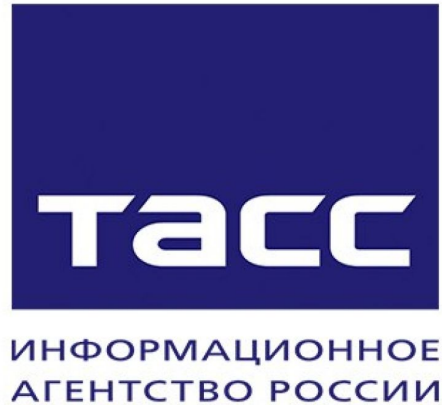


THE MEDIA IN RUSSIA



Major Russian News Agencies

TASS is directly run by the Russian government.



Sputnik is a news agency that operates as a unitary enterprise under the purview of the Russian Federal Agency on Press and Mass Communications (this means that they are officially independent, but give all profits to the government and the government owns all their property).

Interfax is a privately held company founded by employees of the Voice of Russia radio station shortly before the fall of the Soviet Union. It has worked closely with some government entities (such as the Federal Financial Markets Service).



Major Russian Newspapers

Russia has more than 40,000 registered print publications. The following is a selection of some of the most popular or well-known and focuses on widely available papers.



Rossiyskaya Gazeta (RG) is the Russian government's "paper of record" – meaning that the Russian government is required by law to publish new laws in the mass media and Rossiyskaya Gazeta is the paper in which it does so. RG also covers politics, business, and culture.

Vchernaya Moskva has the largest single weekly circulation of any newspaper in Moscow. Supported by the Moscow City Government as a "city newspaper of influence" since 2011, Vchernaya Moskva publishes nearly two million newspapers in the capital every week. Emphasis is on business, government social programs and regulations, and culture in the city. Politics and society are also covered.



Kommersant focuses on business and politics. Originally owned by opposition-minded investors, the paper is now owned by Alisher Usmanov, known as a Kremlin-friendly oligarch.

RBK Daily is known for business coverage, but also covers other subjects. It is owned by the media group RosBusinessConsulting, a publicly traded company that is majority owned by Cyprus-based Praga Ltd. which is controlled by Onexim Group, which is controlled by liberal oligarch Mikhael Prokhorov.



Vedomosti is daily paper. It is owned by businessman Ivan Yerehin via his holding company Sapport and includes translated news from the Wall Street Journal, Financial Times, The Moscow Times, as well as original reporting.

Argumenti i Fakti is a weekly publication and one of the world's largest newspapers by circulation, with print runs of nearly three million. Published since 1978, it comes in various regional, international, and topical issues.



Komsomolskaya Pravda is the former mouthpiece of the Komsomol, the official youth group of the Communist Party. It's now one of Russia's largest tabloid-format newspapers, printing about 650,000 daily copies and about two million weekly "fat editions" inside Russia (and nearly one million more outside of Russia).

Major Russian Television Channels

Rossiya 1 (Russia 1) is Russia's most popular channel. Its nightly news program is known as Vesti (News). Other news programs carried by the channel include Vesti v Sobbutu (covering major news of the week plus thematic interviews), Vesti Nedeli (covering major news of the week plus analysis by conservative host Dmitri Kiselev), Vesti+ (late night news), Vesti Dezhurnaya Chast (covering crime and rights-related news), and several localized news broadcasts in major cities and regions across Russia. Rossiya-1 is wholly owned by the federal government via its conglomerate, VGTRK (see Media Conglomerates, below).



TNT is a Russian federal TV channel founded in 1997, and is considered one of the five most-popular TV channels in Russia. The channel focuses on entertainment, particularly comedy series. Since 2001 it has been a member of the Gazprom-Media, the flagship TV channel of Gazprom-Media Entertainment TV. TNT reserves the rights to all original shows and owns two of Russia's largest production companies: Comedy Club Production and Good Story Media. It also has exclusive contracts with a number of Russian showrunners.





Pervyi Kanal (First Channel) is broadcast free to over 99% of the population and over 90% of Russia's federal territory. Its nightly news program is known as "Vremya" (Time). Russia's oldest station, it traces its roots to 1935, when the USSR's Central Television began broadcasting. Channel One has produced many films, including four of the highest-grossing Russian movies after the Soviet collapse.

NTV is a Russian free-to-air television channel that was launched as a subsidiary of Vladimir Gusinsky's company Media-Most. Since 14 April 2001 Gazprom Media controls the network. Since launching its broadcasts in 1993, NTV has popularized new television genres, such as historical documentaries, journalistic investigations, and dramatic series.



STS Media operates five TV channels in Russia: STS, Domashny, Che!, STS Love and CTC Kids; channel 3I in Kazakhstan and the international version of the Peretz channel. In addition to television channels, STS Media also owns a number of digital entertainment media assets: videomore.ru, ctc.ru, domashniy.ru, chetv.ru, ctclove.ru, Caramba TV. The company owns all rights to the "Three cats" brand»

The Media in Russia

- Television sets — 89 % of homes;
average time of TV watching — about five hours;
8 most popular TV channels (*Perviy,* TV Channel RUSSIA, NTV,* STS,* TNT,* REN TV,* TV Center,* Kultura Channel**);
Kultura Channel — free from commercials;
cigarette advertising — banned on television;
alcohol advertising — banned on TV in prime-time;
Russia Today — English-language 24-hour news channel, 90 million TV viewers worldwide.
- 18 most popular radio stations (*Russkoye Radio,* Radio Rossiya,* Europa Plus,* Mayak* and AvtoRadio**);
the audience of *Russkoye Radio* — more than 8 million each day.
- Newspapers: 34,8 % (400 names) — the all-Russia newspapers;
33,1 % — regional newspapers;
32,1 % — local newspapers.
- Internet users — about 30 %;
about 36,7 % of users go online every day;
100 % of schools are connected to the Internet.



Задание: используя приведенную слева и снизу информацию написать сообщение на английском языке в тетради (не менее 10 предложений) о любом виде СМИ в России (телевидение, радио, газеты, журналы, новостные агентства).
Использовать слова с этого слайда ОБЯЗАТЕЛЬНО!!!

Выполнить и отправить до 25.11. (включительно)
Фото тетради отправить на эл почту:
rogozhinskayayulia@mail.ru

mass — массовый
media ['mi:diə] (pl the media) — средства (TV/television) viewing ['vju:ɪŋ] — просмотр (телепередач)
on average ['ævərɪdʒ] — в среднем
a service ['sɜ:vɪs] — служба
a network — (теле-/радио-) сеть
an audience ['ɔ:diəns] — публика, аудитория (зрители, слушатели)
to transmit [trænz'mɪt] — сообщать, передавать

worldwide — (распространенный) по всему миру
an advertisement [əd'vɜ:tɪsmənt] — реклама
advertising ['ædvɜ:təɪzɪŋ] — рекламирование
a commercial [kə'mɜ:ʃl] — рекламная, коммерческая передача
daily — ежедневный
news [nju:z] — новость, новости
to go online — выходить в Интернет

