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ENTERTAINMENT PROGRAMS ON UKRAINIAN TV CHANNELS: SPECIFICS, TYPES, TOPICS

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A large part of television broadcasting today is filled by entertainment programs that are designed to relax and relieve stress in the viewer. Due to this, the interest of the audience in the format of entertainment programs not only remains unchanged, but is constantly growing. That is why programs of this genre have very high ratings. Such projects are relevant and are created in accordance with the social needs of the population. The following programs were analyzed: "Secular life with Kateryna Osadcha", "Changing a Woman", "Voice of the Country". "Children", "Breakfast with 1 + 1", "Who's on top? ", "Top model in Ukrainian", "Super Intuition", "Crazy", "Half", "From a kid to a young lady", "X-Factor", "A house for a Dad", "Weighed and happy", "Ukraine has talent", "Battle of psychics".

Each program interests the viewer and collects positive feedback. Despite the fact that these programs are entertaining, they are interesting and meaningful. The audience perceives the information in a light, sometimes playful mood, so entertainment programs are mostly for leisure purposes.

Each channel has its own approach to creating TV shows or stories, as well as entertainment programs. Among the analyzed programs, in general, each entertainment TV program has positive feedback from the audience. After all, the mood for the whole day can only guarantee laughter. And laughter is the main thing that should be present in entertainment TV shows.

Thus, entertainment TV programs are very popular among viewers, have a wide audience among different age groups. This can be explained by the fact that everyone loves to laugh and be in touch with the latest news in the sphere of show business. Entertainment TV shows or reality shows are interesting because they create the presence of the audience at the scene, and also allow you to follow the lives of famous people or people who aim to become famous over time.

Key words: television, entertainment programs, audience, laughter, interest.

Introduction. Entertain, not inform – is the leading trend of most Ukrainian TV channels. Modern national television needs to be improved. Ukraine needs progressive and high-quality TV journalism. And to achieve this goal it is necessary not only to change the technical, creative and organizational approach, but also to work on a positive image of domestic television. Not to show it as something provincial or

secondary, but to try to embody a real artistic phenomenon of European level, able to illuminate the complex reality of modern life. Television is an influential force in any developed country. Because of this, the owners of leading European and American TV companies devote a lot of attention and money to building a brand and a positive image of their TV channels and presenters.

Entertainment television covers more airtime than other shows. The audience's interest in entertainment programs is growing. Such programs have a high rating and relevance on television, because they meet the public information needs of the population. Thanks to entertainment programs in the airtime of TV channels, novelty appeared and the audience diversified. This has affected the density of the speech network, which increases the scientific interest in the study of this topic.

The purpose of the article is to explore the features, types, specifics of entertainment programs on Ukrainian television.

The following *research methods* are used in the work: *theoretical*, which allowed to systematize theoretical materials on the concepts of "image", "means of expression" in the context of modern television journalism; *empirical*, which contributed to the generalization of the received information: monitoring of TV channels "STB", "1 + 1" and "New Channel", which allows to analyze the peculiarities of their media brands; *statistical* method for processing research results.

Discussion. The term "entertainment program" comes from the words "entertainment", "game", "spectacle". Since the basis of any program of the entertainment genre is the game, we conclude that the integral parts of the concept of "entertainment programs" are entertainment and media [15].

According to the data provided in the Academic Explanatory Dictionary of the Ukrainian language, the token "entertainment" has two definitions:

- 1) that puts a person in a state of joy and entertainment;
- 2) that brings a person to a state of calm, comforts in sorrow, wandering, etc; consolation [8].

After analyzing the literature, we found that science does not have a single identical interpretation of the term "entertainment television programs" [7]. Therefore, we turn to the peculiarities of the formulation of this concept. The token "entertaining" was formed from the word "entertainment". Entertainment is a variant of human activity that helps him get rid of stress and enjoy [2, p. 2497].

The great explanatory dictionary of the modern Ukrainian language gives the following interpretation of this expression: "Entertainment is that which brings joy and merriment, and its main purpose is to rid a person of depressing, difficult, unpleasant thoughts; to soothe, amuse, delight, amuse; to entertain someone with something; have fun, walk" [5, p. 214].

So, entertainment is a concept identical to a game. According to the researcher SM Akinfiev, entertainment programs are programs whose main features are: combining jokes, excitement, simplicity, getting pleasure, enjoyment, stress relief, emotional comfort [4, p. 53].

