



Общественное мнение о журналистском сообществе

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Структура

- Введение: актуальность, проблема, цель, объект, предмет, гипотезы, задачи
- Анализ результатов исследования
- Выводы
- Список использованных источников



Проблема и цель

Проблема: является ли уровень журналистики приемлемым в вашей стране?

Цель: изучить мнение жителей Вены и Воронежа по поводу института журналистики





Объект и предмет

Объект: жители городов Вена и Воронеж

Предмет: общественное мнение на тему журналистики





Гипотезы

Гипотеза № 1

Жители Воронежа меньше доверяют СМИ чем жители Вены

Гипотеза № 2

Жители Вены верят, что СМИ оказывают влияние на государство больше, чем жители Воронежа

Гипотеза № 3

Уровень профессионализма журналистов оценивается в Западной Европе выше, чем в Воронеже



Задачи

Задача № 1

Определить уровень доверия к СМИ жителей обоих городов

Задача № 2

Создать картину общественного мнения по поводу уровня объективности СМИ среди жителей Вены и Воронежа

Задача № 3

Сравнить мнения обоих городов об уровне профессионализма журналистов

Анализ результатов исследования

Метод исследования : интернет - анкетирование и личное интервью

Выборка : репрезентативна для населения г. Воронежа и г. Вена старше 18 лет по полу, возрасту и образованию





Воронеж

- мужской – 50 %
- женский – 50 %

Вена

- мужской – 43%
- женский – 57 %





Материальное положение граждан обоих городов

Воронеж

Материальное положение	%
Бедственно / Денег не хватает даже на питание	1,1
Плохое / Денег хватает только на питание и квартплату	16,3
Удовлетворительное / Хватает на покупку недорогих вещей	67,5
Хорошее / Могу покупать дорогие вещи, но далеко не на всё	13,6
Отличное / Могу себе позволить дорогостоящие вещи	1,5

Вена

Материальное положение	%
Бедственно / Денег не хватает даже на питание	0,1
Плохое / Денег хватает только на питание и квартплату	5,4
Удовлетворительное / Хватает на покупку недорогих вещей	20,3
Хорошее / Могу покупать дорогие вещи, но далеко не на всё	53,1
Отличное / Могу себе позволить дорогостоящие вещи	21,1

Доверяете ли вы СМИ?



Воронеж

Вена

Доверяю - 28 %

Доверяю - 51 %

Не доверяю - 53 %

Не доверяю - 49 %

Затрудняюсь ответить - 19 %

Затрудняюсь ответить - 0%

Насколько по вашему мнению объективны СМИ?



Воронеж

Вена

Объективно - 41 %

Объективно - 77 %

Необъективно - 45 %

Необъективно - 23 %

Затрудняюсь ответить – 14 %

Затрудняюсь ответить – 0%

Насколько вы оцениваете уровень профессионализма журналистов в вашей стране?



Воронеж

Вена

Высокий - 47 %

Высокий - 68 %

Низкий - 31 %

Низкий - 29 %

Затрудняюсь ответить – 22 %

Затрудняюсь ответить – 3%

Выводы



Воронеж

Согласно данным опроса тяжело сформулировать полноценную мысль воронежцев о СМИ в регионе. Однако, заметны различные тенденции. Например, лишь 28 % воронежцев доверяют СМИ. Только 47 % респондентов считают журналистов настоящими профессионалами.

Вена

Столица Австрии имеет похожие тенденции. Однако, не вся статистика совпадает с г. Воронежем. Так например, целых 77% венцев считают СМИ объективными профессионалами своего ремесла. За это их вознаградили пятидесяти одним процентом доверяющих респондентов среди граждан Вены

Список используемых источников



<http://www.qualitas.ru/ru/publications/bulletin/2022/September/>

https://www.researchgate.net/publication/341793113_News_Consumption_and_Trust_in_Online_and_Social_Media_An_In-depth_Qualitative_Study_of_Young_Adults_in_Austria#pf8



01

Purpose statement

You can enter a subtitle here if
you need it





Introduction

You can give a brief description of the topic you want to talk about here. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System



The slide title goes here!

Do you know what helps you make your point clear? Lists like this one:

- They're simple
- You can organize your ideas clearly
- You'll never forget to buy milk!

