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MEDIA OF UKRAINIAN NATIONAL COMMUNITY IN VOJVODINA (BY THE EXAMPLE OF RUSKE SLOVO AND RTV)

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The article systematizes the development of both traditional (press, radio, television) as well as modern forms of media (Facebook, Youtube) of national minorities of Rusyns-Ukrainians in Serbia. The purpose of the article is to analyze the development and evolution of Serbian media of national minorities on the example of Ruske Slovo and RTV over the years. The role of these media in specific European integration plans and their impact on Serbia's accession negotiations with the EU community were discussed. The role of both media in the socio-cultural integration of the inhabitants of Vojvodina was also marked.

Key words: Serbian mass-media, national minority, Ukrainians, media development, Vojvodina ethnic media.

The Balkans is a colorful south-eastern part of Europe, inhabited mostly by southern Slavs. Marked by brutal wars, wealth of cultures, multi-religiosity. Areas that like the central eastern part of Europe were plagued by wars, political turmoil, passed under the rule of various empires that imposed their rights and culture, destroying native cultures ironically contributing to the creation of an even larger ethnic and nationality mosaic. Ukrainians and Ruthenians in Yugoslavia found themselves forced to be displaced for penalty for participating in the Kuruc uprising against the Austro-Hungarian Empire [1, s. 272], and also as a result of the first economic emigration [2, c. 3]. With time, creating an organized group of representatives of the national minority understood as a small group of people within a community or country, differing from the main population in race, religion, language, or political persuasion [3]

Practically every national minority in Europe is accompanied by media in various forms: press, television, radio, e-press, social media. Usually it is a press or its electronic equivalent, often in the form of the only edition of the country (weekly, monthly) or what is a frequent phenomenon of religious press, parish newspapers, etc. There are also radio programs and television programs broadcast in a minority language or with subtitles on local radio stations or regional television branches. Minorities in the countries of Western Europe, often with financial subsidies, can afford visually attractive and thematically

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periodicals, in the case of forms of online editions about graphic design and site map. This thing is very different in the countries of Central and Eastern Europe, where national minorities are struggling with financial problems, often that preventing even fluent and regular publication. Volunteering is also a frequent phenomenon in which members work on the transmission of information. A separate phenomenon is the lack of political will or the deliberate obstruction of the freedom of the press of the ethnic and national minorities, commonly called discrimination or stereotyping. The phenomenal exception is Serbia, the Balkan country, like the rest belonging to the Central-Eastern Group, not too prosperous, recently applying for membership of the EU, in terms of freedom of media of national minorities overtook many of the members of the community. The center of multiculturalism is the Autonomous region of Vojvodina, which is inhabited by 19 national minorities, with 6 official languages and a separate government. One of them are Rusyns and Ukrainians, which main media centers are located in Novi Sad, the capital of Vojvodina, and also Belgrade as the central point of Serbia.

Periodization of the history of mass media was aptly outlined by Professor Goban-Klass who characterized the five stages of their development. The invention of speech and language meant crossing the barriers of the place of time and situation. Word as a symbol brings thought into the sphere of both the real and imaginary world, in time and place, from the past into the future [4, s. 16]. The subsequent stage of inventing the writing has revolutionized the message of information for many years to the present day. The last «mediamorphoses» defined by this media expert were the beginnings of radio and television [5], as carriers of information that revolutionized mass culture in the world. The latest and dynamically developing medium, still poorly defined is the Internet and social media, which are rapidly developing but equally quickly becoming outdated.

Ruske Slovo Руске Слово founded in 1945 with headquarters in Ruski Krstur, from 1967 in Novi Sad, weekly of the Rusyn minority in Serbia, issued in Ruthenian language in Ukrainian alphabet adapted to the South Slavic accretions. In its original form in a paper version, along with the latest media revolution in the form of the Internet also in the form of an e-edition, enriched with virtually all possibilities offered by the Internet. The weekly from the beginning of its activity focused on the issue of the national minority of Rusyns-Ukrainians living in Serbia, to bring up a socio-religious-political-social topics. Although in the first years after World War II, the communist governments of Yugoslavia, like in the eastern bloc and the USSR, were unfavorably looking at the issues of national minorities [6, c. 259-268], it is not only the word Rusyn that survived in the Balkans, but also found itself as the main element of the name. Obviously, the articles had to meet the requirements of «censorship» and the communist political correctness of that time, just like its Polish counterpart Nashe Slovo. The situation of national minorities in the media market of that period in neither the country of the Eastern bloc nor the Balkans was neither good nor bad, it was simply unremarkable, however, when it comes to the educational dimension of the press, its level exceeded modern media many times.

