

QUALITY PRESS IN UKRAINE

M. O. Osjukhina, *student, group JT-81*

There are many types of press in world's science of journalism and in Ukrainian science too. We can divide newspapers according to its readers, target, distribution area, circulation and other criteria. But also there is an interesting division, which divides all press into two types: quality and popular. What are they?

If we ask people, what newspapers they mean quality ones, we'll get an answer, these are newspapers, that they read. And they can be mistaken. Quality press is not popular press, it intends to have some signs. For example, quality press is independent and no government can influence it. In quality press can be only useful information, without advertisings, scandals and hysterics.

Furthermore such newspapers contain analytic articles on politics, economics, social life of the country in and out, there are no scandals, gossips, unchecked information and advertisings.

The press is generally called as "the fourth estate". In every period of its existence and depending on the political system, the mass communication have always maintained certain relations with those public and political structures which were actually in control of most spheres in the life of society. But only equal relations between media and government can make newspapers quality. Press is financially independent. The compulsion of quality press is to be objective, truthful, unbiased according to its articles.

In the world press we can name such quality newspapers as "The Wall Street Journal", it covers national and international news, "The Washington Post", in particular cause it contains full coverage of Congress, "US Today" with a popular from news of general interest and others.

In Ukraine they are: "The Mirror of a Week", "Correspondent", "The Day", "The Young Ukraine" and, maybe, that's all. There are some ideas, that there is no quality press in Ukraine and we need a lot of time for transforming our newspapers into something really worthy.

V. E. Pronyaeva, *EL Adviser*