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RADIO «KULTURA» MUSIC CONTENT

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Introduction. Radio “Kultura” is a producer of musical intentions, a translator of traditions and innovations in modern musical art. The musical content of the analyzed media is characterized by a multifaceted musical palette. Informing about musical events and processes, radio “Kultura” becomes a unique platform for the actualization of musical culture, public discussion of musical issues, formation of worldview orientations and musical requests of the audience.

Relevance and aim of the research. The relevance of scientific research is determined by the absence of research into the musical content of radio “Kultura” in the modern scientific discourse.

The aim of the articles is to analyze musical content radio “Kultura” in the focus of the problem-thematic paradigm and media consumption.

Methodology. While carrying out the research, general philosophical and general scientific (theoretical, empirical) methods were used, in particular, the method of terminological and conceptual analysis, analysis of scientific literature, synthesis, induction and deduction, generalization, monitoring, content analysis, online surveys, statistical analysis.

Results. It has been clarified definition the concept of “musical content”. The problem-thematic range of materials was analyzed. An online survey was conducted of reception the audience musical content of radio “Kultura”.

Conclusions. Having analyzed the music content of radio “Kultura”, we identified the main thematic groups: news of the musical life of Ukraine, the most important events in the field of world music, stories about outstanding musical figures, musical genres and styles, trends in the music industry at the local and global levels, cultural and musical events, innovations, etc. In the analyzed media, the problems of the functioning and transformation of folk music, the connection of the author/performer with other participants of the musical ecosystem, pricing in the industry, age and gender discrimination in show business, music piracy, etc. are actualized. The results of the survey state that the respondents choose radio “Kultura” consciously and rationally, taking into account the quality of the musical content, the reputation of the media, and thematic priorities. Musical content partially meets their informational expectations.

Keywords: *musical content, radio “Kultura”, public broadcaster, problem-thematic dominants, media consumption.*

Introduction. Music as a component of culture plays an important role in the development of society, influences the formation of social processes. Coverage of musical topics in the media is an integral part of the full-fledged life and development of the nation, because music plays an integrating, ideological and motivational role in the national being of the people. A competent and professional reflection of musical discourse in the context of social challenges is especially necessary for Ukrainian society today. The role of the media

in popularizing musical ideas, innovations, ascertaining and interpreting the problems of the musical sphere, ways of solving them is great, since the media is an important subject of cultural and socio-political life, a means of forming public opinion.

Musical content is not sufficiently explored in modern scientific discourse. Scientific studies mainly focused on the specifics of the representation of cultural topics in the media.

The issue of mediatization of culture was actualized by T. Nikonenko, N.Sakhno, L. Manovych, O. Medynska, O. Harmatiy, S. Kisil, L. Melnyk, R.BliharSKIY, T. KurySheva, A. Vartanova, M. Pochapska, H. Nabokov, etc. highlighted the peculiarities of music journalism, genre formats of media materials. *Relevance* of scientific intelligence is substantiated by the lack of research in the modern theory and practice of journalistic science of the musical content of radio “Kultura”.

The scientific novelty lies in appealing to the insufficiently developed topic in Ukrainian science, concerning the study of the musical content of radio «Kultura».

The aim of the articles is to analyze musical content radio «Kultura» in the focus of the problem-thematic paradigm and media consumption.

The realization of the aim involves solving the following *tasks*: outline the definition of the concept of «musical content»; analyze the problem-thematic spectrum media materials; conduct an online survey regarding the audience’s reception of the musical content of the analyzed media.

The object of the study is materials from radio «Kultura» dedicated to musical themes.

The subject of the study is the musical content of radio «Kultura», problem-thematic dominants of radio programs, and peculiarities of media consumption.

Chronological boundaries of the study: January 2021 – December 2021.

Research methods. While performing the research, general philosophical and general scientific (theoretical, empirical) methods were applied, which were determined by the targeted direction of the investigation: 1) general philosophical: the method of terminological and conceptual analysis (for forming the terminological paradigm of the research, particularly for clarifying the definition of the concept of «musical content»); 2) general scientific: theoretical i.e analysis of scientific literature (to determine the level of theoretical study of musical discourse in the media); synthesis (for systematizing the theoretical and methodological principles of studying musical content); induction and deduction (to identify the specificity of representing musical content in radio broadcasts); generalization (for formulating conclusions, clarifying their correspondence to the set tasks, providing recommendations to journalists on covering musical content on radio broadcasts, outlining further scientific research); empirical: monitoring method (for forming a sample of materials, delineating the peculiarities of musical discourse on radio «Kultura»); content analysis method (to identify the specifics of representing musical content on radio «Kultura», determining problem-thematic priorities of materials); online surveys (for studying the reception of musical content by the audience of the analyzed media); statistical method (for processing the obtained survey results by quantitative parameters).

Results and discussion. Radio “Kultura” is the third radio channel of the Public broadcaster. As A. Zurab notes, its mission is to “promote the preservation and development of culture; to spread knowledge and cognition; promote the desire for critical thinking; to encourage education in a broad sense” [3]. According to the producer of the channel I. Slavinska, radio “Kultura” “musical content, which has no analogues in the broadcasting of other radio stations, stands out with emphasis” [10].

