
THEORETICAL AND PRACTICAL ASPECTS OF MASS COMMUNICATIONS

УДК 070.431.1.6

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Factors in the development of professional competences at students TV-journalists at KNUCA

Федоренко В. П., Котляр С. В. Особливості формування професійних компетентностей студентів тележурналістів КНУКІМ. Стаття репрезентує теоретичний аспект професійної підготовки майбутніх журналістів у КНУКІМ. Доведено, що формування студентів на кафедрі теле-журналістики та майстерності актора КНУКІМ пов'язано з ідеями компетентного, особистісно-орієнтованого, людиноцентричного підходів у сучасній освіті. Висвітлено приклади проведення практики студентів КНУКІМ та їх пошук. Відзначено, що викладачі КНУКІМ можуть сприяти формуванню сприятливого середовища, позитивно впливати на успішність самореалізації студентів. Зазначено, що в умовах реалізації державної політики у сфері освіти інтеграція до Європейської системи кваліфікацій вимагає запровадження нових підходів до рівня знань, навичок, особистісних і професійних компетенцій випускників закладів вищої освіти цілому та тележурналістів зокрема. Це потребує реорганізації навчального процесу, впровадження інтерактивних форм і методів професійного навчання майбутніх журналістів. Спільна робота викладачів і студентів-журналістів, залучення практичної діяльності дозволить гармонізувати структуру особистості, розвинути мислення, розкрити приховані можливості й активізувати професійне становлення студентів.

Ключові слова: *майбутні журналісти, телевізійні ведучі, освіта, вимоги до фахової підготовки, самореалізація.*

Федоренко В. П., Котляр С. В. Особенности формирования профессиональных компетентностей студентов теле журналистов КНУКиМ. Статья представляет теоретический аспект профессиональной подготовки будущих тележурналистов КНУКиМ. Доказано, что формирование студентов на кафедре теле-журналистики и мастерства актера КНУКиМ связано с идеями компетентного, личностно-ориентированного, центричного подходов в современном образовании. Освещены примеры освоения практических навыков студентами КНУКиМ и их поиск. Отмечено, что преподаватели КНУКиМ могут способствовать формированию благоприятной среды, основательно влияя на успешность самореализации студентов. Проанализировано, что в условиях реализации государственной политики в сфере образования интеграция в Европейские системы квалификаций требует внедрения новых подходов к уровню знаний, навыков, личностных и профессиональных компетенций выпускников высших учебных заведений, и в частности теле журналистов. Это требует реорганизации учебного процесса, введение интерактивных форм и методов профессионального обучения будущих журналистов. Совместный синтез в работе преподавателей и студентов-журналистов, вовлечение в практическую деятельность позволит гармонизировать структуру личности, развить мышление, раскрыть их скрытые возможности и активизировать профессиональное становление студентов.

Ключевые слова: *будущие журналисты, телевизионные ведущие, образование, требования к профессиональной подготовке, самореализация.*

Fedorenko V., Kotliar S. Factors in the development of professional competences at students TV-journalists at KNUCA. The article represents the theoretical aspect of future journalists' professional training at KNUCA. It is proved that the formation of students at the department of television journalism and skill of the KNUCAactor is connected with the ideas of competent, personality-oriented, human-centered approaches in modern education. Examples of the practice of KNUCA students and their conclusions are covered. It is noted that KNUCA teachers can help to create a favorable environment, positively influence the success of students' self-realization. It is noted that integration of the European Qualifications System in the conditions of the state education policy requires the introduction of new approaches to the level of knowledge, sills, personal and professional competences of graduates of higher education institutions, and in particular of television journalists. This requires a reorganization of the educational process, introduction of interactive forms and methods of professional training of future journalists. The joint work of teachers and students-journalists, involvement of practical activities will allow to harmonize the structure of the personality, develop thinking, open their hidden opportunities and activate the professional development of students.

