

CULTURAL, EDUCATIONAL AND ENTERTAINMENT TELEVISION PROGRAMS IN THE UKRAINIAN MEDIA SPACE

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In today's world it is difficult to imagine at least a day without the media. We learn about world events directly through the media, although purely informational activities have long ceased to be the main goal of the media. The world is not shaped by the media. The world is the media and it seems that there is nothing but them [1, p. 3].

The essence of the media is not only to inform, but also to meet entertainment and, most importantly, educational needs. One of the most important executors of these needs is television. According to Encyclopedia Britannica, those who first struggled with the practical aesthetics of television tried to perceive the media, on the one hand, as a kind of visual radio, and on the other - as a form of "diluted cinema", a rather poor cousin of theatrical film [2].

Many people turn to television to relax. The easiest way is to sit in front of the TV and immerse yourself in a two-dimensional world. Television, unlike other media, is the easiest to perceive. Reading newspapers and magazines or listening to the radio requires more concentration. When watching TV programs, a person makes less mental effort, which negatively affects the development of society. Therefore, it is extremely necessary to saturate the media space with cultural, educational and artistic programs.

The aim of this research is to analyze and investigate the existence of cultural, educational and entertainment programs in the Ukrainian media space.

The Ukrainian TV space cannot be called ideal, but with each passing year the media product becomes better and better. The reason for this is the

growing of tastes and preferences of the population. TV channels are literally forced to fight for their viewers and for ratings. And in this pursuit, media workers forget that high ratings do not mean the same high intellectual content.

According to Natalia Ligacheva, a TV critic, what is good for the market is not good for society. Of course, educational projects do not bring such high ratings as scandalous TV projects. There is a great threat of transformation of the television segment of Ukrainian journalism into the entertainment and PR technology industry [3, p. 15–16].

American television programs are a great example to follow. Quite often, analogues of popular foreign shows appear on Ukrainian television, as they are exemplary, variously filled with TV products. The role of the presenter in such programs is extremely important. He must show high professional qualities and be able to show compassion and understanding for the characters.

Olga Gerasimyuk's talk show "Without Taboo" became an analogue of the "Oprah Winfrey Show" on Ukrainian television. The show raised socially important topics, invited well-known Ukrainian politicians, representatives of art, culture and cinema. However, the Ukrainian analogue still differed from its American counterpart. Even after the end of a certain topic, Olga Gerasimyuk continued to follow the fate of the heroes and tell the audience about how their future lives turned out to be.

Domestic television really knows how to surprise with new formats. The UA: Pershiy channel broadcasts the culinary-literary show "Eneida". It combines stories about Ukrainian writers with the preparation of culinary recipes. The host of the talk show is Yevhen Klopotenko - a famous Ukrainian chef, culinary expert. The heroes of the show are literary critics, artists, art masters, theater producers and everyone involved in culture and art. "Eneida" acquaints the domestic audience with the unknown facts about our writers' lives, and also helps to significantly expand the idea of Ukrainian cuisine [4].

The Voice of the Country, which airs on one of the most popular TV channels in Ukraine - "1 + 1", is an incredibly rated cultural show. Every season, 4 judges - famous Ukrainian stars choose a team of talented vocal performers to win. The highlight of the show is that the judges do not see the performers at the casting. They evaluate only vocal abilities. This project is a great opportunity to show yourself and show your talent to the whole of Ukraine [5].

Thus, Ukrainian television is interesting and multifaceted. Every year it becomes better. There are TV programs not only for mindless viewing, but also for intellectual development.

References:

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