First, let’s outline the definition of the concept of «musical content». Music content is a meaningful filling of the media with materials about various events and phenomena in the field of music. This content is formed on the basis of sources (objects) of music, which can be divided into the following types: musical (creative) life; music policy (covers information coming from government agencies; informing the audience about documents or strategies that affect the development of the music sector; analysis of various draft laws that relate

to music; attracting people to the consumption of music products); musical processes (personalities; creative or artistic organizations; research of musical phenomena and processes); musical traditions (archives; individuals who are bearers of national traditions); creativity, innovation (personnel; educational initiatives; events; musical works); musical production and its consumption (private and state organizations; music market); musical phenomena (reactions of social groups, individuals; musical products; unusual situations; objects); value and normative principles (education; lifestyle).

Music content of radio “Kultura” is distinguished by a multifaceted musical palette. The channel represents a unique musical repertoire, broadcasts spiritual music, symphonic, popular pop songs and classics.

The main unit of music representation at the level of radio discourse is a music radio program, which actualizes the processes of creation, interpretation, reflection, promotion of musical phenomena and practices. Radio «Kultura» presents scientific and educational, interactive programs with the participation of composers, famous musical figures about the development of music, discourses on musical life in the country. On the air of radio «Kultura» broadcasts that highlight phenomena and events from the musical sphere. These are, for example, the programs “Afisha”, “Golden Intersection. Ukrainian Song”, “Gold Fund of Ukrainian Radio”, “Musical Stories”, “This is classic”, “This is Authenticity”, “Opera Subscription”, “Radio Concert”, “Ukrainian Retro with Olesia Bilash» and the special project «Women in Music. Fourteen stories».

We highlight the main thematic groups of music content of radio «Kultura» (see Table 1).

Table 1 – Thematic groups of musical content

| No. | Thematic groups | Programs | Examples |
|-----|---|--------------------------------|---|
| 1. | News of the musical life of Ukraine | «Poster on the radio «Kultura» | «The international music festival «Quintofest» has started» (June 21, 2021); «A series of symphony orchestra concerts in Mariinsky Park on the «Mushlya» stage is starting» (August 1, 2021); «Ten festivals in August 2021 that are worth visiting» (September 9, 2021); «The names of the performers who made it to the second round of the first international festival named after B. Kotorovych «Maestro Fest» (September 21, 2021); «Kyivskyi Saxophonist Quartet will present the program «Classic Jazz» today at the Kyiv Philharmonic of Ukraine» (October 22, 2021); «Today is a musical holiday for Poltava residents: the Poltava Philharmonic officially begins its work» (November 11, 2021); «Yesterday, the Odesa Opera and Ballet Theater hosted a screening of Julia Gomelska Doli's modern documentary ballet» (November 21, 2021) |
| | | «It's classic» | «From July 16, 2021, the norms of the Law «On ensuring the functioning of the Ukrainian language as a state» will enter into force, which affect the activities of, in particular, opera theaters» (July 15, 2021); «Fire in the National House of Organ and Chamber Music. What consequences will it have for the concert hall, musicians and musical life of the capital?» (September 4, 2021) |
| 2. | The most important events in the field of world music | «Poster on the radio «Kultura» | «General Director of the Kharkiv Opera Oleh Oryshchenko received the distinction of «Ambassador of Creative Industries» in Paris» (November 16, 2021) |

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| 3. | Stories about outstanding musical figures and their contribution to musical culture | «Golden Intersection» | «World performance of Mykola Hnatyuk's «Zolotia Fund of Ukrainian Radio» (June 13, 2021); «Legend of Kyiv violin school – Abram Stern» (June 16, 2021); «The luminary of the Ukrainian opera scene – Ivan Patorzhynskyyi. Taras's aria from the 3rd act of the opera «Taras Bulba» (June 24, 2021); «Unique recordings of Vsevolod Topilin and David Oistrakh. Claude Debussy «Slow Waltz» (November 26, 2021) |
| | | «Musical stories» | «The incredible story of the discovery and revival of the piano concerto of the outstanding Ukrainian composer Levko Revutsky is told by pianist Roman Rypka» (June 16, 2021); «Ukrainian Mozart» Maksym Berezovskii. Career takeoff and impossible Nadia» (June 22, 2021); «Unknown pages from the life of Sergei Prokofiev» (July 29, 2021); «The success story of the legendary pianist Volodymyr Horovytsia and his recordings from the fund of Ukrainian Radio» (October 29, 2021); «Today, the legend of Ukrainian pop music, singer Nazariy Yaremchuk, would have turned 70 years old» (November 30, 2021) |
| 4. | Trends in the music industry at the local and global levels | «Poster on the radio «Kultura» | «Today in the Carribbean Club will show an exclusive jazz show performed by singer Tetyana Amirova .. and freedom ballet» (November 2, 2021); «Oleksiy Bogolyubov's «Contemporary» concert with new jazz compositions will be performed today at Alchemist bar» (November 11, 2021); «In the evening, you can listen to the jazz music «With the aroma of coffee» performed by the chamber ensemble «Revisant» at the National Philharmonic of Ukraine» (November 22, 2021) |
| 5. | Musical innovations | «Poster on the radio «Kultura» | «Some cultural and artistic events are moving to a digital format. An online screening took place yesterday in Kyiv multimedia mysteries based on the opera «Solome» by Richard Strauss» (November 10, 2021); «Musical eclecticism: on the border between classics and modernity. Today at 20.00 there will be a concert with video installations in the space of Art Area» (November 11, 2021) |
| | | «Musical stories ..» | «Bandura in different interpretations» (June 29, 2021) |
| | | «Golden Foundation of Ukrainian Radio» | «Arrangement by A. Rachmanin, P. Tchaikovsky «Seasons»» (June 2, 2021); «Swinging Bash». «Swinging Bach» – arrangement of the first part of Johann Sebastian Bach's double concerto» (June 29, 2021); «BACH-up» Jazz reminiscences of Dmytro Naidich» (August 20, 2021) |
| | | «It's classic» | «Crimean Tatar ethnojazz of Usein Bekirov and Enver Izmailova» (August 16, 2021) |
| 6. | Successful music projects | «Poster on the radio «Kultura» | «For Independence Day, the Ark Ukraine project is preparing unique performances» (August 20, 2021) |

