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## ТЕОРІЯ, ІСТОРІЯ ТА ПРАКТИКА ЖУРНАЛІСТИКИ

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### ADAPTATION OF THE UKRAINIANS' WORLD COMMUNITY TO SPECIFICITY OF CONTINENTAL RADIO STATIONS WORK IN CONDITIONS OF INDEPENDANCE

**Research methodology.** To obtain reliable results, we used theoretical and theoretical-empirical methods of research, in particular source-science search, historiographical method, method of monitoring periodicals, analysis, data systematization, synthesis and induction.

**Results.** The first attempts to form a single Ukrainian socio-communicational radio space in the continental and radio initiatives of Ukrainian emigration in the first years of Ukraine's independence were explored.

**Novelty.** It was established that in 1991 in the information space there was an explosion of popularity of the country in the world. For the first time in its existence, the center for the development of Ukrainian-language radio moved to its mainland. Representatives of the diaspora became the guests of the Ukrainian radio stations periodically, and Ukrainians from other countries gave concerts at Kyiv and Lviv radio stations. At the same time, from the first years of independence in the media, there was a powerful pro-Russian lobby. Added to this and the negative news about raider hijacking of popular radio stations in Ukraine. The international Ukrainian radio broadcasting, which in the first years formed a double attitude towards Ukrainians abroad by transmitting messages with interruptions in work and without informing the audience in advance about changing the range of radio signal transmission, did not fully contribute to the correction of the situation. So, if in the first half of the 1990's a tendency towards a decrease in the number of Ukrainian-language programs abroad was followed, then these processes were leveled off, and the Ukrainian communities in different countries were disappointed with the processes in their homeland and returned to the idea of creating their own radio programs.

**The practical significance.** The results of the study can be used for further study of the transformation and convergence of Ukrainian-language radio in the world media environment.

**Key words:** world media environment, Ukrainian diaspora, Ukrainian-language broadcasting.

#### I. Introduction

For decades, radio stations in Ukrainian language had been addressing to the audience in continental Ukraine and abroad basing on opposite principles of openness and thought polyphony around the world in conditions of market and full subordination to command-administration system within the country deprived of national identity. After the fall of the Iron Curtain, it turned out that two segments of Ukraine radio broadcasting were conditioned by different traditions, and their coexistence during the first years of Ukraine independence were full of dissonance and conflicts.

P. Miroshnychenko, who studies Ukraine radio broadcasting of independence, considers the consequences of the long-year influence on national information radio space as post-totalitarian [12, p. 8–19]. Yu. Kahanov's researches, devoted to ideological confrontations in the radio broadcasting of Soviet Ukraine in the second half of the XX century, reveal powerful information wars of two superstates of «Cold War» period [7, p. 194–202]. During this Ukraine once again become a field for two processes of opposite orientation. In some degree an alternative point of view to the state of radio broadcasting in USSR, and in particular in Ukraine too, can be find in works of N. Haah, P. Hurevich, V. Ruzhnikov, A. Bespalova, Ye. Kornilov, O. Korochenskyi, T. Marchenko, L. Mutovkin, R. Ovsepiyan, Ya. Zasurskyi, A. Panfilov, V. Smirnov, O. Sherel, Belarussian researcher Ya. Radkevich and other. What valuable for us in researchers works is facts, without author's evaluation of political process.

## II. Research objective and methods

The article's purpose is to study the first attempts of formation of united Ukrainian social and communicative radio space within the country and radio initiatives of Ukrainian emigration during the first years of Ukraine independency.

To obtain reliable results we used theoretical, as well as theoretical and empirical methods of research, in particular: source-study search, historiographical method, method of periodicals monitoring, method of analysis and systematization of data, synthesis and induction.

## III. Results

During the last years of USSR «Kyiv radio had been broadcasting works of diaspora's authors» [8, p. 1]. In 1990 the audience closely followed the appearance of such names as Ya. Slavutych, I. Bahrianyi, Yu. Klen, O. Teliha, L. Mosendz in Ukraine radio air. But even from abroad it was clear: «the fight is still ongoing: some state officials cut Ukrainian diaspora works, other officials help to return this literature in Ukraine» [8, p. 1].

These events preceded the real breakout of popularity of Ukraine in the world. In 1991 an Ukrainian woman in USA described her own state: «We are congratulated on the independence by complete strangers, or close American friends, programs about Ukraine are been translated on television and radio – we, but rather Ukraine, are at the center of attention – of all levels of social life» [13, p. 2]. Similar sentiments were shared as well by Ukrainians in Australia: «Earlier, the history and cultural traditions of Ukraine orchestrated radio programs, and their object was, first of all, to strengthen the love for Ukraine of the generation, what left the country in the childhood or was born out of its borders. Now the attention of programs has begun the increasingly focusing on current events in Ukraine. Adelaide was visited by well-known political, literature and art, as well as other figures from Ukraine, who were happy to give radio interviews» [23, p. 698].

