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Television director's skill in the formation of socio-cultural values of a viewer

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Abstract

The study aims to investigate the artistic skills of a television director in the formation of the socio-cultural values of a TV viewer via the historical-comparative method, the analysis of Kazakhstani TV programs and the comparative analysis of the world models of TV documentary projects. As a result, the director of documentary films should observe, absorb information and pay attention to people and scenes. In conclusion, empathy combines the ability not only to think about the position of the hero but also to feel his problems and his experience.

Keywords: Cultural policy, Expressive, Sociocultural values.

Habilidad del director de televisión en la formación de valores socioculturales de un espectador

Resumen

El estudio tiene como objetivo investigar las habilidades artísticas de un director de televisión en la formación de los valores socioculturales de un espectador de televisión a través del método

histórico-comparativo, el análisis de programas de televisión kazajos y el análisis comparativo de los modelos mundiales de proyectos documentales de televisión. Como resultado, el director de documentales debería observar, absorber información y prestar atención a las personas y las escenas. En conclusión, la empatía combina la capacidad no solo de pensar en la posición del héroe, sino también de sentir sus problemas y su experiencia.

Palabras clave: Política cultural, Expresiva, Valores socioculturales.

1. INTRODUCTION

Nowadays, in a world of innovative digital technology and vanishing boundaries in communication, culture as a value is becoming an integral part of social development. The level of cultural development throughout the world is an indicator of stability and society's well-being. Great attention is paid to culture at the State level, and each State develops a cultural policy and approves strategic plans for its development.

The cultural policy of the State contributes to the sustainable development of society through the formation of creative values and it is a qualitative measure of the development of all aspects of the society and the State. However, the developed concepts and guidelines may remain non-substantive at the level of their formulation in a written form if it is not transferred to society. Television is the most effective means of achieving this objective (BILL, 2000).

Television, as a medium of mass communication, is the most accessible and efficient form of broadcasting and storing information about cultural heritage. It creates images of cultural values, performs interpersonal and inter-social interaction and realizes the issues of social communication - socialization and self-realization of the individual. Television replicates new images and patterns of a person's behavior, which in the ordinary consciousness acts as a guide of daily activity; expresses the position of the individual in the system of culture. The relevance of the problem is stipulated by new trends in the development of modern society, by activities of sociocultural institutions and mass communications. This article describes the influence of television and the role of the director in the creation of television programs aimed at shaping the socio-cultural values of the television audience (FEDULIN & RESNIKOV, 1972).

2. METHODOLOGY

There is a large number of studies devoted to the impact of television programs on the behavior and consciousness of the television audience. American researchers Muller and Gurin, based on the analysis of the free time of Americans, revealed that watching television programs is the most massive type of leisure, 5-6 times more popular than visiting museums, theatres, and concerts. Sociological research in Russia showed that under the influence of television,

people read 13% less of art literature and almost twice less visit cinemas (ABISHOV ET AL, 2018).

Sociologists, who studied Kazakhstanis within the framework of the World Values Survey, in 2011 found that: 48.7% of citizens «quite strongly» trust television. In 2015, the Bureau for Express Monitoring of Public Opinion DEMOSCOPE came to the same conclusions - 48% of the surveyed Kazakhstanis indicated television as the main source of information. Indirectly, operators of the media advertising market in the country, who call television as «the most effective media in terms of scope designing», confirmed this information. According to advertisers, in 2017 about 70% of television ratings open for sales were bought by interested advertisers - on some domestic TV channels, this indicator reached 95%.

According to experts from the «AlmaTel Kazakhstan» company, the idea that television is beginning to stagnate and people prefer Internet is baseless. The telecommunication operator, which owns 43% of the cable television market in Kazakhstan, recorded a slight increase in the number of subscribers in 2017. «Very good tempo», according to statistics of the company, demonstrated the growth of satellite television subscribers - after the spring launch the number of users exceeded 22 thousand people (CASTELS, 2000).

3. RESULTS

The value orientations of a person guide his/her activities; govern his/her behavior, so that the position of the individual in the system of social relations and in culture is meaningful and qualitative. Values of the individual are moral and aesthetic norms, attitude towards people, interaction with society, rights and freedoms. Value settings affect the behavior of the individual and they are directly related to the culture of his behavior. Wide communication capabilities of television, its efficiency, presence effect, make it the most effective tool for managing the worldview of the individual. Since television is the most common and accessible means of communication, each government has the advantage to regulate the process (MOL, 2008).

