



JOURNALISTIC SKILLS IN MODERN JAPANESE RECREATIONAL TV SHOWS

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ABSTRACT

The globalization of society affects the national characteristics of the development of the media sphere, offering new models and the models for the existence of mass media. Especially the forms and functions of the media are changing. One of which is recreation. In all developed countries, recreation plays an even more important role, as the need for it increases in the increasingly stressful circumstances of life.

Enlightenment and recreation in Japanese journalism are reflected primarily in folklore, literature and the press, which embody the national spirit, universal and Japanese values. In particular, increasing spirituality, instilling national and universal ideas in the minds of the younger generation, reducing psychological stress, and exchanging positive mood - this is the essence of cultural, educational and entertainment functions in Japanese journalism.

This article discusses the essence and forms of the concept of "recreation" and its application, in particular in the media. It also deals with the various content programs, their classification and the skill of the presenters in the famous TV programs of the Japanese television.

KEYWORDS- *Recreation, variety, Japan, TV shows, idol, journalistic skills, NHK.*

INTRODUCTION

Informational and entertaining programs vary by content, theme, and presentation, making it difficult to compare with news-structured shows. Indeed, those programs include science, history, travel, music, documentaries, and the trend is becoming more widespread in the coming years. It is both difficult to create such kind of programs, and first of all to determine whether it is an informational, entertainment program. Due to this, the tendency to show informative, entertaining animations is that while there are a lot of images, there are not many scientific studies that are analyzed as exact numbers.

In prime time, which encourages a fierce struggle for ratings, it is important to keep the ratings of programs that have not been able to maintain a high position, as it is difficult to survive, especially for private and state-owned TV channels. In determining the specificity of recreational programs, NHK and private TV entertainment programs were selected as the object of study. As a result, prime time, which is the main "battlefield", was determined and an analysis of entertainment shows was conducted. Attempts were made to cover more demonstrations during the analysis.

In creating the hypothesis, first by watching the entertainment programs in private prime time, the specifics of the show elements were analyzed, such as studio, presenters, and based on this, the following hypothesis about the trends in Japanese television broadcasting was identified:

1. Variety of comprehensive animations;
2. The greater the number of shows easy to understand;
3. The number of programs aimed at attracting the attention of the audience using various recreational methods, resulting in an increase in the number of shows focusing on the process rather than quality;
4. The presenter's skills confirming these hypotheses, an attempt was made to analyze them on the basis of the following analysis subjects.

THE PRESENTER'S SKILLS

The TV presenter has a number of professional skills and personal qualities. As to professional skills, we highlight the following:



1. Professionalism: The professional effectiveness of TV presenters depends in many ways on their level of qualification. The concept of professional qualification usually refers to the knowledge and skills that a specialist applies in practice.
2. Communicative: communication skills, the effectiveness of the telecommunication process depends on how well the presenters know and imagine the audience they are targeting.
3. Creativity: the ability to take a creative approach to any task;
4. Ability to work in a team: the process of transforming a show from an idea into a ready-made material for broadcasting is a common task of many qualified personnel. For this reason, the ability to exchange ideas and work collaboratively is an important skill.
5. Initiative: setting new tasks and carrying out professional tasks [2];
6. Broadness of the outlook;
7. Internal feeling: feeling the audience and the interlocutor;
8. Efforts: serious approach of the beginner to his work should be seen on the air;
9. Responsibility: the ability to be responsible for the reaction that their work, the product of their professional activities, evokes in the viewer. Knowledge and information serve as a strategic resource for the presenter, and every journalist must develop a sense of responsibility to use it wisely and conscientiously.
10. resistance to stress – the ability of a person to cope with stress, to ensure that it does not affect the quality of his professional activity, the ability to cope with various unexpected situations.

Effective use of the all genres requires the following knowledge and skills of the journalist:

- The psychology of the listener, his usual reaction, desire, system of values, the social and political environment that surrounds him;
- The country where the program is broadcasted, its history, literature, art, science, etc;
- topical issues and mood of the listener, the problems that concern him today;
- Internal and external issues covered by national journalists, method of statement, argumentation;
- The language (Materials intended for foreign audiences must be provided in the program-oriented state language) [4, 48].

Rules relating to the linguistic aspect of a beginner in a live broadcast:

- The style is important. If the listener does not understand a word, then he may not understand the whole sentence.
- Logical sequence in the text. The facts must be presented in a logical sequence.
- The language must be clear. The formation of two types of interpretation.
- The speech must be simple and fluent.
- A situation when a sentence can be full of some facts. The presenter's speech is his face.
- The name of the event in the important facts, the repetition of names [5, 67-68].

