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Typology of the roles of science popularizers in popular science TV-shows

Кузнецова М. О. Типологія ролей популяризаторів науки в програмах науково-популярного спрямування. У статті досліджено ролі популяризаторів науки в сучасному українському телепросторі. Проаналізовано поняття «популяризатор науки» та виокремлено два типи популяризаторів у телепрограмах науково-популярного спрямування. Досліджено наявні типології ролей ведучих на телебаченні, а також сформовано на їх основі власну типологію ролей ведучих програм із науково-популярним контентом. Для створення типології було задіяно телепрограми науково-популярного спрямування, що транслювалися в українському телепросторі протягом 2016–2017 років. Було визначено, яка манера поведінки телеведучого відповідає тому чи іншому типу ролей, які ролі телеведучих відповідають тій чи іншій специфіці телепрограми науково-популярного спрямування, як ведучі комбінують різні типи ролей в одній програмі та яка модель поведінки частіше використовується: комбінація ролей або вибір однієї ролі.

Ключові слова: науково-популярний контент, науково-популярна програма, популяризатор науки, популяризація науки, телеведучий, телепрограма, телепростір.

Кузнецова М. А. Типология ролей популяризаторов науки в программах научно-популярной направленности. В статье исследованы роли популяризаторов науки в современном украинском телепространстве. Проанализировано понятие «популяризатор науки» и выделено два типа популяризаторов в телепрограммах научно-популярной направленности. Исследована типология ролей ведущих на телевидении, а также сформирована на ее основе собственная типология ролей телеведущих программ с научно-популярным контентом. Для создания типологии было задействовано телепередачи научно-популярной направленности, которые транслировались в украинском телепространстве в течение 2016–2017 годов. Было определено, какая манера поведения телеведущего соответствует тому или иному типу ролей, какие роли телеведущих соответствуют той или иной специфике телепередачи научно-популярной направленности, как ведущие комбинируют разные типы ролей в одной программе и какая модель поведения является более предпочитаемой: комбинация ролей или выбор одной роли.

Ключевые слова: *научно-популярный контент, научно-популярная программа, популяризатор науки, популяризация науки, телеведущий, телепрограмма, телепространство.*

Kuznetsova M. Typology of the roles of science popularizers in popular science TV-shows. The popularization of science takes place in various channels of mass communication, including television. The article analyzes the roles of popularizers of science in modern Ukrainian TV space. The concept «popularizers of science» was analyzed and two types of popularizers were discovered in the popular science TV-shows. Typology of the roles of the TV science presenters was researched and the new typology of the roles of popularizers of science in popular science TV-shows was discovered. Popular science TV-shows, which were broadcasted in Ukrainian TV space during 2016–2017, were previewed for creating this typology. It was determined what type of the behaviour of the TV presenter is relevant to the one of the roles; which roles correspond to the varying specificity of the popular science TV-shows; how TV presenters combine different types of roles in one programme and which model is more preferred: a combination of roles or a single role selection.

Keywords: *popular science content, popular science programme, popularizer of science, popularization of science, TV presenter, TV programme, TV space.*

Popularization of science is important not only as one of the manifestations of journalistic activities, but also as a way of enriching humanity of scientific information, updating necessity of everyone matters, even when the man himself are not intended these questions. Few of us pay attention in everyday life that science is everywhere and that it is the foundation of a developed society. The popularization of science takes place in various channels of mass communication, including television: «the Television images directly related to manipulative effect on the audience, and the result is the same view of the world that it imposes shaped television communication» [5] and, therefore, the role of television as a channel of mass communication, aiming at the popularization of science, to overestimate surprisingly difficult.

A figure of the communicator plays a very significant role in all communication, so it is logical that a lot of functions and tasks performed by the presenter in popular science telecontent. Various aspects of the personality of the presenter in the media described by E. Arapova, V. Goian, V. Gorchakova, P. Gurevich, I. Kornev, J. Krikunova, G. Kuznetsov, I. Mikhailyu, L. Mutovkina, Y. Shapoval, V. Shepel, E. Wenger and others. Along with this, the types of popularizers of science, or roles, performed by the presenter in the programmes in order to convey scientific information in a non-standard way, is an issue that is insufficiently investigated by Ukrainian scientists. This leads to the relevance of the work.

