

Abstract

Senior thesis on:

« Television production technology sports
transmission»

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pages.64, application. 1, bibliographical names. 72.

Key Words: sports, journalism, sports journalism, sports TV show, broadcast.

Relevance of research topic. The mediatization of the sports sphere, which is at the center of our research interest, is inherent in the nature of such qualities as entertainment and dynamics, from the point of view of information support, which at first glance does not require additional plot and scenario solutions, but at the same time is difficult in projecting variations of its presentation and implementing all functional dimensions. Thus, sports journalism, along with other areas of journalism, confidently occupies its place in the system of modern media communications, uses all modern hypertext, multimedia and interactive technologies.

The relevance of our research is confirmed by the fact that today a number of decisions have been made at the state level related to the promotion of a sports lifestyle, the popularization of amateur sports, and the organization of sports competitions that are of international importance and affect the image of our country in the global media space. This inevitably entails setting high standards in sports journalism that can compete with global trendsetters in this field.

Aim of the work: having investigated the importance of sports journalism, to develop a project for a sports TV program "PSU in sports".

Objectives:

- to conduct a retrospective analysis of sports journalism;
- to define the substantive principles of the technology of creating a sports TV program;
- to analyze domestic and foreign experience of successful production of television programs;
- to develop the concept of the student sports program "PSU in sport".

Theoretical and practical significance of the research. it consists in describing, systematizing and clarifying the conceptual and methodological foundations of the analysis of the organizational principles of sports journalism, the methods of work of journalists, based on the experience of domestic

and Western sports commentators and media producers. The theoretical significance of the study also lies in identifying and specifying the main stages of creating a sports-oriented television program, in conducting a structural and typological analysis of programs from the point of view of the multimedia component, in systematizing the principles of visual support for sports issues (studio design, screen saver, accompanying videos and photographs), in describing the specifics of formatting the scenario part of the program (rubrication, forms of contact with the audience), in justifying the importance of such factors of competitiveness of a sports program, as a place in the broadcast grid and (release time, release duration, vertical, linear, block broadcast), the choice of the promotion site, the author's submission.

The results of the research presented in the thesis can be used in the preparation of lecture courses and elective subjects for students of the areas of training "Journalism", "Media Communications", as well as in the educational process of professional retraining courses for journalistic personnel in the direction of "Sports Journalism".

In other words, this thesis is of interest not only for researchers of theoretical aspects of sports journalism, but also for practicing sports journalists.

Results of the research the result of this research was the creation of a sports-oriented television program, as well as its implementation. The script of the TV show consists of: the idea, the title, the selection of the main characters, the step-by-step sequence of actions of the entire film crew, the prepared text of the presenter, as well as notes for editing.

Recommendations. The developed concept of the TV program of the sports orientation of PSU in sports "carries an educational character, contributing to the formation of a healthy lifestyle among the students of Pyatigorsk State University, as well as the rest of the target audience. This work is a guide to the sports life of the university, and has also proved its uniqueness within the North Caucasus Federal District, which gives prospects for its further development and the creation of new issues.