

SUMMARY

Subject matter: “Scenario technologies
in developing TV program concepts
(illustrated by the student TV miscellany
“Pyatigorsk of our time”)

Author: Cherdantseva M.V.

Supervisor: Gikis Svetlana Nikolaevna

Sponsor organization: LLC Advertising Agency “Parus”
P. 58, supplement 1, bibliographic title 72.

Key words: scenario development, TV program concepts, a scenario writer’s work, TV journalism, creation of a screen product, a breakdown, forms of scenario recording, phenomenon of editing, story outline, student TV programs, youth television.

Research relevance: In the XXI century Russian television proceeds with its development, which has resulted in the advent of new television formats as well as the establishment of new TV channels. In 2010 the federal educational TV channel “Prosvescheniye” started its work. Along with the professional broadcasting the channel releases programs made by students of journalistic and philological departments of institutes of higher education in Russia and CIS.

The TV channel “Prosvescheniye” provides students with the unique opportunity to put in practice their knowledge by making their own TV programs and taking part in all stages of production process. One of the most important things is developing TV program concepts and scenario writing as a result of it.

Scenario technologies as well as scenario types are different and depend on the TV program concepts, on purposes and tasks set by a journalist. So we find it necessary to analyze current methods and recommendations on writing scenarios for TV programs and to choose the most appropriate ones for the production of a new edition of the student TV miscellany “Pyatigorsk of our time”.

In modern science of our country there is a distinct lack of researches on scenario technologies for youth educational programs that could be released onto the federal television. To meet this lack is the main purpose of this graduation qualification thesis.

Purpose: to analyze scenario technologies in developing TV program concepts (illustrated by the student TV miscellany “Pyatigorsk of our time”).

Tasks:

- to define the scenario as the basis of making a TV program;
- to describe the structure of a TV scenario, its development methods and production technologies;
- to analyze the concepts of the student TV miscellany “Pyatigorsk of our time” for writing a scenario of a new edition of the program;
- to research scenario writing methods in the process of making the student TV miscellany “Pyatigorsk of our time”.

Theoretical significance: the theoretical analysis of works of both scholars and expert practitioners in the field of TV journalism made it possible to draw up a plan for developing a scenario of a TV program.

Practical significance: the scenario of the student TV miscellany “Pyatigorsk of our time” is represented (with explanatory notes) in Chapter II and (the final version) in the Supplement. The scenario is ready to use in the production of a new edition of the TV program. Besides, recommendations and conclusions made in this thesis can be used by experts in the field of journalism (especially TV journalism) and PR, by university professors and students for further theoretical studies and practical activities. 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: a new edition of the student TV miscellany “Pyatigorsk of our time” has been made.

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 (PSLU) (“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).

This list of topics became the basis for writing a breakdown (a number scene-by-scene script “in two rows”) of the new edition of the TV miscellany.

The methods of writing a scenario of the student TV miscellany “Pyatigorsk of our time” imply the use of the program topic list for further making a detailed description of each scene, finding the proper visuals and sound tracks for them. While writing a scenario special attention was paid to frame refresh. It was done, firstly, to show different aspects of university organization, student life and theatrical activity and, secondly, to save viewers from feeling bored watching the same picture frame.