

UDC 070.002: [738.04-070.01]
[https://doi.org/10.21272/Obraz.2026.1\(50\)-49-55](https://doi.org/10.21272/Obraz.2026.1(50)-49-55)

CURRENT MATERIAL TRENDS ON LVIV TELEVISION

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Received: 2 December 2025

Accepted: 18 February 2026

Published: 10 March 2026

Citation: Kazimova, Y. (2026). Current material trends on lviv television. *Образ, 1 (50), 49–55.*
[https://doi.org/10.21272/Obraz.2026.1\(50\)-49-55](https://doi.org/10.21272/Obraz.2026.1(50)-49-55)

Introduction. The growing influence of television on the formation of public opinion and the information culture of society requires a scientific understanding of the principles of content selection and presentation. In this context, selected television reports from Lviv regional broadcasting were analyzed.

Relevance of the study. The relevance of the research lies in the thematic systematization of television materials broadcast in February–March 2025. The purpose of the study is to provide a general analysis of selected television stories from Lviv and to identify the specific features of their thematic focus.

Methodology. The research is based on content analysis of individual television materials, which made it possible to determine their dominant themes and narrative features. The method of synthesis was used to generalize the results and identify common content characteristics and overall trends in covering socially significant events. Monitoring included systematic viewing and recording of materials published during February–March 2025.

Results. The study shows that the materials of “Suspilne Lviv” are characterized by a pronounced emotional component that performs not only informational but also moral-supportive functions under wartime conditions. The main approaches to covering the war in Ukraine include documentary-style reports, socio-humanitarian materials, human-centered stories, and direct war reports. The emphasis on personal narratives and social issues reflects an orientation toward strengthening social cohesion.

Conclusions. The scientific novelty of the study lies in identifying the role of the emotional component in covering military topics in the reports of “Suspilne Lviv” during the specified period. This approach expands the functional potential of journalism, transforming it from merely a means of information into a significant factor in strengthening national unity and fostering patriotic sentiment. Journalism thus functions not only as a means of informing but also as a factor in supporting national unity and public morale. The findings confirm that the primary focus of the analyzed reports was placed on individuals as well as on social and humanitarian issues.

Keywords: television content, Lviv television, television story topics, war in Ukraine, content trends.

Introduction. In the context of wartime, the professional selection and precise coverage of pertinent topics by journalists is of critical importance. This study is particularly relevant due to the need for a systematic categorization of materials from the lviv television channel «Suspilne Lviv» for February–March 2025, with a focus on identifying the thematic and content-related



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trends. The research aims to address significant scientific and applied challenges, specifically regarding the analysis of media coverage of socially relevant events in regional outlets and the facilitation of critical, informed audience engagement with televised content.

The study examines the thematic selection made by journalists in Lviv television news coverage and the characteristics of its reports. Researchers such as Dvoryanyn P. [2], Dmytrovskiy Z., Yelisovenko Y. [4], and others have explored the genre, content, and functional aspects of television reports, with Dvoryanyn focusing on news coverage in front-line regions [1], Dmytrovskiy on the foundations of television journalism [3], and Kupriy on the role of television in societal consolidation [6, pp. 63–68].

An unresolved aspect of the problem is the lack of a systematic analysis of the thematic content of regional media reports during wartime over a specific time period. This study is the first to analyze the trends of materials on Lviv television for February–March 2025, filling a gap in the study of the specifics of media content during the war.

The scientific novelty of the study lies in its demonstration, for the first time, of the high level of emotionally charged journalism on «Suspilne Lviv» which performs not only informational but also morally supportive functions in wartime.

The aim of the study was to conduct a comprehensive analysis of individual reports from the channel and identify the specifics of their thematic focus. The research tasks include performing a content analysis of the reports, identifying the specifics of thematic presentation, and conducting a comparative analysis of the reports for the two months.

