

SUMMARY

Theme of the graduate qualification work:
“Cultural and educational TV programs:
analyzing Russian and foreign experience”

Author: Yakovenko Y.S.

Contracting authority: A. A. Mischenko
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The relevance is determined by the fact, that the general level of the world’s culture, influenced by social and political processes, is dramatically decreasing. A reassessment of values and the substitution of concepts took place, as a result of an increased interest in popular culture. The problems in this area, that the society has encountered, have a negative impact on all the spheres of life. The unification of traditions and lifestyle to foreign standards erodes the originality of Russian culture. The loss of quality control of cultural products and commercialization have led the population to apathy concerning any efforts to preserve and enrich the culture.

The common denominator for the modern world and Russian culture is the process of globalization, which helps to accelerate the exchange of values. The media actively contributes to this and, thus, has an impact on culture. The media remains an important tool in the production and distribution of culture; it is not only a source of information, but also a link that forms new values and directions. Modern television has partially lost the ability to maintain cultural and educational function, preferring to pay attention to others. Watching TV has become an essential part of the daily life of the people who are used to spending their time in front of the screen. Despite the abundance of entertainment programs, state and public broadcasting is trying to introduce viewers to artistic and moral points. European television also faces this situation, but continues to follow its own path, unlike the Russian one, which borrows foreign television shows.

Objective: to identify the specifics of cultural and educational programs in Russia and in the European countries.

Tasks:

- 1) Determine the role and place of television and television programs in the mass media system;
- 2) Identify the implementation of the cultural and educational mission of journalism on television;
- 3) Analyze the content of cultural and educational programs on the Russian television;
- 4) Monitor cultural and educational programs in the European countries (for instance, France and the UK).

The theoretical significance lies in the comprehensive study of the current state of the cultural and educational component of modern television programs and

the realization of the mission as a conductor, popularizer and translator of cultural values and traditions of the people. Moreover, the significance is revealed in the analysis of numerous historical, cultural, and linguistic sources, through the prism of which the study of TV channels was conducted. Analytical material revealed the quality of the content, the thematic focus of the programs, the state and level of effectiveness of the cultural and educational mission of modern Russian, French and British television. The research materials can be used by teachers and students of higher schools and institutes with such training programs as “Journalism” and “Media Communication” and in studying professional disciplines “Fundamentals of the creative activity of a journalist”, “Fundamentals of journalism”, “History of journalism”, “Media System”.

Results. The cultural and educational mission of journalism is reflected in all types of media, and needs more detailed study of its aspects and directions. In the course of the study, all tasks were solved.

Recommendations. Cultural and educational projects are not in high demand; therefore, it is necessary to find tools to promote and popularize culture in Russia and abroad.