

Yu. Kazimova

*Senior Lecturer of the department of Journalism and Mass Media
e-mail: kazimovauliana@gmail.com, ORCID: 0000-0002-0438-0587
Lviv Polytechnic National University
Kn. Romana str, 3, Lviv, Ukraine, 79000*

FEATURES OF THE DEVELOPMENT OF LVIV TELEVISION

The aim of the work is to find features of the development of Lviv Television. This article examines the peculiarities of creating journalistic materials on Lviv Television. This question is relevant because television journalists, especially beginners, need to know how modern television prepares its materials now, and how it happened before, for example, on Lviv Television.

Research methodology. *Both theoretical and empirical research methods were used in the research process. Let's note that, for example, Lviv television used to be broadcast once a week, on Thursdays. They made movies, announcements, everything lasted about two hours.*

Results. *It was found out that, in order to show a movie, a screen was pulled up in the garage and a projection was made there, and this image was broadcast with the help of a camera for people to watch. This went on for a long time until a stationary studio projector was installed.*

Novelty. *The novelty of this work is a fact that at that time, there were no opportunities to make mass broadcasts, with a large number of people, but television was still developing.*

Practical meaning. *At the first stage, the television and radio company covered Lviv, Ivano-Frankivsk, Ternopil, Volyn, Rivne, Chernivtsi and Zakarpattia regions. At the end of (1958) and the beginning of (1959), about a hundred people worked on the channel. And in 1976, Lviv television switched to SECAM color television.*

Key words: *television materials, Lviv television, modern journalists.*

I. Introduction

Relevance of research. Today, a relevant question for journalists is comparing the preparation of modern television material with the way they worked on television before.

The aim of the study The purpose of the research is to analyze the specifics of modern materials on television and to clarify the process of broadcasting journalistic television material at the beginning of the creation of television.

The novelty of the work lies in the fact that the content of Lviv Television in the years of its foundation was researched.

The subject of the research is the broadcast content of Lviv Television. The object of the study is the peculiarities of Lviv television.

The following methods were used for research: synthesis, analysis, monitoring.

The study of the peculiarities of the formation and development of Lviv television presupposes the study of the theoretical and methodological foundations that have been formed since its foundation. In December 1957, the countdown to Lviv television began.

Here it is worth noting the concept itself, the term television news, so that the issue of creating news on television, in particular Lviv, would be better understood. In the dictionary of television terms, Z. E. Dmytrovskyi defined television news as follows: «part of the materials broadcast by the television system, containing information about current, socially significant events, facts and processes of our life displayed through the transmission channel» [2, p. 208].

Before considering the essence of the work of Lviv Television, it is worth noting that in order for the material of any genre and type to be written decently, professionally, in addition to the natural abilities of a person, knowledge of the subject of reflection and work methods is necessary [3, p. 128].

It is worth noting that television is among the five most significant inventions of the 20th century, along with the airplane, weapons of mass destruction, the computer, and cloning. The invention of television cannot be seen as a single event or as a chain of isolated events. Its appearance was the result of a long process of research and discovery, new experiments and original use of already acquired knowledge [4].

Let us add that the main property of television is visibility, that is, concreteness, immediacy, authenticity [6, p. 154–158].

The history of the essay on television is almost the same as in cinema, where there is a certain amount of time between the chronicle, from which cinematography began, and artistic, game cinema [7, p. 98].

The level of knowledge of a television journalist is also important for quality television material, and therefore the teacher from whom the journalist learned the profession is also important. The role of the teacher is that the teacher is such a profession that sometimes you need to be a psychologist and a mentor [8, p. 254–258].

Let us add that analysis is also important for a journalist both in the process of learning reality and in its reproduction. As a method of cognition, it helps to divide the subject into parts to highlight the structure, properties, and relationships between the parts. And as a method of reproduction, analysis contributes to the evaluation of events and phenomena, expresses the attitude of the author, and shapes the opinion of the recipient [10, p. 192].

Discussions, round tables and other forms of collective exchange of opinions organized by editorial offices are well received by readers in the analysis of reality [9, p. 11].

II. Problem statement and research methods

So, at the beginning of the creation and establishment of Lviv Television, the construction of the first stage of the TV center was still ongoing, only one room was equipped. At that time, the staff had a little more than a dozen employees [1, p. 295].