Ruske Slovo has adopted the position of conservative liberalism in terms of the published content, in which he continues to this day. In the traditional paper edition there are articles about everyday life of members of this community, their problems, achievements, history, education and also spiritual life. The subject matter of the magazine is inseparably connected with social organizations and activists who want to develop Ruthenian (Ukrainian) culture and education in Serbia. About the success of this type of modern

patriotism is demonstrated by the choice of the Greek Catholic religion by children from minority schools, but also by children who attended Serbian schools [7, c. 5]. It is the result of cohesive activity of local media, authorities, population and clergy who jointly organize workshops in Rusyn language learning, recitation competitions, reading and grammar as well as book fair to popularize this language [8, c. 2]. There is no also a lack of promotion of spiritual and religious values, to heal both the mind, soul and body as part of the memory of the immaterial heritage of their ancestors [9, c. 12]. How difficult it is to maintain the national identity in a foreign country, we find out in one of the materials where Lajosz Barna tells the story of his childhood, himself at the age of 90, knows only a few words in his native language, but carefully caring for traditions [10, c. 13]. The activities of the Ruske Slovo magazine go far beyond the rigid framework of the regional press. It is one of the most organized bodies of the Ruthenian (Ukrainian) minority in Europe, starting with cultural and educational activities on an economic level. On the pages of the magazine, we find articles on agro-economic and investment topics, moreover, you can learn about the possibilities of using mineral and geothermal water deposits in Voivodina to improve the economic status of minorities and region [11, c. 7]. The newspaper owes its unquestionable success to its own managers and social activists who have created a development plan «Strategy for Ruthenian Culture 2010-2013» [12, c. 3], effective use of European funds for the regional development of Novi Sad, Subotica and other towns, with the support of the authorities of Serbia, which gave 11 million dinars for self-determination [13, c. 3]. Although the operative activity of the inhabitants brings effects, smooth operation of the media in Vojvodina would not be possible without the budget support of both the Autonomous Region of Vojvodina and Serbia, which after the tragic events of the Yugoslavia war 1992-1999 realized especially by the example of Vojvodina, in which the effects of the war were the least noticeable that «At all times sincere friends of freedom have been rare, and its triumphs have been due to minorities, that have prevailed by associating themselves with auxiliaries whose objects often differed from their own» [14, p.1]. That's why all social and media initiatives such as Chervena Ruzha in Novi Sad that have received millions of dinars for a development [15, c. 3] are so generously subsidized, promotion of the «Carpathia» book [16, c.10], also the permission for performances or cultural initiatives organized in public space is greater than in countries inhabited by these minorities.

A breakthrough moment in the development of the Ruske Slovo was entering the electronic market, the e-press version opened new possibilities of information transmission, besides traditional text and photos: multitext, photo galleries, blogs, short films, creators got received the opportunity to operate both text, image and sound at the same time. An additional element has also become an active participation of recipients in the form of comments on the portal. Leszek Olszański claims that the peculiarities of the internet portal are the dry language, exterior, and superiority of the relationship above author's articles characteristic of newspaper journalists [18, s. 25], he has a lot of reasons for this, for example on dry and short information about additional language teaching opportunities at the philosophical faculty in Novi Sad [19], or an invitation to the author's evening Ukrainian essayist and writer Andriy Ljubka [20]. However, cannot agree with the theorem that there are no original articles or specialist journalism, absorbing interview with the Rusyn Ana living with her family permanently in France, her difficulties in assimilation, problems posed by the natives, and Slavic solidarity in emigration [21], they contradict this assumption. The op-ed piece about political aspirations delivered during the demonstration

of «Mozayik Serbyyi Мозаїк Сербії» in Belgrade [22] also does not fit into the second part of this thesis.