The research shows that the Lviv television channel focuses on covering current events, particularly news related to the war in Ukraine. The analysis of the trends of materials for February and March 2025 revealed that the reports in February mainly addressed the war and its impact on people's lives, combining news reports with personal stories. In March, all of the channel's content was focused on military themes, including combat actions, the return of prisoners of war, volunteer initiatives, and the commemoration of fallen soldiers. A common element of the reports is the emphasis on the human factor and patriotic education through the coverage of personal war dramas. The presentation of materials is balanced, with an emphasis on truthfulness and emotional engagement of the audience, which increases trust in the content and strengthens the moral spirit of society [10].

Research materials and methods. The methodological principles of scientific research are based on general scientific principles, which include truthfulness, specificity, systematicity, and cognitiveness.

The study used a complex of theoretical and empirical methods. The analysis method involved a comprehensive study of individual materials with an emphasis on their subject matter (according to the criterion of thematic relevance), in particular, television stories broadcast on the air in February and March 2025, which was carried out according to the criterion of selecting a time frame. The analysis allowed for an assessment of the emotional depth of journalism in the context of wartime. This method also determined the genres of the plots. The synthesis method was used to integrate the results obtained in order to identify general content characteristics and main trends in the coverage of significant social events (criterion — the importance of the event). The monitoring method involved a systematic review and recording of publications made in the aforementioned 2025 (criterion of the time period), which contributed to a comprehensive study of the dynamics of coverage of events in the media space.

Discussion. To conduct an in-depth analysis of the thematic focus and content of the stories broadcast on the Lviv TV channel «Suspilne Lviv», the study selected materials for February and March 2025. Among the stories from February 2025, a report entitled «Why Did Dad Choose War? The Story of the Family of a Fallen Soldier» [10] attracted particular attention, highlighting the emotionally charged story of Oleksandr Borysov, a serviceman of the Special Operations Forces who died on September 4, 2024, while performing a combat mission in the Kursk region, temporarily occupied by the Russian Federation [10]. The story focuses on his passion for music, patriotic beliefs, and devotion to Ukraine, which allows us

to consider this material not only as a report about the war, but also as a complex narrative story about loss, love, and human resilience. According to genre characteristics, this material can be classified as a report with elements of documentary journalism.

Another significant story in February was the article «Medic from Lviv Region Stepan Protsiv Returns from russian Captivity» [10], which tells the story of Stepan Protsiv, a medic from Drohobych who was captured in June 2022 and released as a result of a prisoner exchange on February 5, 2025. This story combines factual information with personal testimonies and belongs to the genre of humanitarian journalism, which focuses on the human dimension of war and manifestations of resilience. Among the February materials, the story «There was no thought of stopping: Ukrainian soldiers on prostheses conquer Kilimanjaro» [10] is particularly striking, telling about four Ukrainian servicemen who, despite their injuries, climbed Mount Kilimanjaro in order to draw attention to the problems of veterans and honor the courage of Ukrainian soldiers. This story combines the features of motivational reporting, social and national-patriotic journalism. The main emphasis is placed not only on the physical achievements of the participants, but also on their moral resilience, determination, and ability to overcome difficulties.

Another report from February 2025, entitled «Lost Both Legs Due to Drone Strike: 40-Year-Old Soldier from Khmelnytskyi region Prepared for Prosthetics in Lviv» reveals the story of a serviceman from Khmelnytskyi region who is undergoing a rehabilitation course at the «Nezlamny» center in Lviv after losing both lower limbs as a result of being hit by an enemy drone [10]. The material recreates in detail the circumstances of the injury, in particular, adverse weather conditions, due to which the sound of the drone's approach was practically inaudible, and the explosion occurred after the serviceman left the dugout. In terms of genre, this report belongs to social and humanitarian journalism with elements of a personal narrative. The material focuses on the human and emotional dimensions of the military experience, emphasizing the physical losses and internal resilience of the serviceman.

