

## The ways of presenting information in the modern news programs

*Aidana Dooronova*  
*Al-Faraby Kazakh National University,*  
*Faculty of Journalism,*  
*first-year master student,*  
*Almaty, Kazakhstan.*  
*Scientific director*  
*acting assistant professor*  
*Assel Mussinova*

The important role of television is to find up to date information on topics that are interest to the audience and also promptly transmit it. And efficiency, in turn includes a way of reflecting reality as well as functional features of TV production its thematic originality and technical conditions of creation. Efficiency which determines the sign of the news. It underlies the classification of genres that are used in information programs.

The main type of information transfer on TV is the news release. Within the framework of such a transfer, various information genres can alternate which will be considered in the second paragraph of the first chapter.

Information program - this is a regular message to viewers about what is happening. The news set can be specialized or universal. At the end of the day or week, information and analytical programs are broadcast where there are not only some facts but opinions as well as generalizations of experts and the presenter. Information news releases about what happened in the last hours in the world, the country, the region, and in the locality are the main topics of the daily network of broadcasting of almost all local, regional, public or world TV channels.

On each channel the news is aired at a certain time. If there is a shift in the release of programs on the air - then this means that there has been some extraordinary event. Basically the remaining TV shows are located in between the news releases. [1]

The information program includes the following goals and objectives:

-actively, objectively and professionally cover important events in the spheres of politics, economy, culture and in public life;

- to reflect the main and important events that occur in the world, in the country, in the region, and also to find the interconnection of the changes taking place with the interests of people; [2]

- inform the public about important decisions taken by government bodies, public organizations or political parties, etc .;

- reflect the life of all strata of society;

- to form public opinion on the prospects for the development of the city, region or country;

- not to be a threat to social mores;

Do not invade the privacy of people, without sufficient grounds;

The content of the television information program

The main themes of the program:

1. Policy
2. Economics
3. Social sphere (pensions, benefits, benefits, etc.)
4. Healthcare
5. Education
6. Culture
7. The situation on the roads
8. The criminal chronicle
9. Sports
10. The weather
11. Advertising

Each release of the program should contain a maximum of the list of the above topics. The duration of the information program depends on the scale of the channel, as well as the availability of airtime - 10, 15, 20, 30 minutes[3]

In the program, time is divided between different genres as follows (example for the program lasting 30 minutes):

- oral information up to 30 seconds;
- video up to 1.30 seconds;
- special report up to 2.30 seconds.

Total in one issue:

- oral information and program management - 10 minutes;
- The number of video materials - 10 (total time 20 minutes).

The program includes: video clips, video reports, reports from the scene, special reports, interviews, comments, review, speeches in the frame, direct inclusions, video archives, photographs. The language of the information program should be as close to oral as possible, and not written speech, the style should be colloquial: unofficial. In general, the texts should be stylistically neutral, easily perceived by ear. Pattern images, estimated words, and vernacular should be avoided. [4]

The television text on the air should be: accurate, clear, concise.

- Interest is the fourth most important requirement. An interesting message attracts and at the same time keeps the viewer's attention. The text broadcasted on the air must be pronounced confidently, in this case it will arouse the confidence of the viewer.

- Event-the overwhelming majority of the information program messages must begin with the words "today ...".

- Objectivity - the author should not influence the image of a fact or event.

In his information should not be - the lack of an important information for the understanding of information, also the availability of information not on the topic, and the replacement of specific events with generalized phenomena, issuing a point of view for the truth, imposing an author's assessment, etc. [5]

News program layout is the layout of the news of the day in a certain order. This is the highest manifestation of journalistic skill, which requires a lot of

experience, political and civic maturity, as well as professionalism. Before the start of the layout are determined:

1. Sensation of the day
2. Main event
3. Main theme
4. The most important statement

Any of these items can claim to be the number one news place. Further, the layout of the program is determined by the logic, relevance, significance of the materials prepared for the broadcast.

Thus, the layout of the information program is: "Main" news → its development → other event stories → topical thematic reports → special report on the level of "second" news, etc.

From the plots, laid out in the program, selected 3-4 of the material – the most sensational, ostrosotsialnyh or curious to create the announcement.

The announcement of the program is mounted in a clip manner-diverse, bright. His task – to attract the attention of the viewers to the news. The duration of the announcement - up to 30 seconds.

Rating of news programs mainly depends on the variety of news, the more event information in the issue, the more interesting it is to the viewer. One of the main criteria to ensure the success of the news program, is the speed-reports about what is happening not only at this hour, but at this moment. Viewers also appreciate such qualities of information as reliability, novelty, completeness of messages, brevity and originality. The rating of the program is influenced by the format of the program (duration, time of airing, the number of leaders, headings, etc.), technical quality, professionalism of employees, especially leading. Most importantly, the information program of television should win the trust of viewers; only in this case, the information contained therein will work to shape public opinion.

The involvement of viewers is achieved through modern methods for the development of television information programs. Many TV companies try:

- increase the number of esters. Frequent news releases maintain the rhythm, attract additional attention, and allow you to continuously and quickly find out the situation in the country and in the world;

- to use interactive television technologies (direct communication with viewers). This allows you to adjust the subject of news, which allows you to meet the needs of the audience, as well as to determine the effectiveness of the materials;

- inform by analyzing. This channels creates a weekly information and analytical program ("Week", "Janakiram") which set forth not only facts, but their interpretation (i.e., review, analysis). These programs display the most important political, economic and other events.

- informing, entertaining. The destruction of the usual official type of news, free in the "live" conversation about events, serious and entertaining, curious, sometimes random and optional.<sup>1</sup>

---

1. The Originator L. P. Shesterkin Chelyabinsk. Publishing House Of The SUSU 2004. page 4

- 
2. Basics of television journalism. Information program: Guidelines. The Originator L. P. Shesterkin Chelyabinsk. Publishing House Of The SUSU 2004. page 5
  3. Basics of television journalism. Information program: Guidelines. The Originator L. P. Shesterkin Chelyabinsk. Publishing House Of The SUSU 2004. page 6
  4. Basics of television journalism. Information program: Guidelines. The Originator L. P. Shesterkin Chelyabinsk. Publishing House Of The SUSU 2004. page 6
  5. Basics of television journalism. Information program: Guidelines. The Originator L. P. Shesterkin Chelyabinsk. Publishing House Of The SUSU 2004. page 9