

JOURNALISM

The concept of broadcasting on the subject of minority groups on public television: the implementation status

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Abstract. Aspects of implementation of the Concept of Broadcast on Minority Groups of the Public Broadcasting Company of Ukraine on the example of the Transcarpathian Regional Directorate of Public Broadcaster have been studied. The peculiarities of TV programmes made to meet the information needs of the minorities living in the Transcarpathian region are considered. The topics, duration and regularity of these TV projects are described. The level of fulfillment of the requirements for broadcasting established by the Concept for the Hungarian, Romanian, Roma, Ruthenian, Slovak and German ethnic communities of Transcarpathia has been identified.

Keywords: Public broadcasting, minority groups, regional television, Transcarpathia.

Introduction. According to the census, which was last conducted in Ukraine in 2001, there are more than 1 million 250 thousand people, who reside in the Transcarpathian region. The westernmost part of the country is multinational, more than 100 nationalities are represented here, the most numerous of which are: Ukrainians (80.5%), Hungarians (12.1%), Romanians (2.6%), Russians (2.5%) [6]. Thousands locals, who belong to minority groups need objective information about regional, national and world events, as well as intercultural communication, for the sake of preservation of linguistic diversity and identity of ethnic groups.

Thus the Public Broadcasting Company of Ukraine, which has been operating since 2016 and has a Transcarpathian branch in its structure, committed to protect the freedom of speech in Ukraine, providing society with reliable and balanced information. And among its main tasks is to promote the development of languages and cultures of minority groups.

Analysis of recent researches and publications. The question of determining the peculiarities of Ukrainian TV and radio broadcasting for national minorities is the subject of research by O.V. Golovchuk [2], I.G. Mashchenko [4], M.V. Uliganets [9]. Principles of functioning of public broadcasting in Ukraine, in particular aspects concerning its regional activities, were set out in the works of V.V. Misky, S.V. Ostapa [5], T.O. Chepurnyak [10]. However, characteristic features of public broadcasting for national minorities in the multifaceted, in terms of ethnicity composition population of the Transcarpathian region, remain insufficiently studied.

The purpose of the article. Identify the features of the implementation with regard to the Concept of broadcast on the minority groups' issues of the Public Broadcasting Company of Ukraine (JSC PBC) in the regional branch (on the example of UA: Transcarpathia). The object of research is the regional branch of the Public Broadcasting Company of Ukraine.

Materials and methods. Scientific research is based on the study of works by modern authors devoted to aspects of the functioning of the Public Broadcasting Company in Ukraine, on the analysis of programme docu-

ments approved by JSC PBC and content analysis of information, entertaining and educational TV programmes broadcast by the Transcarpathian branch of the JSC PBC in the languages of minority groups or on issues related to their activities at the regional and national levels. The purpose of the study led to the integrated use of the following research methods: bibliographic descriptive, systematization, content analysis.

Results and discussion. Broadcasting of radio and television programmes in the languages of minorities (Czech, Slovak, Russian) took place in Transcarpathia in the 30s of the twentieth century. This practice continued in the Soviet era, in particular since 1967 there was an edition of extended programmes on regional television that broadcast in Ukrainian, Hungarian and Moldavian languages. At that time, television and radio programmes created for minority groups were mostly duplicated content created in the Ukrainian language. Soon after Ukraine declared its independence, the Transcarpathian Television and Radio Center began to operate separate newsrooms to broadcast in Hungarian, in Romanian, German and Slovak. The programmes prepared by these editorial offices concerned culture, history and ethnography of ethnic minorities, so they were not just a translation of Ukrainian programmes. In addition, the number of programmes for ethnic communities gradually increased, in 2012 – 2018 there were 14 foreign language TV programmes, a weekly digest, and 13 programmes on the radio [8]. After the reorganization of the Transcarpathian Regional State Television and Radio Company in public broadcaster "UA:Transcarpathia", it was decided to continue broadcasting for minority groups. Specifically, in 2018 the National Public Television and Radio Company approved The concept of broadcast on subjects of minority groups [3]. The document was composed "for the most complete fulfillment of the cultural and educational needs of minority groups". In particular, the concept provides production of content about ethnic minorities (analysis and narration of traditions, history, culture and everyday life), as well as the production of radio and television programmes in the languages of minorities. At the moment of creation of the Concept within the Transcarpathian Re-

gional Directorate of the Public Broadcasting Company of Ukraine, information was transmitted in Hungarian, Romanian, Russian, Roma, Rusyn, Slovak, German. Accordingly, 5 specialized editorial offices worked in the regional directorate.

