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## The image of a TV-host as one of the main constituents of successful broadcasting

The article describes the problems of the image of a TV host as the means of attracting audiences resulting the overall success of a program. The relevance of the study determines the modern development of the media scene and evolutionary changes in it which are connected to the recent development in information and communication technologies. In spite of development of alternative means of mass media communication, television is and remains an effective source of information communication. This is due to the role of the journalist, the role of the host takes even greater place.

*Key words:* image, TV-host, broadcasting, communication technologies, mass media communication, TV journalist.

The influence of TV on the audience is obvious and becoming bigger in spite of the growth of Internet Journalism. In the world of intensively changing TV searching the new forms of audience attraction the role of a TV journalist is especially important. Looking for ratings big companies opt for «their» TV-hosts. The combination of his or her professionalism, skills and abilities, appearance, charisma and the program itself — all these make his or her image.

Image, as given in a dictionary, is an artificial look which is created in social and individual mind. It is made by PR, advocacy, advertisement to form a definite attitude in the collective consciousness to the object [1].

The notions which are close to the notion of «image» are «opinion», «reputation» and «authority». In literature they even identify «image» with them. A.Y.Panasyuk, for instance, thinks that image is the same as opinion, and sees the difference between them only in grammar use in the Russian language. It is more correct to use «image» in the word combinations like «image of a person (politician, lawyer)», «opinion» — in the word combinations like «opinion about a person (politician, lawyer)» [2].

A.P.Fedorkina and R.F.Romashkina give the characteristic of image as «social and psychological phenomena which reflects both conscious and subconscious components of mind of different social groups, the motivation of their behavior and forming images<...>, which are in demand by the society today [3].

As for the meanings of the word image, there may be one more — impression. All that a TV host leaves afterwards — mood, memories, attitude — all of them may be called image too. It is built up from many factors: appearance, speech, gestures and mime, ability to work in front of a camera and the way he or she feeds information.

«We trust the information if we trust the source of it», — Konstantin Bogomolov, the fashion specialist and Doctor of Science says [4].

The source is a TV host, first works within the frames of a definite program. Secondly, he or she realizes «his or her own» personal image. One of the good examples is a TV hostess of the program «Vremya» on the First Channel of Russia — Yekaterina Andreyeva. The style icon, as stylists call her, has been working for a long time on TV.

TV audience got used to see her in this style and cannot imagine her to be different, to be someone else. She is always perfect on TV. Her image might be called as exclusive: severe hair-do with parting, mild make-up and smart suits. Her hair was smoothed down even when there was big hair fashion. The style of her suits has not changed up to now although the TV hosts today «allow» themselves to wear low-neck blouses and suits, for example.

Her unchangeable appearance during many years and her unique style of information feeding mark her apart from most of her colleagues and make her memorable. She follows the same style in her everyday life as well. So, in this way she supports the mentioned above saying about a personal style, its initial role in creating the image of a TV host.

For example, the TV hostesses of the program for children «Spokoino inochi, малыши» are usually women (a prototype of a mother or a grandmother) who, on camera, follow the style of the program — they are kind and smiling. The intonation which they use is both teaching but at the same time homely comforting. A muscled sportsman or a roaring politician are obviously not suitable for this role. So, summarizing

what is said above, the personality of a TV host is an initial point in creating the image, it is a starting point for the channel directors and producers when they choose hosts for programs.

It is important that a TV host meets the expectations of the audience of the program.

Then his or her image becomes the main program director's trick and is used to demonstrate the main idea of the program.

Many specialists point out the following standard features which form the image of a TV host: healthy appearance, harmonious facial features, well-groomed hair, slim body, white and even teeth, pleasant voice, attractive gestures and vivid mind.

On the other hand, if we look at modern TV from the point of view of a spectator we can see that instead of regular, as a rule, dashes long-haired girls there are actors, doctors, sportsmen and journalists. Let us give an example: Irada Zeinallova, a reporter of trouble spots, now is a TV hostess of news round-up «Voskresnoyevremya» on the First Channel of Russia [5]. Her face is not promoted and is not media, but her voice and information feed are recognizable. She narrates instead of pronouncing the unreflecting crammed text. Irada Zeinallova is a TV hostess who does not own a Hollywood appearance, but her inimitable style of lead-in feeding, the way she gestures on camera, her mime and her almost heart-rending husk voice make the audience if not admire then stay in front of screens.

This is discordance in fronting news programs. In our opinion this quite unusual producer's trick is timely and successful. The program is still popular and is only making the audience wider. As we can see from the example above, the typical image of a TV host is changing. As a rule he or she is not beautiful or handsome but makes the audience well-disposed. He or she is intelligent and simple in communication. He or she is trusted by the audience, which in its turn, is the most important part in image making.

K. Stanislavskiy wrote about the «brimming» coming from a good actor to the audience. It seems that this ability to «brim» differs a good TV host from a regular reader in spite of his or her attractive appearance [6].

