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**COMMENTATOR AND REVIEWER  
IN THE FOCUS OF BROADCAST JOURNALISM**

The reviewer and commentator of radio and television broadcasting play an extremely important role in the system of practical television and radio

journalism. Considering the peculiarities of work and the specifics of presenting the material, the activity of a commentator and a reviewer has both common and distinctive features. First of all, a reviewer differs from a commentator by the ability to create scripts for complex «journal»-type programmes and communicate in the studio. Sometimes the name of the program includes the name of the reviewer: «An evening with Yanina Sokolova» («Channel 5»), «ResPublica with Anna Bezulyk» («Channel 5»). Secondly, the reviewer tries to be as unbiased as possible in his or her views and statements in any television and radio project, regardless of the political situation. Instead, a commentator always has certain subjectivity and bias in his or her statements, which can be especially felt and noticed in the political commentator's work. It can even be pointed out that a reviewer has encyclopedic knowledge in nearly all areas of life and science, has a broad worldview. Unlike a commentator, a reviewer mainly relies on facts, sorts them out and establishes the connection between various phenomena and events. A reviewer forms an overall picture of the phenomenon from separate facts. On television or radio, he or she is usually the author or presenter of summary information or information-review programmes, and relies entirely on facts already known to the listener or viewer.

At the same time, the work of reviewers and commentators has a lot in common:

- erudition, the ability to analyze and memorize large volumes of information;
- solid life experience, which provides a good foundation for professional generalizations, comparisons, conclusions;
- it is important that the personality of commentators and reviewers is recognizable and interesting to the viewer. That is, these should be charismatic professionals;
- the ability to express one's opinion, artistically pronounce journalistic monologues;
- understanding and feeling the audience.

The key features of the commentator's and reviewer's tasks and functions have certain peculiarities.

**The commentator's task** is to form a certain listeners' opinion about the state of affairs by skillfully and objectively selecting and comparing facts to help them evaluate the events correctly [1].

In general, the commentator's work is influenced by such characteristics as **time** (the journalist is commenting on an event that has already taken place, that is, it is relevant now, not in a week), **audience** (i.e. there is the audience

for which it is important to hear the comment on the event now), **message** (i.e. the text of the speech).

The commentator's task is made easier if he has the opportunity to use a teleprompter, that is, to read his or her text in a relaxed manner, as if looking into the eyes of the viewer and not glancing over the letters that pass by. However, this also requires a certain skill. And journalists who prefer not to appear on the screen at all, but simply read the comment along with the «picture» also made their life easier[4]. For example, when the staff correspondent of Inter TV channel Dmytro Anopchenko comments on the events in the USA or Natalka Fibrih – in Germany, it happens on the general background of the clip. Ostap Yarysh from the «Voice of America» service works live providing a commentary without an accompanying storyline video.

Sports commentator Oleh Laniak [3] says that the commentator copes with his or her task only when he or she helps the viewer or the listener, and does not interfere.

The commentator must take into account the level of competence of the audience in this or that issue. He or she should convince the audience with logic of motivations, temperament of the speech and noticeable distance in relation to the material. He or she must be ready to question his or her opinion, admit mistakes, and double-check own judgments.

The reviewer's journalistic skills lie in the ability to interpret and understand all the processes taking place in all spheres of society. For example, reviews of political, economic, and financial topics require a good understanding of these spheres of life, knowledge of the main trends and possible options for development in the near future. Therefore, there is a high degree of the reviewer's responsibility for the general direction of thought, ideological accents, and final assessments of the most important events of the day and week.

As exemplified by O. Drozdov, it can be said that every reviewer, just like a radio and television broadcast commentator, has his or her own peculiarity, his or her own recognizability (tone of voice, way of expression, use of artistic and journalistic tools and linguistic and stylistic constructions, gestures and facial expression (if we are talking about TV). Therefore, charisma and professionalism are important elements in the work of a commentator and a reviewer. These two elements help to perform tasks and functions.

In general, both review and commentary are analytical genres of journalism, *the task of which is to form social and public opinion*. That is why a commentator and a reviewer must always impress their audience being a person they trust. In this case, knowledge, expertise and competence are essential. Every word is well-researched and processed information. This is

how the credibility of a journalist who works in the review or commentary genre is being formed.

**The reviewer's task** on radio and television is to provide the readers with social guidelines amid all the facts and events, to teach them to interpret reality independently.

A commentator and a reviewer perform three special functions: **journalist, analyst, expert.**

**Analyst.** The analyst's function primarily determines the fact that a commentary and a review are analytical genres of journalism. Analytical television journalism, which is based on analysis, cannot do without synthesis. The journalist generalizes, summarizes, draws conclusions, that is, brings the opinion to a new level. The analysis is always based on the idea expressed directly or the selection of facts and arguments. An argument is a fact or opinion introduced into a system of logical, emotional connections with other facts and judgments, strengthened by this context and, in turn, increases the cumulative effect of this entire system of facts [2]. An argument is a form of evidence in a dispute, discussion, clash of opinions. A judgment is a form of thinking in which the connections between objects and their features or the relationship between objects are revealed by means of affirmation or denial. Each judgment has a certain structure (formation, connection of its elements), which depends on what it reflects – properties or relations between objects [1, p. 112].

**Expert.** Both the commentator and the reviewer perform this function due to the fact that each topic in one or another field must be presented flawlessly. For example, a good commentator or reviewer inspires trust, respect and interest in viewers/listeners when he or she is competent in the areas he or she is talking about. This fact affects the attraction of the audience, and therefore the ratings of the program. In this way, the journalist gains authority in the eyes of the audience (then they say: «as Ostap Drozdov noted», «as Dmitrii Karpachov believes», «according to Vitalii Portnikov», etc.), and on the other hand, he or she becomes a highly-demanded and desired skilled employee for a lot of television and radio media. The expertise of a television and radio commentator and journalist enables working with those media that are comfortable from professional and worldview perspectives. For example, in the past Taras Kozak (Viktor Medvedchuk's right-hand man) bought out the TV channel «ZIK», where Ostap Drozdov had been working for a long time, but did not want to break his beliefs and as a result, he simply left «ZIK». Then he was invited to work on another regional TV channel «NTA» with his project.

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## МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В УМОВАХ ГЛОБАЛІЗАЦІЇ

Інформаційний простір – це набір понять, організованих в інформаційну систему, яка описує діапазон значень, об'єкт може приймати задані правила і обставини. Таким чином, це скоординована, багатопланова структура, яка акумулює плоди діяльності соціальної взаємодії.

Міжкультурна комунікація – це спілкування між представниками окремих культур, обмін інформацією, знаннями, почуттями, думками речників різних культур.

Використовується у всіх прошарках, наприклад, такі як бізнес, туризм, спорт, науковому та освітньому просторі.