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## WESTERN UKRAINIAN YOUTH PERIODICALS: FORMATION, EVOLUTION OF DEVELOPMENT, AND FUNCTIONING SPECIAL FEATURES

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*The history of formation of the youth publications on the Western lands at different times are studied in this article, the special features of the youth periodicals at different stages of development are outlined and the current state of youth publications in the Ukrainian media space is analyzed. Based on the social poll, the specific perception of youth periodicals by the target audience is revealed.*

**Key words:** youth press, story development, audience research.

**Introduction.** Youth Periodicals on the Western Ukrainian lands has undergone the formation period that was more than a century years old. Different periods in the history of our country had its influence on the developed of youth publications, and their performance has always been closely linked to the socio-political events of the region. In this investigation, under the youth Periodicals on the Western Ukrainian lands we mean the totality of newspapers and magazines, that were issued on that area at different times, and were intended for the young audience. Today the researchers are challenged to find out what impact has the historical development of youth media on the current state of youth periodicals.

The works of O. Tymchyshyn are dedicated to the research of the youth periodicals on the Western Ukrainian lands of the first half of the XXth century. M. Tymoshyk has studied the youth publications of the «restructuring» period. The youth press in general and its individual aspects were studied by such Ukrainian authors as V. E. Shevchenko, O. D. Fedorenko, I. Steghii, L. Y. Romanova, K. S. Lomonosova, M. D. Dyachenko and others. A separate part of the youth periodicals – the student press – is investigated by H. R. Bilohats in his scientific researches.

The purpose of this article is to investigate the development of youth periodicals on the Western lands of Ukraine and to determine its influence on the current state of youth issues.

**Results and discussion.** Youth publications on the territory of the Western Ukraine lands, including Lviv, in the late XIX – beginning of XX century were developed under the influence of the socio-political processes that took place in that society. Belonging to the Austrian monarchy imposed a certain effect on the development of the press in general and youth one in particular. It concerned especially the government censorship. According to the opinion of Yu. Ternopilsky, the Ukrainian press was quite strongly subjected to the censorship of Tsarist Russia and later to the USSR censorship, but the censorship on the Western Ukrainian lands, that were under the Austrian domination, the researcher describes as «the lighter one», though stresses that the Polish domination on these lands has brought quite a tough censorship [6, p. 12]. It is well-known, that the beginning of the XX century is a period of the active development of youth movements on the Western Ukrainian lands. To our opinion, the press occupied an important place in the development and display of Ukrainian youth movements in the early XX century. The researchers of the history of youth organizations of the first decade of the XX century indicate that the recovery of publishing of student and youth media reflects the

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social and political life of that young generation that is characterized by separation of outlooks and division into party sympathies [5, p. 95].

It should be noted that the Lviv newspaper «Meta», which was released in 1863, had a great ideological influence on the Western youth of the late XIX century. Although the magazine was released by the students, it did not always pay enough attention to the student topics. From 1874 till 1877 in Lviv there was a true student publication «Druh» that was the authority of the «Academic Circle». Firstly, the edition was of moscovofil orientation, and then, under the influence of M. Dragomanov it evolved to the ukrainofil one. M. Pavlik, J. Beley, V. Lukic-Levitsky worked for the publication [1, p. 598]. Since 1900 the Lviv organization Academic Community has published the magazine «Moloda Ukraina». A popular magazine among the high school youth in Lviv was the magazine «Gaydamak», published in Lviv from 1902 to 1907. Also in 1913, in Lviv started to be published the press organ of the Ukrainian Students' Union «Shlyahy» – biweekly issue about literature and public life, which was financed from December 1915 to 1918 by the Press Committee of USS.

Such youth «sports-moving» organization as «Sich» («Sichovi visti», «Sichovy Holos»), «Sokil» («Sokilski visti»), «Plast» («Molode zhittya», «Ukrainskii plast», «Zozulia», «Uryadovi visti verhovnoi plastovoi komandy»), «Luh» («News from the Luh», Luhovyk') and others had their printing authorities. The topic of such publications is mainly focused on the activities of the organizations themselves and wore mostly educational character. Although sometimes one can find the materials with a distinctly expressed social and political subtext; such periodicals were financed primarily by the funds of the organizations themselves and partly by sale.

