

For Nixon the debate ended with a political disaster. Then, with great success, television debates have proven a success in Western Europe, initially in Germany and France. In Poland, the first pre-election TV debates were held in 1995 and had a very important influence on the final outcome of the election. The majority of the Polish population lived with events related to the debates. Debates inflamed emotions, but at the same time facilitated understanding of the political programs of the two competing parties. Even voters hardly familiar with politics identified Tusk's camp with economic liberalism and withdrawal from social policy. In contrast, Law and Justice was identified with social solidarism and increased state participation in the economy. Fundamental importance for the results of the presidential elections in Poland in 2005 had the «President for Poland» presidential debate of Donald Tusk and Lech Kaczyński, issued on 21 October 2005. in the Polish TV channel one.

Key words: television debates, political program, results of the elections.

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SOCIAL PROJECTS IN THE COMMUNICATION SPACE OF UKRAINIAN TELEVISION

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The social projects are considered as a special type of TV programmes. The goal of the research is to highlight the peculiarities of development, genre and typological priorities of social projects on Ukrainian TV. It was found out, that the quantity of social projects is increasing on Ukrainian TV channels. It is stressed out, that there is a great variety of themes of social projects, but the thematic classification has not been created yet. We suggest the following classification according to the theme: highly specialized programme, programme-exposure, programme-confession (social and psychological programme), programme-transformation, programme-search, programme-reconstruction. The social projects on Ukrainian TV channels are often realized in the form of reality and talk show, less often – in the form of journalist investigation, interview presents insignificant percent. Such tendency shows the entertainment format of social projects. The mixing of genre characteristics is observed in the framework of social projects. The majority of social programmes are of original design. Thus, social TV projects make solid layer in typological and genre-format aspects.

Key words: social projects, typology, genre peculiarities, TV.

Introduction. One can observe the tendency of social programmes increase on Ukrainian television lately. The viewers are offered different programmes, where the above mentioned function is realized. The relevance of the above mentioned projects is conditioned by the intensification of social pro-

cesses in Ukraine. Thus, we can observe the importance of research of tendency development of social TV programmes, their types, peculiarities of functioning on Ukrainian television.

The aim of the research is to highlight the peculiarities of development, genre and typological priorities of social projects on Ukrainian television.

The object of the research is the programmes of social character on modern Ukrainian television.

The subject of the research is the peculiarities of functioning and the genre variety of social programmes of Ukrainian TV.

Unfortunately, the social mission of Ukrainian television has not become the object of serious attention of the media researchers. Despite the frequent use of the term «social project» (TV programme) by TV channels, there is still no definition for this type of TV product. The social projects are not represented in classifier of TV programmes, which identifies such types as information (news), publicist, informative programmes and entertainment, cultural and education, children, sport, entertainment, advertising programmes, feature (live-action) film, TV serial [6]. As we can see, there are no definite principles for classification. Thus, the systematization was carried out according to the viewer principle, theme, and function of the TV programme. V. Kuznetsov also distinguishes «socially significant» programmes, including information and information-analytical, publicistic, informative and entertainment, cultural and education, children programmes [6]. Unfortunately, the scientist does not explain what is meant by «socially significant» programmes.

Generally, the term «social», taking into consideration the definition of such notions as «social protection», «social welfare», «social policy», «social institution» etc, is used to identify moral and financial support of a person, i.e. TV projects, which position themselves as «social» must be aimed at solving social problems of the society and its protection. «In the wide sense, social problems mean all social phenomena connected with the people's behavior in the society within the framework of norm and also beyond it. [...] In the narrow sense, we speak about a problem, revealing destruction of stable social connections, when its development results in tension and conflicts. In this case to reveal the social problems, the objective state of things is compared with the norm» [4, p. 67]. Thus, we suggest the following meaning of the social TV project (social TV programme). Social TV programme means TV programmes aimed at forming, modification, and support of socially important views, forms of behavior, problem solving, society protection in general and its every member in particular.

