

Miklós Gyórfy – The Interview on Neo-television

T h e s i s

In my paper I bring into focus a single genre of content, the television interview. The reason for this on the one hand is the poor or out-of-date state of literature on this topic available in Hungarian, and on the other hand the deficiency of adequate handbooks necessary for scholars and students of media courses.

It is my intention to present how has this genre, born in press, been adapted to the standards of television content industry, while this industry itself has also radically evolved. To introduce this process I invoke the terms „Paleo-television” and „Neo-television”. My train of thought consists of media science theories on modernism, postmodernism and late modernism that can help interpret the ways, emphasis and standards of contemporary dialogues on television, and hopefully lead to more productive and cooperative dialogues.

In spite of my focus being on the popular and widespread genre of television interview, I deliberately avoid questions as „what is the essence of a good interview” or „how to make a good interview”. I think that due to the nature of the problem, it is impossible and beyond reason to look for the answers to these questions. The interview is a subjective genre, still one has to know, how it can and cannot be applied.

I intend to demonstrate changes that have happened during last 50 years and to point out, we are nowhere near the end of them.

A new cultural public is under the way, we face a kind of media consumption, new media technology tools are under development and new media genres have been born. Hybrid genres made from Paleo-television and Neo-television elements come into existence and define the future of television interview as well.