The student movement in Bukovina was developed in other conditions than in Galicia, more loyal attitude to Ukrainian authorities helped the latter in the struggle for the national rights. Although the Ukrainian part had to fight against Romanization and Germanization, but students were the main force to combat moscowfils. Arkady Zhukovsky notes that the Ukrainian youth organizations gathered only a small part of the Ukrainian youth in Bukovina [3, p. 764]. The first Ukrainian Student Society in Chernivtsi was the «Society of Russian Academicians UNION in Chernovtsy». It should be noted that the «Union» gathered around the Ukrainian students of Bukovina of the moderate social and political views and from the beginning was based on the foundations of slavyanopilstvo. The activity of the «Union» was limited by the cultural, educational and publishing activities, particularly to the tenth anniversary of its existence «Bukovina Almanac» was released. After the collapse of this union a part of its members formed a new student society «Moloda Ukraina», which was thought out for self-upbringing and work with the secondary-school youth. The publishing company «Moloda Ukraina» was founded within this student society. «Moloda Ukraina» produced from 1901 till 1902 many publications edited by the student Vasily Simovych. In 1902, based on the association of «Union» and «Moloda Ukraina», the student academic association «Sich» was formed, which existed until 1923. Most activities of the company were focused on the cultural activities among the Ukrainians of Bukovina. Supported by Y. Veselovsky and M. Kodruba «Sich» published non-periodic brochures on various areas of Ukrainian study and hector-graphic humorous magazine «Sichove slovo» (1904) [3, p. 787].

Vladimir Kondyk notes that when the Soviet government came to the Western Ukrainian lands the Youth Student press had declined: in Transcarpathian in the interwar period the such student magazines were released as «Podkarpatskii Student» and «Luchshaya Dolya»; in Bukovina – the magazine «Promin» (1921) and the body of the Union of Ukrainian Student Organizations of Romania the magazine «Studentski visti» (1935, like addition to the magazines «Chas» and «Samostiinist'») [4].

The Soviet government on the Ukrainian lands in general, and particularly in the Western part, not only destroyed all of the youth political, cultural, educational,

cooperative societies and organizations, but also completely changed the structure of the youth periodicals. All press for youth operated under the direction of All-Union Leninist Communist Youth League (VLKSM), or Komsomol. It should be noted that the main goal of the Komsomol (youth) press did not go beyond the objectives of all Soviet periodicals, which was based on the promotion of the ideals of a communist society. The Soviet scientist V. Ganichev identified among the main tasks of the Komsomol press the next ones: 1) strict implementation of the political views of the party; 2) commitment in promoting of the ideas of Marxism; 3) permanent and comprehensive display of the Young Communist League as assistant to party in the communist education of youth; 4) disclose the Communist nature and purpose of the social activity of youth and Komsomol [2, p. 15–17]. With these objectives it is not hard to understand the basic thematic specifics of journalistic performances in the Soviet youth periodicals. The combination of Komsomol youth media was united in a system consisting of national and local (republican, territory and region of the Komsomol committee) of the press, and was formed from the Komsomol press, press for the masses Komsomol youth media organizations, ministries, agencies etc. It is clear that such a system of the Komsomol youth press has become a powerful tool that performed another function – made an impact on the minds of young people by all available methods of propaganda.

In the Western Ukrainian Lands URSS LKSM regional committees of all seven regions had their own press organs. The first Regional Committee LKSM official body in the Western Ukraine became the newspaper «*Molodyi Leninist*», published in Lutsk on October 14, 1939. The same year, in Ternopil and Rivne there were the newspapers «*Rovesnik*» and «*Zmina*». In 1940 the newspapers «*Leninska molod'*» (Lviv) and «*Molodyi Bukovynets*» (Chernivtsi) were released. In 1945 a newspaper of the Transcarpathian Regional Committee of LKSM Ukraine «*Molode Zakarpattya*» was released, which since February 2, 1958 was issued in two versions: Ukrainian and Hungarian. The last region where the Komsomol newspaper was released was Ivano-Frankivsk («*Komsomolskyi Flag*» December 1, 1958). All these publications were released only in Ukrainian with the frequency of three times a week. The financing of the Komsomol periodicals was held exclusively by regional committees LKSM Ukraine and directly monitored by the Central Committee of Komsomol. The volumes and circulation of the Komsomol publications really impress. On average they ranged from 70 to 120 thousand copies.