The work purpose is to establish a typology of roles for science communicators in the frame programmes of scientific-popular destinations. The purpose is due to the following tasks: to determine who are the popularizers of science in the frame of popular science films and TV programmes, classified in accordance with the roles in which

young people appear before the audience, to determine what roles are dominant among popularizers of science, how popularizers can be combined with each other and which roles correspond to certain mental of TV programme research areas.

How does popularizer of science on television, in which role he appears, «how are mismatched speech, gestures, behaviour in the frame, the appearance of the communicator, depends on his social role and the success of the TV show» [4:62]. It is through visual images in popular science TV programmes and movies to viewers mainly convey certain scientific phenomena, ideas, assumptions etc. In the case of popular-science television content, most often these visual images are the popularizers of science. Of course, there are television programmes that do not provide for popularizers in the frame, and it does not harm neither the perception of the viewer programme nor its integrity. For example, this is popular scientific programmes about the animal or plant world, where communication with the audience is maintained through a work programme directors, directors of editing, sound and others, which form visual images of animals (as in the «Wildlife of America», USA, 2012; broadcast on the TV channel «Mega» in November 2016), plants (for example, «The Wonderful World of Plants», USA, 2015; broadcast on the TV channel «Eco-TV» in September 2016), technology (for example «How It's Made?», USA, 2001; broadcast on TV channels «Discovery Science» in February 2016 and «Viasat History» from June to July 2017) etc. However, most of the programmes have popularizers of science in the frame, which ensure the communication with the audience.

Based on the fact that popularization of science is «the process of disseminating scientific knowledge in modern and accessible form for a wide range of people with a certain level of

preparedness for getting information» [6], we have ground to believe that in popular science teleproduct as popularizers work all the faces in the frame, which are involved to providing the viewer with scientific information, adapted for a mass audience. If the appeal to the general concept of «popularizer of science», it is translator of «scientific data in an interesting and understandable information for a mass audience» [6]. In all media, the term «popularizer of science» encrypted two figures: a scientist and a science journalist. We have analyzed the popular scientific TV programmes and movies of various themes with popular science content, which filled the Ukrainian TV in 2016–2017, subject to their compliance with the roles of «scientific journalist» and «scientist».

According to the results of the analysis, it can be argued that the terms «science journalist» and «scientist» combined the concept of «popularizer of science», it is incorrect to apply, talking about popular science TV product, because not in all recorded programmes popularizers of science fall only under the category of «scientist» or «scientific journalist». For example, in the TV programme «The Great barrier reef with David Attenborough», which was broadcast on the TV channel «Viasat Nature» in August 2017, a list of popularizers fall under the classic concept, but with a few refinements. Thus, among the popularizers were presented:

1. David Attenborough. By education he is a bachelor of arts in Natural Sciences; accordingly, he received the profession of the naturalist. However, during all his life David Attenborough has been working on the TV channel «BBC» on documentary programmes and films about nature, somewhere as a presenter, somewhere as the author and presenter of programmes [9]. He shows an example of a science journalist, but in this programme David Attenborough appears in a leading role, while in the frame and voicing visuals behind the scenes. As we view television product, it is advisable to classify David Attenborough for his role in the programme.

2. Andy Dunston, PhD, a biologist.

3. Robin Beeman, PhD, a sea geologist.

4. Charlie Veron, PhD., biologist, expert of coral reefs.

5. Katie Tauthend, PhD., a sea biologist.

6. Alistair Bertals, PhD, a sea biologist.

The last five scientists arrived at the Great Barrier Reef for research, a process which can contemplate the audience, and to learn about the life of animals, birds and fish from industry experts. In this programme popularizers of science

were made by scientists and a science journalist, but there are TV programmes where the presenter is not a scientific journalist, and specialist in a certain field is not a scientist. For example, in the programme «Mythbusters» (USA, 2003; broadcast on TV channels «Discovery Science» from October 2016 to March 2017 and «Mega» from April 2016 to November 2016) the panel of presenters is:

1. Jamie Hyneman. By education he is a philologist (he graduated from the faculty of Russian language and literature), the main profession is special effects specialist in film industry [7]. And only by creating the idea of the programme «Mythbusters», it is the first time when he has tried himself in the role of TV-presenter.

2. Adam Savage. In different periods of his life he worked as a projectionist, animator, graphic designer, a carpenter, a designer of toys, welder, landscape designer, etc. [7]. The main profession is a specialist in special effects in movies. In the programme «Mythbusters» also debuted as a TV presenter.

