

SUMMARY

Subject matter: “Production technology of TV program
(illustrated by the student TV miscellany
“Pyatigorsk of our time”)

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Key words: TV journalism, TV program concepts, TV program, production technology, creation of a screen product, filming, montage, story outline, student TV programs, youth television, miscellany.

Research relevance: At the beginning of the XXI century national TV was given high requirements for substantive and technical quality of television product which is broadcasting by leading federal and regional channels. In 2010 the great interest was in the educational character of the program which is prepared for the moral development of the youth of Russia with the support of the federal educational channel “Prosvescheniye”. The chosen theme of this thesis is "Technology of production of TV programs (illustrated by the student TV miscellany “Pyatigorsk of our time”)”. This work combines three main issues:

- Methods of effective organization of the program production process, they will allow to achieve the wishful results in the shortest possible time.

- Search production technology of television program which can be used by students in higher educational institutions.

- The release of television programs for the federal TV channels (in this case - for channel "Prosvescheniye"), especially the creation of a positive image of the city of Pyatigorsk and Pyatigorsk State University.

Purpose: to analyze existing television programs and production technology to choose the optimum for student television miscellany "Pyatigorsk of our time."

Tasks: - Characterize the television program as the base of modern television broadcasting;

- Find the proper methods of the television programs production;

- To analyze the role and place of the preparatory work in the production of student miscellany "Pyatigorsk of our time";

- Give a detailed description for the steps of creating television program "Pyatigorsk of our time."

Theoretical and practical significance of the study is in the fact that while writing the theoretical part we used scientific work of specialists in the field of television journalism, also practical advice from experienced journalists: reporters, cameramen, editors.

The practical significance is about the detailed description of the preparations and the main stages of the production process. It will help to made the new release of the student television miscellany "Pyatigorsk of our time", also it can be used in the filming of other television programs.

In addition, final results can be used by experts in the field of journalism and public relations for further theoretical studies, preparation of textbooks, as well as in practice. The findings represented in the thesis made it possible to contract for the further research with LLC Advertising Agency "Parus" (Pyatigorsk).

Result of the research: the new release of student television miscellany "Pyatigorsk of our time." The main topics of the new edition of the TV miscellany are:

- the renaming of the Pyatigorsk State Linguistic University as the Pyatigorsk State University ("A day in the history" section);
- an interview with Vasiliy Blinov, a promising athlete and talented student-sinologist of the School of International Relations (PSU) ("Persona civitatis" section);
- a visit paid by students-hosts to Pyatigorsk regional theatre of operetta, an interview with the manager of the theatre, a viewer poll ("Worthwhile notes" section).

Production technology of television program in our thesis is a set of **recommendations** which will allow journalists to:

- Effectively carry out preparatory activities;
- Immediately create a shooting script;
- To discuss the time and place of shooting with the participants of the shooting process;
- To film;
- To montage a draft of the program, modify it according to the test group comments and receive the final version to be released on the air. It all can be used to produce new editions of the television miscellany "Pyatigorsk of our time", and to create other television programs.