

## INFORMATION GLOBALIZATION OF TELECOMMUNICATIONS SPACE ON EXAMPLE OF TV CHANNEL "ICTV"

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Global communicative space closely constrained with development in the world of fundamental sciences. Under powerful influence of the new communicative systems was born the culture of "real virtuality". Power of the virtual world changes is type of human consciousness, spiritual world, system of values and social relations. The increase of volume of information and speed of her distribution promote dependence of man on society, from administrative structures [1, p. 44].

The "system of global mass-media entailed the substantial acceleration of cultural exchange. The traditional forms of life and ways of thinking can disappear during these contacts, the environment of claim that in an industrial epoch were the national states. Today globalization can be interpreted as an exit (not only as reality but also as possibility) of informative processes outside the territorial states and them national jurisdictions" [2, p. 324–327].

On this stage of development of society is practically impossible to imagine to the soba medium of communication, the workers that did not use communication technologies that is actively used by western colleagues, or did not share information between local informative cells as regional mass-media and medias-giants like news agencies, that collect information all over the world or large TV corporations that distribute not only internal information on public, but also given from all corners of Earth. The original reserved informative space of concrete nations, states and nationalities with the increase of influence of information technologies was considerably extended by the informative borders, became more open for satisfaction of interests of both own citizens and world community [3, p. 94–95].

Affecting of mass-media public opinion is irrefutable. The show of crisis tragic or dramatic events causes conviction and indignation of international association at once [4]. News, as a program, that attracts attention of enormous amount of modern Ukrainians that stably become familiar with receipt of information from audiovisual mass-media is one of model express

of producing of informative globalization on the walks of life of modern Ukrainian TV channels. With expansion of informative possibilities and mega scope amounts material of world scale in earnest politics of construction of ethereal time and raising of plots changed in news blocks [5, p. 26–30].

The TV channel "ICTV" is one of most audiovisual mass-media in Ukraine. June, 2021, showed that the marked channel had taken the 1 place in an audience by age 18–54 and 2 places in an audience 18 in rating of national audiovisual mass-media. Therefore it consider mass-media a representative example for the analysis of globalizations them transformations. Especially noting the fact that the TV channel "Ukraine" managed to win the championship only by broadcasting football matches, which significantly affected the overall picture among domestic TV channels. In July, ICTV managed to become the first in terms of television measurements with a share of 8.77% in both of the above categories. Informational and entertaining content has become a priority for viewers from all over our country.

Of the same type advertisement in the magazines of different countries and on different languages, identical tv-show that go though to the different languages, but show the identically executed studios and alike anchorwomen, instantaneous access to the news from any point of earth, the same news on the different TV channels, music and cinemas general in entire countries [6, p. 52–64].

The TV channel "ICTV" makes happy his audience by the enormous amount of the various programs and tv-show. Content of this medium of communication anymore gravitates to the entertaining type of medias, than to analytical or publicism, that is characteristic for the enormous amount of global medias. As modern Ukrainian media space is overwhelmed with like directed mass-media, then it is possible with a complete confidence to talk about plenty of analogies that can be conducted between the marked TV channel and other all Ukrainian mass-media. One of the personal touches of all modern channels there is a presence of morning shows. On the TV channel "ICTV" is the program "Morning in large city". Unfortunately to name him unique in its way it is impossible in any way, as on the TV channel "1+1" a cancer show goes out "Breakfast with 1+1", the TV channel Ukraine produces "Morning with Ukraine", Inter can propose in the same row "Morning with "Inter", on the New channel is possible to look "Getting up", "Morning on Fifth" on a 5 channel and the "Morning students" of production of TBi are analyzed in the same row. Logically it will be to notice that such superficial displays of globalization, that strike the eyes literally to every researcher and spectator it is impossible to abandon out of eyeshot. Does the identicalness of tv-show generate a natural question:

"And in what between them difference"?. Statistics shows that greater part of audience does not elect a concrete morning show, a spectator simply remains to faithful to sweat mass-media, that looks greater part of day.

Phenomena of different order, but identical nature force to comprehend the displays of globalization in mass-media, perceiving mass-media and as a sphere that obviously yields to influence of these processes, and as "agents of globalization", and as basic motive forces of globalization, accept globalization of public and cultural life becomes possible in the conditions of the most developed media systems.

If to analyze the TV channel "ICTV" on the basis of concretely this division, then it is possible with a complete right to name a channel universal. To estimate him in a cut analytical to mass-media difficult enough from the wretched amount of the analytical programs in his content. In this foreshortening it is possible to give an example just a few: cycle of the programs "Fakty", both daily and a week's, that tell about events and from time to time give the short analysis of context, in that happened but whether other event. At that majority of analytic "geometry" is exactly the Sunday producing. Such tendency as plain as a pikestaff, as exactly in a weekend a most audience can become familiar with to the program. Also substantial is a sentinel factor, in fact the Sunday producing last over hour, and here the time-study of daily news does not exceed 25–27 minutes. However, several issues each day give journalists more space to maneuver when comparing the channel's activities with competitors. The second program that can be attributed to serious journalism is the "Extraordinary News" project. The program is presented in the form of author's plots, which tell and analyze the extraordinary news that took place in Ukraine and the world. The same category includes a series of programs "Civil Defense", which tell about the history, military affairs, politics, geopolitics and the latest developments in the world of technology. Quite a simple presentation of the material allows you to relate the program to the educational unit. And, of course, the political talk show "Freedom of Speech", where hot political topics are raised in the format of discussions.

A large group of journalistic programs also includes shows that have no analogues in the television space of modern Ukraine. The project "Antizombie" on real examples shows the specific facts and ways in which certain segments of the population affect the population of a neighboring state on a daily basis. ICTV's own project provides viewers with a detailed analysis of what their media write, say and show Russians about what thoughts and views they are trying to instill in them. The new project of journalistic investigations "More than the truth" helps to understand all the intricacies of high-profile scandals, which for some reason are silenced, to find out the preconditions and possible consequences

of corruption schemes. An analogue of the air of all-Ukrainian media can be a project of the TV channel "1+1" called "Money".

One of the most popular projects of the TV channel is the humorous program "Diesel Show", in which topical issues, events and new trends are raised in a comic form. In the context of globalization, this program is a great example of mass media and tailoring topics that are chosen to be shown to the average viewer, without taking into account the needs of the audience in the analysis, education and opinion on really important issues. After the political changes and the downgrading of the "Evening Quarter", this show occupies a leading position in its chain.

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