

TELEVISION SPACE OF LUHANSK REGION: STEP, THAT HAS BEEN INTERRUPTED BY WAR

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There are 5 phases of development of Luhansk regional TV, that are pointed out in the article: from the moment of incipience till their disappearance in 2014., because of warfare in the East of Ukraine and reappearance in the new format.

Key words: regional TV, TV space, regional and local language, antiterrorist operation, TV companies: LOT, LKT, IRTA.

Formulation of the problem: Firstly, a broadcaster has formed regional and subsequently national telecommunication systems, in which compound has overcome five phases, that was born in the end of 50-s XX. In each of these phases some convergent and divergent qualities of information and communication processes have been chronologically outlined. That has furthered the specification of regional paradigm, that was being affirmed for sixty years in standard samples, acquired the features historical and cultural traditions.

The phase of development of Luhansk regional TV has conditioned by socio-political transformations of society and found its reflection above all in the context. *The first stage* has corresponded the period of Khrushchev's "thaw" (1956–1971). Its characteristic feature was rapid development of regional media industry with the context, in the basis of formalisation of which were copied genres of that time periodicals – TV magazines and cycles. The period of Brezhnev's stagnation has come to the *second phase* of development of regional broadcasts of Luhansk region (1971–1991), which was noted, on the one hand, by inhibition of freedom and progress towards centralization, abatement of ether of studios and full stagnation of system of regional broadcasts in the late 80's – early 90's. Nevertheless, at that time the quality of studio transmissions has been raised, that has furthered the acquirement of regional TV space, development of technical potential TV studios, in particular genre variety of created programmes. The period of Ukrainian independence falls on launching of the *third phase* of regional broadcasts (1991–2005), for which are characterized further progress to regionalization of broadcasting, demonopolization, saving of state and formation of regional and local non-state broadcasts. The content of this period is noted by step to journalistic freedoms, openness, interactivity, which changes ever and again by hidden censorship, the entire dependence upon the founders (sponsors, owners). The *fourth phase* of Luhansk broadcasts (from 2006 – till May, 2014) was characterized by establishment of digital

signal propagation, affirmation of the latest technologies of TV broadcasts and changes of content, that has ceased to be mass and individual.

Analysis of study of a problem. The actions, that were placed from May 2014 – the beginning of active military actions in the East of Ukraine and temporary loss by Ukraine of certain territories Luhansk and Donetsk regions – have led to reformatting mass-media function TRK region, which from the occupation of their aught, hardware-studio complexes have ceased to exit, in order to relive from the end 2014 and start up the *fifth phase* of its development. In case, the four of the listed phases were analysed, investigated and periodized [9, p. 9], but mass-media activity, that is characterized to the fifth phase, causes the interest by a wide range of scholars, after all its formation and filling by content occurs in condition of conducting in the territory of Luhansk Antiterroristic operation. Journalists still don't don't have to define the different components of of this phase, however, a viewpoint of a scholar, journalist-practise, that has seen processes from inside and has involved in them, can be useful for the wider investigation of the named process. Methodological basis of comprehension of this problem are the investigation, that are dedicated to studying regional TRK, that have been put through V. Halych [1], O. Holovchuk [2], Hoyan [3], I. Penchuk [7], A. Skoryk [8] and other.

The aim of investigation. The actualization of some aspects, that are characterized for TV space of Luhansk region in modern phase and the aim of our article is to designate the role, which play in this process revived regional TV channels. Among the tasks, that we set ourselves – set up special functioning of national informational TV space in the period from May 2014; designate modern tendencies in the development of Luhansk TRK in the conditions of carrying out the war; propose optimal approaches to the further development of Luhansk regional broadcasting. The solution of set tasks will give a chance to develop established approaches to model of regional TV space, that was formed in the condition of carrying out an antiterrorist operation, can be used for wide scientific discussion and in preparation of future journalists.