3. Salvatore Belleci. By profession he is a designer and manufacturer of models. Debuted on the television in programme «Mythbusters».

4. Grant Imahara. By education he is a bachelor of science in electrical engineering. By profession he is an electronics specialist and remotelaunch (remote control) [7]. In the programme «Mythbusters» for the first time tried himself as a TV presenter.

5. Kari Byron. By education she is a sculptor, by profession is an artist. In the programme «Mythbusters» worked as a TV presenter.

None of the presenters in «Mythbusters» has journalistic education and ever worked as a journalist, accordingly, none may be fully considered a science journalist. Also none of them can be called scientists, because they are not representatives of the scientific environment, do not publish their scientific works in authoritative scientific journals; they are representatives of the practical field of activity. However, often it is the scientists who are the authors of popular scientific programmes and they are presenters, such as Michio Kaku, PhD. in physics, which is a TV presenter of the popular scientific TV programme «SciFi Science: Physics of the Impossible» (USA, 2009; broadcast on the TV channel «Mega» in July 2016). The essence of the programme lies in the fact that the host, Michio Kaku, in each series programme selects one device that in reality does not exist at the time of the recording of a particular episode of the programme, and are an example of science fiction, and based on our own knowledge

of physics and modern possibilities of technology, he creates the device. Often for the implementation of a project of your own knowledge is not enough; in such cases, he appealed for help to the specialists of those branches of knowledge which can assist in the embodiment of a device from science fiction into reality. That is, in the «SciFi Science: Physics of the Impossible» all popularizers of science, as a TV presenter, and the vast majority of the experts, were scientists.

As for the scientists in the programme «Mythbusters», then list them endlessly, because the programme consists of 15 seasons, each with 15 to 20 episodes, and series an average of 3 scientific myths, for the destruction which almost always involve an expert. Such experts are usually not only scientists from universities, laboratories and the like, which conduct certain research, analyses in the programme, but also representatives of the practical field of activity this is doctors, builders, professional athletes, drivers, who based on experience, knowledge and skills.

Therefore, analyzing scientific and popular programmes and movies with non-fiction content broadcast in Ukrainian TV space over the period from 2016 to 2017, I can say that the terms «science journalist» and «scientist» in relation to popular science TV product to use is not really advisable. But popularizers of science on the screen are divided into two groups: «TV-presenter» (which, according to the analysis, may enter a journalist and a science journalist and scientist, and a representative of the practical spheres of activity) and «expert» (depending on the theme of the programme experts there may be, and the representatives of the media sphere, but most often it is researchers from the universities of: physicists, historians, biologists, geologists, art historians, and so on; employees of research institutions, physicians of different specialties, criminologists, engineers, workers of archives and museums, archaeologists and representatives of many other fields of activity which are applied in the framework of the TV programme for popularization of science). The term «expert» is interpreted by scientists as a «specialist in any industry, examines and is able, based on their knowledge and experience to provide expert advice» [2:348–349], therefore, this interpretation of people involved in the process of popularization of science in TV programmes as not TV-presenter, but as professionals in a certain industry, is the most appropriate.

A lot of interest in our study represent the types of popularizers accordance with the roles that they perform in TV programmes, because the

specifics of each individual programme is conditional on the existence of other images of TV-presenters and their behaviour in the frame, and popularizers of scientific-popular programmes and films with a popular science content in particular. E. Arapova in the article «The image of the TV host» identifies the following types of TV presenter roles:

1. «The repeater (a person who is the informant in the news);

2. Commentator (a person who combines his awareness with a demonstration of a certain point of view on current issues);

3. A moderator (a person who leads or brings together a group of experts who discuss a particular topical issue);

4. Generator of ideas (a person who discusses with a wide audience range of issues related to the discussion of certain issues that deserve attention);

5. Improviser (a person who wears a certain mask, who usually creates in the talk-show atmosphere of the carnival in the discussion of the wide range of issues: political, ideological, moral etc.);

6. The Joker (the entertainer that involves the audience in a variety of types of dialogue from infotainment to open opportunities in the gaming, entertainment, humorous programmes» [1:122–123].