And the most important thing: the audience won't miss the point of your presentation





Current situation & problems

Current situation

Mercury is the closest planet to the Sun and the smallest one in the Solar System

01

Venus

Venus has a beautiful name

02

Mars

Mars is actually a cold place

03

Mercury

Mercury is the smallest planet

04

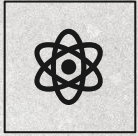
Jupiter

Jupiter is a gas giant planet

Problems

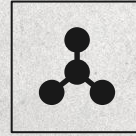


Study objectives



Mercury

It's the closest planet to the Sun



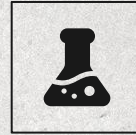
Jupiter

Jupiter is the biggest planet of them all



Venus

Venus is the second planet from the Sun



Saturn

It's a gas giant and has several rings



Mars

Despite being Mars is a very cold place



Neptune

It's the farthest planet from the Sun



Awesome words





Literature review

- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - Mercury is the closest planet to the Sun and the smallest one
- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - Mars is full of iron oxide dust, which gives the planet its reddish cast
- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - Jupiter is a gas giant and the biggest planet in the Solar System
- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - Venus has a beautiful name and is the second planet from the Sun
- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - Earth is the third planet from the Sun and harbors life
- **AUTHOR (YEAR). *Title of the publication.* Publisher**
 - The Sun is the star at the center of the Solar System



Theoretical framework

Theoretical framework		Our framework
Key terms	Relevant theories	<p>Jupiter is a gas giant and the biggest planet in the Solar System. It's the fourth-brightest object in the night sky. It was named after a Roman god</p>
<ul style="list-style-type: none">● Mercury is small● Earth harbors life● Jupiter is quite big● Mars is very cold● Venus is very hot	Theory 1	
	Venus is the second planet from the Sun	
	Theory 2	
	Jupiter is the biggest planet of them all	







Schedule

Task 1			Task 2		
				Task 3	
Jun	Jul	Aug	Sep	Oct	Nov
Task	Description		Date		Status
Task 1	Mercury is very small		Jun 1 - Jul 20		Completed
Task 2	Venus is a hot planet		Aug 25 - Sep 10		In progress
Task 3	We all live on Earth		Oct 1 - Nov 5		Delayed



Methodology

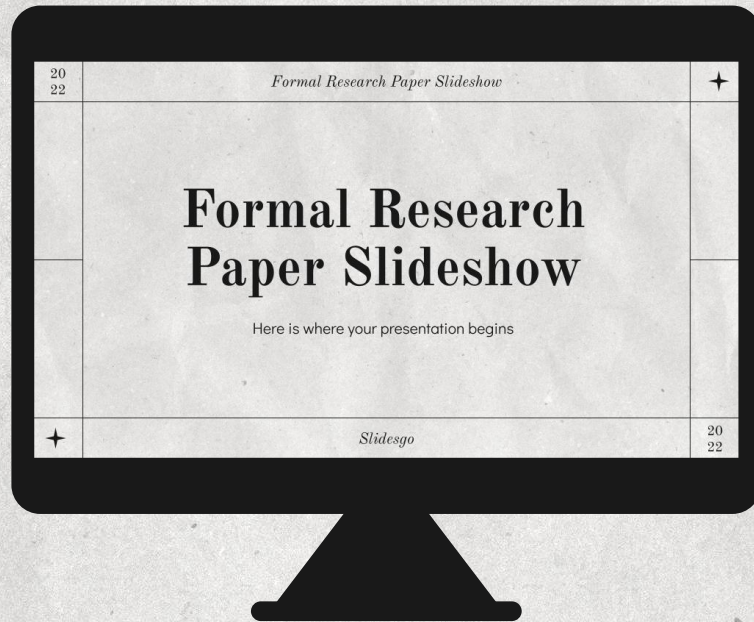
Methods

	Mercury	Mercury is the closest planet to the Sun and the smallest one
	Venus	Venus has a beautiful name and is the second planet from the Sun
	Earth	Earth is the third planet from the Sun and the only one that harbors life
	Mars	Despite being red, Mars is actually a cold place. It's full of iron oxide dust



Computer mockup

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”





Analysis & development

Phase 1

- Mercury is the closest planet to the Sun and the smallest one in the Solar System
- Jupiter is a gas giant, the biggest planet in the Solar System and the fourth-brightest object in the night sky
- Neptune is the farthest planet from the Sun. It's also the fourth-largest planet by diameter in the Solar System