The question of alternative choice of the media for young people in the USSR is rather ambiguous. Along with publications LKSM regional committees of the USSR youth could read and authority of the Central Committee LKSM Ukraine «*Molod' Ukrainy*», or Central-Union youth newspaper «*Komsomolskaya Pravda*». It is clear that each of them submitted the information one-sided, providing no alternative opinions and views. So we can certainly talk not only about the lack of alternatives in the choice of books for the youth in the Soviet Union, but also the lack of competition for the reader in that period. Perennial existence of a system of youth periodicals led to self-destruction of a large number of youth editorial publications in independent Ukraine in the early and mid-1990s and in the XX century.

The important social and political changes that took place in our country since the mid-1980s influenced the youth periodicals greatly. At that time the Ukrainian USSR at each regional committee of the regional LKSM of Ukraine had its own periodical. Although it should be noted that in the period of rebuilding of the system of Ukrainian Komsomol youth press the changes started that as a result dramatically influenced the further development of the youth periodicals in independent Ukraine. Among these changes M. Tymoshyk particularly highlights certain contradictions in the contemporary youth newspapers and magazines [7, p. 143]: 1) publisher was reproached for his attempt to retain a monopoly on the truth and open confrontation with the editorial staff; 2) release of the print media from the dictates of the hardware and charge them by the same

apparatus in criticizing and bias; 3) smoothing of the «sharp corners» in the issues of policy, Ukrainian history and active support of those who accused the Young Communist League and the Communist Party in of the bankruptcy policy; 4) tendency to gain popularity among the audience through publications and reprints sensational enhance communication with readers by organizing mass actions of socially important problems of the region; 5) sharp decline in the number of subscribers up to self-destruct in one place and the growing number of supporters in the other. According to the researcher positive features of youth periodicals of that period there were: gradual withdrawal of youth media independence, objectivity, completeness and finality of judgments and estimates, the formation of deference to the opinion of the opponent, a departure from the perception of the reader as the «object of ideological influence», and instead, the formation of the perception of the latter as a thoughtful and concerned interlocutor.

Since Ukraine has gained independence a part of the youth periodical found itself in the crisis: the lack of financial support from the state, forming quite a strong competitive environment, the need for maintaining a constant struggle for the reader. These and other obstacles caused the closing of a number of youth publications in independent Ukraine. In the Western Ukraine Youth Periodicals continued to exist. Some publications exist till now. Some publications changed their names and orientation vector of journalistic performances. The newspaper «*Molodyi Leninist*» (Luzk) in 1990 changed the name – «*Moloda Volyn*» and existed until 1994. The publication «*Komsomolsky Prapor*» (Ivano-Frankivsk) in the same year changed its name for «*Svit molodi*», but has being issued not for a long time. The newspaper «*Zmina*» (Rivne) was released till 1998. The publication of «*Rovesnik*» (Ternopil) managed to hold on the media market till 2002. «*Leninska molod'*» (Lviv) changed its name in 1990 and began to emerge as the «*Moloda Galicia*» and the editorial staff of the edition became its co-founder. With time, «*Moloda Galicia*» has received sponsorship funding from Ukrainian political party SDPU, which helped it to survive the mid-1990s. The newspaper «*Molodyi Bukovynec*» (Chernivtsi) is released till today.

In 90-ies the magazines for Russian youth started to be released in the Ukrainian media market, and immediately gained popularity throughout Ukraine. This includes such publications as «*Cool*» and «*Cool Girl*». They differed dramatically from the existing Ukrainian youth publications: bright color printing, unusual at that time completely different layout and thematic palette. Such magazines are a vivid example of the emergence of «yellow press» in our country. The basis of each issue were the rumors of show business stars, mostly Russian ones. Also, the magazine paid much attention to such subjects as sex, fashion, youth entertainment, incomprehensible and unreasonable «psychological» pseudo-tests and so on. It is a kind of interest, that during just a few years these publications have been able to root quite successfully in the Ukrainian media market and actually have become a leader in their segment. They successfully managed to keep the leadership positions in the early 2000s. Time passed, the Russian press began to increase in Ukraine. New youth publications started to appear with a clear focus on female youth audience segment. So in the Ukrainian media market there were the magazines «*Pink*», «*Oops!*», «*Yes!*», «*Elle Girl*» and others. They are all fairly the same in terms of semantic content: fashion, show business news, interviews with celebrities, entertainment, etc. They differ from the magazines of 90-ies by a lot of hidden and not hidden advertising on the pages.