However, according to the data presented in the Concept, the information content they produced until 2018 was irregular, so it is impossible to establish compliance with journalistic standards. In developing the Concept, the JSC PBC leadership also noted that due to the lack of subtitling, content produced in minorities' languages is incomprehensible to speakers of other languages.

Having studied all the features of television and radio broadcasting for ethnic minorities, the Public Broadcasting Company has identified the following tasks for branches that broadcast for minorities and have appropriate editorial offices in their structure:

- regular creation of news content in the languages of ethnic minorities;
- coverage in newscasts of topics related to the life and work of minorities;
- creation and maintenance of rubrics of daily morning shows in the languages of ethnic minorities;
- production of a weekly programme on culture, language, history and traditions in the language of the minority with Ukrainian subtitles;
- production of programmes about national communities in Ukrainian (speakers of such programmes can report in their native language with subtitles or simultaneous interpretation into Ukrainian should be included).

More than three years have passed since the adoption of the Concept of Broadcast on the Minority Groups. Therefore, analyzing the content of the Transcarpathian branch of the Public Broadcasting Company of Ukraine [11], posted on the official website of the company, we can determine the level of implementation of the Concept and realization of its tasks on the example of the Transcarpathian region.

Content for Hungarian nationals. Every week, the Transcarpathian Regional Directorate of Public Broadcasting airs the "MagyarSzó" ("Hungarian Word"), a 12-15-minute programme that tells the stories of successful members of the Hungarian community who engage in various crafts, develop their own businesses or preserve the traditions of their ancestors. The programme is based on interviews with characters, accompanied by music. The entire programme is subtitled in Ukrainian, making it available for viewing not only to Hungarians and native speakers. Another product of the Transcarpathian branch of JSC PBC - "Hungarian News" covers events in the region related to the Hungarian community, the programmes are produced in Hungarian with Ukrainian subtitles. Yet the subtitles are placed in a moving line and change too often, which causes difficulties for perception. The duration of one edition of "Hungarian News" is 2-4 minutes, although they cannot be called regular - the last of them was published on the website "Social: Transcarpathia" on December 2019. According to the schedule of TV programs posted on the website of the Broadcasting company - national news is broadcast at 5.15 p.m. and not news in Hungarian.

Content for Romanian nationals. The programme "Acasă la români" ("At Romanians's home") is broadcast

weekly on the UA: Transcarpathia TV channel. The theme of the programme is the life of Romanians in Transcarpathia, their way of living and holidays, traditions and achievements. In particular, local reform programmes, theatrical events in the region and religion were among the latest to air. The duration of issues is quite heterogeneous, there are programmes shorter than 6 minutes and longer than 20 minutes. The programmes are released in Romanian, but all the words of the heroes are subtitled in Ukrainian. The editions also contain interviews in Ukrainian, which are not accompanied by a translation. In addition, the Romanian Meridian radio programme is broadcast daily for the Romanian community.

Content for Roma. Once every two weeks a programme "Romano Jivipen" is on the air of the UA: Transcarpathia. The authors position the programme as one that conveys truthful and objective information about Roma who seek to integrate into Ukrainian society: without prejudices, stereotypes and "hate speech". The reports deal with the problems of education, medicine, art, peculiarities of employment and obtaining passports by representatives of the Roma community. The programmes are quite diverse in terms of topics and information content, the duration of editions is homogeneous, from 10 to 13 minutes. Interviews with Roma are complemented by behind-the-scenes text and stand-up words of the journalist, which diversifies the TV programme. Everything said by journalists and characters is subtitled in Ukrainian, but the characters of the programme themselves speak colloquial Ukrainian, with dialectisms.

Content for Slovaks. The TV programme "Slovak Views" is broadcast weekly, on Thursdays. It is a project on politics, economics, religion, art and social issues in the life of the Slovak minority group. The programmes last 6-12 minutes and include interviews in Slovak and Ukrainian. The translation of the words in Slovak can be seen on the screen in the form of subtitles. Interviews are often accompanied by music, and some programmes have off-screen text. The video material is diverse, the film-editing is easy to perceive.

Content for Germans. A media product created for Germans living in Transcarpathia is presented by the programme "Miteigenen Augen" ("With your own eyes"), which is released once a week. The topics of the issues are diverse: travel stories and stories about interesting personalities, national traditions, culture, art and mass events held with the participation of ethnic Germans. Between the programmes there are short (3-4 minutes) musical congratulations. The quality of audiovisual material is at a high level alongside with various locations for filming. Everything said in German is subtitled in Ukrainian.

