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**RUSSIAN PRESS DAY IN THE BELGOROD REGION
 AND THE SPECIFICS OF ITS COVERAGE IN REGIONAL MEDIA**

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Abstract. The article deals with the Day of the Russian Press with the existing specifics of its coverage in the regional media of the Belgorod region. Traditions and innovations of the

celebration of a real event are displayed; positive and negative aspects are highlighted; the analysis of the existing problems in the coverage of the event by the press is carried out.

Keywords: holiday, Day of the Russian Press, Mass media.

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NEW YEAR ON RUSSIAN MEDIA RESOURCES

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Abstract. The article examines the traditional New Year's TV broadcast in comparison with the New Year's broadcasts of previous years, as well as a number of media resources that have replaced the usual festive corporate parties and mass events in the conditions of self-isolation during the pandemic.

Keywords: New Year, holiday, media space, television, COVID-19