

компонентов, входящих в структуру его политического, правового и профессионального сознания, оказывающий влияние на его профессиональную деятельность и проявляющийся в ней.

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THE PULITZER PRIZE AS A LEAD AWARD IN THE SPHERE OF AMERICAN JOURNALISM

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Every profession, especially if it touches the process of writing, creation or some kind of art, needs the prestige award, which could encourage people who involved in this type of activity. It is perceived like an index of success and a weight of a person in a society. For Americans, who are cultivating the principle of self-made people the system of encouragement may be more important then for any other nation in the world. The best-known USA awards in a social and cultural life are: Oscar – for movie industry, Grammy – for music sphere and The Pulitzer Prize for journalism.

So, The Pulitzer Prize is an American award regarded as the highest national honor in print media, literary achievements and musical composition. It is administered by Columbia University in New York. But before we start talking about the award itself, let's say some words about its establisher.

JOSEPH PULITZER

Joseph Pulitzer (April 10, 1847 – October 29, 1911) was a Hungarian-American publisher best known for posthumously establishing the Pulitzer Prizes and (along with William Randolph Hearst) for originating yellow press. Pulitzer was born in Makó, Hungary, in a family of a wealthy grain merchant of Magyar-Jewish origin and a German mother. Joseph grew up and was educated in Budapest in private schools and by tutors. At the age of seventeen the young man decided to become a soldier but was turned down by the Austrian army for frail health and poor eyesight. Maybe that's why he immigrated to the United States in 1864 to serve in the American Civil War. After the war he settled in

St. Louis, Missouri, where in 1868 he began working for a German-language daily newspaper which was called *Westliche Post*.

Eleven years later he bought the *St. Louis Dispatch* and merged the two papers, which became the *St. Louis Post-Dispatch*.

In 1882 Pulitzer purchased the *New York World* that had been losing \$40,000 a year, for \$346,000 from Jay Gould. Pulitzer shifted its focus to human-interest stories, scandals, and sensationalism. Under Pulitzer's leadership circulation grew from 15,000 to 600,000 making it the largest newspaper in the country.

After the *World* exposed a fraudulent payment of \$40 million by the United States to the French Panama Canal Company in 1909, Pulitzer was indicted for libeling Theodore Roosevelt and J. P. Morgan. The courts dismissed the indictments in a victory for freedom of the press.

In 1892, Pulitzer offered Columbia University's president, Seth Low, money to set up the world's first school of journalism but this dream was realized only after dreamer's death. Joseph Pulitzer died aboard his yacht in the harbor of Charleston, South Carolina in 1911. In 1989 Pulitzer was inducted into the St. Louis Walk of Fame.

PULITZER PRIZE

The first Pulitzer Prizes dated June 4, 1917. When Pulitzer was having reached to establish his award, he specified solely four awards in journalism, four in letters and drama, one for education, and four traveling scholarships. But, sensitive to the dynamic progression of his society Pulitzer made provision for broad changes in the system of awards. He established an overseer advisory board and willed it «power in its discretion to suspend or to change any subject or subjects, substituting, however, others in their places, if in the judgment of the board such suspension changes, or substitutions shall be conducive to the public good or rendered advisable by public necessities or by reason of change of time».

The board typically exercised its broad discretion in 1997, the 150th anniversary of Pulitzer's birth, in two fundamental respects. It took a significant step in recognition of the growing importance of work being done by newspapers in online journalism. The board left open the distinct possibility of further inclusions in the Pulitzer process of the online journalism as the electronic medium developed.

The Pulitzer Prize carries authority; it's not some kind of a «pop» award. That's why over the years the Pulitzer board has at times been targeted by critics for awards made or not made. Many, if not most, of the honored books have not been on bestseller lists, and many of the winning plays have been staged off-Broadway or in regional theaters. In journalism the major

newspapers, such as The New York Times, The Wall Street Journal, and The Washington Post almost every year get awards in different nomination but many prizes also go to a small, little-known papers.

CATEGORIES

The current Pulitzer Prize category definition in the 2007 competition consists of 21 nominations. Here they are:

Public Service Breaking; News Reporting; Investigative Reporting; Explanatory Reporting; Beat Reporting; National Reporting; International Reporting; Feature Writing; Commentary; Criticism; Editorial Writing; Editorial Cartooning; Breaking News Photography; Feature Photography; Fiction; Drama; History; Biography or Autobiography; Poetry; General Non-Fiction ; Pulitzer Prize for Music.

