

## **UNDERSTANDING THE PLACE AND ROLE OF TELEVISION IN THE CONDITIONS OF DEVELOPMENT OF MODERN JOURNALISM**

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Television as a format of mass media is very important in the system of modern journalism. The advent of television, and later the Internet, has significantly reduced the popularity of printed publications and books. This is due to the emergence of new genres, ways of transmitting information and ease of using. Television is able to reach the broadest sections of the population, even those who remain outside the influence of other media. This possibility of television announces the peculiarities of its physical nature, defining the specifics of television as a means of creating and transmitting messages.

Presentation of information in news and analytical programs on television is guided by many conventions. It belongs to them short plot duration, the presence of a video series, collage, transitions in the style of “and now - about something else”, dramatization. Among the news, a separate group stood out - information and entertainment programs “Infotainment”. Programs that cover events of the day or week, due to the use of a new method, bring brightness, become more interesting and spectacular. Spectator, who turned on the TV, you need to keep near the screen; he should not be bored, so “curiosity” becomes the main criterion of news and analysts. This is the definition of the main task of programs in the genre infotainment provokes discussions about the boundaries of genres on television, the purpose of news programs, professional ethics of journalists, social responsibility of television.

Television is distinguished by its organization and regularity. Due to this, the process of creating content is almost always predictable. This format of information transfer, unlike the Internet, is common and easy in using for the elderly. People do not need to look for anything, because the content of each individual TV channel is almost unchanged. That is, everything is already decided in advance, a person only has to turn on the TV and by switching channels to stop at what interests him.

Television has a number of important social functions: informational, cultural, educational, organizational, recreational (entertainment) and pedagogical. Thanks to these features, television content in general can be intended for people of different ages, genders, nationalities and social status.

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