

## АКТУАЛЬНІ ПИТАННЯ ФІЛОЛОГІЇ ТА ЖУРНАЛІСТИКИ

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## TV CHANNEL «ICTV» AS A REPRESENTATIVE OF INFORMATION GLOBALIZATION OF THE TELECOMMUNICATIONS SPACE

*In the article sign changes are examined in mass-communication environment countries that are inalienable part of informative globalisation. The separate tendencies of globalisation are examined in detail, that allows to analyse them in the context of Ukrainian communication field on concrete examples and conduct analogies. Importance of reports is determined about foreign life and their correlation with internal state information in the system of changes of globalisation. On the example of the TV channel “ICTV” the quantitative bringing is analysed audiences to materials, that is produced by all Ukrainian medium of communication. The personal touches, inherent to all Ukrainian audiovisual mass-media that especially brightly show itself in the changes of globalisation, are certain. The comparative analysis of mass media is conducted for confirmation of thesis about counter-drawing of ideas and thematic development of questions at the level of Ukrainian informative space. The novelty of considering the problem is that at the same time, the general review of transformations of communication system with aiming of concrete data on the example of the known and influential all Ukrainian TV channel gives an opportunity to consider a problem from the new point of view and educe sign lines peculiar exactly audiovisual mass-media in the epoch of globalization. Most studies are general research, not on the example of specific media content. A research object is Ukrainian communication system in the days of informative changes of globalization, and the processes of globalization, that is analyzed on the example of the all Ukrainian TV channel «ICTV», come forward as the article of research.*

**Key words:** television, communication environment, information society, globalization, content.

**Problem statement.** Actuality of theme of change of communication system in the days of global transformation of informative processes is determined, first of all, by all Ukrainian and world scope of this problem of all informative sphere. Mass communications, as an original litmus scrap of paper on a background informative processes become the near-term object of consideration and analysis of global transformations. In turn, the presence of certain communication changes predetermines the necessity of consideration of the phenomenon for a complex and to the exposure of positive at negative tendencies in this problem. Scientific consideration

of necessities and realization of local medias go out from under the aegis of mass-media world giants and an analysis of possibilities to producing original informative product without adaptations of world popular products is one of base problems of media present time. Also the important moment of scientific consideration is a problem of original monopolization of informative space and view ship by the giants of informative production.

**Analysis of recent research and publications.** A ponderable contribution to research of problems of globalization of different foreshortening was made by O. Prudnikova, A. Moskalenko, T. Globan-Klas,

J. Sartori, Y. Dashkevich, V. Grishina, I. Shapovalova, S. Kara-Murza, D. Saxon, B. Ivanov et al. The interesting aspect of informatization gives V. Grishin in the work «Feature of forming of single informative space of Ukraine at state level», in that the positive aspect of including of citizens is examined in the informative system. The problems of globalization and transformations of antiglobalisation are examined by D. Travin in the article «XXI century, globalization, importosubstitution, migration».

The **aim** of the scientific article are consideration, analysis and comprehension of changes of communication system of Ukraine in the epoch of transformations of globalization through the prism of concrete data from activity of the all Ukrainian TV channel «ICTV». For the achievement put aim by us it was put following tasks: to educe characteristic globalization tendencies on concrete examples; to consider content of the TV channel «ICTV»; on the examples of the concrete programs to define characteristic of communication style of serve of information the journalists of the TV channel in the context of informative tendencies of globalization; to analyze a modern situation in Ukrainian media space and educe the reactionary operating of representatives of the TV channel «ICTV» on the desire of audience; to describe positive and negative descriptions of globalization in the context of the TV channel «ICTV».

**Research methods.** During the prosecution of the article are used such scientific methods scientific – during consideration of contradictions and opposition between the natural changes of globalization in the process of passing of postindustrial society to society informative and specific of transformation changes actually of communication system; analysis of systems – for establishing special structural connections between elements of investigated system; comparatively-typology analysis – for research of informative mobility of society and concrete mass-media in epoch of world globalization. For the deeper comprehension of conclusions and material is used also content-analysis.

