

INFLUENCE OF FAMILY ENTERTAINMENT ON TODAY'S YOUTH

Seromiat A.O.

National Aviation University, Kyiv

Scientific Director - V.I. Shulhina, Ph.D. in Philology, prof..

Television is an integral part of our lives. Despite the fact that trends in today's society are leading to the replacement of television content by Internet References, television in young people is as popular as ever. This raises questions: What impact does television have on today's youth? What can a family entertainment program bring to the cognizant teenager?

First of all, it should be noted that television, as a powerful medium of mass communication, can influence public behavior, ethical principles,

interrelations between peers, demographics, spiritual and cultural development. We turn to the definition of “mass communication” - systematic distribution of information (through the press, radio, television, etc.) with the aim of establishing spiritual values of society and influencing people’s opinions, thoughts and behavior [1, c. 268].

Cultural and moral values are formed with the direct participation of this information or the data that comes to us from the “blanket screens”, affecting the viewer for their own purposes.

In the scientific literature there are various models of mass communication influence, in the opinion of the American researcher Jennings Bryant, one of the most effective psychological models for describing the indirect influence of mass communication on the individual is the Comstock model. According to this model, “...the behavior of TV show characters can influence the behavior of the viewer. The viewer learns the behavior he or she sees on the screen and can follow it” [2, p. 432]. From this thesis it turns out that unknowingly watching TV content, the viewer projects on himself as the protagonist, regardless of whether it is a film or a TV show. And depending on the context of the television project, whether the “protagonist” is positive or negative, what the author or writer of the content thinks, and how he or she gets it, the impact can be divided into positive and negative.

In general, all television functions in the entertainment field, but the whole group of channels in today’s media space establishes a certain thematic format, which is aimed at relaxation and raising the spirits of viewers. Among all the genre diversity of TV content, family entertainment programs occupy a central place in the ratings of the Ukrainian audience, especially young people. One of the reasons for the popularity of such content is that Ukrainian young people are tired of politics and the global pandemic situation and want to relax from both political and other negative influences.

Ukrainian TV channels with their romantic family programs are used as an effective tool to reduce the Russian influence, For a long time it has been dominant in the Ukrainian media space and has planted its own ideas on Ukrainian viewers, among whom the most vulnerable group is young people, because their worldview is being formed. At a difficult time for Ukraine, family entertainment programs are aimed at freeing the population from constant problems and disadvantages. To this end, a large number of family entertainment programs are created that depict the situation in the country, tell amusing family stories or hold TV games with the participation of famous celebrities.

But despite such significant changes in the content of television in recent years, today most of the informative, advertising, family programs do not respond to the questions asked by young people and do not meet their real needs. Given the multitude of family entertainment programs on the

leading domestic TV channels (“The Voice of the Country” 1+1, “X Factor,” “Dancing All!” STB, etc.), it is difficult to know how many of them are on TV.), it is generally difficult to find content aimed at helping young people to become more productive, psychologically supportive, self-fulfilling, and at answering questions related to the creation of a family. Inappropriate rozvazhalnye programs impose stereotypes and poclicky values. As a result, we get new problems already at the level of society, problems of demography, culture and others. That is why the current Ukrainian television broadcasting needs new family shows that would carry such values and instill such values in young people.

Therefore, based on this situation in the media space, we respect the need to create a popular television program “Fathers and Children”, In an accessible and understandable format, we would broadcast modern values for young people and their fathers, provide answers to questions of professional orientation, discuss the problems of intergenerational relations and bullying, mobbing and so on. When creating content, it is necessary to conduct a survey of the audience, identifying current issues, problems and situations that would be interesting and necessary. Descriptions, questionnaires, assignments will help to understand what young people are interested in nowadays.

The creation also requires mastering the experience of foreign television broadcasting, learning content creation techniques, and positioning and adapting the experience to take into account the peculiarities of current young media audiences in Russia. The involvement of psychologists and educators is essential at the design and development stages of a TV project, because it is at this stage that it is important to consider the age group of the audience, specifics of development, behavior, and problems of the generation. Depending on the age group for which the content is targeted, it is important when the program is broadcast.

Considering this, it should be noted that one of the possible options for developing such a format of broadcast television programs could be subsidies and competitions at the state level, which will help to attract interested professionals, create healthy competition and the opportunity to implement their knowledge and skills.

References:

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2. Bryant D., Thompson S. Fundamentals of Media Influence: Translated from English / William Publishing House, 2014. 432 p.