Key words: *future journalists, television presenters, education, requirements for professional training, self-realization.*

Scientists have shown that continuous education and formation of professional competences of a TV journalist, TV presenter or actor takes place all that time of studying at the university. Thus, the following prestigious Schools operate at the Kyiv National University of Culture and Arts: School of

Film and Television; School of Hotel, Restaurant and Tourist Business; School of Design and Advertising; School of Public Relations and Journalism; Department of International Relations; School of Music Art; School of Choreographic Art; School of Performing Arts; School of Information

Policy and Cybersecurity; School of Event Management, Fashion and Show Business; Department of Philosophy. KNUCA supports two-level higher education: «Bachelor» (4 years); «Master» (1 year 5 months) [10]. The scientific and creative potential of the university allows to provide a high level of training of specialists in the fields of culture, art, tourism, socio-cultural sphere. The main purpose of the activity of the scientific and pedagogical staff of the university is to give students a sense of modern methods of creative and scientific research, to develop the professional skills of television journalists and to skillfully apply them into practical activities.

KNUCA not only contributes to the formation of a personal structure of a student mastering the profession, but also develops their needs in the formation of personal and professional skills. A significant development direction is the realization of own resources and opportunities. The scientific-pedagogical staff of the university provides students with the help of modern methods of scientific research, forms their professional skills, promotes their practical application. This process of student formation continues all the time of studying at the university.

At the School of Cinema and Television, future journalists students acquire new knowledge, skills, professional competences, this defines a clear position in different spheres of life, in professional communication and so on.

The theory of journalist activity has been described by V. Agranovsky, V. Halych, V. Zdorovega, S. Korkonosenko, I. Mykhailyn, V. Rizun, N. Fedosov and others. The methodology and practice of forming journalists are analyzed in the works by G. Aineke, T. Budaryna, O. Byryuk, A. Bogatchov, S. Gurevych, N. Ryzhykh, I. Chemerys and others.

K. Abulkhanov, M. Ginsburg, E. Golovakha, I. Demin, S. Rubinstein and others describe the subjective conditions for the formation of successful self-realization of students and students psychology of life orientation of the individual as a unity of ideas, values and relationships, which determines the choice of a person in different situations [1]. It is in this unity that the potentialities of the individual manifest themselves.

While studying at KNUCA, student-journalists, future TV presenters, actors are determined by their own life orientations: professional journalism is formed, knowledge of the profession and practical activities in the field of media and journalism are acquired. They master new principles, forms and content in 21st century journalism. A significant

task at the initial stage of training is to familiarize with the history of the National Television Company of Ukraine, now with the peculiarities of national public service broadcasting and other national media that carry out education of citizens [15]. According to the updated content of education in accordance with new state standards, the professional orientation of the educational process is obligatory visit to the students of the Museum of Television at Melnykov, 42. It is located in the building of the Telecenter and belongs to the National Television Company of Ukraine, has more than 800 exhibits on the history of television and media [15].

«Our TV channel was the FIRST in Ukraine, and the era of Ukrainian television is associated with the words FIRST and FIRST! So, the FIRST! Chronology of Events: Kyiv Television Studio – 1951 Republican Ukrainian Television: UT 1 – 1965; UT 2 – 1972, UT 3 – 1976 State TV and Radio Company of Ukraine – 1991. National Television Company of Ukraine / First National – 1995. Public Broadcasting / FIRST – (2015 – the Law on Public Broadcasting was signed / 2017 was created by PJSC NSTU). The first broadcast in the Ukrainian capital took place on February 1, 1939. From a small studio in the center of Kiev a photo of Sergo Ordzhonikidze had being showed for 40 minutes. A new era of Ukrainian television began in 1951. On November 5, 6, 7, 1951, each of these dates may be considered the birthday of Ukrainian television. Triple names are connected with threefold launches on air: November 5 – the movie «Aleut goes to the Mountains», which told about the cruel exploitation of the inhabitants of Chukotka, the 6th – the propaganda tape «Big Zagreva» and, finally, the 7th – the FIRST live broadcast of the October demonstration from Khreshchatyk – LIVE! [16].

As an example, for the sake of imitation, we focus the students' attention on the activities of the first Ukrainian television broadcasters who appeared on television in 1952. These are talented and extraordinary personalities who have been selected on television by Olga Danylenko, Olena Mykolaieva and Novella Serpionova. They began airing with the words «Good evening, fellow radio viewers!», at that time, even, not yet determined to call those watching television.

«The first mobile television station appeared in 1954. Thanks to PTS-52, a live broadcast was held in Kyiv on the occasion of the 300th anniversary of the Pereyaslav Rada, as well as a football match of Kyiv Dynamo, which won the USSR Cup for the first time.

THE FIRST NEWSLETTER ISSUED IN NOVEMBER 1956. This year, the FIRST Television Theater – «Kiev Experiment» appeared at the Kiev Television Studio.