This typology is general and primarily can be used for purely informational genres that are directly addressed by the author of the publication. But the said classification is only partially corresponds to the role of science communicators in television programmes, popular scientific content, due to the nature and genre of transmission. So, a large number of presenters of popular science television programmes act as repeaters, because the first and the main function of the broadcaster is informing. But «the Joker» as an independent and self-sufficient type of the presenter of popular science television programmes will not be considered. Obviously it is impossible to build a popular science programme with entertainment and jokes, because it does not meet the criteria of popular science programmes, but rather, as noted by E. Arapova, jokes are appropriate in playful and humorous projects. Since today there is no qualitative typology presenters of popular science and documentary TV programmes from popular science content, we tried to generate our typology based on the typology of E. Arapova. We investigated the same popular science television programmes for compliance typology of E. Arapova. Based on the observations, we have identified new types of

popularizers of science of the analyzed programmes. Accordingly, we have formed the following classification:

1. «Repeater» or «talking head». The term «talking head» is widely known and used in the media to refer to «the person who is applying the information from the television, while the viewer sees only the head and shoulders of man» [10]. The term «talking head» we used against popularizers, not focusing on the size of the speaker in the frame. Popularizer of science can be filmed in close-up, medium or common, but the nature of his role remains the same: he simply tells the information to the viewer, looking directly at the frame or at his companion, which is near the camera (for example, a journalist who conducts an interview with the «repeater» or «talking head» who is an expert in a particular subject), and without making anything else.

According to our observations, the popularizers of science, at least half the time act as a «repeater» or «talking head» (TV-presenter Konstantin Krupsky and the experts of the «War within us» (Ukraine, 2015; was broadcast on TV channel «Mega» in October-November 2016); TV-presenter Eric Thompson and the experts of the programme «The Universe» (USA, 2007; was broadcast on «Discovery Channel» in November 2016); TV-presenter of the programme «Ottak Mastak» Samantha Dadu (Ukraine, 2016; was broadcast on the TV channel «NLO TV» in February–August 2017) and others. For example, in the national TV programme «Ottak Mastak» presenter Samantha Dadu responsible for the rubric «Mind Games», where she presents the overview of the new computer video games. A girl stands at the thematic background, the screen is behind her, which demonstrates the video or simply abstracted images about what Samantha Dadu says, or footage from the new computer game. TV-presenter is filmed in close-up, medium and common, and she does not frame anything other than what appeals to the viewer looking directly at the camera, and not even appeals to what is going on behind her on the screen. Somewhere standing, somewhere sitting «talking heads» of other programmes behave the same way.

2. «Commentator» or «demonstrator». This role belongs to those communicators who demonstrate to the audience certain objects located within the frame, that is, pointing out to them, comment, describe and tell something about them. This role of science communicators is often found in popular science programmes on overview of technical developments in electronics, machinery, building structures, bridges and the like. For

example, one of the leading programme «Graveyard Carz» (USA, 2012; was broadcast on the TV channel «Viasat Explore» in August-September 2017), Mark Warman, in the first episode of the fifth season acts as a «demonstrator» of the elements for the restoration of the car. He is in the workshop near the work surface where you located all the details about that question. Mark tells how and by whom they were renovated: the «Company "Holly", resumed the carb. This is the carburetor "580", dual fuel pump, that's it, that's what was missing this beast. We put the Engine "380", the work of Robert. He has long worked on it, added different details and as a result, we got this view» [8]. Likewise, the «demonstrators» behave in other programmes.

3. «Improviser». This role belongs to the popularizers of science, who are forced to improvise a lot through the circumstances of the shooting process. We're talking about broadcasters who, for example, shoot a programme about wild animals, ancient tribes, living somewhere on the edge of the world. To predict the result of communication is impossible, what caused the further improvisation of the presenter. For example, when the presenter is dealing with wild animals, it is difficult to know in advance how a wild animal will react and behave; in addition, the broadcaster is not able to write lot of doubles, and often improvises, because such programmes often have to adjust the initial work plan, due to unpredictable circumstances. For example, the TV-host of «Chris Humphrey's Animal Instinct» (Australia, 2016; was broadcast on the TV channel «Viasat Nature» in October 2017) travels the most remote parts of Australia to take back to his own zoo animals that cannot live in the wild. On the way the presenter happens to countless other animals that crawl or in the hotel room of the lead when he stops to spend the night, or in his boot of while he was sleeping etc. Broadcaster is included with them in communication, and because some of the animals begin to run at him, or, conversely, to run away from him, Chris Humphrey is unable to follow the pre-planned scenario of the programme and written texts, what is the allocation type of role master «improviser».