Other examples of «new» Russian hosts: Mikhail Yefremov and Larisa Guzeyeva. Famous actors are successfully managing the roles which are unusual to them. Larisa Guzeyeva is a TV hostess of the talk show «Davaipozhenimsya». Her image «with a sharp tongue» was made by the idea of the authors and her own contribution.

Her life experience and artistic skills help her during the program. Of course, there is a script of the program, but her humor, her exactly formulated advice, questions and reaction reflect Guzeyeva's individual originality of the personality. When a viewer sees and feels, as it is called, a soulmate, then he or she does not change the channel, because they like watching what is going on in a TV compound and the one who is hosting there. In other words, Guzeyeva is a simple woman who the viewers feel comfortable with.

This producer's trick of attracting popular people as hosts is used by the Kazakhstani TV companies as well. For instance, the program «Davaipozhenimsya» is hosted by a singer and actress Aigul Babayeva. There is one more popular Kazakh actress Asel Sagatova who is the hostess of a musical TV program.

TV in Kazakhstan is not developing as dynamically as in Russia or in Europe and the USA. If the news programs level the standard, the talk show or author's programs cause a lot of questions. There are not so many projects of high quality, interesting and recognizable.

The famous Kazakhstani journalist Artur Platonov is hosting a social talk show «Sluginaroda», where he is both a producer and a host. This project is for discussion of the activity of the people who influence our everyday life. The image of Platonov, the one who is not afraid to ask the «servants of the people» the questions which worry that people, was made in the program «Portretnedeli». These projects differ from the mass of the others, first of all — by their format, where they discuss «taboo» topics, secondly — the host's image. Audience cannot help noticing strange, sometimes annoying but definitely memorable Platonov's manner of behavior. Nobody will argue that there is no more such Platonov on the TV of Kazakhstan.

He has incredibly melancholic voice, unbelievably slow speech, looking frowningly and minimum active on camera — all these distinguish him from other hosts. We see that the necessary associative image has been made which Artur Platonov keep from one program to another. This image made by him allows his author talk show stay popular.

We should admit that Artur Platonov is one of the best examples of Kazakhstani TV hosts, the example of the fact that a personal image of a host distinguishes and successfully helps to perform before the audience. Even many years later he will be remembered.

One-type hosts who copy each other's manner and ways of acting and have no personal image leave a good impression of neither themselves nor the programs. At the heart of image making first of all there must

be his or her personality and individuality, the model of screen acting which would never be similar to any others.

Only when a TV host is holistic and his or her behavioral peculiarities are unique, they are inimitable and harmonic in their line of character and the performance succeed.

Within the context of imagology image is as made with the help of purposeful professional efforts with the purpose of increasing success rate of a particular client's (person's or organization's) activity or with the purpose of getting subjective psychological effect.

Most image specialists include in this notion not only the appearance which is his or her anatomical peculiarities and clothes style, but almost all characteristics that are perceived.

Thus Polly Bird says that image is «a whole picture of you which you represent for the others. It includes the way you look, speak, dress, act; your skills, your demeanour, pose and body language; your accessories, your surrounding and the company you support» [7].

V.M.Shepel, not limiting the image by appearance only, nevertheless takes image from the visual image, reminding that «image means vision in English. This is visual attraction of a person. A happy person is the one who has attractive image from God. Otherwise, as a rule, many people get this attraction thanks to the art of self-presentation» [8].

The TV host Valentina Leontyeva used to say: «You cannot play the role of a TV host — you must be him or her. You cannot disagree with that. In order not to get lost in the crowd and to differ from the others one should have his or her own image and keep it».

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### Тележүргізушінің имиджі эфирдегі жемісті жұмыстың құрамдас бөлігі ретінде

Мақала аудиторияны жинаушы және бағдарламаның нәтижелі болуының бірден-бір көрсеткіші ретінде тележүргізуші имиджі мәселелері жан-жақты қарастырылған. Зерттеудің маңыздылығы ақпараттық дамудың негізгі алғышарттары және осы саладағы ақпараттық, коммуникациялық технологиялардың эволюциялық өзгерістері арқылы анықталады. Альтернативті бұқаралық ақпарат құралдарының дамуына қарамастан, теледидар кең қолданыстағы тиімді ақпарат көзі ретінде қала береді. Журналистің, әсіресе бағдарлама жүргізушісінің аталған үдерістегі рөлі сипатталды.

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### Имидж телеведущего как составляющая успешного эфирного выступления

В статье рассмотрены проблемы имиджа телеведущего как средства привлечения аудитории и как следствие успеха всей программы. Актуальность исследования предопределяет современный контекст развития информационного пространства и происходящие в нем эволюционные изменения, связанные с новейшими достижениями в области коммуникационных технологий. Несмотря на развитие альтернативных средств массовой коммуникации, телевидение остается эффективным источником передачи информации. Характеризуется роль ведущего программы в данном процессе.