For the first time in its existence, a center of Ukrainian-language radio broadcasting development moved to its continental part. From time to time representatives of the diaspora became guests of Ukraine radio programs, Ukrainians from other countries gave concerts on Kyiv [4, p. 1] and Lviv radio stations [15, p. 1]. And earlier the broadcasting of «Hours of Ukrainian Melodies» from New York (USA) in Lviv would seem incredible. The Christmas part of the program was broadcasted at January 6, 1993 at 19:00 on a local radio station [19, p. 5]. Since July 15, 1992, 37 millions of Ukraine citizens were given an opportunity to listen to «Voice of America»: «according to the agreement on mutual distribution of information about own countries between radio broadcasting organizations of Ukraine and USA. These programs were broadcasted on wired radio and on all waves and frequencies of state radio broadcasting» [22, p. 1]. Channels of cooperation between Ukrainian projects within the country and abroad were actively developed. The audience took a keen interest in television and radio bridges, which were popular that years. During «Kyiv – Washington» two-hours radio bridge broadcasted at April 26, 1991 and repeated on «Kyiv» radio at April 29 and 30, «the participants talked about the consequences of Chornobyl catastrophe and opportunities to help its victims (children in particular) in fastest and most effective way, and about special hospitals for these children. It was mentioned about the attempt to trial the officials involved in this crime – nuclear catastrophe and it was stated in one voice that it is possible to prevent such catastrophes only when Ukraine will be independent and will deal with such challenges by itself» [16, p. 4].

At that time, it seemed that the proclamation of independence would be the final of the struggle of Ukrainians in the world for the nationhood, but it turned out that it was only the beginning. In the first half of the 1990's there were a tendency towards a decrease in the number of Ukrainian-language programs abroad, but later on the Ukrainian communities in various countries were disappointed with the processes in their homeland and returned to the idea of creating their own radio programs.

«Radio spoke Ukrainian», remembered the state of language development in Kherson [3, p. 171] P. Demus, an ethnic Ukrainian, a doctor from the USA who, in 1994, along with his wife traveled to the south of Ukraine, its the most Russified regions. In 1997, pleasantly impressed Z. Rakovska returned to the USA from Lviv. She described «an extremely pleasant feeling that you hear the Ukrainian language everywhere. Whether you turn on a radio or television (mainly an evening program called «Z Vyskoho Zamku» («From the High Castle»)) everywhere there is a Ukrainian word and a patriotic one, and a lot of religious programs with the participation of children and youth» [17, p. 179]. Instead, the situation in Crimea looked surprisingly threatening. Journalist R. Lifantii was shocked by the fact that «sometimes in the bus or trolleybus of Simferopol, Sevastopol, Yalta, you can hear dirty words for Ukrainian language. Radio and TV programs from Kyiv are blocked daily from 2 to 9 o'clock in the afternoon. Motivation: this is the time of local broadcasting and television. The volume of Ukrainian programs in comparison with Russian ones is small» [9, p. 2].

At the same time, from the first years of independence in Ukraine remained a powerful pro-Russian lobby. Surprisingly, at the height of the 1991 Perestroika (restructuring), «Kiev Radio began to launch the program at 6 o'clock in the morning with the anthem of the Soviet Union, which did not happen even in the times of Stalin. The program began, as the author writes, with the silver bandura (a Ukrainian, plucked string, folk instrument – *author's note*) clanging of «Reve ta Stohne» (Ukrainian song

based on Taras Shevchenko poetry – *author's note*) followed by USSR anthem» [1, p. 2]. In 1999, radio journalist S. Maksymiuk drew attention not only to the dominance of Russianism in the Ukrainian language, but also emphasized the problem of excessive use of English words, which, more often, have complete correspondences in the Ukrainian language [10, p. 14]. Similar very specific notes were quite typical for its time and had been surprisingly realistic illustrating the state of development of the continental Ukrainian radio, as it had been seen from abroad.

The negative news about illegal takeovers of popular radio stations in Ukraine were added to this. In 1996, «after the hard pressures, the leader of the «Ostriv Krym» creative association Leonid Pilsunskyi was forced to dismiss, and Hromov (in 1996, he was the deputy general director of the STRBC – *author's note*) severely beat the director of this association, Polina Semenova, who, after the approved by Hromov the takeover of the «Ostriv Krym» studio by the «Radio Mazhor» business structure, tried to restore justice and demanded the return of her workplace, missing belongings and tape recordings. At the takeover of the studio, the flag of Ukraine and the national flag of the Crimean Tatars were tainted» [5, p. 3]. Two years later, in 1998, there was the same situation with «Kievskie Vedomosti» radio station. Then the president of the radio station D. Chekalkin connected the disruption work of the media company to acute issues discussed on the air [14, p. 1]. Interestingly, in that time the radio station created common projects with BBC and the World Organization for Migration. In four years, the frequency allocation caused the conflict between the «Contynent» radio, which, among others, re-broadcasted the Ukrainian programs of international stations, and «Oniks» company, when in Kyiv it caused the signal blocking at the frequency during the Christmas holidays [21, p. 2]. In the future, the periodicity of such conflicts persisted.