According to the scientist, one feature does not allow to determine exactly whether the program is entertaining or whether it is a representative of another genre. Entertainment programs, as a genre, are designed to fill your free time, but they are not a necessity [3]. Thus, when considering television entertainment programs, in our research we will adhere to the following definition of this concept. Entertainment television programs are an option (method) of leisure, the main purpose of which is to evoke emotional experiences of the audience, associated with pleasure, enjoyment, sensual comfort and relaxation [2, p. 24]. Tsymbalenko explains, that TV should always be in touch with its audience, while the Internet can fluently take back the niches of traditional media [13, p. 206].

Entertainment television programs are analyzed as a way to interact with the audience, using a variety of feedback paths. Live communication is most often used to revive feedback from the audience [6, p. 192]. Skills of systematic logical thinking are developed through dialogue. The word "dialogue" comes from the Greek language and is used to mean "controversy", "conversation", "discussion" [1, p. 297].

Results. Channel “1+1” is a Ukrainian national TV channel, which was established in 1995. Included in the “. First own production started in the ether for “UT-1” in September 1995, but after two years, in 1997, the channel “1+1” started broadcasting as an independent TV network “UT-2” [10].

“*Secular life with Kateryna Osadcha*”. This program tells about the lives of famous and rich people, as well as about social events that they organize or attend. The program aired on Channel 1 + 1 in 2008. The host of the program is journalist Kateryna Osadcha.

The program mostly consists of short interviews, which the presenter takes from various famous people: politicians, show business stars, artists, celebrities, etc. Kateryna Osadcha meets them at various parties, film festivals, fashion weeks, sports championships, carnivals, etc. There are no official headings in the Secular Life program, however, they can be divided into the form of submission of material:

- report (from a secular or any other event);
- short interviews with stars;
- a trip to another country, where the interview with the star takes place “live” during the walk (at the same time showing the tourist landscapes of the country);
- excursion at home to the stars;
- interview with a world-famous person.

According to viewers, such a program is quite interesting. It depicts the lives of many famous stars with whom the host communicates during the broadcast [9]. Stars not only of Ukrainian show business, but also from all over the world. The idols of many people talk about their personal lives or their own success, which they achieved during the development of their careers. Also, in the program, host Kateryna Osadcha can put the star in an awkward position, which is even more interesting for the viewer.

“*I’m changing a woman*” – reality show on the channel “1 + 1”. The project can be called long-lived on this channel. Several hundred families from Ukraine have already taken part in the project. The program was released on Ukrainian television in 2010, March 8.

The purpose of the TV show is that two families change women. In addition, the show sometimes hosts international exchanges involving families from different countries. There is also an exchange format between the regular and the star family in the project. Not everyone likes the show, because not always educated and literate people take part in such a show. But still, the program is designed to change the family for the better, and change is a good thing. That’s why there are a lot of people who like this kind of show and even most of them would like to take part in such a change.

“*The voice of the country. Children*”. The purpose of the show is to give talented children the opportunity to perform songs and demonstrate their talent. The judges of the show are three coaches – successful and famous stars in a certain (usually – different) stage genre. At the time of writing, the presenters were: Tina Karol, Potap and Sviatoslav Vakarchuk.

According to the terms of the program, there are “blind” auditions – coaches sit with their backs to the stage and listen to the participants sing. If one of the coaches likes the performance, he can come back and choose a participant in his team. The maximum number of participants in the coaching team is 15. The winner of the project is chosen by the audience by telephone and/or SMS voting during the final live broadcasts. The show “Voice. Children” takes place in four stages: audition, singing duels, semifinals and finals.

Each participant has the right to choose their own coach, provided that all three coaches have turned to him. If no one returns, the participant does not go further. Later, vocal duels take place between the participants, but the winner is chosen by the audience. Children always attract the attention of the audience, because they bring joy and sincerity. Therefore, the viewer only responds positively to such a TV show. I would like to add that such a program should set an age limit, because not all children can cope with defeat, so we need to understand that children aged 4–6 are still too young for such competitions.

“*Breakfast with 1+1*”. This is an energetic and lively morning show. This is one of the most rated programs in Ukraine among the morning live shows. The first issue of “Breakfast with 1 + 1” was in 1996. “Breakfast with 1 + 1” lasts almost three hours and during this time almost every spectator wakes up.

The hosts of the program were many stars: Anna Bezulyk, Konstantin Grubych, Yuri Makarov, Yuri Gorbunov, Danylo Yanevsky, Anatoly Yarema, Tatiana Nepytyuk, Marichka Padalko and other Ukrainian TV presenters. The format of the program often changed – from the news block to the entertainment component.