But such types as the «A moderator», «Generator of ideas» and «The Joker» is inappropriate to apply to the broadcasters of the programmes of scientific-popular destinations, because the behaviour and role of the presenters in the frame do not correspond to entities of these types, which was formed by the author described classification. Thus, in particular, the role of the moderator is the best finds himself in a political

talk show. For example, the Ukrainian TV presenter Anna Bezulik «the main emphasis in the programme "I think so" did on the clash of opposing opinions. It is particularly important for driving is the ability to be a moderator of the process, not to give any of the parties to turn the debate into a regular podium of the proclamation of slogans such as» [3:27–28].

While the joke is a component of many programmes such as «Wild Things with Dominic Monaghan» (USA, 2013; broadcast on the TV channel Viasat Nature in October 2017), «Brain Games» (USA, 2015; was broadcast on TV channel «Mega» in June 2017) and others. Consequently, other types have been formed in accordance with the analysis of the roles and behaviour of leading scientific and popular programmes.

4. «The guide». Science popularizer in this role conducts a tour of the viewer in a particular locality. Presenter/expert moves in the frame, usually on the background of what he says. This can be exhibits at museums, historical monuments, places of outstanding events, such as battles or disasters, houses of prominent persons, parks, streets etc. The role of a «guide» is inherent in the popularization of science programmes about geographic, cultural, or historical areas. So, «guide» is TV-host of «The Six Queens of Henry VIII» (UK, 2016; broadcast in Ukrainian TV space in the period August to September 2017), historian Suzanne Lipscom. A woman, talking about Anne Boleyn, in the room in which the Queen slept, tells where she was preparing to exit etc. TV-host stops at the «exhibit» and talks about it when she passes from one object to another, points to its features and quality etc. Similarly behave «guides» from other programmes such as «The world inside out» («Svit navivorit», Ukraine, 2010; broadcast in Ukrainian TV space from December 2010 until now), «Heads and tails» («Orel y reshka», Ukraine, 2011; broadcast in Ukrainian TV space since February 2011 until now) etc.

5. «The experimenter». It is the role in which science educator conducts an experiment, that is, «one of the main methods of scientific research in which the study of phenomena occurs with appropriate elected or artificially created conditions» [2:348], or for acting on nature, which involves «an artificial reproduction of its various phenomena with the purpose of studying objective laws» [2:348]. Despite the fact that the experiment is a scientific method of research, and manufacturers of popular science programmes, it would seem, better to show experiments in programmes about science, according to our

research, the role of the «experimenter» is omnipresent. For example, in the «Hidden Killers of the Victorian Age» (UK, 2013; broadcast in Ukrainian TV space in the period from July to August 2017), which is the subject falls under the category of historical-cultural, TV-presenter Suzanne Lipscom taking part in the experiment, which proves that the steps are one of the types of hidden threats at that time. the presenter in the science lab experiments, pre-committing on your body motion sensors, as changing the mechanics of the movement on the stairs is the same height and depth as was in the Victorian Age. In the TV programme demonstrates a 3D-model of the motion of the TV-presenter by the stairs and we can see the analysis of the position of her body in comparison with the descent of modern steps which are below and deeper. In the programme «In search of the truth» («U poshukah istini», Ukraine, 2007; broadcast in Ukrainian TV space from October 2007 until now) where TV presenter Vyacheslav Garmash examines water from a variety of sources to determine its compliance with the sanitary norms for human consumption, he collects water samples from different parts of Ukraine and from various taps in the houses (those that are closer to purification plants, and those that further), gives in a specialized laboratory and analyzed them on the microorganisms with laboratory researches, and then announces the results.

In programmes about the exact science popularizers of science play the role of experimenters in almost every issue. For example, the TV-presenters of the programme «Mythbusters» in each episode of each season are the «experimenters» in each issue, due to the specifics of the programme. In particular, presenters Jamie Hyneman and Adam Savage separately, together, or together with the experts conduct experiments to prove or disprove a particular scientific or a myth, based on exact sciences: math, biology, etc.