The first programs were broadcast only in black and white, the cameras were imperfect, so a high-quality image was achieved thanks to bright light. The lamps in the studio at that time were extremely powerful – the smallest was 1 kilowatt, and the largest was 10 kilowatts. Therefore, when the lamps were close to the scenery during the broadcast, there was a high risk of fire.

With the equipment of that time, it was necessary to constantly carefully monitor the observance of safety techniques. In December 1957 (12/24/1957), Lviv television broadcasters received a PTS (mobile television station) with massive cameras that were installed stationary and broadcast. The broadcast from the Opera and Ballet Theater was a test on the air. It happened on December 25.

Stefania Kharchuk was the first announcer on Lviv TV. During the broadcast, she was in the box of the theater. Stefania announced the program and the show began for the audience. It is interesting that there were not many television receivers in the city at that time, about a dozen. Television veteran Valentyn Zuyevsky said that at first it was broadcast once a week, on Thursdays. They made movies, announcements, everything lasted about two hours. In order to show a movie, a screen was pulled up in the garage and a projection was made there, and this image was broadcast with the help of a camera, and people watched. This went on for a long time until a stationary studio projector was installed.

At that time, there were no opportunities to make mass broadcasts, with a large number of people, but television was still developing, many new employees came to the studio. At the end of 1958–1959, about a hundred people worked at Lviv Television, and ten years later, in 1968, a powerful film production workshop was also created at the High Castle.

«Suspilne Lviv» (Branch of JSC «NSTU» «Lviv Regional Directorate») is a Ukrainian regional public television and radio company, a branch of the National Public Television and Radio Company of Ukraine, which includes the TV channel of the same name, the radio channel «Ukrainian Radio Lviv» and digital platforms that broadcast on the territory Lviv region. Among the names of Lviv television: «TVP LWOW», «Lviv ODTRK», «12 Kanal», «TRK», «UA: Lviv». TVP's test broadcast was in January 1939.

However, due to (the Second World War), full broadcasting was not started. Probably, they could then speak from a 2-kilowatt transmitter in test mode, and later, in full – from a 16-kilowatt «TVP1» transmitter, and from a two-kilowatt transmitter, as well – and «TVP LWOW». And probably «Polskie Radio Lwow» could well duplicate «TVP LWOW» in the radio version. Both of these transmitters were used by Polskie Radio Lwow. The TV tower in Lviv, which transmitted the signal from the TV center, was completed on December 31 (1957), and the first live broadcast of television was on December 24, 1957, when the ballet «Esmeranda» from the Lviv Opera was broadcast by the recently received mobile TV station. The first announcer who was then in the box of the theater was Stefania Kharchuk. At first, all programs of the Lviv Television Studio, which was built on the site of an Austrian powder warehouse of the 19th century, were broadcast live and mostly in Ukrainian. Lviv television was one of the first in the Ukrainian SSR.

III. Results

At the first stage, the television and radio company covered Lviv, Ivano-Frankivsk, Ternopil, Volyn, Rivne, Chernivtsi and Zakarpattia regions. At the end of (1958) and the beginning of (1959), about a hundred people worked on the channel. One of the viewers, I. Golovko, talked about the signal quality of Lviv TV: «The images on the screen were clear, but the sound was worse, sometimes it was completely lost. Such a powerful structure was formed by specialists from various regions of the Ukrainian SSR, who came here from various creative and technical spheres – film studios, radio stations, theaters, conservatories and newspapers, who trained at “Central Television of the USSR”, “Ukrainian Television”

and "Interbachenna". In 1976, Lviv television switched to SECAM color television. To expand the coverage of Lviv Television, Central Television of the USSR and UT, which sometimes, in mountain villages, shared a single frequency, used radio relay lines established from (1963)–1964 (especially in 2005–2010, when the program "Broadcasting of Territorial communities"), and from 1991 – 1992 – and repeaters. But not everyone took part. According to official data, in 1985, the coverage of the 1st program of the USSR Central Television in Lviv Oblast and Ukraine was 95%; 2 programs – 29%; Ukrainian television – 80%. But in fact, the real numbers were kept quiet.

