

811. 161. 2688:7. 097

-

, 2, 58012
.: 803722 584836

ó
õ ö
ó
õ
ö
ö [13, . 154].
ö
ö [4, . 11].

ð ó , ö, (,)
 , , .ó .)
 , , [9,
 . 67].
 (, -) , ð ö ,
 ð ö .
 ø - (18-20),
 . : , , , , , , , ,
 , , , , , , , , , , , , , ,
 , , [12, . 35].
 12-13 , - ð ?ö,
 , , (,)
 : 1) , 2) (, 3) , ,
 4) , 5) (, 6) , 7) , 8) ,
 9) , 10) , 11) , 12) , 13) , 14) ,
 15) , 16) ? 50 5
 6 , : ; , , ; ,
 ð ö,
 . , , , , .
 ó 1) ; 2) ,
 ; 3) (ó) , , , ,
 , ó [1, . 18-19]. , () ,
 , öí ö [6, . 73],
 , ð ,
 ó , ø ö [6, . 71],
 ð ö, ø

(, , . ð ,)
, ó ö [11, . 26], ð
ö [3, . 304]. , ;
-ð ö . . ö. , í ó ;
, - ö [3, . 303]. ,
ð ö , , , ö [7,
. 47]. ð ö ó : ð ö, ð ö
ð ö, ó ø
, , , ó (,)
, , , . ð ö, , , ó
ð ö ó , , , : ð , , ,
, , , , , ; , ,
, , , , ,
ö [10, . 124]. , ,
(!) ø , , , ,
ó ö !ö, ö !ö, ö !ö, ö !ö , , ,
, , , , ,
ð ö , , , ,
, , , , , , ö ö

ó
 ó ;
 õ ö, õ ö.
 ó
 ø :õ ó
 õ; õ ó
 ø
 ()óõ ö
 õ ö, õ ö.
 ó
 (.). õ
 ;
 ö [10, . 127].

-
1. // .2000. 3. .53-56.
 2. // .
 3. // -
 .301-306. ., 1998.
 4. : õ ö, 2004. 36 .
 5. // .2005. 1. .7-9.
 6. //
 .1989. 5. .71-79.
 7. : , 1973. 317 .

-
8. // 2000. 3. .53-56.
 9. // 20. 3.1999. .66-67.
 10. // : 2 . .1. ., 1983. 489 .
 11. - // 2005. 5. .3-18.
 12. - // 1999. 20. 3. .28-47.
 13. : ð ö, 2007. 240 .

LANGUAGE AS THE BASIS OF A PLOT FOR TV PROGRAMMES ABOUT CHILDREN AND FOR CHILDREN

Olesia Zhuk

*Chernivtsi National University, Dept. of Journalism
2, Kotsiubynskoho Str., Chernivtsi, 58012, Ukraine
phone: 803722584836*

TV programmes for parents and children is an important and effective form of raising spiritual, intellectual, and ethical culture of a society. Not only with images and pictures, footage, and dynamics of their changes, interest of topics does it influences the audience, but also by means of a language of a presenter and that of TV programme's participants. What aspects of culture of speech are important, and what linguistic means should be used in the programmes, what is required of a TV presenter for programmes for parents and children – thoughts of an author on these issues in the article.

Key words: linguistic personality, TV programme, linguistic competence, telecommunication.

-

, 2, 58012
.: 803722 584836
ó

ð ö,

ó

11. 09. 2008
20. 12. 2008