The newspaper is also accompanied by the periodical Švetlosc Шветлосц – a cultural and literature magazine, which in the paper version began to appear in 1952 in Ruski Krs-tur. Initially, there were poems published in it, as for example Macery zabytoho hraniczara which touches on the topic of origin, loyalty to the land and family that is important to the Ruthenians [23, c. 172], and it was the place of publication of Ruthenian-Ukrainian art, prose, novelettes, poetry. In later years, he began to specialize in popular science articles, biographies of glorious and distinguished activists for the community. A lot of space was devoted to Diura Papharhai writer, journalist, native Vojvodina's artist, who was the founder of the magazine [24, c. 157-173], constituting a kind of his scientific epitaph. The magazine has been available for the last few years also on the Internet, the latest issue covers the development of the Ruske Slovo and its jubilee [25, c. 571-576]. NVU Ruske Slovo apart from the weekly and scientific and cultural periodical he also publishes books. Zagradka Заградка it's a 24 pages children's magazine containing poems, language lessons, maths as well as coloring books and short stories [26]. MAK» magazine addressed to young people, which for the main task adopted the encouragement of creative and creative activities in the field of culture and sport, also promoting an educational form [27].

Culinary guides available in 2010 in the paper version of the newspaper included recipes for classic, regional and traditional dishes such as cabbage soup, beans or goulash [28, c. 11], in the online version where the culinary has its own tab also in the recipes we meet the spirit of time, modernity and variety, recipes for «cappuccino cake» [29] etc.

Quite an original phenomenon in Serbia is interest about the blogs, in Central Europe they are additionally present as an element for supporters, connoisseurs of selected interests, topics. In Serbian online releases, they instead of comments and forums that normally revive the website [18, s. 33], they lead the way of the popularity. Can be observed an increased interest in private meditations, philosophy on personalized blogs [30], than in the form of comments or discussions under articles, which practically do not appear on the side of Ruske Slovo. Similarly, the theory is that social media is the main source of information, and today's recipients are only interested in superficial information, easy to replicate, focusing only on titles and leads. Zmorzycki claims that nowadays it a channel of information, the medium plays the largest role in the spread of information [31, s. 32], but this principle does not check in the Serbian issue. This phenomenon is also marginal in this case because the profile on Facebook of the Ruske Slovo and MAK likes and shares only over 2,000 people [32], and the profile of the Ruthenian-language RTV channel of just over 1,500 people [33]. Which is not an impressive result even for such a small community as the national minority. Most journalistic articles on both websites have more views, which means that in this case, you cannot talk about the dusk of traditional journalism.

The provider of most of the information from the region and the world for both Ruske Slovo and RTV television is the only ruthenian press agency – Ruthenpress Рутенпрес. Founded by Vladimir Palanhan, the long-term marketing director of Radio Vojvodina in Novi Sad and NVU [34, c. 3]. A professionally organized agency is responsible for content published Serbian, Ruthenian and Ukrainian languages. These are all news, events, precisely prepared reports on socio-cultural events. Journalists of the agency deal with practically everything from the evening of regional cuisine [35], to the press review [36].

RTV РТВ Радио-телевизија Војводине founded in 1975 with headquarters in Novi Sad. Serbian radio and television of national minorities, broadcasting in all 19 languages of minorities inhabited in Vojvodina, also has permanent editorial offices in Ukrainian and Ruthenian. Television is one of the main centers for the promotion of regional minorities, actively organizing media and social life in the region. In 2010, РТВ и Фонд за Европски работи воєводини RTV and the European Development Fund signed an agreement on the promotion of regionalization dealing with the management and promotion of European projects, strengthening economic capital, planning and implementation of projects in line with the recommendations of joining the EU [37, с. 3], as the television itself became the active accession negotiator between Serbia and the European community. Information, programs and short snapshots can be found not only in the traditional form of broadcasting but also on the RTV channel on Youtube and the internet portal of this television. Dnovnyk Дньовнік is an information program broadcast in Rusyn, you can find there all the necessary information about this minority, moreover an overview of the Rusyn's press in Serbia [38], including the Ruske Slovo. The program broadcast in RTV often with cooperation with the Ruske Slovo is also Dobry Vethar Voivodyno «Добри вечар, Войводино» [39].

