

TV JOURNALISM: HISTORY, SPECIFICS, DEVELOPMENT

The present work is a research paper on the history, the specifics, and the development of electronic media.

There is a great lot written on these three media, but most of the specialists have had their focus on one specific medium, whereas the theme of the dissertation gives the opportunity to follow the progress of each one of them separately, as well as within the triad radio-TV-the internet.

The research makes both synchronic and diachronic review of the phenomena and the processes related to the electronic media starting from the technical inventions, through the forming of journalism and its development stages, to the changes brought about by the latest technologies.

The thesis consists of seven chapters.

Chapter one, “From the Telegraph to the Computer”, deals with the technological grounds and the sequence of inventions and discoveries, which led to the prototypes of each of the three means of mass communication – radio, television, and computers.

Chapter two “The Development of the Radio as a medium” tracks the advent of the radio, first as it imposes itself as means of mass communication, and then as the field of radio journalism, with its specifics.

The same organizing principle applies for chapters three and four – “The Development of Television as a Medium”, and “The Development of the Internet as a Medium”.

Chapter five “Organizational and professional models” presents the different organizational models of development which the media took on, or are still taking on, depending on the different socio-political or economic system of the different countries.

Chapter six is focused exclusively on media literacy and the need for it in the modern society. The building principles of media literacy are presented stressing on the abilities of the individuals to understand and analyze the messages, so as not to be totally manipulated by the media.

The digital development of the electronic media is the last chapter of the dissertation, where the future prospects of development of the radio and the TV are outlined, taking into account their increasing digitalization. This is done parallel to the investigation of the ways in

which radio and television could catch up in quality contents with the ever growing technological perfection.

One of the important conclusions to be made by the present work is that in their achievement technologies are ahead of the media and the needs of the consumers, and to make the advancement parallel and in pace, the former have to slow down and wait a little bit for the latter, which, although seemingly impossible, has at least to be made aware of. However catalyzing the processes it induces in the means of mass communication and in the professionals working in that field, the technological boom cannot guarantee equally powerful stimulation of the intellectual capacity of people, matching the technological advancement. There is a dangerously growing gap between the two.

The sense and direction of development of the future media should be determined by the need for the social, economic, and technological progresses to go together, and not the technological, but the human element, the society, to be the priority and the driving force, as it has always been.

And one more thing: no matter how much the electronic media and society change, we can be sure of one thing – the means of mass communication will always lean on the past experience to move ahead in the future. This, in its turn, makes us confident that knowing the work on the new technologies will make it possible for us to imagine better the new, the coming means of mass communication.