THE FIRST in the Soviet Union, the Kiev Television Studio begins the daily evening children's cycle "Evening Tale" (1963). For 25 years, the legendary grandfather Panas (Honored Artist of Ukraine Petro Vesklyarov) was the presenter of the TV fairytale on Fridays.

THE FIRST SCREENER called "UT" appeared on TV screens on January 20, 1965, which symbolized the beginning of the united national TV programme of Ukraine.

In 1968, for the first time, the Kyiv Television Center receives, and subsequently, – transmits the COLOR signal to the SECAM standard.

UT-2 channel appeared on the basis of the FIRST National in 1972, and UT-3 channel in 1976.

THE FIRST TGC – the portable journalistic video complexes of Betacam, appeared in 1980.

FIRST JANUARY 1993 State TV and Radio Company of Ukraine, Becomes a True Member of the European Broadcasting Union, which later allows to become an exclusive partner of broadcasts of Eurovision, Olympiads, many International sports competitions. This year, in Kiev 42.

Since 1995 the channel has been called the FIRST National or National TV Company of Ukraine, according to the Decree of the President of Ukraine No. 12 «On Improvement of the State Television and Radio Broadcasting System of Ukraine».

In 2002, in cooperation with the National Space Agency of Ukraine, NTUU has launched satellite broadcasting. The satellite broadcasts the programmes of the FIRST TV channel and provides informational presence of Ukraine in the world mass media space. In 2008, NTKU has launched Internet broadcasting. April 7, 2015 – Public Broadcasting / FIRST.

January 19, 2017 – NSTU PJSC was formed» [16].

Now we can proudly tell about the work of the first television leading professional Ukrainian journalists: Lyubov Sergiy (first parliamentary journalist of Ukraine), Tetiana Tsymbal, Vasyl Vovk, Ukrainian directors Oleksiy Sergiyovych Odynets, Natalia Uvarova from the first Dykelya skills and abilities) and many others who have made the history of Ukrainian television, this further training helps journalist students take into account the specifics of the work of modern magazines and needs of the Ukrainian target audience.

In the context of the implementation of state policy in the field of education, integration into the European system of education requires the introduction of new approaches to the level of knowledge, skills, personal and professional competences of graduates of higher education institutions. This requires a radical reorganization of the educational process, introduction of interactive forms and methods of professional training of future journalists.

While studying, a KNUCA student not only gets a theory in many subjects, but also explores the full spectrum of personal potentials and awareness of a multimedia dimension of the traditional genre classification, because today the genres of media journalism are increasingly related to the classification of the audience that wants to be told non-linear stories (that is, to direct your own story navigation).

Practical skills mastering begins with the introductory practice of first-year students. Introductory practice is an integral part of the training of specialists in the specialty 021 «Audiovisual Arts and Production», qualification «Television journalist, leading television and radio programmes», Bachelor's degree.

In accordance with the curriculum, the first year introductory practice is conducted on TV channels of Ukraine, companies for the production of cinema and television production, the State Museum of Theater, Music and Cinema of Ukraine, the TRC located in Kiev and in the respective laboratories of the FCITB KNUCA training base.

The plan of visits to the practice bases is drawn up in accordance with the specifics and work schedule of the institutions.

According to the «KNUCA Student Practice Regulations», the general organization of the practice and the control over its ongoing in the university is carried out by the head of the introductory practice, the head of the laboratory, which, according to the decision of the head of the educational institution, is subordinated to the dean of the School. He or she directly performs organizational work, promptly manages the practice and evaluates its results by a department that appoints practice leaders from among experienced teachers.

The form of student reporting on the results of the internship is to set off in the presence of a properly designed diary with feedback and assessment of the student's work during the implementation of the programme of practice, signed by a direct supervisor from the practice base. The result of the implementation of the practice of

professional practice is the student registration of documents:

The practice diary is filled out in accordance with the form with affixed seals and signatures in the indicated places. Diary is the student's main document during the internship. When a student completes an internship, a diary for him / her is also a certificate of practice.

During a practice period, a student daily briefly records in his/her diary all that he/she has done in the day to complete the calendar of practice.

Not less than once a week, the student is required to submit a diary for review to practice leaders from the department and from the practice base. Supervisors check the diary, give written comments, additional assignments, and sign student's records.