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| | | « M u s i c a l stories» | «Forbidden music». We talk about the musical and political project with the directors of the Lviv Organ Hall, Ivan Ostapovich and Taras Demko. Part 1» (September 20, 2021) |
| | | « R a d i o concert» | «Art project of Academic " chapel of Ukrainian Radio. «Figures: Taras Shevchenko and Yevhen Stankovych». Favorites Kobzar's lines in Stankovych's iconic work «Passion for Taras»» (August 13, 2021); «National project «I am a virtuoso»: a concert of the Symphony Orchestra of the Ukrainian Radio conducted by Volodymyr Sheik and young musicians, winners of international competitions» (September 11, 2021) |
| | | « K u l t u r a . Live» | «In Ukraine, a musical educational online project was launched for a child with Down syndrome, as well as for their brothers and sisters» (August 14, 2021) «News» album by the band «Haydamaky» on the poems of the poets «The Shot Revival»» (June 10, 2021) |
| | | «It's classic» | «We are talking with the head of the State Agency for Arts and Art Education Halyna Grigorenko about the project «Music in the open air»» (June 28, 2021); «About the joint musical project Harpsichordion. The works of European classics will be performed» (February 7, 2021); «Favorite classics» – new project Maria Burmaki» (August 12, 2021); «Pianist and composer Mike Kaufman-Portnikov talks about his new projects» (September 28, 2021); «Ukrainian music in a multimedia dimension. About the project «Reflection. Lines of fate» will be told by musicians Roman Lopatynskyy, Mykhailo Zakharov and director Zhanna Chepela» (September 24, 2021) |
| 7. | Musical genres and styles | « G o l d e n Foundation of Ukrainian Radio» | «Retro jazz from Myroslav Skoryk. Lviv Youth Ensemble» (November 30, 2021) |
| | | « M u s i c a l stories» | «Why did romanticism become the most popular style of musical art?» (September 9, 2021); «»Rural intelligentsia singing» in the recordings of the legendary folk group «Drevo» from the village of Kryachkivka Poltava Region» (October 15, 2021) |
| | | « U k r a i n i a n retro with Olesya Bilash» | «Folk songs of Lemkivshchyna and Boykivshchyna. In memory of the composer Volodymyr Ilemsky» (September 12, 2021) |
| | | « I t ' s authentic» | «Lemki folk songs in modern arrangements (Kvitka Tsysyk, Khrystyna Soloviy, Ivanka Chervinska, Maryana Sadovska and Kozak System, Man Sound and Oksana Bilozir» (September 8, 2021); «Pike-Fish» ethnogroup. About participation in the inclusive project «Loud Gestures» and the new format of closed events with dance training» (October 6, 2021) |

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| | | «Golden Section» | «Works by Volodymyr Ivasyuk performed by Nazariy Yaremchuk and Vasyl Zinkevych» (July 3, 2021); «Alla Kudlay performs the songs of Rostislav Babich, Anatoly Dragomiretsky» (July 23, 2021); «»Gypsy night girl» performed by the Marenych Trio» (August 13, 2021); «Oksana Bilozir and the ensemble «Vatra» – secret songs» (August 29, 2021); «Creativity of songwriters Oleksandr Bilash and Mykhailo Tkach. The song «Ashes» performed by Mykola Kondratyuk» (September 11, 2021); «Big-beat genre in Ukraine in the work of Myroslav Skoryk» (October 1, 2021); Taras Petrynenko. «National movement» performed by the author» (October 25, 2021) |
| | | «It's a classic» | «We talk about styles, niche music and Eurovision, the choice of language for self-expression with the singer Laliko» (July 5, 2021); «Jazz is not only carefree light songs. This is the depth and versatility of intonation», – jazz-pop band BUDU» (July 28, 2021); «Let 's listen to folk songs: from pure authenticity to the soul of VIA Berkut, the charismatic rap of DakhaBrah, the detached rock and roll of PAN PUPETS and the infernal rock of Joryj Kloc» (June 23, 2021); «Members of the band GG GulyaiGorod about modern ethnic music and the fresh track «Vesnyanka»» (July 14, 2021); «Folklornyy» band «Korolivna». About 7 years of active ethnographic and artistic life of the trio» (July 21, 2021); «We talk about folklore in the music of rappers «KALUSH» online with band members» (July 21, 2021); «History of the Ukrainian world-music scene: iconic ethnic groups during the independence of Ukraine» (August 16, 2021); «On the Ukrainian identity of Donetsk region and the specifics of the folklore of this region. Ethnic group «Divyna»» (August 25, 2021) |
| 8. | Artistic collectives of Ukraine: history of creation, repertoire | «Golden Intersection» | «History and performance of the Polish Song and Dance Ensemble «Lyonok»» (July 13, 2021); Anatoliy Avdievskyy, Lesya Ukrainka. «Koliskova». Performed by the Choir named after H. Veriovka, soloist – Nina Matvienko» (October 10, 2021); «Leonid Popernatsky, Oleksandr Karpenko. «Embrace, Ukraine» performed by the Choir named after H. Veriovka, soloist Viktor Shportko» (October 24, 2021) |
| | | «Golden Foundation of Ukrainian Radio» | «Dnipro Jazz Orchestra». Record of 1966» (June 11, 2021); «Kyiv soloists play under the direction of Bohodar Kotorovych» (July 16, 2021); «George Gershwin. Rhapsody in blues style. Orchestra of the National Guard of Ukraine, conductor Anatolia Molotay, 1997» (July 30, 2021); «Mainstream. Ukraine». Works by Lesya Dychko, Hanna Havrylets and Valentin Sylvestrov performed by the Ukrainian Radio Symphony Orchestra. Conductor Volodymyr Sheyko» (August 20, 2021) |