Giving the main genres of television, TV presenters can be conditionally divided into the following types:

The reporter-presenter: Sekai made itteQ (世界の果てまでイッテ Q!), the presenter of the show Mitsuyoshi Uchimura, Sekai fushigi hakken (世界ふしぎ発見) the presenter of the show Shinokhara Kaori (篠原), Khirata Kaoru (平田薫) the journalists leading the shows of these genres. In their work we can observe such skills as speed, mobility, flexibility, resistance to stress, reaction speed, ability to quickly move from one task to another, ingenuity, the ability to find interesting information unexpectedly, to have extensive information.

— Idol presenter: A representative of Japanese pop culture media with a young, beautiful, childhood innocent face. Usually most of them are singers, actors or actresses and their fan club has millions of fans. In order to take advantage of their achievements, various TV channels sign contracts with them and create special entertainment programs. As such programs, we can cite the program of Nippon Terebi TV channel with Arashi 「嵐にしやがれ」. The hosts of the talk show are members of the pop group "Arashi", each of which has its own role in the talk show.

— Showman-presenter: People who are famous in the world of show business, who have the ability to speak.

— Moderator-initiator: in our work we have the artistic ability of a beginner moderator, pleasant, high reaction rate, resourceful, unique appearance, bright individuality, easy to communicate with people who came to the studio to participate in the show, sincere, free, fluent speech, emotional, humorous, we can see TV presenters who can engage in lively games and conversations with viewers and show participants.

— Analyst-presenter: Ikegami Akira (Special Broadcast Leader Ikegami Akira has good knowledge and experience, a deep understanding of reality, the



ability to consider individual events in conjunction with other events, to understand their complexity and integrity, objectivity, different views and approaches. a beginner who can cover correctly, has a political culture and debate skills.

— Publicist presenter: it is impossible to imagine without a bright individuality, originality in the work, the ability to attract the attention of the audience and convince him of something.

— Interviewer (a person who leads an interview): must be communicative, attentive to the person, be able to speak, ask the right questions, direct the conversation in the right direction, be an interesting interlocutor.

— Robot presenter: on April 1, 2018, the android "AOI ERICA" joined Nippon TV as an announcer. According to Hiroyuki Fukuda, executive director of Nippon TV Broadcasting Network, the goal of the AOI ERICA project is not to create an "alternative" for humans, but to "expand" a creative product created in collaboration with humans and androids. [11]

In most Japanese shows, the program is lead in two tandems by female and male presenters, who reveal and comment on the essence of the events. Internet analysis is used to open the conversations in the studio and to clarify the environment. Although Internet analysis is used in the social, natural sciences, it has also recently been used by media researchers to study communicative communication between people on social media.

THE ANALYSIS OF RECREATIONAL PRESENTATION "SEKAI NO HATE MADE ITTE Q!"

According to a 2017 survey by the Ministry of the Internal Affairs and the University of Tokyo, people under the age of 50 spend most of their time in front of the TV, with the highest viewing time after 8 pm on Sunday.

Nihon terebi private TV channel «Sekai no hate made itte Q!» (世界の果てまでイッテQ!) [9] the thematic idea of the program is related to travel. The show, which is broadcasted every Sunday at 7:58 p.m., is one of Japan's most popular recreational shows today. While the starter on the show travels to another country, it engages in challenging and dangerous activities in search of extraordinary things happening here.

But the reason most of these processes are based on laughter and humor which are of great interest to the audience.

The show was analyzed and the following conclusion was made:

1) the subject of the show is broad enough, and although the program is based on travel, in which

different activities are practiced, introduced to a different culture;

2) the image of the starter of the recreation, in which the starter's dress, facial make-up, style - all belong to the genre of light comedy;

3) the reflection of recreation in the skills of the leader, the ability of the leader to cover the process, in which the process is not limited to the activities of other participants, but to evoke excitement in the audience by experimenting in their own experience;

4) the presence of humor, sarcasm in the context of the show;

5) unrestricted movement of participants;

6) the presence of a clear motivation and voluntariness in the audience to see this show;

7) the desire of the audience to wait for the airtime, according to statistics, among the programs that will be broadcast on Sunday evening at 20:00 «**Sekai no hate made itte Q!**» The show ranks first in terms of audience share.

ANALYSIS OF IKEGAMI AKIRA'S (SPECIAL) BROADCAST

Name of the show: Ikegami Akira's (special) broadcast [10].

The type of the show and its aim: Today, there are more than 110 recreational shows in Japan, including the Ikegami Akira's (Special) Broadcast, a recreational news program. Japanese recreational shows are mainly aimed at demonstrating various knowledge and innovations in the form of conversation, laughter, singing, games, quizzes, parodies, entertainment. It is known that most political programs are incomprehensible and uninteresting to the general public, which is why the audience of these programs is somehow limited. The purpose of Ikegami Akira's (special) broadcast is to rectify the situation, to raise public awareness, to warn, to focus on interesting political and social processes, to explain difficult issues in simple language and in an interesting way.