BASES OF PRACTICE

The plan of visits to the practice bases is drawn up in accordance with the specifics and work schedule of the institutions for the next year:

№	Base of practice	Address
1	UA Television Museum: The First	Kyiv, str. Melnyk, 42
2	LLC «TV channel STB»	Kyiv, str. Shevtsova, 1
3	TUMASOFF GALERY gallery	Kyiv, str. Borschagovskaya, 154
4	КР «Voice of Kiev»	Kyiv, str. Degtyarevskaya, 37
5	Novyj Kanal, Limited Liability Company	Kyiv, str. Turgenevskaya, 25
6	HIT FM radio station	Kyiv, str. Victoria Needles, 15/15
7	State Museum of Theater, Music and Cinema of Ukraine	Kyiv, str. Lavra 9, bldg. 26
8	Laboratory of the Department of Television Journalism and Acting Skills	Kyiv, str. Chygoryna, 14
9	LLC «TV and Radio Company Ukraine»	Kyiv, str. Space Heroes, 4
10	LLC «TV Channel Direct»	Kyiv, str. Mechnykov, 2-A

At the end of the internship, a diary, along with the report, is reviewed by practice executives who write reviews and sign diaries.

The student must submit the completed diary together with the report to the department from which he or she has been practicing.

Actors, TV presenters, first-rate television journalists are immediately trying to get into the various castings that conduct various test channel TVs on call-back projects, as well as castings on television production studios, the main products of which are endless shows. Having become acquainted with all trends of show production of our crane, with all problems, system and secrets of cinema, it is important to acquaint beginners with the basic requirements – casting and selection of characters.

As an example we give a report by Veronica Shlyakhova, a 3rd year student of TBA-36 about her practice at TV and Radio Company «Ukraine» and getting acquainted with a casting process to cinema or advertising projects. This is not only her success story, but also her conclusions about participating in the process of selecting not only actors but also the work of directors and casting directors, representatives of advertising agencies and more. She tells us about how to be cast to a movie and how castings to movies, advertising and shows in general go through. After the casting director or an agent has invited you to the casting, it is important that you

arrive at the specified address without delay and in an appropriate clothing. When you arrive, ask the other cast members whether it is worth the turn or the casting director calls the cast on the list himself.

When it comes to casting for a role in a movie, the casting director usually sends you a pre-emailed text or an entire dialogue to learn and play to the cast. Of course, you do not have to come to the casting unless you are prepared and have not learned the role.

Usually, castings are advertised on site for advertising. It is small, so it can be quickly studied.

At the casting you will first need to introduce yourself to the camera, namely: name and surname, date of birth, height, size of clothing, education and telephone number. The casting director may then ask further questions. When shooting a video card, it is important not to shift from the point you were exposed to, as the beginner may fall out of frame.

After filming, video cards will usually be asked to play a dialogue either with the casting director himself, or with another actor trying on another role in a project. Casting directors are reluctant to write a few takes, so try not to make mistakes. The casting time is limited and the casting director should have all the cast members, etc. on camera.

Each casting may have additional requirements. For example, bring a casting director printed photos or a digital flash drive, have clothes of a certain color or style, make a certain hairstyle, bring with

you your musical instruments, if required by a role and so on.

Stages of casting in cinema and advertising

1. The first stage of selecting an actor for a role is photo casting, that is, primary screening for a photo, so as not to waste time on actors who do not even fit the character.

2. The second stage of casting is an in-person casting, when you will be recorded on a television camera to show you to the director or producer if they were not present at the casting themselves.

3. The following actors or models may be called to the director for final approval.

4. Can still call on fitting clothing for shooting.

5. And then set shooting days.

Sometimes casting is a video interview: you are asked to introduce yourself and tell a few words about yourself. At casting, the purpose of this interview is not just to find out about your life, but to see how you feel the camera.

Audition is the next stage of selection. As a rule, candidates study part of a script, make up, play the scene. If you are convinced by a director, play your role. Sometimes the audition is made quickly (directly for the casting of applicants, bring them the script and give them an hour to prepare), sometimes – in no hurry to read the results of the casting, select candidates, send them a script, and in a few days arrange the audition. Having time to prepare is a big plus.

