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## THE MEDIA INFLUENCE OF TELEVISION FORMATS ON THE VIEWER'S MIND

**The purpose of the article** is to examine and assess the role played by television in modern society in defining the classification of entertaining television formats and the television formats influence on the recipients' minds. **The methodology** of the research is based on the selection of the actual material on the suggestive properties study of television is based on the domestic and foreign scholars' concepts, as well as on the philosophers views, sociologists, semiotics, cultural scientists, art critics, who consider television as a phenomenon of modern culture. **The scientific novelty** of the work lies in that the semantic properties' perception of reality on TV has got a tendency to withdraw from person's conscious control and society, pushing the subconscious of the viewer to mythological stereotyping. **Conclusions.** In practice, everyone is influenced by various media. Creating the whole picture of reality with all its contradictions can bring us to a comprehensive understanding of the world in all its diversity, which will help, in our opinion, overcome the crisis on a television screen, where today a vivid visual image often covers the lack of spirituality and the screen's aggressiveness.

**Key words:** television formats, consciousness, television impact, recipient, suggestive properties of television, reality, media, media sphere.

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### **Медійний вплив телевізійних форматів на свідомість телеглядача**

**Мета дослідження** полягає у вивченні та оцінці тієї ролі, яку відіграє телебачення в сучасному суспільстві, у визначенні класифікації розважальних телевізійних форматів та впливу телевізійних форматів на свідомість реципієнтів. **Методологія** дослідження. Добір фактичного матеріалу щодо вивчення сугестивних властивостей телебачення ґрунтується на концепціях вітчизняних і зарубіжних вчених, а також на поглядах філософів, соціологів, семіотиків, культурологів, мистецтвознавців, що розглядають телебачення як явище сучасної культури. **Наукова новизна.** У статті показано, що сприйняття смислових властивостей реальності на ТВ має тенденцію до відходу з-під свідомого контролю людини і суспільства, підштовхуючи підсвідомість телеглядача до міфологічної стереотипізації. **Висновки.** Кожен з нас на практиці піддається впливу різних засобів масової інформації. Створення цілісної картини реальності з усіма її суперечностями може наблизити нас до комплексного розуміння навколишнього світу у всій його різноманітності, що допоможе, на нашу думку, подолати кризу на телевізійному екрані, де сьогодні яскравий візуальний образ нерідко прикриває бездуховність і агресивність екрану.

**Ключові слова:** телевізійні формати, свідомість, вплив телебачення, реципієнт, сугестивні властивості телебачення, реальність, засоби масової інформації, медіа-сфера.

Relevance of research topic. In the modern period of the Ukrainian society development, the successful solution of political, economic and social problems increasingly depends on the action of such a subjective factor as the person's social activity. Media, and, first, television is played an important role in the activity formation. The growing role of TB in public life is evidenced by its rapid growth, prevalence and, most

importantly, accessibility.

Modern society is called not only informational but also technogenic, cybernetic, and at the same time it is also called a society of consumers of cultural goods. According to A. Kavalero, 82% of respondents admit that the most powerful influence on their value orientation is not the educational process, but television. Watching TV shows and getting acquainted with

the press is one of the most common ways of recreation for all age groups of Ukrainians, as it has been evidenced by the experimental research results of the mass communication psychology and media education of the IISP APS of Ukraine [1]. Today, as never before, TV in symbolic form reflects the society hierarchical structure, being part of the transition culture: the transition from totalitarianism to liberal values. The transition from one period to another is always associated with the collapse of the universal world view. Hence, a crisis of collective identity arises, which spawns the emergence of a great number of groups and subcultural pictures of the world. At the same time, the role of the media language in the modern world is increasing, as the expansion and even the globalization of the information space structure new opportunities. The media impact of television is considered in a complex and multi-level socio-cultural context, in conjunction with politics and economics, with social psychology and ideology, with spiritual culture. Television moves together with society, at the concrete stages of its activity, revealing various semantic priorities, based on its system of figurative filing of the material. The issue of the role television played in the construction of the world picture and, consequently, in the personality formation and society, and it has become today one of the most important issues of cultural policy in Ukraine. This is what caused the relevance of the research topic.

