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**COMMUNICATION OF THE LOCAL MEDIA WITH THE AUDIENCE
DURING THE PERIOD OF THE REPUBLICAN PUBLIC
AND POLITICAL CAMPAIGNS**

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

Scientific supervisor:
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ABSTRACT

The object of the thesis is the local media and their audience during the period of the republican social and political campaigns.

Subject - communication of local media and their audience during the period of republican social and political campaigns.

The goal is to study the features of the work of local media outlets with an audience during the period of republican social and political campaigns.

The methodological basis for the theoretical part of the thesis was the scientific works of famous domestic and foreign researchers.

In the course of the thesis, the following data were obtained: the concept of government bodies, their functions, forms, methods and goals; varieties of local media, depending on their type of funding; the very notion of local media, features of their functioning in the modern information era.

As part of the thesis, local newspapers of the Molodechno region were analyzed. Were taken binders of two editions, one of them was private, the other state. The pace of each of the publications in the development of new technological opportunities for information dissemination was described. The newspaper materials were taken for the period of the presidential elections in the Republic of Belarus in 2021.

Keywords: local media, image, public and political campaigns, local authorities, freedom of speech.