As a result, we have: first the casting, then the tests. Casting is the primary selection, the acquaintance where you need to show yourself as naturally as possible, the tests – the most responsible moment, where the actors require skill and skill in the struggle for the role. The stages of finding your place for casting, selecting participants and actors becomes a very interesting process for beginners. Especially during the final approval of actors on the role or the approval of the participants to the reality show, the responsibility is felt for the final result, what will be the product of creativity of the whole team, and here will be developed the skills of journalists during interviews for various reality shows and the skills of the director and casting of the director during acting tests. For example, casting in a commercial takes 50% of the time from the production of the entire clip «from idea to broadcast».

Updating the content of the profession requires new professional knowledge. For example, our students learn the features of a multimedia note. So, the specialists of the department provide an opportunity to master a creation of modern multimedia notes that require compliance with basic

conditions: it must consist of different elements of information and be reflected on a modern technological platform, which makes viewing each of these elements accessible, have many elements (formats) of information, including: photography, drawing, text, video, audio recording, animation and more. The combination of these elements was previously restricted to media types. For example, the newspaper relied on text and picture (visualization) capabilities [9]. Television – on text, picture and sound. Radio is mainly on the possibility of audio information. Today, it is based on the synthesis of the arts, and this is reflected in the synthesis of various types of information, for example in large holdings (BBC, Deutsche Welle, UNIAN). They also produce news feeds, news photos, prepare material for radio stations and multimedia channels. Creating a multimedia story is based on the idea of a single, universal platform.

The development of multimedia history is linked to the emergence of new technological platforms that have allowed the media and media to combine many formats in a single note or story. An example is the introduction to The Associated Press (AP, Associated Press, AP), a US-based international non-profit news agency, headquartered in New York. It acts as a cooperative, unincorporated association. The Associated Press own newspapers, radio and television stations in the United States. These editions prepare materials for The Associated Press and at the same time use articles written by its staff. The Associated Press has about 200 correspondent points in over 100 countries. Many newspapers and broadcasters outside the United States are subscribers to The Associated Press to pay for the agency's materials [22]. An example is the practice of 3-year TBA-36 student Alexandra Vynnychenko on BrainTV, where she had the opportunity to communicate with various interesting and educated people, who not only did a lot for Ukraine, but also inspired her.

«BrainTV is a media project of the BrainBasket Foundation, the first Ukrainian online TV channel for information technology, launched in April, 2016. The broadcasting includes technical courses, analytical stories and live talk shows» [23].

BrainBasket promotes IT education in Ukraine, cooperates with many international and Ukrainian IT companies, academies and funds. The most famous of them are Harvard, Luxoft, Microsoft, UVCS, Kyiv Smart City and others. BrainTV, in turn, covers all developments in the IT world. The staff of the channel, very small, one journalist, one PR-box, the director of editing, who is also the operator and the producing director. This is the

Brain headquarters. Thus, BrainNews is not the usual news, we are used to see on television, where a serious presenter tells information written by other journalists. The information is presented easily, with various jokes, with the addition of slang words.

BrainTV content is interesting to its viewers. There are very few «casual» viewers among Brain TV viewers, all of them «layered» IT people, or people close to the IT realm. So this BrainNews feed is driven by their viewers' preferences.

KNUCA students, while studying at the department, master the necessary modern skills of creating a photo tape, photo report, photo gallery – derivative stories about an event with the help of photo. This can be a collection of pictures, built on the classic canons of photo journalism (sequential events).

We give as an example a story of a 4-th year student, TBD Yana Bratseniuk, who fills the university's site with her professional videos and photo works, shoots all responsible activities of the university with a media group, Takes perfect photo portraits of star guests and shoots videos with the rector of the university M. M. Poplavsky. Among the heroes of the university media photo group you can see photos from the School of International Relations of ex-presidents of Ukraine L. Kravchuk, V. Yushchenko, ex-president of Poland Lech Walensa, Liu Fan, a researcher of the Chinese Academy of Arts, a consultant of one of China's largest film companies «Dream Sky Films», the Ambassador Extraordinary and Plenipotentiary of Estonia – Gert Ants and many other representatives of diplomatic circles, cinema, theater artists [20].

Students as photo artists take part in the practice at the gallery «TUMASOFF GALERY», created by a successful photo artist, traveler, landscape painter, extreme Serhii Tumasov, landscape photos of which are striking [28].

Serhii Mykolayovych often reminds students: «Every person lives a creative being. It just needs to be pulled out. How to pull it off? How to provoke yourself, your mind to creativity? How do you think? See examples of people doing something. Try to do something and understand. It is possible to meet creative people» [29].

