

## PHILOLOGY

*Vladimir A. Lazarev, Evgeniya V. Andrianova*

*(Southern federal university. Rostov-on-Don, Russian Federation)*

### **Influence of the internet on the popularity of print media in the vector of mass media: diachronic and synchronic approaches**

This article aims to trace the relationship and mutual influence of electronic mass media, in connection with the advent of the Internet, on the popularity and subsequent development of print media. The author reveals the main distinctive characteristics of different types of media, analyzes the process of media development and their impact on the audience. The article is devoted to a comprehensive study of the influence of the Internet on the popularity and future of print media. The authors consecrated a brief history of media development, revealed the mutual influence of different types of media on the popularity of each other. Considerable attention is paid to the Internet as a factor in the further development of print media. As a research task, the authors identified an attempt to assess the future of print media in the vector of their relationship with the Internet media. In conclusion, the authors conclude that the Internet neither in the near nor in the fairly distant future will not be able to displace completely printed magazines and Newspapers. Based on the research disclosed in this article, there is some intrigue about the future of all types of media, and in particular print, a factor in the development of which is the Internet.

Key words: Internet, mass media, influence, popularity, mass communication, print media, characteristics, audience, progress.

*November 12, 2019*

---