Not entirely contributed to the correction of the situation and international Ukrainian broadcasting, which in the first years had been forming a double attitude to itself from Ukrainians abroad. Typical for that time, there is such an estimate of the broadcaster work by the journalist and editor V. Zvihlianych: «Sometimes broadcasts are interesting, especially when an opinion is expressed which does not fully correspond to the opinion of the Government. But typically broadcasts are too long, uninteresting. It seems that broadcast managers deliberately temporizing, because the state pays for all» [6, p. 2]. In the opinion of the author, at that time the development of Ukrainian radio for abroad was interfered with:

- rejection of objective criticism of the authorities;
- minimal competition with the Russian mass media, which massively spread biased information about Ukraine;
- lack of short information blocks, which would report the most current news from Ukraine every half hour;
- simplified attitude towards the diaspora, as a cohort of people who, because of nostalgia for their homeland, are ready to consume any content [6, p. 2].

Further, such controversial judgments were accompanied by objective reasons of the periodic absence or quality reduction of the radio broadcasting signal, which accompanied the broadcaster work in 1998–2002. In particular, in February 1999, it became known that «some bad people destroyed the radio station near Mykolaiv, which broadcasted radio programs to America and Canada. The government of Ukraine refused to give money to repair of the station. So, there are no programs from Ukraine in America. Sometimes you can hear programs to South America and the waves 15520» [2, p. 13]. Listeners who had experience in the creation of Ukrainian radio programs abroad, were also outraged by the fact that «Ukrainian radio has never reported before, when and at which frequencies the programs will be broadcasted, as it is done when changing time or changing frequencies according to the requirements of the International Union of Communications» [11, p. 12].

Inventive Ukrainians tried to adjust themselves here too in order to finally have access to the news from the Motherland. There was even a proposal to «create a distance Society of Listeners of Ukraine» [18, p. 13] and to print in the press the found frequencies at which one could hear the messages they wanted from the «mainland», there also was an exchange of telephone contacts of activists searching the treasured frequencies.

In diaspora publications, there is an opinion that namely radio and television have become a source of marginalization of the population. Thus, the professor of Uzhgorod National University M. Tyvodar is convinced that these media channels «forming cultural margins that later become ethnic. It is this environment, from that talks about the «multinationality» of Transcarpathia are appearing. Can we talk about Transcarpathia as a multinational region, if Ukrainians make up almost 80 percent of it? We need to speak about the Ukrainian Transcarpathia, in which, along with the Ukrainians, live the national minorities of Hungarians, Romanians, Slovaks, Germans and representatives of other ethnic groups» [20, p. 87].

#### **IV. Conclusions**

Therefore, the problem faced by Ukraine in the first years of independence significantly influenced the process of integration with the world community of Ukrainians. Internal challenges and unsystematic

communication with the diaspora have caused the separation of international Ukrainian-language radio from its continent segment at the end of the first decade of Ukraine's independence.

From now on, there will be needed a scientific comprehension the interaction of two dimensions of Ukrainian-language radio in the next decades, and the outline of the ways of its development in the time perspective.

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**Гиріна Т. С. Адаптація світової спільноти українців до специфіки роботи материкових радіостанцій в умовах незалежності**

*У статті досліджено перші спроби формування єдиного українського соціокомунікаційного радіопростору в складі материкових та радіоініціатив української еміграції в перші роки незалежності України. Встановлено, що в першій половині 1990-х рр. у діаспорі прослідковувалася тенденція до зменшення кількості українськомовних програм, до їх завершення ці процеси нівелювалися, а громади українців у різних країнах поверталися до ідеї створення власних радіопрограм.*

**Ключові слова:** *світове медіасередовище, українська діаспора, українськомовне радіомовлення.*

**Гиріна Т. С. Адаптация мирового сообщества украинцев к специфике работы материковых радиостанций в условиях независимости**

*В статье исследованы первые попытки формирования единого украинского социокommunikационного радиопространства в составе материковых и радиоинициатив украинской эмиграции в первые годы независимости Украины. Установлено, что в первой половине 1990-х гг. в диаспоре прослеживалась тенденция к уменьшению количества украиноязычных программ, к их завершению эти процессы нивелировались, а украинцы в разных странах возвращались к идее создания собственных радиопрограмм.*

**Ключевые слова:** *мировая медиасреда, украинская диаспора, украиноязычное радиовещание.*