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| 9. | Connection of music with other spheres of activity | «Musical stories» | «Mozart's Culinary Preferences» (June 24, 2021); «Let's imagine Yohann Sebastian Bach is not a handsome genius of a respectable age, but a young, hot-tempered and even capricious one. What was he like when he was eighteen?» (August 11, 2021); «What is the connection between Brahms' music and medicine?» (August 12, 2021), «Long-lived musicians. Which of the musicians lived for 80, 90 and even 100 years?» (September 28, 2021); «Music and the connection with aromas» (October 25, 2021); «Which of the composers wrote music under the impression of Spain?» (October 11, 2021) |
| | | «It's classic» | «The fate of Ukrainian musicians abroad» (August 23, 2021) |

While performing the research, it was found out that the following problems are most often actualized in the analyzed media (see Table 2).

Table 2 – Problematic dominants of musical content

| No. | Problems | Programs | Examples |
|-----|--|----------------|---|
| 1. | Communication of the author / performer with other participants of the musical ecosystem | «It's classic» | «Singer Andria Bondarenko and conductor Serhiy Golubnychy will talk about the experience of staging the operas of Wolfgang Amadeus Mozart in Ukraine» (June 7, 2021); «Marion Ferme, a virtuoso recorder player, professor at the Paris Conservatoire, and members of the BAROCCOPLUS ensemble will talk about cooperation and a joint concert in Kyiv» (July 8, 2021); «Concert of Timur Polyansky with the Symphony Orchestra of the Ukrainian Radio conducted by Volodymyr Sheik» (July 26, 2021); «Solomon and Shulamith: Song of Songs» is the first Ukrainian chamber musical by Viacheslav Polyansky. In the studio – director Yuliya Zhuravkova and singers Iryna Ushanova-Rudko and Oleksandr Rudko» (July 29, 2021); «Artistic director of the symphony orchestra of the Ukrainian Radio Volodymyr Sheyko will talk about the concerts of the new season» (September 6, 2021) |
| 2. | Relations with promoters | «It's classic» | «Singer Andria Bondarenko and conductor Serhiy Golubnychy will talk about the experience of staging the operas of Wolfgang Amadeus Mozart in Ukraine» (June 7, 2021); «Guest Andria Yurkevych will talk about the diplomatic role of the conductor» (June 14, 2021); «X International festival» Knyzhkovyy Arsenal». Conversation with the curator musical programs by Lyubov Morozova about optimists, skeptics and Uncle Mykhailo» (June 26, 2021); «Conductor and founder of the Youth Symphony Orchestra, Oksana Lyniv, about the team's victory at the World Orchestra Festival» (June 29, 2021); «We are talking with violinist Yevhen Kostyrytskyy about the presentation of the CD Argentum Quintet» of the project «Cultural capital. Musical anthology» (July 9, 2021); «We talk about the project «Inside the Music» with director Anastasia Suprun» (October 15, 2021) |