In addition to the above mentioned, there have also been a number of Special Citations and Awards.

THE ADMINISTRATION OF THE PULITZER PRIZES

More than 2,400 entries are submitted each year to the Pulitzer Prize competitions, and only 21 awards are normally made. The awards are the culmination of a year-long process that starts at the beginning of the year with the appointment of 102 distinguished judges who serve on 20 separate juries and are asked to make three nominations in each of the 21 categories. Those entries may be submitted by any individual from material appearing in a United States newspaper published daily, Sunday, or at least once a week during the calendar year. In early March, 77 editors, publishers, writers, and educators gather in the School of Journalism to judge the entries in the 14 journalistic categories.

The jury members, working intensively for three days, examine every entry before making their nominations.

The music jury, usually made up of three composers, one newspaper critic and one presenter of musical work, meets in New York to listen to recordings and study the scores of pieces, which number more than 150. The category definition states:

For distinguished musical composition by an American that has had its first performance or recording in the United States during the year.

The final act of the annual competition is enacted in early April when the board assembles for two days in the Pulitzer World Room of the Columbia School of Journalism. Awards are usually made by majority vote, but the board is also empowered to vote 'no award,' or by three-fourths vote to select an entry that has not been nominated or to switch nominations among the categories.

A gold medal is awarded to the winner in Public Service. Along with the certificates in the other categories, there are cash awards of \$10,000, raised in 2002 from \$7,500. Five Pulitzer fellowships of \$7,500 each are also awarded annually on the recommendation of the faculty of the School of Journalism. They enable four of its outstanding graduates to travel, report, and study abroad and one fellowship is awarded to a graduate who wishes to specialize in drama, music, literary, film, or television criticism.

There are numerous competitions that bestow far larger cash awards, yet which do not rank in public perception on a level with the Pulitzers. The Pulitzer accolade on the cover of a book or on the marquee of a theater where a prize-winning play is being staged usually does translate into commercial gain.

Unlike the elaborate ceremonies and royal banquets attendant upon the presentation of the Nobel Prizes in Stockholm and Oslo, Pulitzer winners (since 1984) receive their prizes from the president of Columbia University in a humble in the rotunda of the Low Library in the presence of family members, professional associates, board members, and the faculty of the School of Journalism.

ДЫЯЛОГ ЧЫТАЧА І ГАЗЕТЫ НА СУЧАСНЫМ ЭТАПЕ РАЗВІЦЦЯ СМІ

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«Самыя развітыя і папулярныя газеты ў свеце шырока карыстаюцца кантактамі са сваёй аўдыторыяй. Яны пастаянна перагледжваюць сваё месца і ролю ва ўмовах пастаянна змяняемай інфармацыйнай прасторы. Газеты спрабуюць пазбавіцца бар'ераў паміж аддзеламі навінаў і чытачамі, робяць чытацкую аўдыторыю саўдзельнікамі працэсу стварэння газеты і падрыхтоўкі матэрыялаў, якія штодзённа з'яўляюцца ў традыцыйных і электронных СМІ». Кожны, хто больш-менш знаёмы з сітуацыяй на беларускім рынку СМІ, не зможа пагадзіцца, што гэта выказванне падыходзіць для апісання дыялогу беларускага чытача з прэсай. Гэтыя словы з інтэрв'ю Лекса Александера – каардынатора па кантактах з чытачамі амерыканскай газеты «News and record» горада Гінсбара, штата Паўночная Караліна – і да нашай сітуацыі іх прымяраць не прыходзіцца.

Пасля перабудовы стваральнікі і рэдактары газет на постсавецкай прасторы намагаліся перайсці да новай мадэлі журналістыкі, пазбавіўшыся савецкіх стандартаў. У той час рэзка знізіўся ўзровень кантактавання чытачоў з газетай. Гэта не значыць, што лістоў у рэдакцыі стала прыходзіць менш, але многія рэдактары сталі менш ахвотна прапускаць чытацкія матэрыялы на старонкі друку. Колькаць лістоў і