

## REGIONAL TELEVISION IN THE STRUCTURE OF PUBLIC DIALOGUE (ON THE EXAMPLE OF TELEVISION OF THE REPUBLIC OF TATARSTAN)

<sup>a</sup>TATYANA A. NAGOVICINA,<sup>b</sup>LILIIA R. KHUZEEVA

*Kazan Federal University, 18 Kremlyovskaya street, Kazan 420008, Russia*

*email: <sup>a</sup>nagovitsinatatyana@mail.ru, <sup>b</sup>Lilija.Khuzeeva@mail.ru*

**Abstract.** The study is devoted to the scientific problem of identifying the role of regional television in the structure of public dialogue. First of all, the authors of the article emphasize, that in earlier times the dialogue was in the form of letters and calls of viewers to the editors, and now there are many new ways of communication with the mass audience. These properties fully comply with the requirements of modern media market, which develops due to significant progress in the field of information and communication technologies. The authors draw attention to the positive experience of the Republic of Tatarstan (the subject of the Russian Federation) in the development of dialogue with the audience. Based on the research results of domestic and foreign scientists, the article raises the question of key terms and concepts, which are not clearly defined in science, which can help to describe and to analyze the modern dialogue with the mass audience.

**Key words:** structure of public dialogue, new ways of communication, analyze the modern dialogue.

### 1 Introduction

The opinion that television cannot be considered as independent mass media has existed in science and in society for a long time. This is due to the dependence of many television channels on the politics and ideology of the state, corporate ties and ethics, and many other factors, including economic ones.

At the same time, it should be pointed out, that television has a significant role in society, in the expectations and “requests” of society for it. In the 1960s it was believed that television as a tool of mass communication would lead to equalization, depersonalization of almost all viewers, since the broadcast was general, universal for everyone. This state of affairs has remained unchanged for a long time. However, the development of information and communication technologies has greatly influenced modern television, which today is increasingly focused on personalization of the viewer, holding a structured dialogue with the mass audience, and also on consideration of the individual needs of the viewer (video on demand, the formation of an individual program and other capabilities, which were absent earlier).

According to a number of domestic scientists, the theoretical and methodological base of mass communication is in a formative stage. Among the authors, dealing with this topic, F.I. Sharkova (Sharkova, 2001), T.V. Naumenko (Naumenko, 2003), D.C. Quail, (Quail, 2005). should be mentioned. This process is explained by the constant development and transformation of the structure and organization of a dialogue, the emergence of new technical capabilities, that is, by the inability to describe: the information, recorded in science, becomes obsolete very quickly. However, at the same time, the researchers believe, that the absence of a single generally accepted scientific apparatus of the theory of mass communication is another problem. At present, the rich collected empirical material is used for practical purposes. Moreover, most of modern empirical studies of mass communication do not fulfill their heuristic function, and serious fundamental investigations are required, which will allow to reach the level of deep theoretical generalizations.

In the public mind, television has been the most important source of operational and objective everyday information about the events in the country and in the world. At the same time, television reflects the mentality, and shows the cultural characteristics of the country in an accumulated form, creates the so-called television picture of the world, which reflects, but at the same time forms the general and individual picture of the world of the television audience. The fact, that today young people prefer to watch television programs on the Internet shouldn't be ignored. This way of consumption of video content is more dynamic, free, not limited by the fixed broadcasting network. There is the

possibility of blocking advertising, or the possibility of its substantial restriction. Different media sites of the Internet have more content, which can satisfy the interests and needs of the youth audience, and moreover, the Internet can interact with the audience. Since television can cover the widest sections of the population, even those, which remain outside the influence of other media, the outflow of viewers from the screens and their transition to the Internet is a serious challenge. So, the increasing competition with the Internet poses new tasks for traditional television, in order to attract and to hold the attention of the audience (Nazar & Hamidzadeh, 2017).

### 2 Methods

The idea of dialogue with the viewer came to television from the radio. At first, mainly news was broadcast on television. Then the entertainment and educational programs appeared. The dialogue with the audience existed in one form: these were the letters to the studio, and the presenters answered them. According to this model, the TV program “Utrennyaya pochta” was created. Yuri Nikolaev was its permanent anchorman. This program was very popular among the Soviet audience. Bags of letters came to the program, where viewers asked to satisfy the musical request. Nikolaev read an interesting letter and put some music on. Of course, this can not be considered as a dialogue in the full sense of the word, but at that time, such a form of communication with the audience was convenient for all participants: the producers of the program and the audience.

Another, already modern, example of dialogue with the audience is the recently-broadcasted Tatar-language children's channel “SHAYAN TV” (OAO “Noviy Vek TV and Broadcasting Company”, the Republic of Tatarstan). Its mission is to preserve the Tatar language in the context of the process of assimilation and change of its status in educational institutions. This channel can also be watched on the Internet. The site began to work simultaneously with the television channel, and that is very important in terms of a dialogue with young viewers. There is a constant feedback: comments, the possibility to post your photos on the site, communication in the Tatar language on the forums, the possibility to ask questions to those, who make the channel.

The programs of “SHAYAN TV” channel differ from the rest of the cognitive content in their spectacularity, as well as in real stories, that is, what is shown to the audience was earlier or exists now in truth. There is another kind of dialogue with the audience, through photos, videos, when a person can understand everything without words (Laureano et al, 2018).

