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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

подіям в Україні або пов'язаним з Україною. При цьому рекламні повідомлення, замасковані під сюжети на культурну тематику, розміщуються всередині випуску. Серед способів популяризації української культури у новинах: посилення авторитетне джерело, яке визнало культурну або історичну пам'ятку, мистецький об'єкт України тощо видатними; демонстрація національного символіки, одягу тощо як популярних, престижних та модних; інформування про досягнення та престижність національного господарства, науки, мистецтва та техніки. Вперше розглянуто потенціал телевізійних новин для популяризації української культури. Знання особливостей розміщення рекламних сюжетів, замаскованих про повідомлення на культурні теми, сприяє підвищенню загального рівня медіаграмотності глядачів. Новини на телебаченні мають великий потенціал для популяризації культури. Необхідно використовувати сюжети телевізійних новин для популяризації української культури.

Ключові слова: *телевізійні програми, розважальні програми, інфотеймент, функції телебачення, роль телебачення, соціокультурний простір.*

Темчур К. О. Популяризация культуры Украины в новостях украинского телевидения. Сейчас в Украине по объективным экономическим и социально-политическим причинам значительно уменьшились государственные расходы на развитие культуры. Это заставляет искать другие пути популяризации украинской культуры, одним из которых является использование потенциала новостных телевизионных программ. Телевидение является основным источником получения информации для украинцев ежедневно. Цель исследования – выяснить способы, с помощью которых происходит популяризация украинской культуры в сюжетах новостей на украинском телевидении. В ходе исследования были проанализированы выпуски новостей на телеканалах «1+1» и «Украина». Сюжеты на культурную тематику составляют около 20% от выпусков новостей на украинском телевидении. Абсолютное большинство из них посвящена актуальным культурным событиям в Украине или связанным с Украиной. При этом рекламные сообщения, замаскированные под сюжеты на культурную тематику, размещаются внутри выпуска. Среди способов популяризации украинской культуры в новостях можно назвать: ссылку на авторитетный источник, который признал культурную или историческую достопримечательность, художественный объект Украины и под. выдающимися; демонстрация национального символіки, одежды и т.п. как популярных, престижных и модных; информирование о достижениях и престижности национального хозяйства, науки, искусства и техники. Впервые рассмотрен потенциал телевизионных новостей для популяризации украинской культуры. Знание особенностей размещения рекламных сюжетов, замаскированных под сообщения на культурные темы, способствует повышению общего уровня медиаграмотности зрителя. Новости на телевидении имеют большой потенциал для популяризации культуры. Необходимо использовать сюжеты телевизионных новостей для популяризации украинской культуры.

Ключевые слова: *телевизионные программы, развлекательные программы, инфотеймент, функции телевидения, роль телевидения, соціокультурное пространство.*

Temchur K. Popularization of Ukraine's culture in news of Ukrainian television. Government spending on cultural development has significantly decreased in Ukraine. This makes it necessary to look for other ways to popularize Ukrainian culture, one of which is to use the potential of news television programs. Television is the main source of information for Ukrainians every day. The purpose of the study is to find out the ways in which popularization of Ukrainian culture takes place in news stories on Ukrainian television. News stories on cultural topics in news programs on TV channels Ukraine, «1+1» and «ICTV» are considered. It is established that the proportion of such news stories is quite high and accounts for about 20% of news releases. Most stories on cultural topics are dedicated to the current events in Ukraine or events that are bound with Ukraine. It is established that promotional materials, disguised as messages about cultural events, are served inside release. The ways in which the authors of the news stories popularize Ukrainian culture are presented. For the first time, the potential of television news for the popularization of Ukrainian culture was considered. News on television has great potential for popularizing culture. It is necessary to use television news stories to popularize Ukrainian culture.

Keywords: *television programs, entertaining programs, infotainment, television functions, role of television, socio-cultural space.*

In recent years, due to the socio-political, economic and economic conditions in Ukraine, public expenditures on the promotion of culture and art are decreasing. In this case, the sphere of culture has always been a priority in the policies of developed countries, even during the war. The deterioration of the situation in this area leads to a decline in cultural heritage and national identity.

