

MASS MEDIA: RUSSIA AND AMERICA

TIBILOVA DIANA GMU 2-4

PLAN

- Mass media 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](#)
- [Channel One - national network](#)
- [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>

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- Thank for you attention!