The research methodology work on the study of the television's suggestive properties is based on the domestic and foreign scientists concepts, in which general theoretical approaches to the study of the processes of the cultural development as a self-organizing structure are determined, as well as on the philosophers, sociologists, semiotics, cultural scientists, art critics' views who consider television as a phenomenon modern culture. The complexity and multidimensionality of the chosen research topic led to the inclusion of systematic, structural-functional, and art-study analysis as the main approaches, which, complementing each other, and allowing to consider the research object as a system, that is, as a whole phenomenon.

Scientific researches prove that in the postmodern era, an information society construction, as well as a noticeable intensification of the visualization and reformation processes of the information space (national, global), where the monomial environment rapidly evolves on the medium of digital and multimedia, television and screen culture as a whole are considered as "person's expansion", becoming simultaneously an effective

instrument of the masses' socialization, socio-cultural globalization. However, in the present era, entertainment television is becoming the best form of communication, as well as a tool for cultivating the emotional and sensory perception of screen images by a mass audience, which is, in fact, the entire population.

The study of social role of mass media in society, in particular television, issues of their effectiveness, their place in the system of society management has been devoted to the great number of scientists' works: G.M. Andreeva, H.H. Bogomolov, B.A. Grushina and others.

In the last decade of the XX century, as well as at the beginning of the XXI century, the researchers of mass communications are B. Sapunov, V.I. Mikhalkovich, G.G. Pocheptsov et al.), the works of foreign authors (A. Mola, E. Toffler, E. Hall, D. Fishke) are also widely involved.

The purpose of the research is to study and assess the role played by television in modern society in defining the classification of entertaining television formats and the television impact formats on the recipients' minds. Intruding into the living environment of the spectator, creating their own myths, which, in all, the so-called "virtual life", and have the properties to instill in viewers one or another image of the world, place them in the implementation of appropriate patterns of social behavior, influence the formation of public opinion.

Presentation of the main research material. Currently, the television screen is the eclectic of different media areas, where basically there is not the imaging system in most cases, but the hidden management of people's consciousness and subconscious, and the influence is often constructed in such a way that the viewer perceives the world as hostile to him as the world of "alien holiday". Hence, there are images that dictate the viewer's actions objectively directed against his own interests.

The more careful a person relates to the information provided, the more significant part of it penetrates into his (her) consciousness and remains in memory. It is not difficult to draw a person's attention to any event and the main thing is that the presentation of this event won't be not ordinary, different from others presented on the TV screen. Today, the viewer has a choice of channels, an opportunity to give preference to one or another television company. Satellite television has expanded these capabilities, making it possible to compare them, and at the same time, increased competition between channels.

Television is one of those phenomena that opens up a new understanding of the processes that are taking place, expands the area of communicative communication, influencing the emotional perception of information and how would shift our own logical conclusions to the fore. This is due to the creation of a certain convention and a new synthetic figurative language: the viewer sees on the screen, not the event itself, but its image, not the "fact" itself, but its interpretation. The image, limited by the frame of the screen, fixed by the camera and included in the installation "thread" of the same frames, creates an illusion of authenticity.

Quite often, this process takes place, bypassing rational perception. TV screen does not force the audience to "listen" message and make logical conclusions. Even the least abstract considerations must be accompanied by graphic visuals that require striking forms of entertainment. Monotony and illustration of the video calls the information rejection.

The emotional text is amplified by the intonation and expressive language and compositionally-verified installation plans, precise assembly transitions, and it is perceived by the viewer as a "fact", and the message and as a direct appeal to everyone and each other, as a dialogue. The word and image on the screen are equal elements which complement each other.

Thanks to the synthesis of image-assembly construction and sound solutions peculiarities, modern digital capabilities of their processing, a new "reality" has arisen. It is on the TV screen, "seen" turns into "imaginative". It is here that directly "unspoken" receives "language" with the help of another language: the language of sensuality. Television forms our concepts in the language of sensory perception. Researcher I. Lubkovich emphasizes: "It is also important to remember that perception, although it is a reflection of reality, and it is an activity, but it is not a mirror of reflection," Everyone sees the perceived person in different ways, depending on individual characteristics, from the thesaurus, social experience. Therefore, we say that to look and see, listening and hearing are different things. [11, 103].