Phase 2

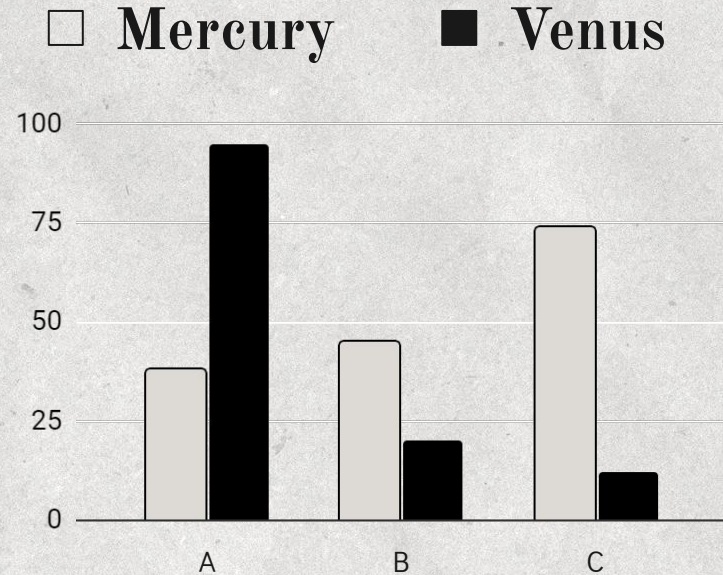
- Venus has a beautiful name and is the second planet from the Sun. It's terribly hot there
- Saturn is a gas giant and it's composed mostly of hydrogen and helium
- Earth is the third planet from the Sun and the only one that harbors life in the Solar System. This is where we all live



Analysis & development

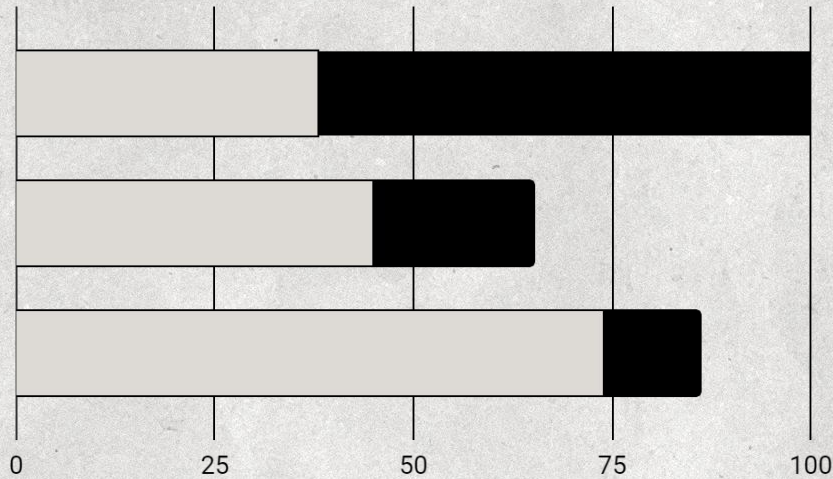
Mercury is the closest planet to the Sun and the smallest one in the Solar System. This planet's name has nothing to do with the liquid metal

- Venus has a beautiful name and is the second planet from the Sun
- Earth is the third planet from the Sun and the only one that harbors life
- Despite being red, Mars is actually a cold place. It's full of iron oxide dust



Follow the link in the graph to modify its data and then paste the new one here. [For more info, click here](#)

Analysis of the results



□ **Mars**

Despite being red, Mars is very cold

■ **Venus**

Venus is the second planet from the Sun

Mercury is the closest planet to the Sun and the smallest one in the Solar System. This planet's name has nothing to do with the liquid metal



Discussion

1

Discussion 1

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon

2

Discussion 2

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot—even hotter than Mercury

Mars

Despite being red, Mars is actually a cold place. It's full of iron oxide dust, which gives the planet its reddish cast. Earth is the third planet from the Sun and the only one that harbors life in the Solar System. This is where we all live:

- Ceres is located in the main asteroid belt
- The Moon is Earth's natural satellite
- Neptune is very far away from us



150,000

Big numbers catch your audience's attention





333,000

The Sun's mass compared to Earth's

9h 55m 23s

Jupiter's rotation period

386,000 km

Distance between Earth and the Moon





A picture is worth a thousand words





A picture always reinforces the concept

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it



This is a map



Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System. This planet's name has nothing to do with the liquid metal

Conclusions

Venus

Venus is the second planet from the Sun

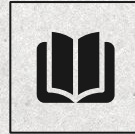


Saturn

Saturn is a gas giant and has several rings

Mars

Despite being red, Mars is a cold place



Jupiter

It's the biggest planet in the Solar System





Thanks!