Under such conditions, it is necessary to look for available ways of popularizing culture and art in the country. A great potential from this point of view is the TV news program. Television is an affordable, popular and widespread media with a large audience of all ages. News is a visiting card for each channel and usually has the highest ratings. Broadcasting of plots on cultural and artistic themes in the program of news should promote the culture and art of Ukraine.

Cultural influence of television, its role in the education of the younger generation is explored by N. D. Temech, O. V. Nevmerzhtskaya, T. A. Evtukhov, O. Kuleshik, E. V. Subota and ets. T. A. Trachuk in the article «Cultural and Educational, Cultural and Recreational Functions of Ukrainian Television» in detail lists the Ukrainian television programs that promote culture and art. In particular, the researcher notes that recreation (as a function of culture) is also contained in purely information programs, such as the «TSN» news on the channel «1+1». However, the role of news in promoting art and culture Ukraine has not been studied [7].

The aim of the article – to identify ways to popularize Ukraine's culture in news programs on Ukrainian television.

Among the functions of television cultural and educational are traditionally distinguished – a translation of cultural values and upbringing of universal culture [5]. At the same time, according to researchers, Ukrainian television lacks socio-cultural programs, in particular, musical ones [4].

The influence of television is ambiguous: it forms the cultural values of society and reflects them at the same time [6]. On the one hand, television broadcasts numerous entertaining shows and series that harm culture. On the other hand, the inhabitants of the most remote regions can see theatrical and musical performances, visit museums, get acquainted with the work of prominent figures of culture and art [3]. In addition, different consumers will understand and use cultural media message differently [9].

Today on Ukrainian television, most of the programs are imported products of poor quality, which hinder the revival of Ukrainian culture. However, every Ukrainian TV channel has its own news program. Under current conditions, news on television is a popular top-rated show with recognized announcers.

The research company InMind together with the «U-media» project in 2013 conducted a study of the attitude of Ukrainians towards media and the peculiarities of using different types of media [8]. According to it, Ukrainians mostly trust the news on television. The respondents also noted that television is the main daily source of information.

An important factor determining the role and significance of television news for consumers is the level of trust in them. For example, in the US television news is trusted almost as a government. According to a survey, conducted by Harris Interactive, the rating of trust in television news is 19%, while the White House is 25%. This is due to

the fact that in the United States the media is becoming a controller of power, because local media more adhere to the principle of social responsibility than Ukrainian ones. According to InMind and the U-Media project, Ukrainians are most trusted by news on television (55% of respondents). The confidence of Ukrainians in other types of media is almost twice as low: 38% of the printed media, the Internet – 35% and radio – 31% [2].

The evidence suggests that television news, due to their popularity and high trust in them, have a great impact on the audience that can be used to promote culture and art. We analyzed the news stories on the three most rated Ukrainian channels – Ukraine, 1+1 and ICTV [1]. News stories on topics of culture take a quarter news releases on these channels. However, not all of them are devoted to the culture of Ukraine. With four or five stories on cultural topics one or two are usually dedicated to the cultural events abroad. Usually, these are interesting facts about events in zoos, museums of the world, achievements in cultural life abroad.

News stories on cultural issues in news releases on these TV channels are dedicated to actual cultural events in Ukraine and abroad. For example, they are talking about Ukrainian films that are included in the program of the Cannes Film Festival and including Kyiv in the list of cities with the most beautiful scenery.

Sometimes cultural events, although taking place abroad, are connected with Ukraine, Ukrainian culture or Ukrainian emigrants. However, news stories, that actualize the cultural heritage of the country, devoted to the history, art of Ukraine without a topical occasion, are rare in the news.