Content for representatives of the Rusyn ethnic group. Life stories of members of the Rusyn community in Transcarpathia, information about their traditions and life are contained in the issues of the project "Rusyn Family". The television programme is broadcast weekly. The average duration of editions is 12 minutes. The programmes are mostly based on interviews with representatives of the Rusyn ethnic group who speak vernacular, Ukrainian subtitles are added. Furthermore, a digest "Ethno Vision" is on air weekly on the "UA:Transcarpathia". This is a joint programme for ethnic minorities, which

includes several extended stories of 5-6 minutes, and are concerned with the main events in the life of different minority groups. Interviews in foreign languages are available with subtitling in Ukrainian, the behind-the-scenes text is voiced in Ukrainian, and most of the characters in the stories also speak Ukrainian. This creative project provides an opportunity for all residents of the Transcarpathian region to learn about events that are important for members of individual minority group. Stories about members of different ethnic groups, information about events in their lives, as well as everyday life (for example, recipes) also appear periodically in the interregional informational and educational show "Morning on Public". It should be noted that all branches of the Public Broadcasting Company are working on this project, not only the employees of the Transcarpathian Regional Directorate.

Conclusions. At the time of the adoption of the Concept of Broadcasting on minority groups by the Public Broadcasting Company of Ukraine (September 2018), the Transcarpathian Regional Directorate produced 14 television programmes for minority groups. In 2021, according to the data posted on the website of the regional broadcasting company, 7 projects are regularly produced in the languages of ethnic minorities or report on representatives of such groups: "Hungarian word", "At Romanians' home", "Romano jivipen", "Slovak views", "With my own eyes", "Rusyn family", "Ethno Vision". As a result, the number of television programmes for ethnic minorities has decreased. The Concept of Broadcasting on Minority Groups itself still does not contain clear tasks for regional directorates regarding the number of projects, but instead sets clear requirements for the subject matter, content and regularity of relevant projects. In particular, content created for minority groups should contain information about the history, culture and way of life of communities, and this topic predominates in the issues of projects. According to the Concept, television programmes should create a platform for dialogue on socio-political issues with the involvement of minority groups. This task is partially fulfilled, as the mentioned television programmes cover the stories and visions of the representatives of minority groups, but do not contain the positions of experts or other persons who would speak on socio-political topics. At the same time, the Transcarpathian Regional Directorate of Public Broadcasters performs the task of promoting the use of minority groups' languages - all specialized projects are partially or completely produced in the languages of ethnic minorities. All editions for ethnic minorities have subtitles, some of them contain musical compositions of minorities, as stated in the Concept. The Hungarian community (over 12% of the total population of the region) is the most numerous in terms of the num-

ber of representatives of minority groups in the Transcarpathian region. The regional directorate of the public broadcaster is preparing two projects: "Hungarian Word" and "Hungarian News" specially for the Hungarian community. However, the latest TV programme is not mentioned in the TV program and has not been published on the company's website since 2019. The second largest minority in Transcarpathia is the Romanian minority (2.6% of the population as of 2001); to meet the information needs of the community: UA:Transcarpathia releases the programme "At Romanians' home". Similarly, one television programme focuses on the Roma national minority (Romano Jivipen), which accounts for 1.1% of the region's total population. One TV programme is broadcast for the Rusyn ethnic group, and one each for Slovak and German minority, whose number is less than 1% of the population of Transcarpathia. By the way, the editions of «With my own Eyes» for the German community, which counts 3.5 thousand people in Transcarpathia (among 1 million 200 thousand of total population) are longer, and thematically more diverse than other projects. In general, the Transcarpathian Regional Directorate of the Public Broadcasting Company of Ukraine includes 5 editorial offices specializing in the production of content for members of minority groups. The creative staff of these editorial offices produces media products to meet the information needs of minority groups living in the region, the relevant content is regular and subtitled, so that the material is available to a wider range of people. The concept of broadcasting on ethnic minorities is largely implemented by the public broadcaster of "UA:Transcarpathia". At the same time, the Transcarpathian Regional Directorate of the Public Broadcasting Company of Ukraine faces many challenges, including covering the history and present of ethnic minorities, creating a platform for dialogue on socio-political issues, promoting interethnic dialogue and using minority languages. Moreover, the staff of the regional directorate has a task to fully meet the informational, cultural and educational needs of representatives of different nationalities and, most importantly, to earn the trust of audience. To do this, journalists must adhere to professional standards, ethical norms and take into account not only the national and historical, but also the mental specifics of the population of the region. Besides, the public broadcaster must at the same time ensure the rights of minority groups to use their languages, promote cultural and linguistic diversity and preserve the identity of such groups, as stated in the Concept of Broadcast on National Minorities. And also to establish a public dialogue for the development of the Ukrainian language and culture, personality and the Ukrainian people, as stated in the mission of the Public Broadcasting Company of Ukraine.

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