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YOUTH TV SHOWS OVERSEAS: THE BRITISH BROADCASTING CORPORATION (BBC) AS AN EXAMPLE OF THE EXPERIENCE IN THE UK

The BBC is the largest broadcasting organisation in the world, with about 23,000 staff. Its mission is to enrich people's lives with programmes that inform, educate and entertain.

It is a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. The level of the fee is set annually by the British Government and agreed by Parliament.

The original company was founded on 18 October 1922 by a group of six telecommunications companies—Marconi, Radio Communication Company, Metropolitan-Vickers, General Electric, Western Electric, and British Thomson-Houston—to broadcast experimental radio services. Headquarters are the City of Westminster in London.

The BBC uses the income from the licence fee to provide services including 8 national TV channels plus regional programming, 10 national radio stations, 40 local radio stations, and an extensive website.

The company's activities include programme- and format-sales, magazines including Radio Times and book publishing. The BBC also earns additional income from selling certain programme-making.

BBC World Service broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is funded by a government grant, not from the licence fee.

In this work we give our consideration most of all to BBC's TV channels and their youth shows.

So, BBC has 8 national TV channels. They are BBC One, BBC Two, BBC Three, BBC Four, BBC News, BBC Parliament, CBBC and CBeebies[1].

In the UK, BBC One and BBC Two are the BBC's flagship television channels. Several digital only stations are also broadcast: BBC Three, BBC Four, BBC News, BBC Parliament, CBBC and CBeebies. Digital television is now in widespread use in the UK, with analogue transmission being phased out by December 2012.

Let's have a look at the specific character of each channel.

BBC One is a regionalised TV service which provides opt-outs throughout the day for local news and other local programming. BBC1 broadcasts mainstream comedy, drama, documentaries, films, news, sport, and some children's programmes.

BBC Two home to more specialist programming, including comedy, documentaries, dramas, children's programming and minority interest programmes, as well as imported programmes from other countries, particularly the United States. An important feature of the schedule is Newsnight, a 50-minute news analysis programme shown each weeknight at 22.30. There are slight differences in the programming for England, Wales, Northern Ireland and Scotland.

BBC Three home to mainly youth-oriented programming, particularly new comedy sketch shows and sitcoms.

BBC Four niche programming for an intellectual audience, including specialist documentaries, occasional 'serious' dramas, live theatre, foreign language films and television programmes and 'prestige' archive television repeats. This channel works only at early morning, in the evening and at night.

BBC News dedicates news channel.

BBC Parliament is politics channel, covering both the UK Parliament, Scottish Parliament, Welsh Assembly, Northern Ireland Assembly and international politics.

CBBC Channel intend for children aged six and above.

CBeebies intend for children under six.

BBC opens new television channels too, for example, a new Scottish Gaelic television channel, BBC Alba, was launched in September 2008. It is also the first

multi-genre channel to come entirely from Scotland with almost all of its programmes made in Scotland.

Analyzing the British experience in television, it should be noted that the existing channels of Belarus to close its specificity BBC One and BBC Two. Organization and maintenance of channels of type CBBC and Cbeebies are not possible in the television space of Belarus, as since such channels can not advertise, through the sale of a Belarusian channels exist. BBC Parliament and BBC News is also economically disadvantageous for Belarus - the production of programs for the channels of this type will not pay off. TV shows with similar content of broadcasts of the British channel BBC Four rebroadcast in Belarus, but the production of programs for such a channel at this stage of development of Belarusian television is impossible too.

Согласно исследованиям, проведенных автором данной работы, в Беларуси ощущается нехватка телепередач, ориентированных на молодежную аудиторию: среди передач белорусского производства (региональные передачи не учитывались) существует только 13. Существование и популярность британского телеканала BBC Three показывает, что спрос на такую тематику есть.

Let's have a look at the conception of youth channel BBC Three and it's popular genres.

BBC Three is a television network from the BBC broadcasting via digital cable, terrestrial, IPTV and satellite platforms. BBC Three was launched in February 2003. The channel's target audience includes those in the 16-34 year old age group, and has the purpose of providing "innovative" content to younger audiences, focusing on new talent and new technologies. The channel is on-air from 19:00 to around 04:00 each night, in order to share terrestrial television bandwidth with the CBBC Channel. Unlike its commercial rivals, 90% of BBC Three's output is from the United Kingdom and other European Union countries. Since 2003 BBC Three has dedicated itself to one brilliantly simple idea - creating

the most thought provoking and entertaining programmes possible. 80% is original, covering various genres. They are:

- Sketch show (Horne and Corden , Man Stroke Woman, Tittybangbang),
- Sitcom (Don't Tell the Bride, Coming of Age),
- Talent show (Lily Allen and Friends, Upstaged, Move Like Michael Jackson, Dancing on Wheels),
- A reality TV show (Last Man Standing),
- Comedy (Two Pints of Lager and a Packet of Crisps)
- Adult animation(American Dad! , Monkey Dust)
- Beauty shows (Britain's Missing Top Model, Look But Don't Touch, Snog Marry Avoid?)[2].

The channel also shows some matches of England's Women's team and another sports events, for example The 2008 Africa Cup of Nations.

The channel features hourly news updates called 60 Seconds, presented by Sam Naz during the week, which include the top news, sport and entertainment stories. They are presented in a relaxed style in keeping with the rest of the channel.

Monkey Dust was twisted adult animation which graphically depicted many stereotypes such as paedophilia, racism and youth 'hoodie' violence.

BBC Three is also home to many pan-psychology based programmes which bring topics such as addictions and childcare into an entertainment and educational context. (Freaky Eaters, Spendaholics, Sex..with Mum & Dad).

Список использованной литературы:

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