The aim of every social programme is to inform the viewers as to definite problem, if not to show its solution, but possible consequences, which may arise, if timely measures will not be taken. The problems which are raised in social projects are of different character – from personal or family to all Ukrainian and international. The main thing is the question under discussion should be resonance and interesting for the society.

The Ukrainian media market shows a great variety of social project themes, but the precise theme classification was not created. Thus, having researched the domestic TV content of social programmes, we offer their theme classification:

1. Highly specialized (narrow theme) programmes. The programme «Sozialnyy status: vasha pensiya» («Social status: your pension») («Tonis») can be referred to this category among the researched TV programmes. The programme discusses the questions concerning pension protection: pension reform, age of retirement, pension of government employees, new laws, which will influence the pension calculation etc. The experts are invited to the studio; the interactive connection – calls from viewers – is used.

2. Programme-exposure. It is necessary to mention, that group is widely represented on Ukrainian TV market. Problems, which are solved in such projects concern resonance cases of all Ukrainian (state) and local levels. Rarely such cases are taken from the life of certain family or person.

Such programmes as «Purge 6.72» («2+2»), «Shemy» («Schemes») («UT-1»), «Agenty vplyvu» («Agents of Influence») (NTN), «Teoriya brehni» («Territory of Deception») («1+1»), «Revisor» («Auditor»), («Novyy kanal»/«New Channel»), «Inspector Freimuth» («1+1»), «Distalo» («Fed up») (ICTV) belong to this group.

3. Programme-confession (social and psychological programme). It is necessary to mention that programmes of such format are very popular among viewers. The stake is made on emotional response

of family of main character, experts or viewers. It is the confession programmes that testify that social programmes on Ukrainian TV tend to dramatization, usage of conflicts.

Such programmes as «Hovoryt Ukraina» («Ukraine is speaking») («Ukraine»), «Stosuetsya kozhnogo» («Concerns everyone») («Inter»), «Odyn za vsyh» («One for all») (STB), «Dytektoz brehni» («Lie-detector») (STB), «Lyuba, my vbyvaemo ditey» («Dear, we are killing children») (STB), «Davayte pogovorymo pro seks» («Let's talk about Sex») (STB) belong to this group.

The most quantity of projects, which belong to programmes-confession are broadcasted by STB: «Odyn dlya vsyh» («One for all»), «Dytektoz brehni» («Lie-detector»), «Lyuba, my vbyvaemo ditey» («Dear, we are killing children»), «Davayte pogovorymo pro seks» («Let's talk about Sex»).

4. Programme-transformation. At first sight, they belong to entertainment programmes, but their main goal is to change people's life for better, to help them find way out of difficult situation. Such programmes as «Ya soromlusya svogo tila» («I am ashamed of my body») (STB), «Operaciya krasyy» («Operation Beauty») («1+1»), «Deputat pid prykryttyam» («Deputy under Cover») (ICTV), «Panyanka – selyanka» («City girl – Village girl») (TET) belong to this group.

The goal of majority of programme-transformation is to help change the appearance, improve health («Ya soromlusya svogo tila» («I am ashamed of my body») (STB), «Operaciya krasyy» («Operation Beauty») («1+1»), but there have appeared programmes aiming at showing the life of different social layers («Deputat pid prykryttyam» («Deputy under Cover») (ICTV), «Panyanka – selyanka» («City girl – Village girl») (TET).

5. Programmes-search. The team of journalists of the above mentioned programmes helps find missing people or people who lost connections with relatives. There are not many such programmes on Ukrainian TV: «Chekau na tebe. Ukraina» («Waiting for you. Ukraine») (Inter), «Sluzhba rozshuku ditey» («Children Search Service») («1+1»).

6. Programme-reconstruction. The aim of such programmes is to show the way of solving problems, which took place in the real life. The series «Simeyni melodramy» («Family melodramas») («1+1»), court show «Sudovi spravy» («Court Cases») (Inter), «Simeynyy sud» («Family Court») (Inter) belong to this category.