General information about the show: on October 20th, 2009, the first of show the program was transmitted. Initially, the programs were pre-recorded, but today the number of live broadcasts is growing. During the live broadcast, the word "special" will be added to the name of the show. The program was broadcasted on Fuji-Terebi channel from 2009 to 2016 from 21:00 to 23:00, and now from 20:00 to 22:00. According to the rating, it ranks 2nd among the best shows of the Fuji-terebe channel. The topics are mainly related to Japan (earthquake, economy, border issues), world religions and extremism, constitution, China, Korea, war, gender issues, military, nuclear threat, etc.



The content of the show: a total of seven people will take part in the show. Two presenters (Ikegami Akira, Sasaki Kyoko), three permanent participants, two invited guests and spectators from outside. There are two presenters on either side of the screen in the center of the stage. While the main facilitator covers the topic, her assistant begins the show, conveying the audience's opinion to the main facilitator by saying a question on the topic or occasionally making small conclusions. Regular attendees and guests sit behind a table set diagonally to the left of the stage. They are mostly people like actors and writers, sports commentators, famous statesmen. Their role in the show as a representative of the people is to ensure the liveliness of the show through their knowledge of the topic, assumptions, suspicions, and occasionally mixed with funny jokes. The main presenter, Ikegami Akira, communicates with them and explains in simple language the places they don't know and don't understand. In front of the stage, the audience take their seats.

The meaning of the show: The assistant presenter introduces the topic and asks the audience a clear question about current events in the world, with regular participants and guests answering the question through the media or as a representative of the people at their level of knowledge. He then hands over the correct, clear, and concise answer, the opening word, to Ikegami Akira to explain the content of the question. Ikegami Akira explains a particular event in an easy and simple way. Newspapers, magazines and programs on the subject will be published, and the information will be presented through the media, based on which the issue is covered step by step in an interactive way with the audience and guests about the origin of the issue, the current situation and possible changes in the future.

The presenter's skills in the show, use of linguistic and paralinguistic methods, genre diversity: The text of the information has an unconditional effect on the human mind, and is imprinted on the mind depending on its written, audio or visual form. The linguistic impacts performed skillfully by the presenter in this show:

- 1) the transfer of information from the general to the specific or from the specific to the general;
- 2) to avoid science and terminology in the speech of the presenter, to express the opinion in simple words;
- 3) consistent delivery of the basis and explanation of the thesis.

In addition to the linguistic effect of information, the paralinguistic effect is equally important. The fact that the show's presenters are female and male in a sense promotes the regulation

of reasoning. The female leader addresses the male leader with a question that is of interest to the audience, which in turn serves as the main argument for the male leader.

While the female presenter always directs the show using a series of questions, the male facilitator bases the ideas in response to it. The female presenter's voice is mild, evoking a sense of calm. Akira Ikegami, the presenter, on the other hand, causes a sense of confidence in the audience through the way she presents the information, the timbre of her voice, the fact that she confidently states the details, the ideas are well-founded, and also being an adult presenter.

The five invited guests, meanwhile, participate as a lyrical retreat, analyzing the place and role of the analyzed information based on their life experiences so that the audience is not bored with the topic.

Throughout the show, we can observe a variety of genres specific to talk shows. Genres of commentary, reportage, interview are widely used.

Importance of the show: in the existing political and social talk shows today, we can observe the imbalance of the elements of recreation. The shows are classified as serious, spiritual-enlightenment, or super-entertaining programs. The audience for serious political programs is not wide, and mostly entertainment programs dominate.

In short, along with technical capabilities, beginner skills play an important role in the creation and popularity of a show. Each of the above skills requires a combination of certain qualities, the beginner must work tirelessly on himself, develop professional skills, as well as strive for spiritual maturity.

THE CONCLUSION

— It is important to note that the programs broadcasted and analyzed on Japanese TV screen from 19:00 to 22:00 consist of analytical recreational, political, recreational commentary and recreational cultural-educational programs. Analysis of political shows reveal that recreation is widely used not only in entertainment shows, but also in political and social shows. It is used for the purpose of relieving political pressure, easing the situation, if it is a conversation with famous politicians, supporting the interlocutor through a humorous assessment of the situation, helping him to enter the conversation.

— There are 5 criteria governing recreational broadcasting and the broadcasting set by the standards set by the Japanese national radio and television. According to research, it is one of the Japanese TV channels 「バラエティ」 – «varity» entertainment programs were found to have 11 different classifications.



— extensive, large number of light performances in modern Japanese “barais” through the analysis of Japanese entertainment shows; As a result of the large number of attention-grabbing programs, there is a tendency to focus on the process rather than quality, and to capture the audience by creating a friendly environment.

—Taking into account the main genres of television, the activities of TV presenters in Japanese television were analyzed and the following types of presenters were identified: reporter-presenter, idol-presenter, showman-presenter, analyst-presenter, publicist-presenter, interviewer, robotic presenter. Idol presenter and robot presenter are relatively new trends observed in Japanese television activities, and their specific aspects have been analyzed and studied.

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