Each program has its own audience, on which it is aimed, and whose interests are taken into account in the first turn. In general, the programs can be considered as the content, suitable for everyone, because each given topic is explained here from the beginning to the end, and it is quite simple to get to the bottom.

Today, multimedia has become one of the most successful concepts for the development of media industry and the relationship between the mass media and the audience, where the dialogue with the mass audience plays a significant role.

Currently, when the Internet audience is actively increasing, and media consumption is becoming wider, it is difficult for traditional television to compete with it. According to the Ministry of Communications of the Republic of Tatarstan, the audience of wired and wireless Internet has increased over the past year by 10%, and amounted to 4 million 200 people. Today, 76% of the population uses wired Internet. At present, not a person is looking for information, but information is looking for a person. The experts say that modern people spend almost 10 hours a day on media consumption. In this dense stream, it is important to find a place for the classic media. The total audience of the website “Tatmedia” (<http://tatmedia.ru/geo>) is more than

196 thousand unique visitors per day, that is, an average of 2.5 thousand per person.

### 3 Results And Discussion

Regarding the degree of investigation of the problem of television in the structure of public dialogue, we can say with confidence that there is not much information in foreign and domestic scientific literature. Foreign media researchers, such as Hibberd M. (Hibberd, 2001) and Tulloch J. (Tulloch, 2000), give a detailed description of the television audience in their works; Tullio (Tullio, 1990) pay attention to the interpretation of a dialogue; Signorelli N. and Morgan M. (Signorelli & Morgan, 1990) consider new areas of media effects.

Domestic scientists also investigate the problems of television in the structure of public dialogue. Skovorodnikov A.P. and Kopnina G.A. (Skovorodnikov, 2012) deal with the issues of formation of speech culture. Nagovicina T.A. (Nagovicina, 2018) studies regional television and its place in the structure of public dialogue, studies a television audience. Nazarchuk A.V. (Nazarchuk, 2009) considers the theory of communication in modern philosophy. At the same time, it is important to pay attention to the forms of manifestation of the dialogue beginning, and the specifics of the dialogue itself in the context of new media environment, which is formed now, due to the growing role of the Internet and technologies, connected with big data analysis.

### 4 Summary

Considering regional television in the structure of public dialogue and the convergence of various technologies, it is necessary to highlight the following aspects of this issue and areas of study:

- new ways of dialogue with the mass audience: comments on the channels' sites, forums, invitation to the studio, interaction through the dialogue on the site and on the air, creeping line with the comments of viewers, polls on social networks, including Instagram;
- the specifics of mass audience, its features, and transformation due to the development of information and communication technologies;
- the principles of formation and interaction of television content producers with the mass audience;
- the structure and level of interests of the mass audience;
- watching television in modern conditions;
- media portrait of the audience;
- goals and objectives of communication among professionals;
- organization and conditions of professional communication of a journalist;
- characteristics of speech communication;
- relationships between the concepts of "media consumption" and "consumer interest";
- profiles of the audience in modern media systems;
- the forms of work of a journalist in a dialogue on television.

In the conditions of a modern media system, for a successful fulfillment of his professional tasks, television journalist must be able to establish relationships with the representatives of various ethnic groups, not only as with sources of journalistic materials, but also as with potential consumers of the mass information.

Television journalist should be familiar with the techniques and methods of searching and obtaining information, in accordance with the identified interests of the audience at various levels, taking into account political, national, and interstate interests.

Today, the mass audience is considered as an active participant in public dialogue, and as a subject of communication. For example, a talk-show program is regarded as a universal format for the dialogue of a journalist with the mass audience.

Before talking about the effectiveness of the dialogue with the mass audience, regardless the television or print aspect, it is necessary to determine the conditions under which it will take

place. There are several conditions for the dialogue with the mass audience in modern mass media:

1. Theme. It is important for a specific audience. While determining the topic, the most important is the need to take into account the age, occupation, gender, sphere of interests, etc.
2. Journalist skills, namely: knowledge of the topic at a deep level, oratory, if it relates to television or radio, writing skills, the ability to feel the mood of the audience, and set the nature of discussion, etc.
3. Technical equipment, allowing to create the interaction through the dialogue - comments, mail, calls, voting and so on.

Today, not only the ways of conducting the dialogue between the journalist and the audience are important, but the ability to hold the attention. The conditions for holding the audience's attention are the following:

- rhetorical questions;
- personality of the journalist;
- making parallels with everyday life, with a life, familiar to every person;
- accompanying the story with scenes from the movies, etc.;
- placing the viewer in unusual and non-standard conditions (communication with him on a first-name basis, as if he is watching a program alone);
- background music, for example, music, setting a certain mood in the viewer (the principle of parallelism or counterpoint);
- different shooting (close shot is alternated with general, non-standard, too near shot, from below or above, etc.);

### 5 Conclusions

The specific of working with the mass audience is an important principle of communication, the mechanism for understanding and cognition of the interlocutor. Knowledge of the principles and methods of interaction with a mass audience in the context of mass communication activities is necessary not only for journalists, but also for politicians, political analysts, etc.

We came to the conclusion that in the Republic of Tatarstan, as in the whole Russia, there is a quite solid experience in the work of modern television. Modern media companies expand their range of information and entertainment products, and use "new" forms of media product delivery: online newspaper, Internet radio, web television.

Thus, we can conclude that television occupies a leading place in the structure of public dialogue and affects the minds of viewers.

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