

## THE SIMILARITIES AND DIFFERENCES BETWEEN THE MEDIA OF THE UNITED STATES OF AMERICA AND CANADA



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### ABSTRACT

*This article reveals the role of the U.S. and Canadian media in human life, their history, the similarities and differences in the press. The purpose of this article is to show the role of the media in the most developed countries of society.*

**Keywords:** *media, internet, newspapers, magazines, marketing, freedom, circulation, multi-ethnic country, press.*

### АННОТАЦИЯ

*В данной статье раскрывается роль СМИ США и Канады в жизни человека, их история, сходства и различия в прессе. Цель данной статьи показать роль СМИ в наиболее развитых странах общества.*

**Ключевые слова:** *СМИ, интернет, газеты, журналы, маркетинг, свобода, тираж, многонациональная страна, пресса.*

### INTRODUCTION

Today, the media is basically an Internet database. However, not all information is the same as books when you want to read the original. The media has already become an integral part of human life. We can observe this in our daily lives. Yes, the internet has taken us one step further. There is even an online platform for newspapers and magazines, radio and television. The question of how such changes have occurred in developed countries and what they look like today may be on the minds of any researcher. In this article, we will compare and analyze the similarities and differences between the media of developed Western countries: the United States of America and Canada.

## **MATERIALS AND METHODS**

The emergence of newspapers and magazines among the media began to take shape mainly through news in the economy, mainly through articles such as how to profit from trade [Хуршид Дўстмуҳаммад, 2011: 15]. This situation is still popular in the United States today. Because at the same time, modern approaches such as stock exchange, investment are popular on the Internet.

## **DISCUSSION AND RESULTS**

At the beginning of the 21st century, the world's largest information and entertainment market continues to be the most successful financially, determining the direction of development of the media economy around the world. The information industry in all its forms continues to develop its influence on American business, which is reflected in the growing volume of publications affecting various aspects of the existence of the media in the specialized economic press. An important role in this process is played by the expansion of the presence of media enterprises on stock exchanges and capital markets, which, in turn, have attracted tens of millions of individual investors during this time. In this way, not only the product produced by the media, but also the activities of the enterprises that create it, has now become in demand and interesting for the mass audience. Articles in this field will be published in a separate journal. They are famous all over the world: “Forbes” - most business magazine “Bloomberg Business” - business & marketing, news & analytics “The economist” - world news, politics, economics, business and finance.

One of the main differences between the American media is that they are the fourth government in the country. There are no government restrictions on them. Instead, they serve as a bridge between the state and the people. Freedom of speech is the main criterion for life in the normal state of society. This was stated individually when they made changes in their Constitution: “US Congress will not accept laws limiting the freedom of speech or press”. Each newspaper published in the United States will belong to a particular area. Because it is only provided by news, announcements, ads related to that region and is provided to the population in this area. Such newspapers are free and are mainly advertising. There are also general spacious newspapers and magazines. They are “New York Times”, “USA Today” and “Wall Street Journal”. These are the national presents distributed throughout the states.

Circulation of American newspapers is small. The average circulation of the daily American newspaper is 35 thousand copies. Edition over 100 thousand only in

76 daily newspapers, and over 300 thousand - only in fourteen. In general, in terms of the number of copies of newspapers per thousand residents of the United States lag behind the other leading Western powers. In the United States accounts for 282 copies of newspapers per thousand inhabitants. This trend intensified even in connection with the financial crisis and the development of the Internet. Over the past one or two years, the circulations of American newspapers declined noticeably. And the basic responsibility for it is the development of the Internet. Almost all US newspapers began to create the websites of their publications in the electronic network with the publication of basic materials. It was assumed that this practice would contribute to the popularization of the publication. And so it was originally and occurred. But in the future, part of the readers decided that it makes no sense to spend money and time to buy a newspaper if it can be found with its content for free, without leaving even from his apartment or office. Many newspapers are forced to now allow them to make any people who want only for a specific fee [Калягин Б.А, 2011: 10].

Another characteristic feature of the American press is the process of its monopolization. The number of cities in which competing newspapers are published. The number of daily newspapers is reduced.

The media is a leader not only in the United States, but also in neighboring Canada. When it comes to Canadian newspapers and magazines, we need to make sure they are published in two different languages. Although Canadians emphasize freedom of speech in the press in the first place, they promote equality and mutual respect between cultures and languages. That's the biggest difference between them and the U.S. press. The press is run by the state. But the responsibility still lies with the journalist. Newspapers are published daily in almost every town in Canada. For example, in bilingual cities: Montreal and Ottawa, the publication is published in English and French. There are currently two major national newspapers in Canada: The Globe and Mail and the National Post, Le Devoir, which, while not widely read outside Quebec, is the French equivalent of national newspapers. Due to the predominance of immigrants in this country, ethnic newspapers are also common. They are: Ming Pao, Sing Tao Daily, World Journal (Chinese) and Corriere Canadese (Italian). Newspapers in the media are mainly run by 3 major monopolists: Daily Newspapers, Community Newspapers, and Total Newspapers. This is also one of the differences in the management of Canadian and U.S. newspapers. Since 2000, many newspapers and magazines have started to have their own online platform. To this

day newspapers have their readers, even if they are online. In Canada, you can even follow a newspaper published in Russian. Its name is “Express Gazeta v Kanade” - entertainment, television news and information about the lives of celebrities.

## CONCLUSIONS

If we look at the similarities between the U.S. and Canadian media, we can see that they have freedom of speech, economic goals, and freedom of political thought. In contrast, we can cite a lot of freedom in the American press. It is no coincidence that it is called the Fourth Estate. Because Canada is a country rich in immigrants, they publish newspapers in different languages. The country's media use mostly English-language material. This prevents them from creating a whole national product. Another reason for this is that Canada is a multi-ethnic country. Given their freedom, they were allowed to publish newspapers and magazines in their own language. In America, on the other hand, they are free to create in their own language. They are not hindered by the authorities or other forces. One of the similarities that unites the two countries is that students still love to read newspapers and magazines, because you can read all the links online.

To sum up, the high level of media attention in the U.S. and Canada, and the fact that people read traditional newspapers and magazines, is pleasing. This means that such manuscripts are still very much alive and useful to people.

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