Now you can watch the news, listen to various tips and interviews with guests, etc. In addition, “Breakfast with 1+1” has its own music studio, so quite often invite musicians who perform songs live. The hosts keep in touch with the audience via Facebook, Skype and phone.

Thus, the 1+1 TV channel broadcasts many entertainment projects, each of which is characterized by originality and the latest implementations. Each of the projects has its own characteristics. For example, all the songs on the show “Voice of the Country. “Children” are performed exclusively live - it is not allowed not only to use the phonogram for the voice, but also the musical accompaniment must be “live”. Songs are often performed with guitar or orchestral accompaniment. “*I’m changing a woman*” project allows you to think about how much unpaid work a woman does in the family and compares the situation of women in different families. “Secular Life with Kateryna Osadcha” gives you the opportunity to stay up to date with all current social events and interesting details from the life of celebrities, and “Breakfast with 1 + 1” gives you the opportunity to start your morning with interesting news or interviews.

Novy Kanal is a Ukrainian TV channel that aired on August 15, 1998. However, the official birthday of the channel is July 15, 1998 – the date of the first live broadcast. The content of the channel is mostly fun, original and entertaining. The channel is mostly aimed at young people aged 14–35. One of the most popular programs on this TV channel is “*Who’s on Top?*”. The first hosts of the show were Olga Freimut and Serhiy Prytula. They started broadcasting this Ukrainian TV program in 2012, it was broadcast every Saturday. Today Serhiy Prytula is still the host of the show, but Lesya Nikityuk took the place of the host. Also in the show there is a so-called “Mr. Judge”, voiced by Alexander Pedan. The show became the Ukrainian version of Talpa’s “Battle of the Sexes”.

The show is divided into two teams: women’s and men’s. Each team must prove that they are the best. The competition is controlled by leading programs (Kateryna Varnava and Serhiy Prytula). In each of the seven rounds there are different tasks and games. Which of the teams will cope faster with the task, will receive money for the round. The winner is determined in the “secret” in the eighth round, where the cash prize of the winning participant is doubled. The show is very positive and makes the audience laugh. The spectator enthusiastically watches the show and cheers for the teams. Not paying attention to the fact that the show divides the audience into male and female, watching TV you start to cheer for each of the teams. Therefore, such a program has a fairly high rating on the channel.

“*Top model in Ukrainian*”. This show showcases a real school of survival for models. The show has both all-female and mixed seasons. People aged 16 to 30 are invited to the casting, and 15 selected people will be able to take part in the show.

They will have to try all the “charms” of the brutal modeling business. Every week, girls (and sometimes boys) prepare for fashion shows and complex photo shoots. For 14 weeks of the model, everything will be done under the watchful eye of the cameras, and they will have to follow all the comments from photographers, choreographers, stylists, nutritionists, personal trainers and psychologists.

Host of the show: Alla Kostromichova. Experts: Serhiy Nikityuk (model scout), Sonya Plakydyuk (fashion photographer). The third expert changes every year. Participants come to this show to learn to be models and get a “ticket” to big fashion business. Most participants continue to work as models after the project. However, some people come to the show just for PR, but for many it is a positive thing, because it shows that if you work hard, you can reach the top.

“*Super Intuition*”. The presenter is Serhiy Prytula. The program shows the confrontation between male and female mind and logic. 13 strangers are invited to the show, and participants have to guess who the guests are. The presenter plays an important role in the program, because the

presenter is really lucky, the viewers are happy to watch this program. Also, each spectator would like to be in the place of participants and try to guess at least one person from the above categories. But despite this, at home in front of the TV you can also turn on your intuition and try to guess as many participants as possible.

“Crazy” – Ukrainian comedy show, directed, hosted and entertained by Serhiy Prytula. All jokes in the program are performed only in Ukrainian. There are six participants in the project: Prytula Series, Volodymyr Zhoglo, Volodymyr Kovtsun, Vitaliy Tylny, Serhiy Polupan, Valentyn Serhiychuk. They play various humorous scenes, monologues, sing songs and try to provoke healthy laughter in the audience by any means.

“Halves” – often the participants of this show are young (and sometimes not very young) people who for one reason or another can not find their love. Public condemnation is often added to all this. *“Halves”* is designed to help such people – in the show they find a couple for everyone and arrange a dream date.

In each issue there are three participants, for whom the program prepares two bright dates. In these meetings, the heroes must understand whether a potential “half” suits him or her. If all is well and the participants like each other, in the end they should exchange pendants in the form of half a heart. If not, they are gone forever.

In addition, the project has experts whose main task is to find “halves” and help the heroes solve problems that may arise on dates.