The social projects to be competitive, the scriptwriters put main emphasis on genre embodiment of the material.

More often the social projects on Ukrainian TV have the format of reality- and talk-show, less – in the format of journalist investigation, insignificant percentage – in the form of an interview.

One of the most popular genres of Ukrainian TV is a reality-show. «Reality is an action which happens not according to the scenario, which shows the reality, reveals the characters of the participants, who are «common people», but not professional actors. Show is an inseparable element of the creation of a TV programme» [1].

Such programmes as «Lyuba, my vbyvaemo ditey» («Dear, we are killing children») (STB), «Deputat pid prykryttyam» («Deputy under Cover») (ICTV), «Revisor» («Auditor») («New Channel»), «Inspector Freimuth» («1+1»), «Minyayu zhinku» («I Change the Wife») («1+1») belong to reality-show genre.

Another popular genre, where social projects are realized, is a talk-show. «Talk-show is a stand-up, in the form of questions and answers with the obligatory participation of charismatic TV presenter, viewers in the studio, knowledgeable experts and guests with an interesting story» [5].

The talk-shows on Ukrainian TV are presented by such social projects as: «Odyn za vsyh» («One for all») (STB), «Chekayu na tebe» («Waiting for you») (Inter), «Hovoryt Ukraina» («Ukraine is speaking») («Ukraine»), «Lyuba, my vbyvaemo ditey» («Dear, we are killing children») (STB), «Davayte pogovorymo pro seks» («Let's talk about Sex») (STB), «Stosuetsya kozhnogo» («Concerns everyone») (Inter).

Ukrainian TV is actively realizing social projects in such genre as journalistic investigation now. «Journalistic investigation is a genre of analytical publicism aiming at revealing inner reasons of acute social (economic, political, moral, ecological) problems, the real reasons of which are hidden from community by powerful, influential political circles. Facts, deeds and behavior of people, collisions between them are the components of journalist's conception of investigated phenomena, its nature and conditions of existence» [2].

Such social projects as «Lyustrator 6.72» («Purge 6.72») («2+2»), «Shemy» («Schemes») («UT-1»), «Agenty vplyvu» («Agents of Influence») (NTN), «Teritoriya obmanu» («Territory of Deception») («1+1»), «Distalo» («Fed up») (ICTV) etc. Belong to the genre of journalistic investigation on Ukrainian TV.

Such classical genre as interview is used on Ukrainian TV channels. Interview is a genre of publicism, which is a conversation between a journalist and a socially significant person on important topic» [6].

The social project «Sozialnyy status: vasha pensiya» («Social status: your pension») (Tonis) presents this genre on Ukrainian TV.

The mixing of genre characteristics is taking place on Ukrainian TV nowadays. The creators of social projects try to diversify the formats of such programmes, that is why they mix their characteristics with the characteristics of other shows. Ye. Hutsal states: «Technology modernization and innovations in videoculture influenced immediately the tendency of representing the material on TV. The TV analysts characterize the real state of things on TV as genre mixing and blurring of distinctions between reality and fictionalized facts. Moreover this blurring of distinctions and forced modernization of genres is almost the main problem of modern methodology of journalism» [3]. The vivid example is the talk-show «Odyn za vsykh» («One for all») (STB), where the main hero tells his version of events and the journalists look for answers (journalistic investigation).

The peculiarity of social programmes functioning on Ukrainian TV is that the majority of them is unique projects. First of all, it concerns such genres as talk-show, journalistic investigation, and interview. We can observe contrary different situation with reality-shows. For example, Ukrainian programme «Kohana, my vbyvaemo ditey» (STB) is created according to British format «Honey, we're killing the kids», «Minyayu zhinku» («1+1») is Ukrainian adaptation of British format «Wife Swap». So called international social projects comprise in significant part on Ukrainian TV market. Such programme as «Chekayu na tebe» («Waiting for you. Ukraine», Inter) belong to this category. Ukrainian social projects also appear on international media markets. For example, Russian federal entertainment channel «Pyatnytsa!» bought «Revisor» («Auditor») from «Novyy kanal» («New Channel»).