It should be noted that the materials published on the TV channel «Suspilne Lviv» in February 2025 are characterized by a clear orientation towards topical, human-centric narratives that find an emotional response in the local audience. These reports not only perform an informative function, but also contribute to the preservation of collective memory, the formation of motivational narratives and the reflection of the socio-cultural values of the region in wartime. In addition, such materials become important elements in the process of forming public consciousness, supporting the morale of the community. In March 2025, the TV channel presented a number of socially significant stories, among which the material «The 24th Motorized Rifle Brigade Destroyed and Damaged 16 Units of russian troops' equipment in Chasovye Yar» attracted particular attention [10]. According to the information provided, on the morning of March 6, russian troops launched an offensive on the positions of the 24th separate mechanized brigade named after King Danylo in the city of Chasiv Yar, Donetsk region, where as a result of a combat clash, Ukrainian troops destroyed 11 units of enemy equipment and damaged another 5. The material emphasizes the professionalism and combat effectiveness of the Ukrainian military in the context of ongoing hostilities. The style of presentation is distinguished by dynamism and accessibility, combined with elements of dramatic expression, making this material a vivid example of operational journalism of the war period. According to the genre characteristics, this report can be classified as operational journalism with elements of war reporting. Another significant material of March was the report entitled «I turn my head, and the rocket flies», dedicated to the third anniversary of the missile strike on the Yavoriv training ground in the Lviv region, which occurred on March 13, 2022 [10]. According to information, russian forces launched more than 30 missile strikes on the International Center for Peacekeeping and Security, resulting in the deaths of more than 60 people. The story focuses on the experience of Olena Yashchychyn, whose family suffered an irreparable loss — her husband, Oleg, was killed as a result of this attack. The plot focuses on the trial of Olexander Kostorny, a former KGB officer convicted of providing intelligence

to Russian forces that contributed to the missile strike. The story has a distinct humanistic focus and is not limited to factual reporting, but also includes emotionally charged reflections on personal losses, victims of war, and the importance of justice. This material can be attributed to the genre of humanitarian journalism with elements of reporting.

Another significant material of March 2025 was a report entitled «Pick-ups and cargo vans: in Lviv, philanthropists handed over 35 vehicles to the military» which covers the transfer of 35 vehicles to the Armed Forces of Ukraine [10]. In particular, the material states that the vehicles were transferred as part of the «HeroCar» charitable project and are intended for logistical needs, in particular for transportation in front-line areas, such as Zaporizhia and Kharkiv regions. The principle of transparency of the initiative and the direct interaction of the charitable organization with the military, which contributed to the effective fulfillment of specific requests for vehicles, were separately emphasized. This report can be qualified as part of the genre of socially significant journalism, as it emphasizes the role of public initiatives in supporting the Armed Forces of Ukraine and emphasizes the importance of interaction between civil society and the military during wartime.

Among the significant materials presented on the TV channel «Suspilne Lviv» in March 2025, it is worth highlighting the story entitled «After 22 months of Russian captivity, serviceman Volodymyr Loginskyi from Lviv region returns home: what his wife says» [10]. In this material journalists focused on the emotional experience of his wife, Halyna Loginska, who shared her experiences during her husband's captivity. This story has a clearly expressed humanitarian character, emphasizing the human dimension of war. It focuses not on combat operations, but on the internal experiences of the family, in particular, on emotional tension, uncertainty and endurance during the waiting period, which allows us to consider the material as an example of humanitarian journalism that prioritizes the voice of the family and personal experiences.

The Suspilne Lviv TV channel pays significant attention to covering stories that illustrate the human cost of war, in particular stories about the return of prisoners of war, volunteer activities, and commemoration of the dead. These materials are distinguished by a deep focus on the individual dramas of soldiers and their families, which contributes to the formation of an emotional connection between the viewer and the heroes of the presented narratives. The reports cover a wide range of topics — from combat operations and the destruction of enemy equipment to personal stories about the physical and psychological trials of soldiers, their rehabilitation and recovery. Each material is distinguished by a balanced presentation, which combines the testimonies of direct participants in the events, their family members, and eyewitnesses. Through these reports, journalists give a voice to the victims of war — families of the dead, wounded soldiers, volunteers, and other participants in the hostilities, focusing on their experience, achievements, and inner resilience.