“From a kid to a young lady”. “The heroines of this show are girls with bad upbringing and difficult destinies,” says project manager Yulianna Raitsyna. – The environment and circumstances they had to face in life made them rude, rude, intolerable. Nobody just told them in time that they could live differently. There are no heeled dresses or shoes in their wardrobes. They do not know how to properly care for themselves, dress, apply makeup. They do not know how to behave in society. But the worst thing is that most of them do not know what warmth, care and love are.

The show is similar to *“Top Model in Ukrainian”*, because the essence remains almost the same. Girls are changing their lives for the better and of course this has a positive effect on the majority of young audiences.

So, the New Channel has a lot of entertainment TV shows that are quite different in their formats, but each of the shows has its own impact on the viewer [12]. Watching this or that show, everyone finds himself in it. Either we compare ourselves with the main characters, or we recreate our actions in the imagination. Most TV shows are positive for the audience. As for the presentation format itself, in most cases you want to observe the actions of culturally rich participants. After all, as of today, it seems that most of the people who take part in these shows have barely finished school. However, it is possible that such participants are sought by TV directors.

STB is a Ukrainian all-Ukrainian TV channel. It first aired on June 2, 1997. However, the history of the channel began earlier: it was created on the basis of *“Interuse Ukraine”* and the program *“Windows News”*, which aired on September 4, 1995. Today, the TV channel broadcasts more than 80 % of its own unique projects that are of interest to different age groups. However, more of the channel is aimed at female audiences. One of the most popular shows on this TV channel is *“X-Factor”*. Ukrainian version of the British vocal show. The main goal of the program is to find and help talented Ukrainians to discover and develop their own talent. Participants are selected in several stages, the final of which is public auditions, which are broadcast to the audience. If the judges vote “yes”, the participant can join the team of one of the four experts.

The show has several stages: pre-casting, TV casting, training camp, visit to the judges and live broadcasts. In the preliminary casting, the contestants fight for the opportunity to appear before the judges. At the telecast, they appear before judges who choose the strongest participants. Once in the

training camp, the participants perform the tasks of the judges. Among them, the 24 best are chosen – 6 in each category. At the stage of the visit to the judges, participants will be selected to perform live – three participants in each category. The last stage is direct ethers. Participants prepare songs and spectators vote for the winner. This show has helped many talented people to express themselves and demonstrate their skills. Thanks to the show, such people as Elina Ivashchenko, MELOVIN, Viktor Romanchenko, Aida Nikolaychuk, etc. became stars. This has a positive effect on the audience and sets a good example for you to reveal your talents and not be afraid to follow your dreams.

“Weighted and happy”. A show on STB TV channel, thanks to which people are helped to lose weight. The winner who loses the most weight will receive a prize of UAH 250.000.

The show first aired on the channel in September 2011. The main goal of the show is to teach participants to lose weight properly and healthily. They are assisted in this by coaches, facilitators, nutrition consultants, psychologists and more. Every week, the participants who dropped the least drop out. However, they are supported to continue to lose weight at home, and in the finale of the show offer to show their results to everyone. This TV show has a very positive effect on viewers, as it not only performs an entertaining function, showing how overweight people overcome stress and difficulties, but also teaches viewers to eat right. And how difficult it is for people with a lot of weight to return to healthy motives motivates them not to start themselves and keep their body in shape.

“House for dad”. TV show that has been broadcast on STB since 2012. A family is chosen (most often one that has some problems). The wife is sent on vacation during the filming, while all the household chores fall on the shoulders of the father. The father in the participating families usually never helped his wife to run the household before and often underestimated the value of the woman’s work. During the show, he has to understand how hard it is for his wife every day.

The show covers Dad’s entire day: from getting up in the morning to making breakfast, getting up at home, taking care of animals, washing clothes, doing homework with the kids, and more.

This TV show is the channel’s own product. It was so successful that it became interested abroad: 4 countries (Poland, Lithuania, Latvia and France) bought the rights to adapt. Since in our country you can often find families where men devalue women’s homework, such a TV show is very useful. It not only shows how hard and exhausting homework is if only one member of the family does it, but also teaches the younger generation to respect each other and choose the right partners to start a family.

“Ukraine’s Got Talent”. The show was launched in 2009. Anyone can take part, regardless of any signs. The main condition for participation is the presence of talent. This program is very similar in content to the X-Factor. However, the main difference is that “X-Factor” is only a vocal competition, and “Ukraine has talent” can demonstrate any skill.

Pre-castings take place in the 24 largest cities of Ukraine. The organizers choose the best numbers for TV castings, where the jury chooses the 60 brightest talents. These participants will have a chance to compete for the main prize – UAH 1 million.