Presenting the main material: Sixteen TV companies, including 3 regional, have been functioned among four phases of development of Luhansk regional TV in TV space:

- Luhansk regional TV-and-radio company (LOT)
- TOV “Independent TRK “IRTA” (IRTA)
- Regional association “Luhansk cable TV and 13 local TV companies:
 - TOV TV-and-radio company “VID” (Sverdlovsk), TOV NTRK “IRTA-Severodonetsk” (IRTA-Severodonetsk), TOV NTRK “IRTA-Starobilsk” (IRTA-Starobilsk), TOV “IRTA-Stakhanov” (IRTA-STAKHANOV), TOV “IRTA-Krasnyi Lutch” (IRTA-Krasnyi Lutch), TOV “TV company Era-TV” (Era-TV), TOV “TV studio “Nika-TV”, Rovenki (Nika-TV), TOV “TV company “Antel”, Antracit (ANTEL) – the named channels are part of the structure of media-group IRTA;
 - Municipal Enterprice “Edition of urban TV “Asket” (Asket) (Alchevsk);
 - TOV “TV-and-radio company “Rovenkivski channels of broadcasting”(RTV) (Rovenki);

- TOV “Broadcasting company “Lutch” (Lutch) (Krasnyi Lutch);
- Lisichansk communal enterprise “TV-and-radio company “Akcent” (Akcent) (Lisichansk);
- TOV “TV-and-radio company STV (STV) (Severodonetsk).

The named TV companies by ownership are divided in communal (Akcent, Asket) and private (Vid, IRTA-Severodonetsk, IRTA-Starobilsk, IRTA-Stakhanov, IRTA-Krasnyi Lutch, Era-TV, Nika-TV, ANTEL, RTV, RTV, Lutch, STV), and by the way of signal propagation are cable-to-air.

If we consider the main tendencies of Luhansk TV space and perspectives of its development in time of independence, it should be noted, that before the beginning of XIX century, it achieved stability, and the number of regional and local TV organizations is constant in recent years. Herewith, “the programs of local TV companies for the population became an integral element of life, powerful, cognitive and educational means of communication, and most importantly – a source of various information” [5].

Meanwhile, the territory of region isn't completely covered by the regional TV broadcasting channels. State organization “Luhansk regional state TV-and-radio company” (TV channel LOT) has been covered 89, 7 % of regional territory by TV signal” [7]. Another channel – regional association OO “Luhansk cable TV” charges 1,2 million consumers informproducts, and in the coverage area of TV signal are located settlements within a radius 100 km from the terrestrial transmitter. Besides, the channel is transmitted by operators of cable TV in Luhansk, Alchevsk, Stakhaniv, Rovenki, Pervomaisk, Kirovsk, Bryanka [6]. IRTA was also productive, which has covered 80 % of region by its TV signal.

Broadcasting of local TV companies has been spread to the cities of their dislocations. Herewith, the part of viewers, who lives in northern parts, has been fallen out from the informational field of Luhansk region over impossibility to give a signal to the audience of their houses and acquaint them with regional and national news, in the consequence they were forced to meet their information needs by content, which came from territory of Russia without any limits. Analog signal of Russian channels could be perceived both in antenna or cable networks, and partly in the T2 digital broadcast format, which transmitters are actively and free of charge among pensioners in 2011–2014. Such disintegration system of national TV space, which took place in border towns of Luhansk region, have led to the beginning of informational war and today is actively used in the way of aggression in the East of Ukraine.

The analysis of activity of regional and local channels within the TV space of Luhansk region made it possible to reach important conclusions. Firstly, they are business-projects of certain financial and economic or political groups of influence, in which political or business interests of their owners (founders) are dominated, and political or economical expediency, but not the adherence to the standards of profession determines the approaches to the production of this or that TV product. Secondly, TV informational space is actually monopolized by representatives that are closed to one political force, that makes conditions to manipulation of public consciousness and making certain stereotypes. The Council of Europe emphasizes also the security of monopolization in the media “On measures to promote transparency to the media”, noting, that concentration of mass communication can have not only positive, but also

disastrous action to pluralism heterogeneity. The remarks for Ukraine are quite appropriate and the desires of politics or officials from the village level to rayon or regional administration and the Cabinet or Presidential administration to manage ZMK direction or with the help of secret instructions. Thirdly, quantitative indicators haven't turned into qualitative ones because of lack of funds, which are needed to normal production of high-performance TV product and preparation of professional journalists. In this mass-information situation the state must had become a player in media market and real steps to the way of creation a public TV must had cashiered distortions in the development of regional broadcasting.

Nonetheless the actions of 2014 have changed mass-communicational situation. On the 1 May 2014 some armed persons, from the so-called "Army of the southeast" captured seized the RRT Concern and connected the "First national", 1+1, 5 channel replaced to Russian, and in the middle of May captured the local and subsequently three regional channels – LOT, LKT and IRTA. On their basis, separatist channels were formed, which began broadcasting not to Ukraine's uncontrolled territory. None of Ukrainian regional channel wasn't able to evacuate its own equipment, which have left in the occupied territory. Herewith, the bulk of technical and creative workers went away from Luhansk to the territories, that are controlled by Ukraine. IRTA was the first, who violated almost semi-annual silence. A private channel based on its local studio have began broadcasting from a new regional centre of Ukrainian Luhansk region – Severodonetsk, and from 2015 from this city restored the broadcast newly created LOT. The studios of broadcasting in Lisichansk and Severodonetsk have also worked. Today there is possibility to cover all territories, that are under Ukrainian control by signal of regional broadcasting, however there is no power to give signal to occupied territory.

