



RADIO SERIES AS THE FIRST APPEARANCE OF A TELEVISION SERIES

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<i>A B S T R A C T</i>	<i>KEYWORDS</i>
In this article, the role of 19th century novels and radio series in the creation of television series is studied	<i>novel, radio, television, radio series, TV series, advertisement, marketing, broadcast, script, daytime program.</i>

While the origin of the television series goes back to the serial novels in the fiction literature that appeared in the 19th century, radio series can be cited as its direct ancestor. The main focus of this type of novels was on women. In the 19th century, when women were mainly raised as housewives and mothers-to-be, writers began to create novels that showed the first buds of feminism. Later, the idea of transferring these traditions to the radio was born, and in order to use the available opportunity, radio series appeared in the world.

Radio serials began to occupy airtime in radio broadcasts starting in the 1930s. At the time when television and television were not yet created, the role of radio in people's lives was extremely incomparable, and the majority of listeners were housewives. Readers, who used to be limited to reading their favorite characters from books, now have the opportunity to listen to their voices, thereby turning from readers to listeners. "The first series is "Painted Dreams"- author Phillips Irna. The premiere of the series took place on October 20, 1930¹. The idea of preparing this radio series was initially launched without any sponsors, but after a while Lord and Thomas became a sponsor. Now the creators had to advertise the sponsor's products in the series. Thus, large companies and firms began to sponsor radio series as an effective means of advertising their products. From this it can be concluded that the purpose of the first radio series was not to create a work of art, but to make a commercial profit.

In this way, new series started to be created, and after them, the volume of product sales of sponsors increased significantly. The next series "The Story of Moran" was created in 1933 on the order of "Pillsbury Company". It seems that after the success of "Painted Dreams" series are now made to order. In the same year, the comedy series "The Puddle Family" (by Phillips) was broadcast. The series written by Flips was sponsored by "Oxydol". It is in this series, at the suggestion of this company, that

¹Zaitseva Svetlana Alexandrovna The genre of the television series As a cultural text. Dissertation for the degree of candidate of philosophical sciences. Moscow 2001. On p.13.

the combination of genre elements of the TV series with the context, which has become an axiom (the context refers to the everyday reality of the viewer) is a code².

Through the series "Puddles Family" it became clear that it is a big mistake to prepare the text of the series before finding a sponsor, the sponsor wants to make changes to it, and after that, a lot of time and money will be lost. This factor caused the series to be stopped. This mistake was a good lesson for Phillips and his colleagues.

Procter and Gamble's takeover of the serial production process opened up the advertising possibilities of radio serials and took them to another level.

"From 1932 to 1937, Frank and Anne Hammert created the first daytime soap opera schedule. It seems that they understood the peculiarity of the series text in its openness. The openness of the text of the TV series has become its code"³. Frank and Ann Hammaert understood that the success of the series depends not only on its text, but also on the funds provided by sponsors. They "revived" the characters who won the audience's love in the previous series in the new series and thereby managed to gather a large audience.

For four years after the appearance of television, serials were shown on radio and television in parallel. That is, exactly one series was broadcast on both television and radio. Naturally, the format of the two did not differ much from each other in the period when the post-production structure was not yet developed in television. However, the only positive experience of adapting a radio series for television was made by Irna Philips. It was the TV series "The Building Light". The difference in the nature of the language of radio and television was evident"⁴. This was the first big step in the development of the TV series.

But during World War II and its aftermath, ratings for radio serials plummeted. The war changed people's lives, including the position of women in the family. Now women were not only in the position of housewives and mothers, but also as self-confident, financially independent individuals with their own careers. Busy women no longer had time to listen to radio serials, and the topic of housewives was no longer of interest to most of them. For this reason, the creators of the series began to focus on other aspects.

By the end of the 70s, the structure of television series also changed significantly. This was a situation related to the reform of daytime programs on television. By this time, Alfred Hitchcock ("Alfred Hitchcock Presents", "Suspicion", "Star time", "Alcoa Premiere") and Frank Capra ("Our Mr. Sun", "The fourth Capra film in the Bell Telephone Series", "Why Professional directors who made films for the big screen, such as "Why We Fight", began to make TV movies and series for television..

From the 1980s, the ratings of daytime TV programs began to rise suddenly. The reason for this was the airing of Frank and Doris Hursley's "Central Hospital" ("General Hospital", "Tsentralnyy hospital" from 1963) and "Dynasty" ("Dynasty", 1981) of the American television producer and director Aaron Spelling.

Radio serials played a major role in the formation of television serials, creative use of literary works for their dramaturgy, and transition to television format. As a result, within a short time, TV series became a competitor of radio series. In the process of competition, the audiovisual capabilities of

² Zaitseva Svetlana Alexandrovna The genre of the television series As a cultural text. Dissertation for the degree of candidate of philosophical sciences. Moscow 2001. On p.13.

³ That source. On p.13.

⁴ That source. On p.14 .

television naturally prevailed and turned radio listeners into viewers of TV series. It follows that radio series can be the basis for scientific research in different aspects.

Literature

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