Its equivalent in Ukrainian is the 30-minute Ukrainian panorama Ukrajinska Panorama informing about the twelve fold increase in subsidies for ethnic minorities by the government of Serbia [40], or the promotion of a practically unknown Ukrainian minority in Serbia of holiday and folklore traditions from the former homeland [41].

Despite the tragic fragment in the history of the Television, concerned about the war in the former Yugoslavia 1992-1999, and the disastrous groundless bombing of the TV headquarters by NATO air strikes in 1999, it undergoes constant and uninterrupted modernization and development. In the first half of 2019, the new headquarters of this institution will be opened, containing 5 modern television and 6 radio studios, as well as several post-workshop facilities and execution and press rooms [40]. To increase interest in RTV, it also has multilingual channels for YouTube, where more importantly productions are placed. In addition, a thriving news portal is available in 8 language versions. One of the threats is the emigration of educated potential creators and employees abroad, about the problem that television itself reports [42].

Conclusions

In summary, minority media in Serbia are among the most prosperous mass media among the media of national minorities in Europe. They play the role of not only an information transmitter, but also themselves create politics, culture and they have a significant impact on Serbian society. In addition, they use all available and emerging opportunities for mass media, which proves the continuous development in the fields of technology and the implementation of press and audiovisual materials. You cannot have any reservations about the quality of the content published by all subjects of Ruske Slovo and RTV. It was also noticed the unique compatibility and cooperation of all entities with each other, which is a rare phenomenon, all sections from the press to the television and publishing houses which create one large conglomerate.

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МЕДІА УКРАЇНСЬКОЇ НАЦІОНАЛЬНОЇ СПІЛЬНОТИ У ВОЄВОДИНІ (НА ПРИКЛАДІ «РУСЬКОГО СЛОВА» ТА РТВ)

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У статті представлено розвиток медіа національних меншин русинів та українців у Сербії. Здійснено порівняльний аналіз русинськомовного «Руського слова» і русинсько-і українськомовного каналу РТВ (Радіо-телевізія Войводине). Стаття систематизує розвиток як традиційних (преса, радіо, телебачення), так і сучасних форм медіа (Facebook, Youtube) національної меншини русинів-українців у Сербії.

Приділено увагу свободі медіа, свободі функціонування та розвитку медіа національних меншин та умовам розвитку, які створили уряд Сербії та Автономного краю Воєводини. Проаналізовані теми, які обговорювали в «Руському слові» та на РТВ. Розглянуто незалежне інформагентство Рутенпрес, постачальника інформації для тижневика «Руське слово», а також радіо та телеканалу RTV. У випадку Сербії та її автономного краю Воєводина, незважаючи на складну соціально-економічну ситуацію та наслідки війни в Югославії у 1992–1999 рр., помітна толерантність до медіа, пов'язаних із національними меншинами. Відзначено фінансову опіку над медіа з боку регіональних та центральних органів влади, а також співпрацю між видавцями та журналістами «Руського слова», інформаційного агентства «Рутенпрес» та «Радіо і телебачення Воєводина».

В рамках аналізу було порушено питання взаємин медіа національних меншин колишньої Югославської Республіки Сербії із Європейським Союзом, роль цих ЗМІ у конкретних планах європейської інтеграції та їхній вплив на переговори Сербії щодо приєднання до ЄС. Відзначено винятковий національний, релігійний та мовний плюралізм у програмах РТВ, показано, що високий рівень функціонування медіа національних меншин часто перевершує рівень аналогічних медіа у країнах Європейського Союзу, який опирається на загально визнану толерантність та політкоректність. Розвиток сербських медіа для національних меншин може бути прикладом для всієї Європи, як з точки зору об'єктивності, так і рівня реалізації інформаційних послуг.

Ключові слова: сербські ЗМІ, національні меншини, українці, розвиток ЗМІ, етнічні ЗМІ.