From this, the main TV effects in today's strong dependence are not only staged shows but information and news. The basis of the information construction and news plots are short, unambiguous phrases that reveal the event's essence. They directly affect the viewer. But this is just a part of the information that comes to the consumer.

Intonations, the density of the said text, expressiveness do not only attract the attention of the viewer but also are part of the information. We listen, but we hear only that they are ready to hear that they are capable of learning or recognizing as already learned. The role of point-by-moment emotional influence is increasing. The marked changes in social development also cause the reformation of the semantic capacity of television content that tends to increase the recreational function of television. At the present stage, this function acquires the properties of the dominant function, allows us to create on the base of the typological concept, oriented on the on-screen entertainment of the masses, efficiently functioning and economically justified television channels of the entertainment type, thus contributing to the further advancement of entertainment television among the potential audience [7].

The entertainment television development in the postmodern era is natural; it is due to the dynamics of socio-economic and cultural processes. Nowadays, the television unfolded to its full strength, taking into account the reformation of its technological platform, becoming one of the leading catalysts of social processes. In this case, television has a strong influence on the masses, their ideas about real life, and the world around them [2, 6].

In works on television journalism, for example, in the textbook V.L. Kuznetsova it is noted that traditional television genres originate from the genres of newspapers, but evolving, they create original hybrids with genres of older types of spectacular arts such as comedy, drama, tragedy. One of these hybrid formations is a talk show. Literally translated from the English talk show is a conversational spectacle, colloquial conception [10, 17].

Often, the screen can be seen as manipulative rhetoric used equipment (crushing, urgency, sensationalism), which creates an almost total filter that removes the viewer the necessary information about the reality that distorts the picture of the modern world with its problems.

The political and social influence of television is realized through the person's mind (beliefs) and the sense (suggestion). The influence is more likely to achieve its goal if the authors of programs and television programs will not only rely on rating programs' models which have been already developed, which often is based on a number of psychological patterns of viewer perception and the possibilities of new digital technologies, but also the creation of a positive meaningful image of reality [12, 13].

Latent management methods of the consciousness and people's behavior have long been developed in the West. In the Soviet Union, similar models of influence were also used: the image of a new person of a bright future was created. On the basis of this myth, there were folk tales about a younger son who, with his savvy and kindness, conquered Evil and betrayal, the help of our little and mother's brothers of Nature (apple tree, river, gray wolf, etc.), hope for the appearance of the hero, that is, the person, who was able to see farther than others, wanted more than others and did more than others (a lot of Soviet films examples can be presented).

A special role was played by the game with space and over time (building new cities, bright future, etc.). All this intensified the archetypes of Russian art and the arts of other nations of the Union. It was also a national idea which relied on common traditions that united various trends into common integrity, "socialist realism".

Scientific novelty. The article shows that the perception of the semantic properties of reality on TV has a tendency to withdraw from person's conscious control and society, pushing the subconscious of the viewer to mythological stereotyping.

Due to the uniqueness of the figurative and expressive nature of TV and the strength of its psychological influence on the mass consciousness, television initially was and remains a politically determined institution. And those forces that control television, can not just manipulate the consciousness of a huge number of people, but also for the time to destroy it. The ruling minority (information elite) within a particular civilization creates a "society of play", which removes many barriers to the psychological protection of TV audiences.

Conclusions. Each of us in practice is exposed by various media. It is known that the news of what is reported to us (as the event becomes news as the information flow becomes an image of reality) will help, in our opinion, overcome the crisis on a television screen, where today a vivid visual image often covers the lack of spirituality and aggressiveness of the screen, where the word grows into a "chat" talk show, where reality shows are the gateways of herd instincts. Creating the whole picture of reality with all its contradictions can bring us closer to an integrated understanding of the world in all its diversity. Then prominent artists and thinkers, whose personalities and creativity are drawn by people in the era of transition, will take their place on the television screen, and not only on the channel "Culture" [5, 16].

Due to this, one-day transfers will be suppressed from the leading screens, the authors of which are superficially seeking to create the illusion of the problem-free "infusion" of Ukraine into Western civilization and assimilate its values. The way of manipulating consciousness is not the best way to spiritual recovery of a nation, which can lead to even greater differentiation of society and the deprivation of many people's ability to consciously express the will and attitude to the future.

The research results can be widely used in the educational process in the future media professionals training.

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