Conclusions. Thus, the quantity of socially oriented programmes is increasing on Ukrainian media market. Nevertheless, social projects did not become the object of attention of media researches. We suggest the following meaning of the social TV project (social TV programme). Social TV programme means TV programmes aimed at forming, modification, and support of socially important views, means of behavior, problem solving, society protection in general and its every member in particular.

The programmes-exposure and «confessions» are widely represented among the social projects on Ukrainian TV. The programmes-transformations search and reconstructions are represented less; the insignificant part is comprised by highly specialized programmes. Thus, we can make a conclusion that the main emphases is made on scandals and show by scriptwriters, while creating social projects.

The entertainment format of social projects is proved by their genre. More often they are realized in the genre of reality and talk-show, less in the genre of journalistic investigation, least – in the interviews.

The social projects broadcasted on Ukrainian TV are of original production, but there is a big group of adapted formats. It concerns such type of social projects as reality show.

Social TV projects need further research and comprehension. They present a broad stratum in typological, genre and format aspects.

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Соціальні проекти в комунікаційному просторі українського телебачення

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Розглядаються соціальні проекти як особливий різновид телевізійних програм. Мета дослідження – окреслити особливості розвитку, жанрові та типологічні пріоритети соціальних проектів на українському телебаченні. З'ясується, що на українських телеканалах зростає кількість проектів соціального спрямування. Наголошується на тому, що тематичне коло соціальних проектів дуже широке, проте класифікації їх тематичного діапазону й досі не зроблено. За тематикою пропонуємо виділяти вузькоспеціалізовані (вузькотематичні) програми, програми-викриття, програми-сповіді (соціально-психологічні програми), програми-перевтілення, програми-розиюки, програми-реконструкції. Соціальні проекти на українських телеканалах найчастіше реалізовані у жанрах реаліті- та ток-шоу, менше – у жанрі журналістського розслідування, незначний відсоток – інтерв'ю. Така тенденція свідчить про спрямованість соціальних проектів на розважальний формат. У межах соціальних проектів спостерігаємо також змішування жанрових ознак. Переважна більшість програм на соціальну тематику є оригінальними проектами. Отже, соціальні телевізійні проекти являють собою широкий пласт – як у типологічному, так і жанрово-форматному планах.

Ключові слова: соціальні проекти, типологія, жанрові особливості, телебачення.

Социальные проекты в коммуникационном пространстве украинского телевидения

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Рассматриваются социальные проекты как особая разновидность телевизионных программ. Цель исследования – определить особенности развития, жанровые и типологические приоритеты социальных проектов на украинском телевидении. Выясняется, что на украинских телеканалах увеличивается количество проектов социальной направленности. Подчеркивается, что тематический круг социальных проектов очень широкий, однако классификации их тематического диапазона до сих пор не сделана. По тематике предлагаем выделять узкоспециализированные (узкотематические) программы, программы-разоблачения, программы-исповеди (социально-психологические программы), программы-перевоплощения, программы-розыски, программы-реконструкции. Социальные проекты на украинском телеканалах чаще всего реализованы в жанрах реалити- и ток-шоу, меньше – в жанре журналистского расследования, незначительный процент – интервью. Такая тенденция свидетельствует о направленности социальных проектов на развлекательный формат. В рамках социальных проектов наблюдаем также смешивание жанровых признаков. Подавляющее большинство программ на социальную тематику являются оригинальными проектами. Итак, социальные телевизионные проекты представляют собой широкий пласт – как в типологическом, так и жанрово-форматном планах.

Ключевые слова: социальные проекты, типология, жанровые особенности, телевидение.

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