Photographers are learning to create a mix of different illustrations, collages that allow you to recreate events of a common theme. They acquire the knowledge to create slideshow pictures «flip over» in the mode of «film». They need to understand that not all slide show frames need to describe a single event. Sometimes, on the contrary, it is important to collect photos or pictures, at different times and different event boundaries.

It is important to learn how to use the opportunities of caricature, a traditional genre inherent in modern convergent media. Because today it is often animated, it reflects movement, action and sound. For example, cartoonists from around the world dedicate their masterpieces to the crisis in Europe. They dedicate paintings and caricatures to German Chancellor Angela Merkel [8].

4-th year students in radio journalism learn to create a podcast (from English Podcasting, from iPod and English. Broadcasting – ubiquitous, widescreen broadcasting) audio file, broadcast, finished story. Typically, a radio programme snippet or readable text message is posted on the Internet. A podcast is called either a single file or a series of such files. It has been proved by scientists that the effectiveness of the visual information product is determined by the extent to which representatives of different sections of society could «read» it. One of the requirements for future radio hosts is to create their own audio demo recording, «demos». The lectures require to use special skills in on-screen broadcasting to have a professional voice, and try to match a Brand voice, literally the voice of a radio company or television channel. Famous in Ukraine Brand voice became our graduate Grygoriy Reshetnyk. «The voice of Grygoriy Reshetnyk is hard to recognize: velvety, low, one that draws in the imagination rather than a man in years. This voice was heard over and over the frame of many Ukrainian TV channels. «Grygoriy himself went after the university an easy path to success from the editor, the speaker of the leading concerts, the nationwide programme «Man of the Year» to the successful TV presenter on STB – in the television project «The Bachelor» [7].

Another striking example is the performance of TBA-35 Vadym Dmytrychenko, who proved himself to be a successful student in all disciplines, filmed a graduation documentary, a joint production of Mars TV and IkiTB Rimma Zubin. Backstage. And before that, when he was assigned to record a demo on radio journalism, he was one of the first to bring a perfect audio file. By the way, this demo played a key role in his life. In summer, coincidentally, I needed to recommend someone to Ukrainian radio, as a teacher I immediately remembered his work and sent Vadym to a casting, which he successfully passed and was admitted to the Ukrainian radio company, where in July 2019 after 4 courses he became a radio morning host on Ukrainian Radio – First Channel 105 FM [19].

We would like to mention one more student, Oleksandr Bondarchuk, who after successful work

on the Parliamentary TV channel «Rada» created «VLOG Bondarchuk» – a project that shows MPs completely a different way. «Our Oleksandr Bondarchuk will ask his loved ones about hobbies, cinema, theater, language and love» [27].

Students Alina Bugaiova and Alexander Kyryanov TB-36, we managed to put into practice the public TV channel 1tv.com.ua, and then had a job on the Folk-Musik programme to the People's Artist of Ukraine Oksana Pekun [20]. By the way, there are many examples where teachers recommend and arrange their talented students for leading TV channels, radio companies, and production studios.

In senior courses, a special feature is the construction of professional guidelines aimed at cognition, development and improvement of one's personality in the professional field. The task of a high school teacher is defined as acquaintance of the subjects of the educational process with the basics of the profession, which will positively affect the prospects and semantic sphere of students in the development of their future careers. It is at this stage that the student's focus on active participation in the educational process and learning effectiveness is important. Reflection on one's own achievements in journalism at the stage of becoming a profession helps senior students to more objectively consider their own benchmarks, values, motivations, successes and determine the design of their own realization. For example, a meaningful entry into the profession is to teach KNUCA students to create audio illustrations, a piece of audio that belongs to a particular piece of text. They can be short (2-3 seconds) and are intended to illustrate the part of the message in which the sound component carries a semantic or emotional load. For example: the sound of a musical instrument, the laughter of a celebrity, the roaring of fire in a fire, etc. Tone, expression, emotion of sound often play a role no less than a word. Or students join to create an audio version of the text – the read text of the message. Historians record that audio versions of the newspaper were very popular in some countries. Audio version is not an alternative to the radio stream because it does not contain «live voices», «synchronous», «interchum» what makes the audio version «live».

Many practical tasks are related to creating an audio story, it is similar to a classic radio story. There is not only a text read by the voice of the announcer, but also a quote from a newsmaker, an interlude and more. The optimum duration of a multimedia note is no more than 60 seconds.

