

## REPORTING AS A PROPERTY AND GENRE OF TV JOURNALISM

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**Summary:** The article deals with TV reporting. Mass media is considered as one of the most characteristic features of modern civilization. Mass media is classified into newspapers, magazines, radio, and TV. Reporting is considered as a very important property of television. The conclusion is made that TV reporting is a unique genre which requires knowledge, experience and great responsibility.

**Key words:** Mass media, magazine, newspaper, radio, Television reporting.

**Анотація:** Стаття присвячена телевізійному репортажу. Засоби масової інформації є однією з найхарактерніших рис сучасної цивілізації. Засоби масової інформації поділяються на газети, журнали, радіо і телебачення. Репортаж розглядається як дуже важлива властивість телебачення. Роблячи висновок, можна сказати, що телевізійний репортаж є унікальним жанром, який вимагає знань, досвіду і великої відповідальності.

**Ключові слова:** газета, журнал, мас медіа, телевізійний репортаж.

**Аннотация:** Статья посвящена телевизионному репортажу. Средства массовой информации – одна из самых характерных черт современной цивилизации. Средства массовой информации делятся на газеты, журналы, радио и телевидение. Репортаж рассматривается как очень важное свойство телевидения. Делая вывод, можно сказать, что телевизионный репортаж – уникальный жанр, который требует знаний, опыта и большой ответственности.

**Ключевые слова:** газета, журнал, Мас медиа, телевизионный репортаж.

Mass media are one of the most characteristic features of modern civilization. People are united into one global community with the help of mass media. People can learn about what is happening in the world very fast using mass media. The mass media include: newspapers, magazines, radio, and TV. The most exciting and entertaining kind of Mass media is television. It brings moving pictures and sound directly to people's homes. So we can see events in faraway places.

The leading role among the genres of TV journalism should be given to reporting. Reporting is a natural property of television. The reporting is the most common, efficient and leading genre of TV journalism.

Reporting is a journalistic genre, the subject of which is a concrete social situation, limited in time and place. There are two basic forms of reportage: informational and analytic. Analytic reporting considers the totality of socially meaningful facts from the perspective of class-party interests and draws conclusions having important practical significance.

Reporting is characterized by a stable unity of content and form, ensuring its journalistic effectiveness. It is type of journalism that provides a readable and vivid account, with all essential details, of an eyewitness event or one in which the author has taken part. The manner of presenting reporting depends on the means of mass media—press, radio, or television—for which the material is intended [1, p. 57].

Reporting is one of the activities of journalism. To some extent, the history of journalism can be called the history of the establishment, development and improvement of reporting. It is one of the first genres of the print journalism [3, p. 34]. But over the centuries the media have changed, and the reporting in newspapers is just one of many genres today, reporting is the most important genre on television. It is observed in the newscasts. Everyone watches daily news. And the basis of these news are reportages. The entertaining nature of television requires the entertainment genres above all. However, no interviews, no correspondence, no note, no comment can give the viewer entertainment, as a reporting does. And if the reporting is thematic, this genre is not a purely informational, but rather it is a link between information, artistic and analytical genres, the event-report is a genre full of information. Event reporting can more quickly convey all the most fresh and relevant information to the viewer, but also it can offer people to evaluate events from a journalist's point of view. It's priority of event-reporting. Of course, the genre of event-reporting has imitations. Someone could say that this reporting provides only a review of the event. However, event-reporting combines the best qualities of all genres of information.

Reporting gives information like other genres. But the essential difference is the fact of the presence of a reporter, a man with his point of view.

TV reporting, in contrast to reporting on the radio or in the newspaper, not only tells, but also shows the audience what happened. "Newsboys" and radio workers are forced to "draw" event with words. A TV-journalist (video or "picture") performs the function of narrative video. On the one hand, it is possible to concentrate the information because television reporter tells us not what happened and also why it happened. On the other hand, the TV people are more dependent on the event. They need to get to the scene to its completion and time to shoot a video [2, p. 87]. This factor is essential in deciding what information can be the reason for the TV report.

Radio broadcast and newspaper journalists think about what facts are interesting for the reader or listener. TV reporter estimates which "image" he will show to the audience. This affects the choice of themes. The journalist thinks what he has to write on this occasion, and broadcaster can tell what it is possible to tell and something to show.

It is worth noting that the television program creates a team. If a journalist of the newspaper can go to event and to prepare the material, the creation of TV reporting requires the use of considerable number of people: operators, directors, editors [4, p. 27].

Broadcasting reporting is divided into fixed and non-fixed reporting. Fixed reporting is broadcasting at the time of action and carried out by means of mobile television station. Informational value requires fixing.

According to the types audio reporting can be divided into synchronous and dumb. Synchronous reporting contains natural sounds and speech event participants. Dumb reportage can hear only the voice of the announcer while he is reading the narration.

According to submitting reporting is divided into commented and uncommented ones. Uncommented reporting or broadcast is just a kind of reportage. It is used at the major social, political or cultural events where the audience understands everything without comment. But when the event is not clear without further explanation the reporter uses a report, where the reporter explains what is happening on screen with narration.

There is another classification of reporting: Event, theme and staging. The basis of reporting, as well as many other genres is particularly relevant. But its relevance is ambiguous. This is either a single event or a chain of interrelated events and facts that develop into a problem [5, p. 23].

TV reporting means that there are four main elements: narration, video, sound clip, or synchronous, noise. Irving Fang says about the importance of sound bites: "Write a text to videos - not so easy to relate properly the words and images. The authors of the text and the video should be able to work with sound. This includes selection of the best available quotes, one that contains the most valuable information and transmits it to the most exciting and well "[6, p. 34].

So, reporting is the material from the scene. It is the genre of journalism, which is very specific. In addition, the genre is characterized by an impartial coverage of events and implies that the reporter is an eyewitness or participant described.

Thus, television reporting is a unique genre that allows to show an event and to create a sense of presence a feeling of complete objectivity of the information provided. Good television reporting is clear and logical. Knowledge, experience and great responsibility are required for its creating. Reporting is a fast-growing genre of TV journalism.

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