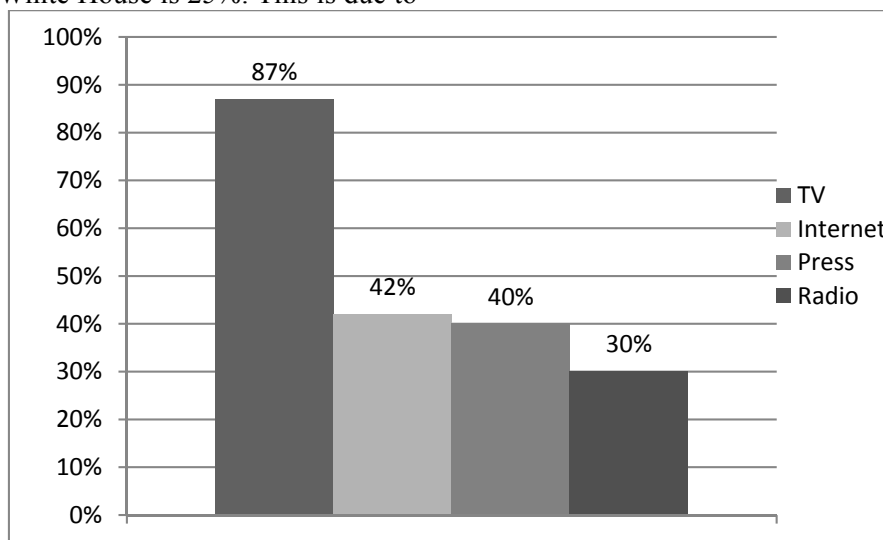


Fig. 1. Rating of Ukrainians' trust in the media by type.

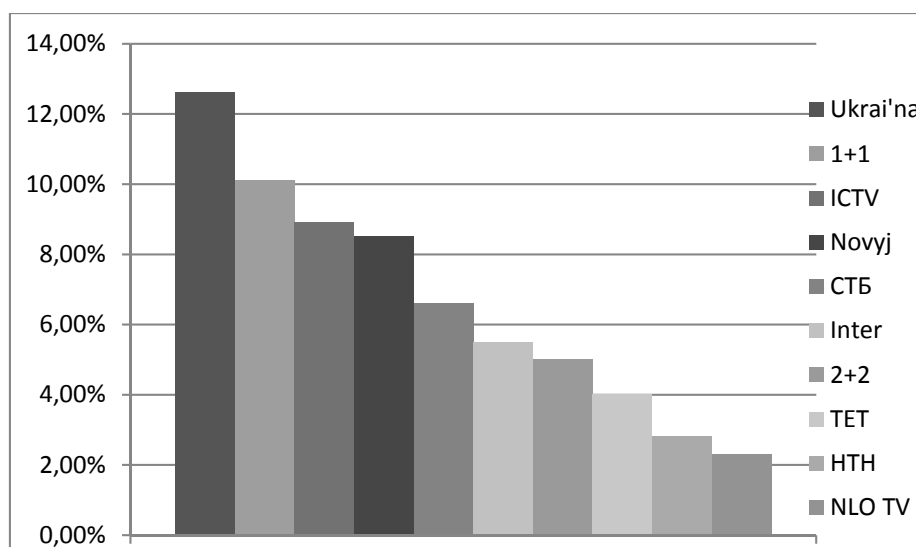


Fig. 2. Rating TOP- 10 of Ukrainian TVs by the beginning of 2019 by audience 18–54 (Source: Nielsen Ukraine 2018–2019' Jan).