**Main material.** Global communicative space closely constrained with development in the world of fundamental sciences. Under powerful influence of the new communicative systems was born the culture of «real virtuality». Power of the virtual world changes is type of human consciousness, spiritual world, system of values and social relations. A virtual design reconstructs the psychological and physiology system of man, training her to get information in an unverbal kind, thinking and communications –

not in the form of logical construction, but by power quanta, visual character. The increase of volume of information and speed of her distribution promote dependence of man on society, from administrative structures [1, p. 44].

The «system of global mass-media entailed the substantial acceleration of cultural exchange. The traditional forms of life and ways of thinking can disappear during these contacts, the environment of claim that in an industrial epoch were the national states. Today globalization can be interpreted as an exit (not only as reality but also as possibility) of informative processes outside the territorial states and them national jurisdictions» [5, p. 324-327].

On this stage of development of society is practically impossible to imagine to the soba medium of communication, the workers that did not use communication technologies that is actively used by western colleagues, or did not share information between local informative cells as regional mass-media and medias-giants like news agencies, that collect information all over the world or large TV corporations that distribute not only internal information on public, but also given from all corners of Earth. The original reserved informative space of concrete nations, states and nationalities with the increase of influence of information technologies was considerably extended by the informative borders, became more open for satisfaction of interests of both own citizens and world community [7, p. 94-95]. Possibility of creation not only internal reserved communication to the system into one state, and elimination of borders through absolute informatization changes not only description informative but also cultural life. In parallel reality that is substituted by widely circulated virtuality of all aspects of modern life changes with it.

Affecting of mass-media public opinion is irrefutable. The show of crisis tragic or dramatic events causes conviction and indignation of international association at once [9]. News, as a program, that attracts attention of enormous amount of modern Ukrainians that stably become familiar with receipt of information from audiovisual mass-media is one of model express of producing of informative globalization on the walks of life of modern Ukrainian TV channels. With expansion of informative possibilities and mega scope amounts material of world scale in earnest politics of construction of ethereal time and raising of plots changed in news blocks [2, p. 26-30]. One of characteristic changes in communication system there is continuous circulation

of informative streams without attachment to national descriptions of his spreaders or audience.

The TV channel «ICTV» is one of most audiovisual mass-media in Ukraine. June, 2021, showed that the marked channel had taken the 1 place in an audience by age 18-54 and 2 places in an audience 18 in rating of national audiovisual mass-media. Therefore it consider mass-media a representative example for the analysis of globalizations them transformations. Especially noting the fact that the TV channel «Ukraine» managed to win the championship only by broadcasting football matches, which significantly affected the overall picture among domestic TV channels. In July, ICTV managed to become the first in terms of television measurements with a share of 8.77% in both of the above categories. Informational and entertaining content has become a priority for viewers from all over our country.

The Ukrainian TV channels began all anymore and to spare more attention to the world news that often get priority before the show of the «our news». Thus, the mentioned TV channel in the daily news program «Fakty» on August 3 of this year began its issue with the material on the investigation of the cause of death of the Belarusian oppositionist Shishov by the investigation department of Bellingcat. On August 17 of the same year, priority was given to the story of the end of the silence on the front line and the death of the Ukrainian soldier Artem Mazur at the age of 26. Undoubtedly, possibility to demonstrate plots from all corners of planet increases possibilities of medias and extends the circle of awareness of audience. But shifting the emphasis to the internal situation helps to better form an adequate information picture for the people of Ukraine. Negative is a tendency to placing of reports without the specific Ukrainian context that would allow to the ordinary citizen is not simple to obtain information from abroad, but also to estimate, in what river-bed she will be able to influence on the internal affairs of the state and his habitants.

A term «globalization» became one of symbols of changes that take place in the modern world. In scientific discus hardly there will be more popular and here less explained term. He is actively used, but explain rarely, almost not trying to find only determination. Probably, it is impossible, meaning that the process of globalization touches the different spheres of modern reality, and most researcher examine him separate aspects depending on the scientific interests. For the researchers of mass-media much the displays of globalization lie on a surface. Of the same type advertisement in the magazines

of different countries and on different languages, identical tv-show that go though to the different languages, but show the identically executed studios and alike anchorwomen, instantaneous access to the news from any point of earth, the same news on the different TV channels, music and cinemas general in entire countries [6, p. 52–64]. «Phenomena of different order, but identical nature makes us to comprehend the displays of globalization in mass-media, simultaneously perceiving mass-media and as a sphere, most obviously yields to influence of these processes, and as agents of globalization, and as her basic motive forces» [8, p. 11–14].

