

THE ANALYSIS OF THE UKRAINIAN TV AND RADIO IN THE NEWSPAPER “DEN”

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“Den” is a Ukrainian daily newspaper, which pays special attention to the analysis of the Ukrainian media environment, including television and radio. This article considers how the journalists of this newspaper analyze and monitor television and radio. As a result of the research the main directions of journalistic work were determined.

Key words: the Ukrainian TV and radio, “Den” newspaper, media criticism.

“Den” is a Ukrainian daily newspaper covering social and political subjects. In the 20 years of its existence this periodical edition has got a reputation as the newspaper which is focused, first of all, on the intellectual readers. Unlike other periodical press, Den pays special attention to the analysis of the Ukrainian media environment. This newspaper even raises its own journalistic generation – within the last 14 years, the staff members invariably organize “Summer School of Journalism” for young media students.

“Journalism is definitely to blame for creating a distorted coordinate system”, – the most famous quote of Larysa Ivshyna, the newspaper’s editor-in-chief. She emphasizes that the journalistic community is responsible for the situation in the country and it is also to blame for this difficult situation in Ukraine nowadays. The writers of the newspaper “Den” aim to raise Ukrainian journalism to a new level with the help of their critical materials.

As for analytical articles devoted to media, the newspaper has a regular column “Press Club”, besides these materials are published in the section of “Media” and “Blogs” on the periodical’s website.

The writers of the newspaper “Den” analyze and monitor the entire Ukrainian media environment, but they pay special attention to the national television and radio. What emphases are placed by journalists in these materials? What areas of television and radio are primarily analyzed? To answer these questions, the issues of the newspaper “Den” for October, November, December, 2016 and January, 2017 were analyzed in the scientific article in details. As a result of the analysis the main directions of journalistic work were determined.

In the paper the attention is focused on the journalism subject in the conditions of Russian-Ukrainian war in Donbas. Journalist Natalia Malimon in the article “Media hygiene” during the war” explores how the journalists have to cover events in the East of Ukraine. Also the writer analyzes the issue of Russian propaganda and looking for ways to overcome it [1].

The journalists of the newspaper “Den” closely monitor the media situation in the frontline area. For example, the subject as for the reconstruction of TV tower on the mount Karachun near Sloviansk in the Donetsk region was systematically covered in details. Also

the journalists paid attention to the construction of the tower on Chongar, in the Kherson region. With its help, the Ukrainians are planning to deliver the signal of Ukrainian stations to the occupied Crimea.

In the context of media analytics, the newspaper is focused on the important and strategic things. “How to catch... Ukrainian radio?” in this article, the journalists tried to understand the problem of the lack of broadcasting on the demarcation line and occupied territories of Donbass [3]. “Ukrainian content is competitive” – in this interview, singer and civil activist Ruslana Lyzhychko told the journalists about her new large-format radio station that started broadcasting for the Ukrainian military and ordinary Ukrainian citizens on the frontline [4].

The launch of the national public broadcasting in Ukraine is an extremely important challenge in modern realities. Some representatives of the Ukrainian authorities try to slow down this process in every way. The journalists monitor this situation carefully. Four articles on this issue were published in the newspaper for the analyzed period.

“On November 23, 2016 the European Parliament passed a resolution on counteracting Russian and IS propaganda. It is stated at the official level that “the EU must respond to information warfare by Russia which conducts propaganda against the European Union and Eastern Partnership countries”, while our national professional community of journalists is taking part in a “dialog” with their Russian “colleagues” called “Two Countries, One Profession”, – so begins the article “Does the National Union of Journalists have a “national character”?” [2]. To support the resolution of the European Parliament, a round table was organized at the newspaper “Den’s” editorial office. Later dozens of authoritative Ukrainian journalists and media experts were attached to the discussion. For example, this is about information volunteer and observer Natalia Ishchenko, media communications expert Serhii Moruhin, media expert Igor Yakovenko, professor Vasyl Lyzanchuk, political writer and journalist Vitaly Portnikov and others.

Participants in the roundtable at the newspaper “Den’s” editorial office and other like-minded people created the “Ukrainian Journalistic Platform”. In the end, the roundtable drew up an address to the National Union of Ukrainian Journalists and all of the media community. “This will perhaps help people understand the necessity of forming an adequate media platform that meets Ukraine’s needs in the conditions of information warfare. “As a matter of fact, there is a division in Ukrainian politics between “the party of resistance” and the “party of collaboration”. In journalism, too, there are the same two “camps”, – “Den’s” editor-in-chief and roundtable moderator Larysa Ivshyna emphasized. “We should pull together the “living”, healthy, segments of Ukrainian journalism and create new milieus”, – summarize the journalists.

“Den” raises important issues concerning Ukrainian journalism. Great attention is paid to the analysis of the media environment – this is a considerable difference compared to the other daily political newspapers. The journalists don’t only write about the Ukrainian media, but try to influence them positively.

References

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АНАЛІЗ УКРАЇНСЬКОГО ТЕЛЕБАЧЕННЯ І РАДІО НА СТОРІНКАХ ГАЗЕТИ "ДЕНЬ"

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"День" – щоденна всеукраїнська газета, яка протягом 20 років висвітлює суспільно-політичну тематику. На відміну від інших видань, журналісти цієї газети особливу увагу приділяють аналізу українського медіасередовища. "Журналістика відповідальна за спотворення системи координат", – відома цитата головного редактора газети Лариси Івшині. Вона наголошує, що відповідальність за ситуацію в країні несе також журналістська спільнота.

У статті проаналізовано тематику публікацій у газеті "День" за жовтень, листопад, грудень 2016 року і січень 2017 року. Окреслено головні напрями поліпшення функціонування телебачення і радіомовлення на засадах україноцентризму.

Ключові слова: українське телебачення і радіо, газета "День", медіакритика.