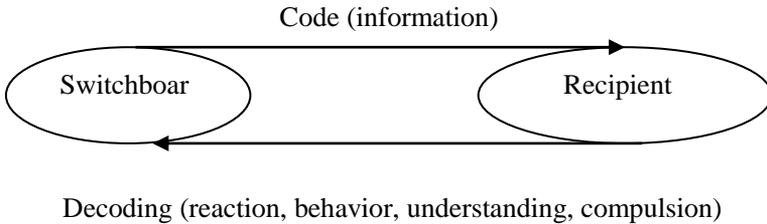
Unlike the press, broadcasting regulation in the UK is based on the law, which is relatively complex. Independent Television Commission (ITC) and Radio Authority (RA), both approved by Broadcasting Act 1990, regulate private television and radio. These bodies have broad Licensing Powers and the governing law requires them to establish certain codes that licensees must comply with. They also have broad powers to impose sanctions on broadcasters who violate the terms of the license by means of suspension or revocation of licenses. British Radio Broadcasting Corporation (BBC) is a public broadcaster, is not licensed by ITC, but has an internal system of complaints processing instead. All broadcasters - public and private,

radio and television - are submitted to the jurisdictions of the Broadcasting Standards Commission (BADLEY, 1972).

In the United States of America, the First Amendment to the USA Constitution prohibits the government to restrict freedom of speech or freedom of the press. Nevertheless, there are certain exceptions to freedom of speech. For example, there are provisions for public broadcasters: Federal Communication Commission prohibits the broadcasting of obscene material on the air. The casual discussion of Janet Jackson's features during Super Bowl XXXVIII's break led to the adoption of the Broadcasting Compliance Act of 2005, which increased the maximum fine the FCC could impose on obscene broadcasts from \$32,500 to \$325,000 - with a maximum liability of \$3 million. This should protect young people from expressions and ideas, which are considered offensive (ZAHAWA, 2016).

The right of society to know is one of the central principles of American society. To ensure a healthy and unfettered flow of information, they have included press freedom among the basic human rights protected in the new nation's Bill of Rights. Television like any other type of communication is the transmission of certain codes. The encoded information is filled with various content, it depends on vision of the problem by the director, writer, TV journalist and other participants of the transmission creation and the obtained information is decoded depending on the individual features of the viewer, his

mood, consciousness, and level of perception, thinking and his own experience.



Thus, as psychological experiments showed, any codes transmitted from TV screens had an ability of reflection in a person's consciousness at the conscious or unconscious levels. That is, messages transmitted by television are processed by the viewer and interpreted individually by the person.

4. DISCUSSION

In terms of what has been stated, the main objective of television is to maximize the positive impact of television on culture, which indicates several important features that single out it among other media. The most important of them are:

- Television is the most developed means of modern society and it covers all segments of the population (42.5 percent of the

Kazakhstani population live in rural areas, where television is the main source of mass information);

- Television image is enormous in its amount of information, which allows being the most effective and widely spread means of influence on consciousness;
- Easiness of perception of information by human consciousness, through visual images;
- Accessible and spread type of leisure for the modern man.

Therefore, it is possible to determine the place of television in the formation of the socio-cultural values of the modern man, his aesthetic world. Consequently, television is a multi-functional system. The presence of television makes it possible to change the direction of the formation of the socio-cultural values of the viewer. KLIMOV (2005) believes that television is a complex social phenomenon that can be studied:

- As a social institution, with its structure, special functions, activities and connection with many organizations;
- As a discourse - language communication system;

- As a form of social knowledge, as a way for society to build up knowledge about society.
- As a part of daily life for a big number of population.

According to German philosophers RIKKERT (1908), the values are over historic and form an ideal, independent from people, eternal transcendent world. As RIKKERT (1908) stressed, people believe in the objective meaning of these values, «without an ideal over himself, a person in the spiritual sense of the word cannot live correctly». The values that make up this ideal are gradually revealed to humans during the culture progresses.

Thus, considering the role of television in the formation of socio-cultural values of modern society and the population, it is necessary to talk about the quality of television programs.

In conditions of constant contact with TV viewers, along with communicative and technological functions, television performs creative, connected with artistic broadcasting images and works of art, designed according to the plan of the screenwriter and the director and distributed as propaganda of sociocultural values and national traditions.

In the process of programs' designing within the framework of artistic broadcasting, creative collectives, consisting of a large number

of specialists, responsible for certain areas of work, take part in it until the end and delivery programs to the artistic manager. The least technologically and staged difficult process is the demonstration on the TV screen of a ready-made material (concerts, variety of performances), which is a part of the duties of groups exercising technical and directing supervision over the procedure of its implementation on television.

Television is directed through the creation of various types of programs: concerts, television performances, documentary films, talk shows, news programs, and real movies. In our work, we are focused on the work and role of the television director on the example of the creation of a documentary film, as a special direction of television programs and a medium of sociocultural values.