In 1985, the Lviv Television Studio organized a telebridge with Winnipeg (Canada). In 1987–1990, Lviv Television broadcast an extended program on channel 1 of the Central Television of the USSR. From April to May 1990 to January 2017, «Lviv Television» broadcast live meetings of the Lviv Regional Council. On January 1, 1992, «LTB» switched from analog channel 8 to channel 6, and on August 1, 1995, «LTB» began to cover the programs of «ORT», which was transferred from channel 1 to channel 6 (until December 1995, only the TV series was rebroadcast from ORT «Tropicana»). On November 2, 1996, LTB, due to the decision of the Verkhovna Rada on the moratorium on licensing of television and radio organizations and problems with the licenses of the TV channel «Inter» and the joint program of all ODTRK – «Ukraine», finally captured the frequency of «Channel 6». Otherwise, Lviv ODTRK on the «Inter» channel would have to speak from 18:35 to 19:00, and if Lviv ODTRK became part of the joint program of ODTRK «Ukraine», then «LTB» would have a block from 6:30 to 7:30 p.m. while the channel itself is on weekdays from 4:00 p.m. to 8:00 p.m. (with a break for «LTB» broadcasting). (May 26) 1997, after negotiations, «Inter» returned to the Lviv airwaves, but on the condition that «LTB» would broadcast its own «Day» news at 20:00 instead of the «Vremya» program.

On July 1, 1999 at 19:00, after the test broadcast (June 16, test table), «LTB» started broadcasting on analog channel 12 with a presentation. The transmitter of the SECAM system with a power of 1 kilowatt was planned to be used for broadcasting «LTB» and «popular science program of Central Television of the USSR» even before the collapse of the USSR. Since then, «LTB» has been speaking 3 hours a day. At the end of the summer of the same year, the transmitter of channel 1 on the Lviv TV tower caught fire, so «LTB», while the transmitter was being restored, rebroadcasted during the break for about a week instead of «Inter» and «UT-2». In the summer of 2000, «LTB» relayed from 6:00 p.m. to 7:00 p.m. and from 10:00 p.m. to 12:00 a.m. the «Hoverla» TV station, which showed music videos from «MTV». Later, they also broadcast motion pictures and self-produced programs about music and cinema. Since 1998, advertising on «LTB», as well as on the Lviv version of «Inter» until September 1, 2018, was carried out by the «Inter-zahid» TV station, which later, after the departure of the «Hoverla» TV station from «LTB», helped «LTB» to rebroadcast satellite TV channels «MTV», «O-TV», «Enter-music» and. At the same time, according to the agreements, «Inter» and «Inter+» were supposed to speak Ukrainian in the Lviv region. From the fall of 2002 to the end of the spring of 2005, «LTB» showed programs and advertisements from the «STV» television company. In the fall of 2002, «LTB» rebroadcasted «TET», from October 2003 to October 31, 2004 – «Tonis», and from November 1, 2004 to the end of spring 2005 – «NTN» (from 11:00 a.m. to 2:00 p.m.; 7:00 p.m. 30 to 20:30 and from 0:00 to 1:15).

From (February 11) 2003 (during the testing of the first color transmitter) and in 2006, the TV channel «NTA» showed its programs on «LTB». During the Orange Revolution, Channel 5 was rebroadcast through Lviv-TV. From February 2004 to February 2014, «Lviv TV» was broadcast on «Telesel» from the «Electron» concern from a single-watt transmitter in Boryslav, from the fall of 2005 to (May 29) 2009 – «UTR», where the programs of the Lviv ODTRK were also broadcast. Also, from that time until 2015, the recording (at 0:00 instead of 20:30, and not on the Internet) showed «Country Time» («KRD-TRK») and their special project «Social Aspects» (from April 5 to June 27) of 2012, every Thursday). There were also short-term showings of local television studio programs (Halka, Media-club (until 2015 it produced the programs «Vektor» and «Western Express»), TRC «Razom», as well as until September 1, 2010, «Karpaty-TV» (press service of FC Karpaty), Lviv Radio (in audio version until the end of 2017) and state broadcasters from other regions of Ukraine. Since the 2000s, programs of «UA: First» have been broadcast (selection for Eurovision, since 2018 year), state and religious celebrations, debates of Lviv mayor candidates Ruslan Koshulynskyi and Andrii Sadovyi in 2015, «Government in contact with citizens», etc. The channel also broadcast home matches of the women's national football team of Ukraine in selection for the World Cup- 2015 against Montenegro and England at Arena Lviv and the children's football tournament before Euro 2012. In addition, for a long time and until December 2017, Yaroslav Kendzor's program «Lessons» was broadcast on LTB and Rada TV channel (now broadcast on «5 channels»).