The TV channel «ICTV» makes happy his audience by the enormous amount of the various programs and tv-show. Content of this medium of communication anymore gravitates to the entertaining type of medias, than to analytical or publicism, that is characteristic for the enormous amount of global medias. As modern Ukrainian media space is overwhelmed with like directed mass-media, then it is possible with a complete confidence to talk about plenty of analogies that can be conducted between the marked TV channel and other all Ukrainian mass-media. One of the personal touches of all modern channels there is a presence of morning shows. On the TV channel «ICTV» is the program «Morning in large city». Unfortunately to name him unique in its way it is impossible in any way, as on the TV channel «1+1» a cancer show goes out «Breakfast with 1+1», the TV channel Ukraine produces «Morning with Ukraine», Inter can propose in the same row «Morning with «Inter», on the New channel is possible to look «Getting up», «Morning on Fifth» on a 5 channel and the «Morning students» of production of TBi are analyzed in the same row. Logically it will be to notice that such superficial displays of globalization, that strike the eyes literally to every researcher and spectator it is impossible to abandon out of eyeshot. Does the identicalness of tv-show generate a natural question: «And in what between them difference?». Statistics shows that greater part of audience does not elect a concrete morning show, a spectator simply remains to faithful to sweat mass-media, that looks greater part of day.

Phenomena of different order, but identical nature force to comprehend the displays of globalization in mass-media, perceiving mass-media and as a sphere that obviously yields to influence of these processes, and as «agents of globalization», and as basic motive forces of globalization, accept globalization of public and cultural life becomes possible in the conditions of the most developed media systems [12, p. 37–55].

All television networks in the conditions of globalization can be divided into two large groups: the universal TV channels and channels oriented to the serve of analytical information [3, p. 31].

The competition of television networks at the international informative market differs in hard terms. Television networks, doing a rate on «hard» news, lose an audience, if there are not emergency events in the world. The point is that most interest of audience in such sort of the TV channels is observed in periods of sharp international crises, armed conflicts. When a «calm» comes, rating of channels of news fall sharply. The requirements of view ship defined modern character and conception of TV news in a great deal [10, p. 412]. But universal channels occupy such niche that always interests an audience and can satisfy necessities even the widest circle of audience.

If to analyze the TV channel «ICTV» on the basis of concretely this division, then it is possible with a complete right to name a channel universal. To estimate him in a cut analytical to mass-media difficult enough from the wretched amount of the analytical programs in his content. In this foreshortening it is possible to give an example just a few: cycle of the programs «Fakty», both daily and a week's, that tell about events and from time to time give the short analysis of context, in that happened but whether other event. At that majority of analytic «geometry» is exactly the Sunday producing. Such tendency as plain as a pikestaff, as exactly in a weekend a most audience can become familiar with to the program. Also substantial is a sentinel factor, in fact the Sunday producing last over hour, and here the time-study of daily news does not exceed 25-27 minutes. However, several issues each day give journalists more space to maneuver when comparing the channel's activities with competitors. The second program that can be attributed to serious journalism is the «Extraordinary News» project. The program is presented in the form of author's plots, which tell and analyze the extraordinary news that took place in Ukraine and the world. The same category includes a series of programs «Civil Defense», which tell about the history, military affairs, politics, geopolitics and the latest developments in the world of technology. Quite a simple presentation of the material allows you to relate the program to the educational unit. And, of course, the political talk show «Freedom of Speech», where hot political topics are raised in the format of discussions.

A large group of journalistic programs also includes shows that have no analogues in the television space

of modern Ukraine. The project «Antizombie» on real examples shows the specific facts and ways in which certain segments of the population affect the population of a neighboring state on a daily basis. ICTV's own project provides viewers with a detailed analysis of what their media write, say and show Russians about what thoughts and views they are trying to instill in them. The new project of journalistic investigations «More than the truth» helps to understand all the intricacies of high-profile scandals, which for some reason are silenced, to find out the preconditions and possible consequences of corruption schemes. An analogue of the air of all-Ukrainian media can be a project of the TV channel «1+1» called «Money».