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| 3. | Problems of promotion of artists and musical works | «It's classic» | «Promotion of the Ukrainian cultural, in particular, musical product: today's challenges. We will talk with producer Tetyana Shved-Bezkorovaina about Kateryna Kosyanenko 's exhibition project «List of Ships», which presents works from the art book» List of Ships» by Serhiy Zhadan, as well as about music projects of the START Foundation» (July 22, 2021); «We talk about the mission of private foundations in the cultural diplomacy of Ukraine with Pavel Piminov, head of Vere Music Fund» (July 26, 2021); «Sasha Yankevych will tell about how a young Ukrainian conductor can build a career abroad and win a prize at the prestigious Arturo Conductor Competition Toscanini» (November 8, 2021) |
| 4. | Financing of the music industry | «It's classic» | «The fire in the National House of Organ and Chamber Music – what consequences will it have for the concert hall, musicians and the musical life of the capital» (September 4, 2021); «Presentation of the sheet music edition «FORTE QR PIANO». Ukrainian sound space of the «Music Ukraine» publishing house. Publisher, composer and pianist Bohdan Kryvopust will talk about the event» (October 7, 2021); «We talk about trending music with composer Edward Kravchuk» (November 5, 2021) |
| | | « K u l t u r a . Live» | «Singer ROXOLANA presented her debut track to Lina Kostenko's poem «Eyes». Behind the scenes with Vera Dolenko. Afterword to the 8th International Music Festival O-Fest and the world premiere of the ballet «Dante» at the National Opera» (July 2, 2021) |
| 5. | M u s i c production | «It's classic» | «Jazz is not only carefree light songs. This is the depth and versatility of intonation», – jazz-pop group BUDU» (July 28, 2021); «We talk about trending music with composer Edward Kravchuk» (November 5, 2021) |
| 6. | Popularization of academic music | «It's classic» | «Opera classical crossover as a way of popularizing opera music among a wide audience. The guest of the studio is the famous singer Arina Domsyky (October 5, 2021); «We are talking about the study and popularization of Party concerts with the head of the independent Open platform Opera Ukraine by Anna Gadecka and singers Yevhen Malyarevskyy and Roman Melish» (October 11, 2021); «We are talking about the publication of Maksym Berezovskyy's symphony with publisher Bohdan Kryvopust and conductor Kyryl Karabyts» (October 18, 2021); «What iconic works of Ukrainian classics were created during the 30 years of Independence? We discuss classical music with the founder and editor-in-chief of the media «The Claquers» with Stas Nevmerzhytskyy» (August 31, 2021); «The sheet music of a previously unknown concert by Dmytro Bortnyanskyy was found in Vernadsky's library. The conductor of the Resurrection choir Volodymyr Rudnytskyy and theologian Luka Mykhailovych talk about the «Unknown Bortnyanskyy» project» (November 4, 2021). |

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| | | « K u l t u r a . Live» | «Why do young people need educational trajectories and what is the future in academic education – will be told by Roman Tychkivsky, head of the Ukrainian Academy of Leadership» (June 11, 2021); «National academic orchestra of folk instruments goes on promotional tour Ukraine with the new program «Huts & Roll»» (September 19, 2021) |
| 7. | The place of folklore in the music industry | «It's classic» | «The lawyer of the Ukrainian in Ukraine against the background of constant Russification: on the significance of the property of Filaret Kolessa – folklorist Iryna Koval-Fuchilo (to the 150th anniversary of the outstanding ethnographer)» (August 18, 2021); «Ancient Chumat songs are almost forgotten, but modern folklorists sing and study them. Musicologist, project coordinator Dmytro Polyachok will talk about the new web series «Chumatsky songs»» (August 25, 2021); «There's no show here, it's not a lie, it's not commercial music, it's something that goes straight to the emotion » – Jürgen Kreftner (Bukovynets) about Transcarpathian band «Hudaki Village Band» (September 1, 2021) |

Ukrainian authentic music is updated on the broadcasts of radio «Kultura» radio, the problems of the musical sphere are outlined, and the specifics of the development of musical art in the continuum of spiritual culture are understood.

In order to study the opinion of the audience regarding the peculiarities of coverage of musical content on the broadcasts of radio «Kultura», we conducted a questionnaire. A total of 111 respondents were randomly sampled. In order to obtain valid survey results, we used control questions, comparing the answers to them with those related to self-analysis of media preferences. Since the results of the survey are on average 87% consistent with the answers to the control questions, their correlation is beyond doubt.

We present the results of the survey in turn and thematically grouped from the questions of the questionnaire and give the respondents' answers to them. Studying of media activity is dedicated the questions 1, 2, and 3 of the survey. For the first question, *“Is radio “Kultura” a source of information on musical topics for you?”* received the following results: 78.4% answered “yes”, 21.6 % answered “no”.

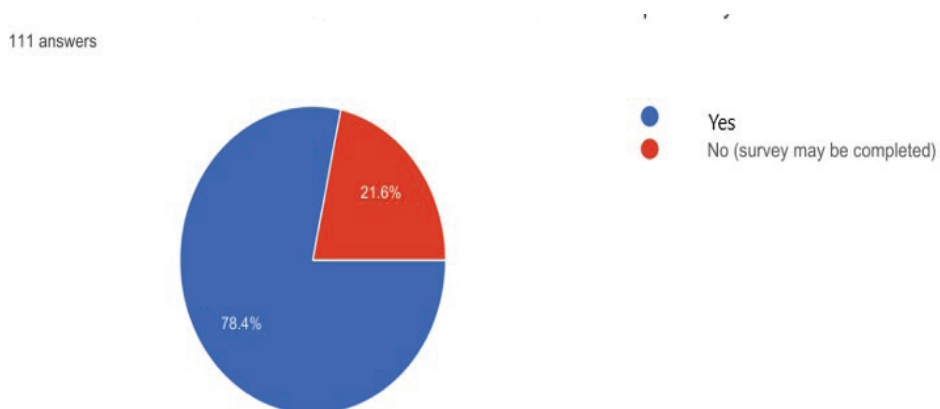


Fig. 1– Demand for radio among respondents

The results of the study state that 71.6% of respondents consider the quality of musical content as the main criterion when choosing a media as a source of information, 37.5% – thematic priorities, 37.5% – the reputation of the channel, 21.6% – the authority of journalists, 17% – compliance of the software grid with the information needs of the audience.