Students learn how to use video illustration and video content – a snippet of a video to a specific

piece of text, infographics, or a multimedia article. Video illustrations generally do not have a complete storyline and last from 3 to 20 seconds. Video art should not have screensavers and advertising. Splash (title frame) of video art plays the role of static illustration: in quality, composition and content [14].

It is a pleasure for students to create creative tasks for the video – a finished video message that has its own climax and resolution. They should take into account that unlike the television story, the video in the converged media does not have "talkative heads" and stand-ups (except when the presence of a correspondent in the frame is part of the drama).

Many hands-on creative tasks involve streaming video from the scene: online media today allow users to offer multiple live streams simultaneously. With pleasure, students learn the possibilities of such genres as video column, video essay, video commentary genres, from television studios and which are used today as an interactive video column [4].

Here we present a story of an all favourite KNUCA-student from Mykolayiv Halyna Nudyshchuk, TBA-36. From the first year onwards, the TV presenter tried to establish herself as a video blogger, although she did not have enough life experience, but she did not give up, after the 2nd year joined the media group of the School of Film and Television, headed by a creative student and the leading radio host «Hit FM» Alexey. Due to her sincere kindness, openness and hard work, Halyna Inform, which is her nickname, shoots videos of the university's landmark events, interviews celebrities, like ex-President of Ukraine Viktor Yushchenko, People's Artist Oleh Vinnyk, singer Monatic, Iryna Bilyk, Pavel Zibrov, television presenters Yurii Gorbunov, Olexander Skichko and many other iconic personalities and uploads his videos on social networks, mastering editing and writing skills. The student goes to practice on the TV channel INTER, where she participates in the filming of a video programme with a singer Monatic, becomes a favourite of young people, a unique brand of students, a girl who created herself. Halyna Nudyshchuk is active in career guidance, and is well known and loved by students. She actively participates in filling on social networks content, there are more than 5700 subscribers on her page Instagram, with which the student already 4 courses of TB-36 constantly and actively corresponds, maintains contacts [24].

The current state of science and practice is increasingly sending us to a holistic study of man as

an active subject, capable of changing not only his life, but also influence the events that occur with other events. This approach allows us to look broadly and globally at the research problem we have identified. We agree with the findings of N. Yu. Kondratenko that with the help of subjective study of the individual has opened in the problem of successful self-realization of the student-journalist in terms of his professional formation, formation of his creative and communicative competences [12, p. 34–36].

The modern system of education has the movement to stimulate and intensify changes in the mental and professional level of the student opens the possibilities of the modern world of culture, knowledge and traditions. Continuous improvement of this system, its humanization causes the formation of modern journalism and broadcasting as a science of human-centric-oriented, personality-directed [3, p. 8]. The idea of forming competent journalists is enshrined in the Law on Education, which is related to harmonious personal development and realization of a personality.

And today it is journalistic practice at KNUCA that allows you to successfully accompany the training process, to carry out the formation of professional competences, while affecting all its participants in the educational process. Not only educators and students, parents, managers of educational institutions, media and media professionals are involved, but also social networking opportunities, including Instagram, Facebook, etc. [11; 26].

Thus, psychological and professional support, determination of the purpose of journalistic profession is relevant for students at the initial stage of formation of their professional orientation. In the first courses of their studies it is important to contribute to the creation of a favorable psychological climate in the team [5].

With regard to the problem of qualitative interaction between a teacher and a student, psychological science is based on the support and development of professional and personal qualities of a teacher. Quite often the latter are organizational skills. They also point out the importance of a teacher's creative approach to his profession, which provokes his constant personal growth and creates necessary conditions for effective communication with students [6].

By rebuilding the system of student-teacher-parent relationships, the modern educational paradigm requires the teacher to perform the work, related to the administration and moderation of the educational process, by involving students in daily

life. To this end, teachers' motivation, immersion, and education are needed to facilitate the coordination, analysis, and design of innovative elements of the system.

An important role is played by the teacher-practitioner, who implements the introduction into the educational process of journalistic practice, acquaints with his own methods of working on radio, television and so on. It is the university teacher, who performs the organizing function, which includes not only counseling on problematic issues, but also orientation, support and development of all subjects of the educational environment.