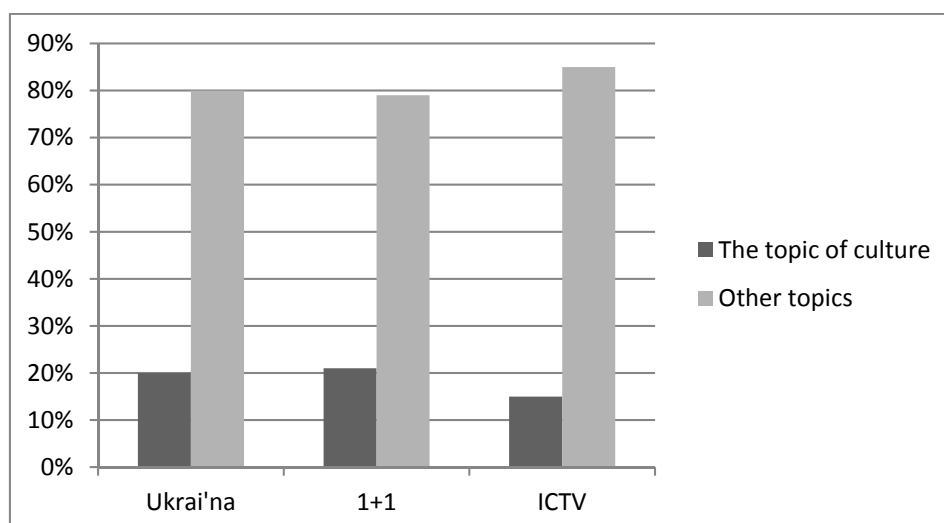


Fig. 3. The share of news stories on the topic of culture in the news of the ranking channels.

Traditionally, news stories on cultural themes are placed at the end of the release. However, there are plots on each channel that disguise advertising for cultural events. Such news stories are placed inside the issue as though interrupting it. For example, on the TV channel «Ukraine», the announcement of the activities of private enterprises DTEK and Interpipe, owned by Renat Akhmetov, is often masked by reports about the achievements in Ukrainian engineering and education.

Consider the ways that are used in news to popularize Ukrainian culture.

1) Reference to the source, which recognized a cultural or historic object, an art object of Ukraine etc. as outstanding. For example, the newsletter «Facts» on the ICTV channel from May 16, 2019 included a story that the British newspaper «The

Guardian» has brought Kyiv to the TOP-10 cities of the world with the most beautiful landscapes.

2) Demonstration of national symbols, clothing, etc. as popular, prestigious and fashionable. For example, in the plot of the «Ukraine» channel, dedicated to the World Embroidery Day, it is demonstrated that national clothing of embroidery is worn by celebrities and politicians. The author of the plot notes that wearing embroidery is possible not only on holidays but also daily. In addition, it is fashionable, because there are now a large number of styles and embroidery decorations.

3) Informing about the achievements and prestige of the national economy, science, art and technology. For example, the story of TSN on channel «1+1», which is dedicated to the tour of Ukrainian Republic chapel, tells that the choir will perform in Prague, where 100 years ago there was a

premiere of the world famous Ukrainian song «Shchedryk».

Thus, journalists of news programs select to the subjects the national topics that should cause the viewers pride for their country. It should encourage them to be engaged in cultural values and national traditions of Ukraine, deliberately promote the cultural heritage and symbolism of the country.

Conclusions. In the conditions of reduction of state funding for the development of Ukrainian culture and art, it is necessary to look for low-cost ways of their popularization. Taking into account the popularity of television among Ukrainians, their trust in this media, it is necessary to use its resources to popularize Ukrainian culture. In our opinion, the most effective is the popularization of culture in news programs.

News on TV is the most popular source of information for Ukrainians every day. According to the research, trust in them is the largest of all types of media and is 55%. Taking it into account this, television news has a great potential for popularizing Ukrainian culture.

In this case, researchers note that Ukrainian television has too much imported television production and a total lack of culture program. In

the news of Ukrainian television, a significant share (about 20%) are stories on the topic of culture. Of all these amount approximately 75% is always dedicated to the culture of Ukraine, the rest – to the cultural events abroad.

Thus, plots on the subject of culture contribute in one way or another to the promotion of culture in general and Ukrainian culture in particular. However, part of these news stories is an advertising hidden in the message of cultural events. Such cultural advertising stories are usually placed inside the release, rather than at the end, as traditionally accepted.

The authors of the news stories use the following methods to popularize Ukrainian culture: a reference to an authoritative source that recognized a cultural or historical monument, an art object of Ukraine, and others as outstanding; demonstration of national symbols, clothing, etc. as popular, prestigious and fashionable; informing about the achievements and prestige of the national economy, science, art and technology.

The prospects for further research are the development of thematic areas for which it is desirable to popularize Ukraine's culture in television news.

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