The magazine «*Express Cool*» that was released in Lviv can be deemed an interesting example of successful development of youth edition at the regional level. Partly copying the design and theme vector of the magazine «*Cool*» a few years it managed to attract quite a large audience not only from the city but from the region as well. Publishing the materials about the relevant issues of contemporary youth the magazine became a leader among youth periodicals in Lviv for a while.

Today, the number of Ukrainian youth editions in the system of the national media market does not exceed thirty titles. The most part of them is a Russian franchise product. Some youth periodicals are financed out of proceeds of sale, a part gets the financial support from a variety of grant programs. Therefore, the modern researchers have the purpose to find out the feasibility of the release of the youth editions today, taking into account a variety of factors: financial feasibility and relevance of the target audience. The results of our polls among youth in Lviv in 2016 showed low rates of appeals of younger audiences for print media: 63 % of respondents said that do not read periodicals in general, and 37 % read newspapers and magazines.

**Conclusions.** Different periods in the history of our state had its influence on the development of youth periodicals. On the Western Ukrainian lands the youth publications existed since the late XIX century. Basically, these publications were releasing by youth organizations, clubs, student associations, etc. It is clear that the belonging to a particular organization defines the themes of contemporary youth newspapers and magazines.

The Soviet authorities created quite a different system of youth periodicals. Under the control of the Central Committee of Komsomol, such periodicals were limited from the standpoint of alternative opinions and views. Working on the communist making zombies of the Soviet Komsomol youth the press was trying to please the party leadership.

Since Ukraine gained its independence the media market has undergone significant changes again. For print media in general and for youth one in particular, this period was characterized by the transition to independent financial security and the emergence of a competitive environment. Some versions of existing of youth publications were self-liquidated. Others changed their editorial policy and continued to be released. And just a few of them remain on the media market today. A withdrawal from the Soviet system of work, that has been formed over decades, pushed Ukrainian media to a certain number of problems. In particular, they face an urgent need to set-up the work of media sector according to the requirements of the market economy, which, due to lack of experience, usually had quite a negative impact on the media. Lack of experience was reflected at all stages of development of the Ukrainian media. This especially concerns the stage of the mass media creation. With gaining the independence the Ukrainian print media in addition to new principles of semantic, financial and other aspects were faced with the necessity of a radical change in the management of periodicals in various stages of creation and development of a newspaper or a magazine. And the youth editions are not an exception. In 1990 Russian journals rushed in the sector of the Ukrainian youth periodicals, which soon have become the market leaders. It is clear that the main function of such publications was to entertain their audience.

Today the youth periodical in the system of the Ukrainian media market undergoes decay. This is confirmed by the results of our sociological research. The percentage of interest among youth publications among the Lviv youth is quite low in the end as the percentage of its calls to the print media in general. In the course of the sociological research we concluded that the Ukrainian young people need the youth print editions and these have a chance to be established on the Ukrainian media market. But the process is quite long, and requires a significant financial investment and the development of a new youth periodicals management concept. That is why the youth magazines should pay maximum attention to the process of interest of their target audience: constantly explore thematic preferences of young people and not only monitor the competitive publications, but the reaction to its own print mass media. In addition, the youth editions should work to gain a clear positioning and loyal audience segment. A youth edition can be successful today, but it has to position itself in a right way, to answer the needs of youth promoting a dialogue.

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### **Західноукраїнська молодіжна періодика: становлення, еволюція розвитку, особливості функціонування**

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*У статті досліджено історію становлення молодіжних видань на західноукраїнських землях у різні періоди, виокремлено особливості молодіжної періодики на різних етапах розвитку, проаналізовано сучасний стан молодіжних видань в українському медійному просторі. На основі проведеного соціологічного опитування з'ясовано специфіку сприймання молодіжної періодики її цільовою аудиторією.*

**Ключові слова:** молодіжна преса, історія розвитку, дослідження аудиторії

### **Западноукраинская молодежная периодика: становление, эволюция развития, особенности функционирования**

**Витвицкая Юлия**

*В статье исследована история становления молодежных изданий на западноукраинских землях в разные периоды, выделены особенности молодежной периодики на разных этапах развития, проанализировано современное состояние молодежных изданий в украинском медийном пространстве. На основе проведенного социологического опроса выяснено специфику восприятия молодежной периодики ее целевой аудиторией.*

**Ключевые слова:** молодежная пресса, история развития, исследования аудитории

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