Do you have any questions?

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Pana



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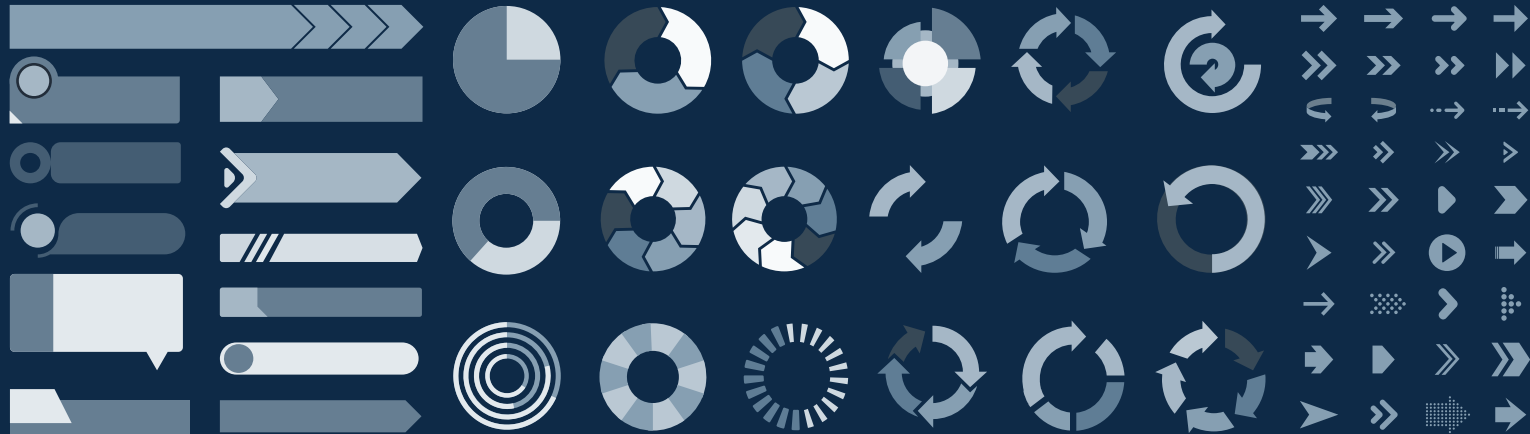


