



Issues Of The Format Of Programs On The TV Channel "Culture" Of The Russian Federation

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Abstract: This article examines the issues of the format of programs on the TV channel "Culture" of the Russian Federation. The TV channel "Culture" is one of the largest and most influential TV channels in the field of culture and art in Russia, which strives to prepare high-quality cultural and educational programs for its audience. Therefore, analyzing the format of the TV channel's programs is of great importance not only for this TV channel itself, but also for understanding the development trends of Russian television in general.

The article analyzes the theoretical foundations of the concept of the format of shows, the impact of the format on the success of the show, as well as the different formats of shows on the "Kultura" TV channel. During the analysis, factors such as the main audience of the TV channel, the thematic direction of the programs and their air time are taken into account.

Factors affecting the choice of program formats are also considered, in particular, aspects such as the goals and objectives of the TV channel, financial capabilities, technical support, and the potential of the creative team. In addition, such factors as the trends of modern television journalism, the tastes and preferences of the audience, as well as the peculiarities of the cultural policy of the Russian state are analyzed.

This article develops a number of suggestions for improving the formats of "Kultura" TV shows. These proposals are aimed at expanding the audience of the TV channel, improving the quality of the programs and strengthening the image of the TV channel.

It is intended to be useful for specialists, journalists, researchers and students interested in the activities of "Kultura" TV channel. The analysis and suggestions presented in the article can be useful in the development of the future development strategy of the TV channel.

Keywords: "Culture" TV channel, broadcast format, television, culture, art, audience, television journalism, cultural policy, format selection, broadcast quality, TV channel image.

Introduction: "Culture" TV channel: history of creation and editors-in-chief.

"Culture" TV channel was established by Decree of the President of the Russian Federation Boris Yeltsin No. 919 dated August 25, 1997, and on November 1, 1997, the channel began broadcasting on the "Pyaty Kanal" TV network, only in the cities of Moscow and St. Petersburg. Initially, the channel broadcasted using archive programs, archive films, and archive information. Among the initiators of the creation of the channel were prominent representatives of the Russian intelligentsia, such as Dmitry Likhachev, Mstislav Rostropovich and other prominent figures of culture and art.

Since then and to this day, Kultura TV channel remains the only nationwide channel that exists without advertising.

Mikhail Shvydkoy was appointed editor-in-chief of the channel by the Decree of the President of the Russian Federation. In November 1997, the channel began broadcasting. At the same time, the Board of Trustees of the channel was created, which determines the program policy of the channel and the main directions and prospects of its technical activities. From 1997 to 2000, the Board was headed by the President of Russia Boris Nikolayevich Yeltsin, who appointed famous figures of science and culture to the Board: Mikhail Nikolayevich, Mityoslav Rostropovich, Viktor Petrovich Astafyev and other talented artists.

Currently, the programs of the Kultura TV channel are available in all cities with a population of over 100 thousand people, Kultura TV channel broadcasts in all regions of the Russian Federation.

In a short time, 8 studios were created on the channel:

Information Broadcasting Studio;

Artistic Programs Studio;

Music Programs Studio;

Educational Programs Studio;

Special Project Studio;

Fund and Archive Programs Studio;

Film program studio;

Channel design studio and advertisements.

The daily volume of television broadcasts on the air was 24 hours. The bulk of the airtime was occupied by

fund and archive programs.

In June 1998, by decree of the President of the Russian Federation, Tatyana Pakhsova was appointed editor-in-chief of the Madafa TV channel.

In October 1998, the Kultura TV channel was awarded the TEFI award of the Russian Television Academy in the nomination "Best Project of the Year".

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In 1999, the channel aired about 5,000 programs, plays, films and more than 50 new cycles reflecting various aspects of the spiritual life of society.

In 2000, the creators of the Culture channel Dmitry Likhachev (posthumously), Mikhail Shvydkoy and Tatyana Pakhsova were awarded the State Prize of the Russian Federation.

In early April 2000, the presentation of the "Culture" TV channel took place at the sixth session of the General Assembly of the European Broadcasting Union (EBU) in Dubrovnik (Croatia). Since then, the channel has been a permanent member of the EBU. In 2000, the creators of the Culture channel Dmitry Likhachev (posthumously), Mikhail Shvydkoy and Tatyana Pakhsova were awarded the State Prize of the Russian Federation.

In early April 2000, the presentation of the "Culture" TV channel took place at the sixth session of the General Assembly of the European Broadcasting Union (EBU) in Dubrovnik (Croatia). Since then, the channel has been a permanent member of the EBU. At the same time, the channel collaborated with one of the most prestigious organizations for cultural cooperation - the International Music Center, headquartered in Vienna. Over the years of the channel's operation, a unique fund of video materials dedicated to the most striking events in Russian and world culture has been formed and is constantly being replenished.

In 2001, the channel's own projects included the organization of the "Shelkunchik" television competition for young performers, as well as the "Beyond the Borders of Culture" campaign in collaboration with the Russian Cultural Foundation.

In 2001, the channel entered into cooperation with the International University of Radio and Television URTI, established at the initiative of UNESCO. The university is engaged in the production and exchange of programs dedicated to science and art.

The channel participates in annual events: the Kremlin

International Music Festival; the International Festival of Stars of White Nights; the International Festival of Svyatoslav Richter's December Nights; the World Theater Olympiad; the Festival of Slavic Writing; the Orthodoxy Television Festival on TV.

Since July 2001, the channel's signal has been transmitted via the Yamal satellite, and it has become possible to receive it digitally in Russia and the CIS countries.

In the first half of 2001, the Kultura TV channel website began operating on the Internet.

In June 2002, "Culture" was upgraded to the level of international broadcasting. Its programs, broadcast on the international channel RTR-Planet, are now regularly watched in Western Europe.

In July 2002, the functions of the Board of Trustees of the "Culture" TV channel were transferred to the Council for Culture and Arts under the President of the Russian Federation.

2003

Following the results of the ninth TEFI-2003 national television competition, the "Culture" TV channel won six awards of the main Russian television competition.

It is noteworthy that the channel's activities have been developing year by year, reaching 18.6 hours of broadcasting, and that programs on fine arts occupy a special place in the program policy. After all, such programs serve not only to aesthetically educate the general public, but also to attract the younger generation to art and develop creative thinking in them.

In this regard, the series "The Secret Old Attic", which will be broadcast from 2022 to 2024, is distinguished by its rich content. This series is intended for a children's and youth audience and is aimed at creating a coherent idea of the theory, genres and history of art.

Each issue of the program is dedicated to a specific direction in fine art, for example, such topics as portrait, landscape, still life, historical genre are analyzed sequentially. In the following stages, special presentations were prepared dedicated to major periods of world art - ancient Egypt, Greece, Rome, Byzantium, the Renaissance, and movements such as Romanticism, Realism, Avant-garde.

It should be noted that "The Secret Old Attic" is not only an educational project, but also an effective means of interpreting art in an interesting and understandable way for children and adolescents. In this regard, the project is aimed at creating an aesthetic impression on the audience through visual materials, dramatization and interesting plots, in line with the principles of modern telepedagogy.

The series "Tayny starogo cherdaka" by its very nature not only revealed various aspects of fine arts, but also made it possible to convey scientific views on art history in a popular way. This project will be of great importance in the future for popularizing fine arts among a wide audience and for further involving the younger generation in the world of art.

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