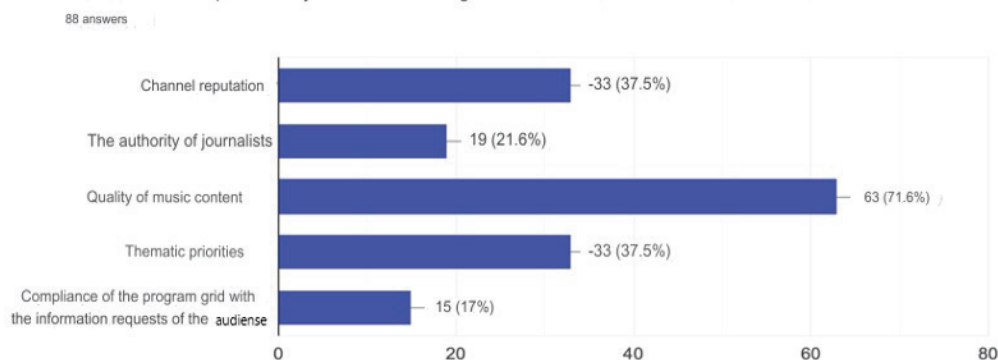


Fig. 2 – Criteria for choosing media as a source of information

The third question is a control question, as it clarifies the frequency of listening to radio «Kultura». The respondents' answers serve to reveal not only their media activity, but also the frequency.

The question “How often do you listen to radio “Kultura”?” has got the following answers: 60,9% – cannot say exactly, 24,1% – once every few days, 9,2% – once a month. In general, the total number of consumers of music content in different time periods is 33,3% of the respondents.

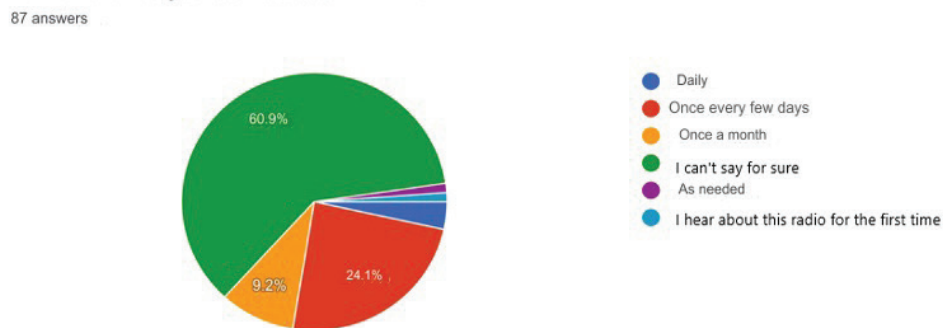


Fig. 3 – Duration of respondents' activity

The next thematic block (4, 5 questions) is devoted to determining the level of trust of recipients in the information produced by radio “Kultura” and to finding out its usefulness. The results of the survey showed the following rating of the respondents' trust in the information broadcast in the analyzed media: 34 (39,1%) of the respondents rated it at 4 points, 28 (32,2%) – 3 points, 18 (20,7%) – 5 points, 4 (4,6%) – 2 points, 3 (3,4%) – 1 point.

For the question «How useful and understandable is the information that you learned from the media?» it has been received the following answers: 1 point – 2 (2,3%), 2 points – 5 (5,7%), 3 points – 21 (24,1%), 4 points – 42 (48,3%), 5 points – 17 (19,5%). For most of the respondents have the information that is broadcast by radio “Kultura” useful and understandable.

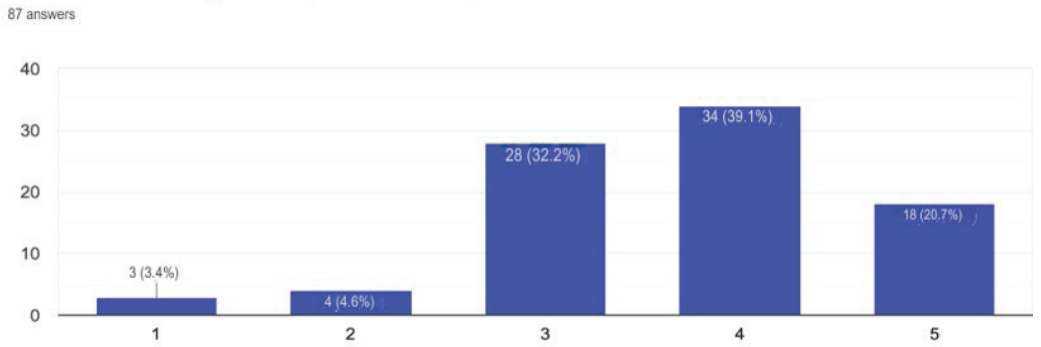


Fig. 4 – The level of audience trust in information

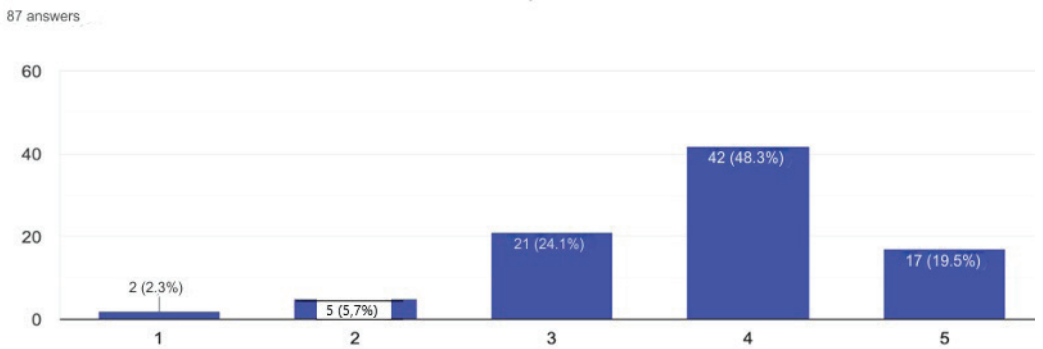


Fig. 5 – The usefulness of the information broadcast by radio «Kultura»

The next block (questions 6, 7, 8, 9) is dedicated to identifying the thematic priorities of the interviewees, problematic dominants of media materials and the appropriateness of musical media content information requests of respondents.