The winner is chosen by the audience, sending an SMS for the most interesting contestant in their opinion. The show cares about honesty: all votes received are checked, counted and confirmed by the international auditing company Ernst & Young. The show has a strong entertaining character, because in addition to really talented people, there are people who have no talent and just want the attention of the audience. However, in addition to this TV show, thousands of people with diverse talents can be motivated to come and demonstrate their skills.

“The Battle of psychics”. This is a mystical pseudo-scientific entertainment TV show, where so-called “psychics” try to determine who is the strongest. Before participating in the show, participants are pre-selected. Eventually, in front of the cameras, they try to prove their supernatural abilities. At each stage of the show, participants must complete two tasks. Each week, experts have to decide which participant has not performed well enough and should leave the show.

Pavlo Kostitsyn is the constant leader of the project. Viewers who do not have developed critical thinking can believe in the existence of “supernatural abilities” and will try to solve problems not with the help of specialists (doctors, police, psychologists, etc.), but with the help of fraudsters. However, if you approach this show wisely, it has an entertaining function and may well meet the needs of viewers [11].

Thus, most of STB’s TV projects are useful and have both an entertaining and an educational function.

Conclusions. Entertainment programs have taken a leading place on the air of almost all Ukrainian TV channels. Every channel on Ukrainian television has many entertainment programs. Watching such programs, we get a lot of positive and good mood. In my opinion, such programs are perhaps the most popular among other genres. Of course, each channel plays an important role in society and informs about the events of city dwellers.

1 + 1 TV channel presents a large selection of entertainment TV programs, and each program has its own audience. For the most part, the channel has positive reviews among viewers. The channel is also interested in constantly updating its programs and improving those that are available. The new channel also has a high rating on Ukrainian television. The channel creates interesting entertainment TV programs and is popular both among young people and the older generation.

The entertainment programs of the New Channel have different thematic characteristics and audience orientation. It is on this channel that we have noticed this kind of entertainment programs as “love and entertainment”, in particular, such programs as “Halves” and “Who’s on top”.

STB is one of the top most popular TV channels with a large number of entertainment programs. Most of the TV channel’s content consists of adaptations of foreign shows (“X-Factor”, “Weighed and Happy”). However, the channel has also created its own interesting product, which has been adapted by Western countries (“Dad’s House”).

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РОЗВАЖАЛЬНІ ПРОГРАМИ НА УКРАЇНСЬКИХ ТЕЛЕКАНАЛАХ: СПЕЦИФІКА, ВИДИ, ТЕМАТИКА

Велику частку телевізійного ефіру сьогодні займають саме розважальні передачі, які покликані розслабити та зняти стрес у глядача. Завдяки цьому інтерес глядацької аудиторії до формату розважальних програм не лише залишається незмінним, але і постійно зростає. Саме тому програми цього жанру мають неабияк високі рейтинги. Такі проєкти є актуальні та їх створюють згідно з суспільними потребами населення.

Були проаналізовані програми: “Світське життя з Катериною Осадчою”, “Міняю жінку”, “Голос країни. Діти”, “Сніданок з 1+1”, “Хто зверху?”, “Топ модель по-українськи”, “Супер Інтуїція”, “Вар`яти”, “Половинки”, “Від пацанки до панянки”, “Х-Фактор”, “Хата на тата”, “Зважені та щасливі”, “Україна має талант”, “Битва екстрасенсів”.

Кожна програма зацікавлює глядача та збирає позитивні відгуки. Не зважаючи на те, що ці програми розважального типу, вони є цікавими та смисловими. Аудиторія сприймає інформацію в легкому, іноді грайливому настрої, тому розважальні програми слугують здебільшого відпочинковим цілям.

Кожен канал має власний підхід до створення телепередач чи сюжетів, а також розважальних програм. Серед аналізованих програм, загалом, кожна розважальна телепрограма має позитивні відгуки від аудиторії. Адже настрої на цілий день може гарантувати лише сміх. А сміх – це головне, що має бути присутнім у розважальних телепередачах.

Отже, розважальні телепередачі користуються великою популярністю серед глядачів, мають широку аудиторію серед різної вікової категорії. Це можна пояснити тим, що кожна людина полюбає сміятись та бути у центрі свіжих новин. Розважальні телешоу чи реаліті шоу зацікавлюють тим, що створюють присутність глядача на місці подій, також дають змогу слідкувати за життям відомих людей чи людей, що мають на меті з часом стати відомими.

Ключові слова: телебачення, розважальні програми, аудиторія, сміх, зацікавлення.