This approach to journalism not only performs an informational function, but also has significant emotional and social potential, contributing to the restoration of dignity, solidarity and trust in the conditions of national trials [8]. In summary, the materials of «Suspilne Lviv» for February and March 2025 can be considered a vivid example of high-quality, emotionally rich and professional war journalism. They not only inform the public about actual events, but also convey human strength, losses and solidarity, designed to support the morale of the nation and promote its unity in times of war.

The results of the research. The materials of «Suspilne Lviv» illustrate that contemporary journalism can seamlessly integrate a patriotic stance, emotional depth, and professionalism, reflecting prevailing trends in media production. These reports not only document significant events but also delve into the lived experiences of individuals, creating an emotional bridge between viewers and the military, and amplifying the voices of families, wounded soldiers, volunteers, and other key participants in the conflict. This approach contributes substantially to the formation of a culture of memory, collective support, and resilience, aligning with broader trends in media's role as a vehicle for emotional solidarity and national cohesion [7].

The typology of stories from February and March 2025 predominantly focuses on the war, showcasing a variety of journalistic genres that reflect the current trends in conflict coverage: reports featuring elements of documentary journalism; stories combining factual data with personal narratives (humanitarian journalism); socio-humanitarian materials emphasizing individual experiences; operational journalism and war reports; as well as heroic stories and memory journalism dedicated to honoring military heroism and sacrifice. These trends in genre diversification reveal the growing complexity of modern war journalism, offering a more nuanced portrayal of the human cost of conflict.

All materials present a balanced blend of factual content and emotional narratives, a hallmark of current trends in war journalism. This blend fosters a profound understanding of the war, its impact on individuals and families, and significantly contributes to the shaping of national memory and collective support for Ukraine's defense. Such journalism transcends mere information dissemination and catalyzes the development of empathy, solidarity, and trust during periods of national hardship, reflecting broader trends in the role of media as an emotional and moral compass during crises [9].

Thus, the materials of «Suspilne Lviv» for February and March 2025 serve as a prime example of high-quality military journalism that effectively merges patriotism, emotional resonance, and professional integrity. These reports do not merely cover military actions but also elevate human stories, constructing a compelling narrative of resilience, respect, and memory that helps sustain the nation's morale. From a practical perspective, the article exemplifies key trends in television journalism, particularly the strategies employed to present quality content in the challenging context of wartime conditions, thereby confirming the professionalism and effectiveness of modern Lviv television and its alignment with emerging trends in global media practices.

Conclusions and prospects. An analysis of the materials presented by «Suspilne Lviv» TV channel for February and March 2025 clearly demonstrates the importance of emotional depth in covering military topics, marking a significant trend and innovation in this study. It is observed that the stories integrate personal narratives with factual reports, fostering a powerful emotional connection with the audience. The innovative nature of this approach lies in its ability to extend beyond traditional information dissemination, positioning journalism as a pivotal factor in supporting national unity and patriotism. By intertwining personal dramas with objective facts, these materials facilitate a deeper understanding of the war, highlighting not only its tragic consequences but also its heroic dimensions. This is particularly evident in the stories about the families of fallen servicemen, the experiences of prisoners of war, and their loved ones, thereby cultivating a profound sense of empathy and support.

The originality of this study also stems from its use of contemporary materials from «Suspilne Lviv» for February and March 2025, which serve to demonstrate prevailing material trends in wartime television journalism. Furthermore, these materials exemplify a unique and meticulously crafted approach to covering war-related topics, necessitating the precise selection of terminology and the careful formulation of narrative themes.

A central focus of these materials is patriotism and heroism, explored through the personal stories of servicemen and volunteers. This approach underscores the significance of supporting both the military and volunteer initiatives, which strengthens national solidarity. The coverage of volunteer activities, such as the «HeroCar» project, contributes to the portrayal of active citizens who directly assist in the defense of the country and support the ongoing struggle for victory [10]. These material trends highlight the role of civic engagement in wartime and its influence on collective morale.

A distinguishing feature of the stories is the synthesis of military operations with emotional narratives, allowing not only for the conveyance of the conflict's scale but also for a reflection on its human dimension. This approach aids in evaluating the cost of war, not solely from a military or territorial perspective, but also through the lens of human losses and personal fates, thus encapsulating the material trends of holistic and multifaceted war reporting.