The presenters of the programme «Ottak mastak» experimentally checked in every issue the influence of those or other phenomena and processes on the human body, using the laws of chemistry, physics, etc. (for example, in the 39-series Sergey Kunitsyn demonstrates what happens with fast food in the human stomach, mixing in the same container with the appropriate food solution that has the same chemical properties as the gastric juice). Michio Kaku, who is a TV-presenter of the popular scientific TV programme «Sci-Fi Science», also in each series of the programme is the «experimenter» in searching the best way to

create a particular device from science fiction with his own, using the achievements of computer engineering.

6. «Gold digger». It is the role of popularizer of science in the popular science programme in which the presenter or an expert programme looks for objects which will be discussed or which will lead the «Gold digger» to a new solution or a new search in the programme. This role is inherent to the popularizers in programmes with historical themes: in particular, speech can go about the finds from the archaeological site, things of outstanding figures of the past, the unique features that contribute to the exceptional religious, historical and cultural value – for example, the Shroud of Turin, the Holy Grail, the teeth of Hitler etc (the TV programme «Dead Famous DNA» (UK, 2014; broadcast on the TV channel «Viasat History» in October 2017). In the programmes of the environmental issues, where science communicators exploring the island to find birds' nests or burrows of animals, or forest, to find certain plants, etc. (the presenter and the experts of the programme «Great Barrier Reef with David Attenborough» (UK, 2015; was broadcast on the TV channel «Viasat Nature» in August 2017). Programmes popularizers of science are constantly in the search process; they independently wanted these or other objects, participate in excavations, go to the dangerous wilds of the rainforest, where they find their «treasures».

7. «The interviewer». It is the role in which science popularizer talking to someone, the interlocutors should be in the frame at the same time. Inherent in the role of a TV presenter and expert of different subjects of the programme scientific directions. For example, these are the popularizers of science programme in «Alaska Bush People: Wild and Free» (USA, 2014; broadcast Ukrainian TV channel «Discovery Channel» in August-November 2016), host of TV programme «Trust Me I'm a Doctor» (UK, 2013; broadcast of the Ukrainian TV channel «Mega» in December 2016) etc.

There are a number of popular science television programmes, in which the science educator, presenter, the expert, appears only in one role, for example, «repeater» or «talking head». So, in the programme «The Universe» (USA, 2007; broadcast Ukrainian TV channel «Discovery Channel» in November of 2016) experts Crag Forest (scientist of Southwest Research Institute, USA), J. Pesachov (College lecturer «Williams» in the US), the Holly Gilbert (scientist from the University «Rice») and others act solely as «talking heads», are often taken with large or

medium plan on the background that fit the theme of the story of the speaker or on the background of his work.

There are also programmes in which science popularizer appears in different roles. For example, mentioned by Michio Kaku in the «Sci-Fi Science» in some episodes he is the «experimenter», in other he is «talking head». Also in the «Mythbusters» presenters are «the experimenters» and «the interviewers»; in the programme «Museum secrets» the experts play in the role of «talking heads» and «demonstrators», and «experimenters». It should be noted that most often found mixed roles.

So, on the basis of analysis of scientific and popular TV programmes and films, broadcast in Ukrainian TV space in the period from 2016 through 2017 has been allocated two types of science communicators in television: «TV presenter» and «expert», it was found that the popularization of science in the frame correspond to such roles as «repeater» / «talking head», «commentator» / «demonstrator», «the improviser», «guide», «experimenter», «gold digger», «interviewer».

The popularity of a particular role due to specific programmes. In particular, if the «talking head» or «demonstrator» is a common role that would be appropriate for use in programmes about the exact and human sciences, and these roles are effective for different topics, the «experimenter» could not be better able to convey the essence of scientific discovery, to identify, confirm a certain fact or assumption, available showing by experiment that it is difficult to explain just in words. Effectively choose the role of «experimenter» in programmes about science, although, according to the study, this role is actively used in the programmes of other subjects.

The analysis also found that in one programme, a popularizer of science can serve more than one role, which indicates the feasibility of using this approach to shaping the role of the presenter of popular science television programmes, since this increases the efficiency of delivering information to the spectator, excites the interest of the audience to the behaviour of the presenter and, therefore, what he does, what is shown.

Using only one role, especially if it is very simple (for example, «repeater»), we can make the programme less interesting and more primitive, especially if it requires the specifics of dynamics and diversity. Therefore, the combination of the different roles of science communicators in one TV product is an effective means of enriching the popular science television programmes.

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