The sixth question aimed at finding out respondents' preferences regarding the content of various radio programs. According to the results of an online survey, respondents most often learn information about events and processes in the field of music, prominent figures from the following programs: "Music Stories" – 46 (55,4%), "I recognize this music from the first note" – 26 (31,3%), "This is classic" – 21 (25,3%), "Musical siesta" – 20 (24,1%).

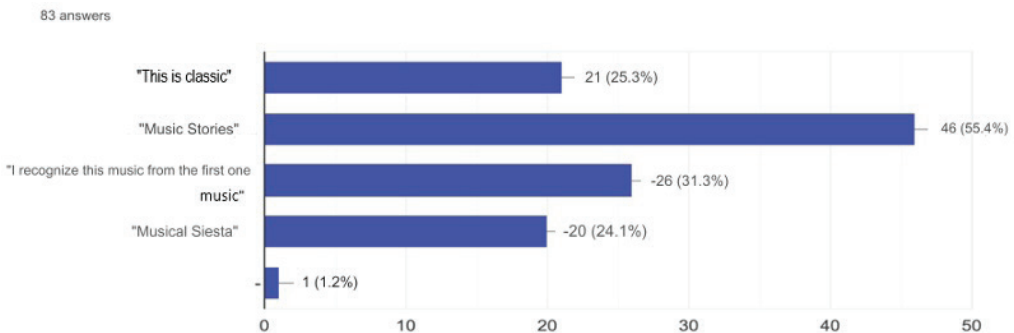


Fig. 6 – Respondents' preferences for musical content

While performing the research, it was found that the priority topics for the interviewees are: news of the musical life of Ukraine – 58 (66,7%), trends in the music industry at the local and global levels – 39 (44,8%), the most important events in the field of world music – 35 (40,2%), cultural and musical events – 34 (39,1%), musical directions, styles and genres – 31 (35,6%), stories about outstanding musical figures and their contribution to musical culture – 30 (34,5%), musical management – 6 (6,9%).

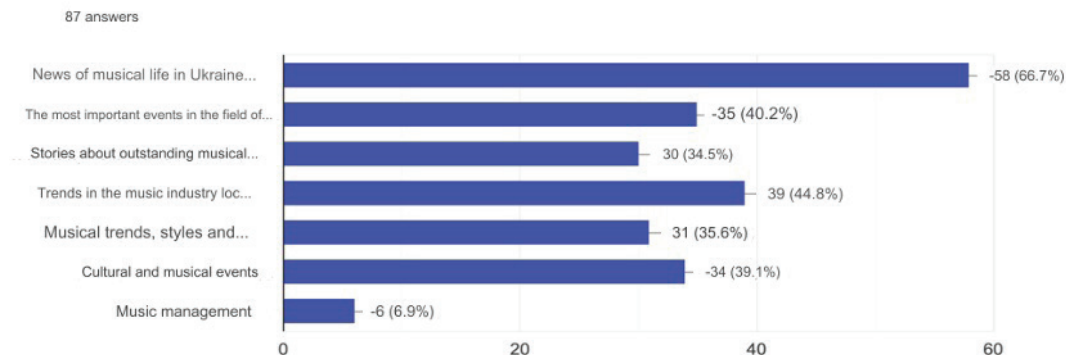


Fig. 7 – Thematic priorities of the interviewees

For the question «Which musical problems are the most actualized by the journalists of radio «Kultura» we have got the following answers: 33 (38,4%) of the respondents believe that the problems of the development of pop and popular music are articulated most in communicative discourses, 30 (34,9%) – music production, 29 (33,7%) – branding Ukrainian “academic” music in the world socio-cultural space, 29 (32,9%) – functioning and transformation of folk music, 26 (30,2%) – musical activity in quarantine conditions, 18 (20,9%) – funding of the music industry”, 11 (12,8%) – music piracy, 10 (11,6%) – connection of the author/performer with other members of the musical ecosystem, problems of promotion of artists, 9 (10,5%) – age and gender discrimination in show business, 6 (7%) – pricing in the industry”, 4 (4,7%) – relations with promoters.