Conclusions: In return the experience of work TRK of Luhansk region has showed imperfection of management system and protection of informational field of the country from the side of government structures and full unreadiness to resist informational aggression both from the side of close country, and from the side its actual satellites in the middle of the country. In general supporting the thesis, that regional TV must have thematic face, conduct its program policy, notice, that regional programmatic policy should organically combine in telecasts regional (local), all-Ukrainian and universal values. Under such circumstances regional TV will be productive in terms of the system of national patriotic education, scattering Anti-Ukrainian policy, development, protection, full function of Ukrainian language, culture, spirituality, creation of Ukrainian national informational space. Upgrade of informational sovereignty of Ukraine in the East seems to be possible in case of liberation from the occupation of territories, partly occupied in Luhansk and Donetsk regions, developing capabilities for signaling to uncontrolled territories and the immediate imposition of restriction on the broadcasting in the state of an audiovisual product, produced outside the European Union.

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ТЕЛЕПРОСТІР ЛУГАНЩИНИ: ПОСТУП ПЕРЕРВАНИЙ ВІЙНОЮ

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У статті виділено п'ять етапів розвитку Луганського регіонального телебачення від моменту становлення до їх зникнення в 2014 р. через бойові дії на Сході України та відродження у новому форматі. Періоду хрущовської “відлиги” відповідав *перший етап* періодизованого нами регіонального телевізійного мовлення (1956–1971 рр.). Період брежнєвського застою прийшовся на *другий етап* розвитку регіонального телемовлення Луганщини (1971–1991 рр.), який відзначився, з одного боку, гальмуванням свобод та поступу до централізації, скороченням ефіру телестудій та повною стагнацією системи обласного телемовлення в кінці 80-х – на початку 90-х рр. Період української незалежності припадає на започаткування *третього етапу* регіонального телемовлення (1991–2005 рр.), для якого характерні подальший поступ до регіоналізації телемовлення, демонополізації, збереження державного та утворення регіонального й місцевого недержавного телемовлення. *Четвертий етап* луганського телемовлення (з 2006 р. – до травня 2014 р.) характеризувався запровадженням цифрового поширення сигналу, ствердженням новітніх технологій телевізійного мовлення та змінами контенту, який перестав бути масовим і став індивідуалізованим. Події, які мали місце з травня 2014 р. – початку активних бойових дій на Сході і тимчасова втрата Україною деяких територій Луганської і Донецької областей – призвели до переформатування мас-медійної діяльності ТРК регіону, які після захоплення їхнього майна, обладнання, апаратно-студійних комплексів припинили існування, аби з кінця 2014 р. відродитися і започаткувати *п'ятий етап* у своєму розвитку.

Досвід роботи ТРК Луганщини показав недосконалість системи управління та захисту інформаційного поля країни з боку державних структур та повної неготовності протистояти інформаційній агресії як з боку сусідньої країни, так і з боку її фактичних сателітів в середині держави. Загалом, підтримуючи тезу, про те, що регіональне телебачення повинно мати тематичне обличчя, провадити свою програмну політику, зауважимо, що регіональна програмно-тематична політика має органічно поєднувати в телепередачах регіональні (локальні), всеукраїнські та загальнонародські цінності. За таких умов регіональне телебачення буде продуктивним засобом у системі національно-патріотичного виховання, розвінчування антиукраїнської політики, розвитку, захисту, повноправного функціонування української мови, культури, духовності, створення українського національного інформаційного простору. Поновлення ж інформаційного суверенітету України на Сході вбачається можливим при умові звільнення від окупації частково захоплених нині територій Луганської і Донецької областей, розбудови потужностей для подачі сигналу на невідконтрольні території та негайне запровадження обмежень на трансляцію на території держави аудіовізуального продукту, виробленого поза межами Європейського Союзу.

Ключові слова: регіональне телебачення; телевізійний простір; регіональне та місцеве мовлення; Антитерористична операція; телекомпанії ЛОТ, ЛКТ, ІРТА.