The materials of «Suspilne Lviv» exhibit an effective balance between the coverage of military events and the portrayal of personal experiences, thereby creating an emotionally resonant depiction of the war. This methodological synthesis reflects current material trends in war journalism, emphasizing the human impact alongside strategic developments.

In conclusion, the stories broadcast by «Suspilne Lviv» in February and March 2025 are characterized by a professional, patriotic, and emotionally nuanced approach to journalism. This represents a model of journalism that integrates dignity, resilience, and trust, not only informing the audience but also supporting society during challenging times.

Future research may explore the emotional impact of journalistic materials on audiences, particularly how personal stories and combat-related details influence the public's perception of the conflict. Additionally, it is crucial to examine the role of volunteer initiatives in shaping patriotic sentiments, as well as to investigate how shifts in political contexts affect journalistic approaches to war coverage. Moreover, the importance of precise localization of events should be emphasized, as it significantly enhances the emotional resonance of the reports and fortifies the connection between the content and its viewers, in line with evolving material trends in contemporary war journalism.

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УДК 070.002: [738.04-070.01]

СУЧАСНІ ТЕНДЕНЦІЇ МАТЕРІАЛІВ НА ЛЬВІВСЬКОМУ ТЕЛЕБАЧЕННІ

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Стаття надійшла до редакції 02.12.2025 р.

Прийнято до друку 18.02.2026 р.

Оприлюднено 10.03.2026

Цитування: Казімова, Ю. (2026). Сучасні тенденції матеріалів на Львівському телебаченні. *Образ*, 1 (50). С. 49–55. [https://doi.org/10.21272/Obraz.2026.1\(50\)-49-55](https://doi.org/10.21272/Obraz.2026.1(50)-49-55)

Вступ. Зростаючий вплив телебачення на формування громадської думки та інформаційної культури суспільства вимагає наукового розуміння принципів відбору та подання

контенту. У цьому контексті було проаналізовано вибрані телевізійні сюжети Львівського регіонального мовлення.

Актуальність і мета. Актуальність дослідження полягає в тематичній систематизації телевізійних матеріалів, що транслювалися у лютому–березні 2025 року. Метою дослідження є загальний аналіз вибраних телевізійних сюжетів львівського телебачення та виявлення специфічних особливостей їхньої тематичної спрямованості.

Методологія. Дослідження базується на контент-аналізі окремих телевізійних матеріалів, що дозволило визначити їх домінуючі теми та нарративні особливості. Для узагальнення результатів та виявлення спільних характеристик контенту та загальних тенденцій у висвітленні суспільно значущих подій було використано метод синтезу. Моніторинг включав систематичний перегляд та запис матеріалів, опублікованих протягом лютого–березня 2025 року.

Результати. Дослідження показує, що матеріали «Суспільного Львова» характеризуються вираженим емоційним компонентом, який виконує не лише інформаційні, а й морально-підтримуючі функції в умовах воєнного часу. Основні підходи до висвітлення війни в Україні включають репортажі в документальному стилі, соціально-гуманітарні матеріали, людиноцентричні історії та прямі воєнні репортажі. Акцент на особистих нарративах та соціальних проблемах відображає орієнтацію на зміцнення соціальної згуртованості.

Висновки. Наукова новизна дослідження полягає у визначенні ролі емоційної складової у висвітленні військової тематики в репортажах «Суспільне. Львів» за зазначений період. Такий підхід розширює функціональний потенціал журналістики, перетворюючи її з простого засобу інформування на вагомий фактор зміцнення національної єдності та виховання патріотичних настроїв. Таким чином, журналістика функціонує не лише як засіб інформування, а й як фактор підтримки національної єдності та суспільного духу. Результати дослідження підтверджують, що основна увага в аналізованих репортажах була зосереджена як на окремих людях, так і на соціальних та гуманітарних питаннях.

Ключові слова: телевізійний контент, львівське телебачення, теми телевізійних сюжетів, війна в Україні, тенденції контенту.

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