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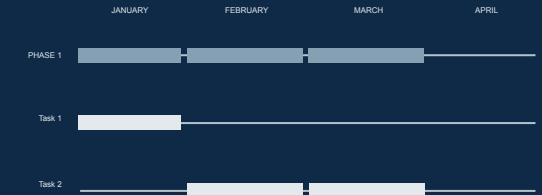
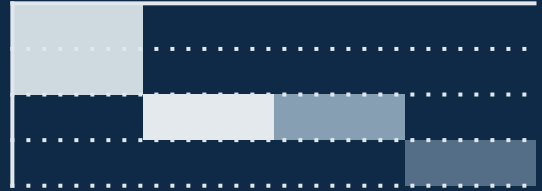
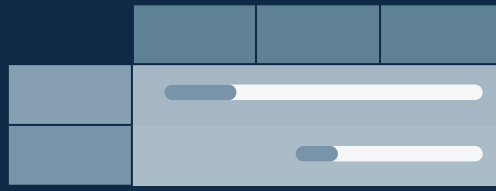
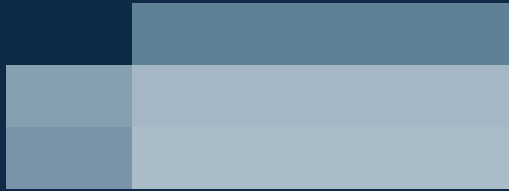
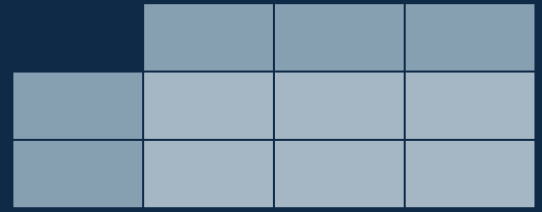
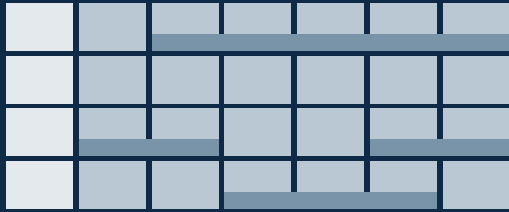
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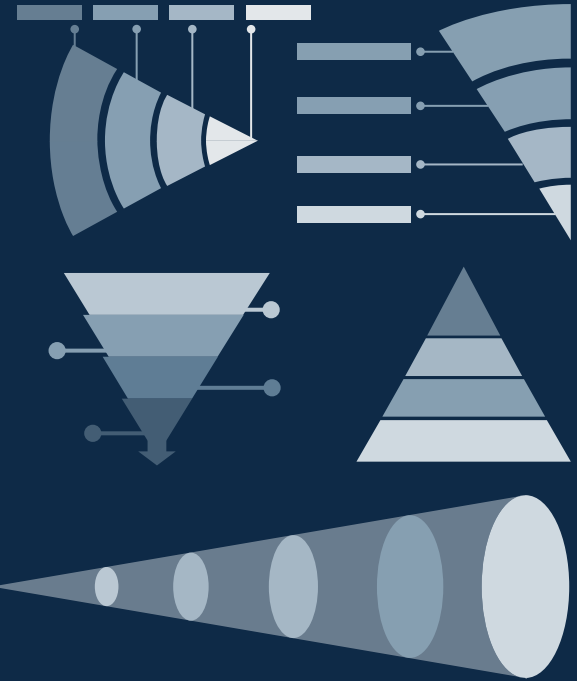
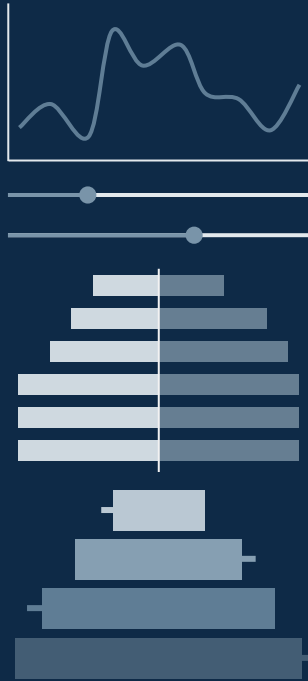
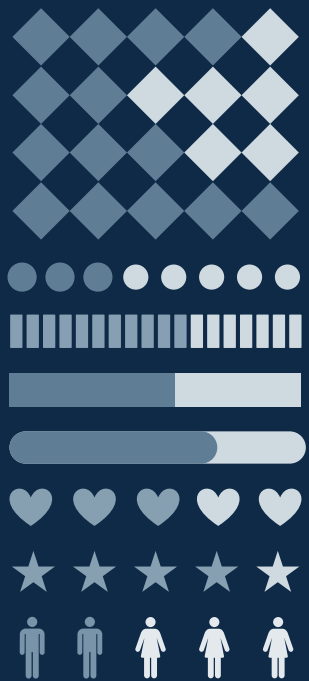
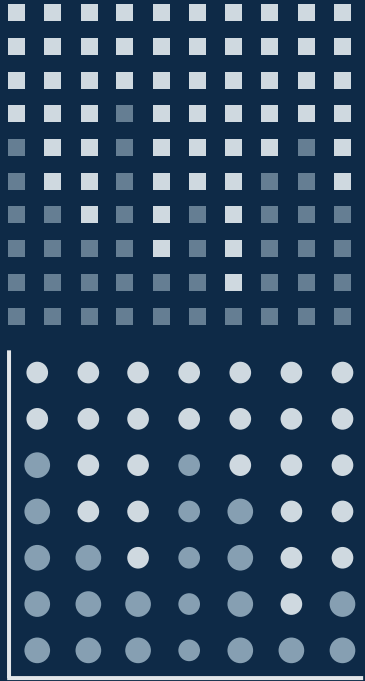
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