One of the most popular projects of the TV channel is the humorous program «Diesel Show», in which topical issues, events and new trends are raised in a comic form. In the context of globalization, this program is a great example of mass media and tailoring topics that are chosen to be shown to the average viewer, without taking into account the needs of the audience in the analysis, education and opinion on really important issues. After the political changes and the downgrading of the «Evening Quarter», this show occupies a leading position in its chain.

**Conclusions.** A modern mass-communicative situation in Ukraine is subject of the basic tendencies to informative globalization. The enormous number of the attracted audience allows mass-media it is not simple to inform the population of those or other events, but to influence on perception of situation a citizen on the whole. Numerous twisting and in-process audiovisual medias it is resulted imperfection in a volume, that the real picture of the world for ordinary Ukrainian is substituted by virtual. Characteristic express of change of accents is a tendency to the serve in ether of news not after their importance, but on geographical indexes. Content of far of the Ukrainian TV channels gravitates to entertainment, that results in neglect of analytical and publicism necessities of audience. Analyzing the programs of the all Ukrainian TV channel at once becomes obvious as far as the tendency of globalization to bringing as possible of greater amount of audience is negatively marked on that programmatic palette that is offered to the audience. Positive moments of globalization in the context of access to different information largely leveled by attention of workers of medias to the increase income due to the increase of audience and serves of materials, that does not carry in itself no educational or productive value.

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#### **Золяк В. В., Горчикова А. О. ТЕЛЕКАНАЛ «ICTV» ЯК РЕПРЕЗЕНТАТОР ІНФОРМАЦІЙНОЇ ГЛОБАЛІЗАЦІЇ ТЕЛЕКОМУНІКАЦІЙНОГО ПРОСТОРУ**

*Актуальність теми зміни системи комунікації в часи глобальної трансформації інформаційних процесів визначається, насамперед, вітчизняними та світовими масштабами цієї проблеми всієї інформаційної сфери. Масові комунікації, як оригінальний лакмусовий папір на фоні інформаційних процесів, стають найближчим часом об'єктом розгляду та аналізу глобальних трансформацій. Науковий розгляд потреб та реалізація місцевих засобів масової інформації виходять з-під егіди світових гігантів засобів масової інформації, а аналіз можливостей виробництва оригінального інформаційного продукту без адаптації популярних у світі продуктів є однією з базових проблем медіа сучасності.*

*Метою наукової статті є розгляд, аналіз та осмислення змін у системі комунікації України в епоху трансформацій глобалізації через призму конкретних даних діяльності загальноукраїнського телеканалу «ICTV».*

*Величезна кількість залученої аудиторії дозволяє засобам масової інформації не просто інформувати населення про ті чи інші події, а впливати на сприйняття ситуації громадянином в цілому. Численні звивисті та безперервні аудіовізуальні засоби масової інформації призводять до недосконалості у тому обсязі, що реальна картина світу для звичайного українця замінюється віртуальною. Характерним виразом зміни акцентів є тенденція служити в ефірі новин не після їх важливості, а за географічними показниками. Вміст далеких українських телеканалів тяжіє до розваг, що призводить до ігнорування аналітичних та публіцистичних потреб аудиторії. Аналіз програм загальноукраїнського телеканалу стає очевидним, оскільки тенденція глобалізації до залучення якомога більшої кількості аудиторії негативно помічена на тій програмній палітрі, яка пропонується глядачам. Позитивні моменти глобалізації в контексті доступу до різної інформації значною мірою нівелюються увагою працівників засобів масової інформації до збільшення доходів за рахунок збільшення аудиторії та подачі матеріалів, що не несе в собі жодної освітньої чи виробничої цінності. Новизна розгляду проблеми полягає в тому, що пропонується паралельно загальний огляд трансформацій комунікаційної системи з наведенням конкретних даних на прикладі відомого та впливового всеукраїнського телеканалу. Це дає можливість розглянути проблему під новим кутом зору та висвітлити знакові лінії, властиві саме аудіовізуальним ЗМІ в епоху глобалізації, оскільки більшість досліджень є загальними дослідженнями, а не на прикладі конкретного медіаконтенту. Основним об'єктом дослідження обрано українську комунікаційну систему в добу інформаційних змін глобалізації, а в якості предмету відображення виступають процеси глобалізації, що аналізуються на прикладі всеукраїнського телеканалу «ICTV».*

**Ключові слова:** телебачення, комунікаційне середовище, інформаційне суспільство, глобалізація, контент.