In psychology and pedagogy research of successful self-realization of the individual is directly related to the study of human environment. We agree with the conclusions of G. S. Kostiuk, that in order to increase the efficiency of this process, one should resort to a subjective approach that involves the activity of the individual and his need to change his life [13, p. 98]. Thus, the realization of the individual is determined by this approach: the active attitude of the person to society and to himself.

Another important feature of the professional and mental formation of the student in the educational process is his personal and professional formation. During their studies students-journalists form a specific community of people, who are influenced not only by modern technical innovations, cultural and social factors of being, but also by communication features [25].

Today, not only television and the Internet, media, social networks, but also the general disparity of public institutions have a huge influence on the personality of a student.

It is important to educate journalist students to develop their skills, to develop their own position on various life and professional issues that arise in the course of study, in relationships in the team, in the practice in media. Today, the social environment of human communication is changing to new ones: university studies, community and volunteer activities, etc. Not only teachers, but also radio, television, and periodicals with experience are involved in the educational process [17, p. 124]. During their studies, students reflect on their own future and go through the initial stages of professional development.

Students-journalists during their studies are characterized by increasing the level of reflection, self-knowledge, critical assessments of their own abilities and skills. All this further shapes the responsibility of the individual, the acceptance of

his own personality. Behavioral regulation is also developing, this feature helps young people to consider their own potentials more objectively and become specialists.

It is the study at the university that stabilizes the character traits of the student-journalist, instills a sense of responsibility, forms professional competence. There is a powerful leap in intellectual development, there is a sense of independence, activity, the ability to defend themselves, their position, reduced conformability, etc. [2, p. 3–19].

Thus, successful self-realization of students-journalists is a perspective image of a specialist who has practical experience and masters different contemporary journalistic genres, it is the life orientation of an individual as the unity of ideas, values and relationships that determines the choice of a person in different situations. It is during the educational process that KNUCA students form their own outlook and are assured of the correct choice of a profession.

The analysis of the problem of formation of successful self-realization of KNUCA students in the conditions of professional formation in domestic and foreign studies attracts the possibilities of an integrated approach. It is the position of the student as an active free subject of practice that allows us to speak about the possibility of its successful implementation not only in professional terms, but also in personal. The process of his professional development is interconnected with the possibilities of realizing his own «I», meeting the personal needs of the individual, forming his own personal position, searching for the meaning of life and so on.

We have found that successful self-realization of students-TV-journalists in the conditions of

professional development at KNUCA is not only the formation of professional competences, but also an integral psychological phenomenon, characterized by the formed life orientations, self-esteem, high level of awareness of the life goal and so on.

Studying the problem of becoming a television journalist student during the educational process at KNUCA, it is worth mentioning the involvement in the educational activities of a comprehensive programme aimed at forming students successful self-realization in the process of forming professional competences. Teachers in the context of implementing the ideas of pedagogy of partnership should pay attention to the personal-semantic, emotional-evaluative and behavioral spheres of students' life.

Thus, the substantiation of theoretical and methodological positions on the problem of successful self-realization of KNUCA students-journalists in terms of professional formation is laid in the positions of modern pedagogical approaches, oriented on the personality, in the psychological principles and paradigmatic provisions of the modern psychological and psychological sciences.

KNUCA teachers should contribute to the formation of a supportive environment, positively influencing the success of students' self-realization, the introduction of person-centered, competent, developing methods and techniques in the educational process. The joint work of teachers and students-journalists will allow to harmonize the structure of a personality, to develop thinking, to open up hidden opportunities and to activate the professional formation of students.

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УДК 007:304:070:001.8(477)“19

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Popularization of Ukraine’s culture in news of Ukrainian television

Темчур К. О. Популяризація культури України у новинах українського телебачення. Наразі в Україні з об’єктивних економічних та соціально-політичних причин значно зменшилися державні видатки на розвиток культури. Це змушує шукати інші шляхи популяризації української культури, одним з яких є використання потенціалу новинних телевізійних програм. Телебачення є основним джерелом отримання інформації для українців щодня. Мета дослідження – з’ясувати способи, за допомогою яких відбувається популяризація української культури у сюжетах новин на українському телебаченні. Під час дослідження було проаналізовано випуски новин на телеканалах «1+1» та «Україна». Сюжети на культурну тематику складають близько 20% від випуску новин на українському телебаченні. Абсолютна більшість із них присвячена актуальним культурним