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SHOW PROGRAMS COMMUNICATION TV TECHNOLOGIES

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**Research methodology.** In the article the communication technologies of television entertainment programs from the perspective of the theory of mass communications as an aspect of social communication were reviewed. The influence of television on the minds of viewers by mutation and inmutation, the analysis of the main genres of television programs, entertainment channels which inherently perform as a television communications technologies.

**Results.** The result of the research is to systematize the various approaches to the study of television communication technologies. Modern communication technologies are due to the influence of the mass audience visual images of television. Impact on the audience is carried out at a subconscious level, but a lot of factors may also cause it. Thus, the behavior of thousands of people depends on the correctness, professionalism, integrity presenting information via the TV screen.

**Novelty.** The novelty of this research is in the fact that among domestic re-search media communication there is one of the first attempts to systematize communication technology of the television shows, set out the classification of such technologies in accordance with the genres of entertainment programs.

**The practical significance.** Correct understanding and appropriate use of television and communication technologies during the creation of show programs, leads to greater efficiency of transmission, high-quality transmission of content from the broadcaster to the audience, increasing a total culture among viewers.