of the innovation sphere is defined; the specifics and functions of the mass media in covering events and processes of the innovation sphere; key features of electronic versions of socio-political publications as forms of communication on the Internet are revealed; features of representation of innovative problems in electronic versions of the Belarusian and Russian socio-political print media are revealed.

Keywords: innovation, innovation activity, media, print media, electronic media, journalism, communication of the sphere of innovations, the Republic of Belarus, the Russian Federation.