The documentary TV channel turns out to be one of the few channels of the real presence in the television sphere for the State, both inside and outside the country, becoming a cultural network agent of the State. The goal of the documentary film: «is to tell about the world in which we live».

The objectives, which can be solved by documentary films:

- Education and enlightenment (educational films);

- Researching (geographical, environmental, historical and ethnographic);

- Propaganda (science, culture, religion, and technology);
- Chronicling (long-term observation of the event and reporting);
- Publicizing.

The goals and objectives of Kazakh documentary films had a great ideological burden and were formed within the frame of the State position: political agitation, promotion of lifestyle, successes, and education. However, at the present stage, there is a decline in interest in documentary films throughout the post-Soviet space. We will present information on the availability of TV channels broadcasting documentary films (MONOSTYRSKY, 1999).

Kazakhstan	China	Poland	Russia	USA
7NEWS	CCTV – 9 Documentary	TVP Kultura	Russia Culture	Discovery Channel
Kazakh TV	CCTV – 10	Polast Crime & Investigation Network	OTR	Animal Planet
		TVP Historia	24 DOK	The History Channel
				National Geographic Channel
				Discovery Science
				Discovery World
				Viasat Nature CEE

The table shows that the largest number of TV channels broadcasting a documentary film belongs to the United States. American-made channels have a worldwide interest, which is an indicator that through documentary films it is possible to show the beauty of nature (Animal Planet), technological progress (Discovery Science), cognitive history (National Geographic Channel).

The analysis helps to identify the current directions of documentary film development in the Republic of Kazakhstan:

- Development of documentary films with an emphasis on public policies in support of the development of culture and arts;

- Creation of a new institutional structure for the development of documentary films;

- Implementation of the personnel and youth documentary film program aimed at the formation of a new format for the development of the culture of the State.

There are many possibilities for the implementation of these directions in Kazakhstan, such as unexplored archival materials and the digitalization of unreleased manuscripts. The available archival documents are in great demand for the world community to study cultures. However, the sphere of documentary films as a source of development of the socio-cultural values of the Kazakh TV audience remains undervalued.

In order to realize this process, it is necessary to educate and train future television directors, who will have the following characteristics of artistic skill: clarity of purpose, availability of individual style, ability to listen and see and ability to make decisions.

The clarity of purpose implies the fact that the director, before filming, must know clearly what he wants to do, what he is going to say through his plot and how to achieve it, going from one objective to another, realizing each of them in the appropriate artistic plan, with keeping the integrity of the idea.

Each director has his own characteristic style, however, the documentary is intended to be truthful, it shows reality, shares knowledge with the TV viewer. Film critic and film theorist, Professor of San Francisco State University Bill Nichols in his book «Introduction to Documentary» highlighted 6 basic styles of the documentary.

The director of documentary films should observe, absorb information and pay attention to people and scenes. In order to understand human behavior and motivation, to transfer his knowledge to a mass audience the director must listen and see. Speaking about the director's vision, two different things are important. First, he must have a sense of composition and the ability to find the most profitable view. Second, the ability to highlight the meaningful parts.

Decision-making is the basis of directing. The specificity of documentary science is that many decisions have to be made quickly and spontaneously. The difficulty is that the situation produced can be changed every minute; it is difficult to track the logic of events. In addition, the role of the director, who is determining the priorities and targets for the camera, is very important.

5. CONCLUSION

The formation of the socio-cultural values of the TV audience through documentary film, film history, cultural programs, requires the director with personal moral qualities to correspond with the values of society allowing him to be understandable and accessible. Otherwise, if the film is incomprehensible and was not perceived by the audience, it led to oblivion and downgrade.

It is important to understand the specifics of perception speaking about the educational potential of television in the formation of socio-cultural values of viewers. «The perception of film production is a dynamic process involving a constant change in the types of perception: empathy, contemplation, associative thinking, decoding of hidden values and emotional feeling». The director should understand that emotional connections with screen heroes and transmitted information activates the work of such mechanisms of the viewer as empathy and identification. The viewer is involved in screen life,

finding common features with them and annealing himself with them. BASOVA (2012) identifies three types of identification in the perception of tele heroes: identification with «others», identification with «ours», identification with the author's position.

Along with identification, TV viewers exhibit empathy, which according to BASOVA (2012) is «a process of feeling, emotional penetration into the state of another». It means that empathy combines the ability not only to think about the position of the hero but also to feel his problems and his experience.

Thus, in the development of the state and the enhancement of its sociocultural potential, television plays one of the key roles. As the primary source of events in the region and in the world, television bears a heavy burden in shaping the vision and perception of the environment. The television director as a source of TV shows and TV programs creation (news, cognitive, entertainment and children's programs) forms the vision. Accordingly, the artistic skill of the director will influence the formation of consciousness and behavior of viewers.

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