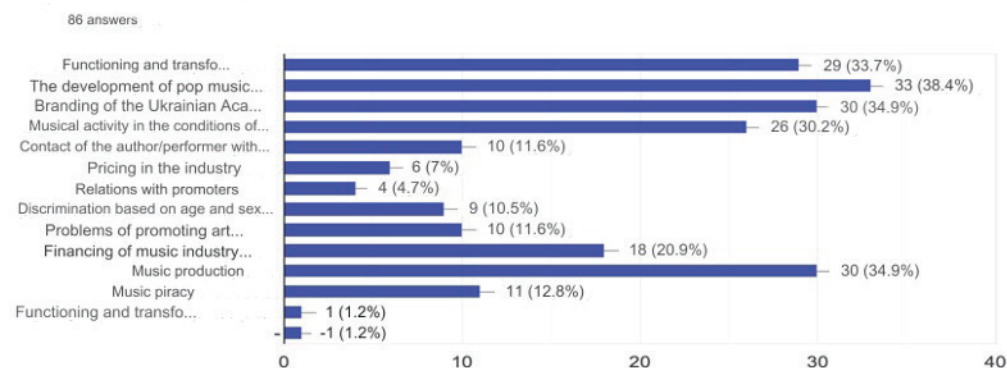


Fig. 8 – Problem dominant media materials

The study states that music and media content partly (60,9%) meets the information needs of citizens. Only 31% of respondents claim that music content fully suits them information expectations.

87 answers

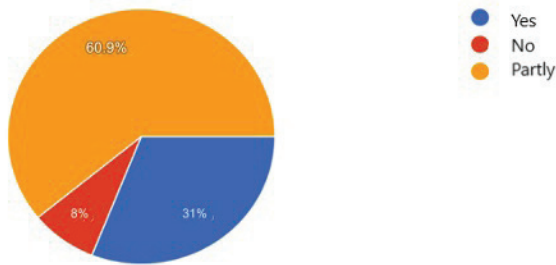


Fig. 9 – Correspondence of musical content to the informational needs of the audience

Conclusions and perspectives. Radio «Kultura» is a producer of musical intentions, a translator of traditions and innovations in modern musical art. Analyzing the music content of radio «Kultura», we have distinguished the main thematic groups: news of the musical life of Ukraine, the most important events in the field of world music, stories about prominent musical figures, musical genres and styles, trends in the music industry at the local and global levels, cultural and musical events, innovations, etc. In the analyzed media, the problems of the functioning and transformation of folk music, the connection of the author/performer with other participants of the musical ecosystem, pricing in the industry, age and gender discrimination in show business, music piracy, etc. are actualized. The results of the survey state that citizens choose radio «Kultura» consciously and rationally, taking into account the quality of musical content, the reputation of the media, and thematic priorities. The majority (60,9%) of respondents indicated that music content partially meets their informational expectations. Based on the results of the research, we present the following recommendations to journalists: 1) study the musical preferences of the target audience, take into account the transformation of recipients' musical requests; 2) to diversify the content, expanding the thematic range of materials, popularizing a variety of musical genres and styles; 3) articulate integrated themes, find more points of intersection of music with other spheres of life; 4) when informing about problems in the musical field, it is necessary to reflect cause-and-effect relationships, to indicate possible or positive examples of their solution; 5) practice modern forms of presenting musical information. The prospect of further scientific research is supposed to be in the study of the genre specifics of the musical content of radio «Kultura». Such an approach will expand the views on the mediatization of musical art available in modern science.

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МУЗИЧНИЙ КОНТЕНТ РАДІО «КУЛЬТУРА»

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Вступ. Радіо «Культура» є продуцентом музичних інтенцій, транслятором традицій та новаторства в сучасному музичному мистецтві. Музичний контент аналізованого медіа вирізняється багатогранною музичною палітрою. Інформуючи про музичні події й процеси, радіо «Культура» стає своєрідною платформою для актуалізації музичної культури, суспільного обговорення музичної проблематики, формування світоглядних орієнтацій та музичних запитів аудиторії.

Актуальність і мета дослідження. Актуальність наукової розвідки зумовлена відсутністю в сучасному науковому дискурсі дослідження музичного контенту радіо «Культура».

Мета статті – проаналізувати музичний контент радіо «Культура» у фокусі проблемно-тематичної парадигми та медіаспоживання.

Методологія. Під час роботи над дослідженням було використано загальнофілософські та загальнонаукові (теоретичні, емпіричні) методи, зокрема метод термінологічного і концептуального аналізу, аналізу наукової літератури, синтезу, індукції та дедукції, узагальнення, моніторингу, контент-аналізу, онлайн-анкетування, статистичний.

Результати. З'ясовано дефініцію поняття «музичний контент». Проаналізовано проблемно-тематичний спектр матеріалів. Проведено онлайн-анкетування щодо рецепції аудиторією музичного контенту радіо «Культура».

Висновки. Аналізуючи музичний контент радіо «Культура», ми виокремили основні тематичні групи: новини музичного життя України, найважливіші події у сфері світової музики, історії про видатних музичних діячів, музичні жанри та стилі, тренди музичної індустрії локального та глобального рівнів, культурно-музичні заходи, інновації тощо. В аналізованому медіа актуалізуються проблеми функціонування й трансформації фолькмузики, зв'язку автора/виконавця з іншими учасниками музичної екосистеми, ціноутворення в індустрії, дискримінації за віком і статтю в шоу-бізнесі, музичного піратства тощо. Результати анкетування констатують, що респонденти обирають радіо «Культура» усвідомлено й раціонально, зважаючи на якість музичного контенту, репутацію медіа, тематичні пріоритети. Музичний контент частково відповідає їхнім інформаційним очікуванням.

Ключові слова: музичний контент, радіо «Культура», суспільний мовник, проблемно-тематичні домінанти, медіаспоживання.

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