From December 2005 to May 29, 2009, «Mist-TV» (later – «UT-Zakhid» and «ZIK») relayed the TV channel for «Channel 12» from 1:00 to 6:00. From June to autumn 2009, «Lviv-TV» rebroadcasted «Music Box» for Channel 12, later and until the end of the year also the TV channels «Humor TV» (on weekdays) and «Babai TV» (on weekends), later and until the end of the year April 2010, when «Lviv-TV» stopped broadcasting – again «Music Box» (from 0:00 to 2:00). Later, «Lviv-TV» returned, and on June 8, 2011, it disappeared, and (on June 18) it returned again and spoke with a temporary permit until

the announcement of the result of the competition for broadcasting on analog channel 12. And on October 10, 2011, he stopped broadcasting because of a loss at the same competition. From May 31 to November 29, 2010, Channel 12 rebroadcasted UTR from 5:00 p.m. to 6:00 p.m. Subsequently, and until January 30, 2012, at the same time, the broadcasting of territorial communities resumed: TRC «Sokal» («Sokal News», published until 2015), «Roztochchya News with Taras Lehman», «Telefact» from Sambor, etc. Also, from 2007 to January 30, 2012, the youth program of the «Chatrux» TV channel was broadcast (from 0:00 to 2:00 on weekends and from 13:00 to 14:00 on Saturdays).

On April 19, 2013, «Channel 12» received the logo of the «Lviv» TV channel, with which it began broadcasting on December 27, 2013. On May 18, 2018, the television and radio company received the «UA: LVIV» logo, becoming a branch of Ukrainian Public Broadcasting – the National Public Television and Radio Company of Ukraine. In August 2018, the TV channel switched to broadcasting in 16:9 wide-screen format.

In 2020, the branch was reformatted as part of an interregional platform with the participation of all «Suspilny» branches, a reduction in the number of news releases, and the transition of the nationwide morning show «Morning on Suspilny». For the first time, the ratings of «Suspilno Lviv» were measured by «GFK Ukraine» TV ratings in 2006. According to their results, even then «LTB» for some time had higher ratings than national channels, due to author's projects. It is known precisely about the measurement of the television ratings of TRC «Lviv» in 2013, but their results were not shown. On November 12, 2019, the Lviv branch of NSTU received the results of another study of the audience of «Public Lviv» from colleagues from Public Television of Sweden, as part of cooperation. According to them: The level of trust in national TV channels is low. On the other hand, local media, in particular «UA:Lviv», have a high level of trust. This also indicates the inadmissibility of reducing broadcasting in the regions.

From November 20 to December 18, 2022, the branch TV channel broadcast the 2022 FIFA World Cup. «Suspilne Lviv» is a Ukrainian regional public television channel that broadcasts on the territory of the Lviv region. The broadcast content of the broadcaster is informational, socio-journalistic and cultural-artistic programs produced by the creative associations of NSTU and «Suspilne Lviv». His programs: «Social. Resistance», «Morning on Sospilny», «News», «Today. The main thing», «#Live_reports», «#Inside», «Electoral district». Digital broadcasting of the TV channel takes place in the MX-5 multiplex (DVB-T2) in 1080i 16:9 (HDTV) formats. In Soviet times, Lviv television broadcast up to 2–3 hours a day; from 1992 to 1994, «LTB» had short daytime blocks; from 1995 to October 19, 1996 – on weekdays, from 18:10; on Saturday, from 6:45 a.m. and on Sunday, from 6:50 a.m. until midnight, every day.

IV. Conclusions

The oldest documents of organizations whose legal successor is the current «Ukrainian Radio. Lviv», dated March 1940. But, 10 years before that, the radio station «Polskie Radio Lwow» spoke in Polish. Due to the lack of medium-wave frequencies and protracted negotiations with the local authorities regarding the allocation of land for the radio center, the management of «Polish Radio» decided to temporarily speak at the Eastern Market (now Stryi Park). In order to buy a transmitter, and there were no funds for this in Poland, we had to turn to the private company from Italy «Marconi». This firm provided a loan, supplied a two-kilowatt transmitter and sets for receiving a radio signal. The cost of such a set was 44 zlotys at that time. Work began in December of the same year (1929).

In the end, because of this, the land on Peresenivka, where the radio center was planned to be built, was never given by the local government.

However, «Polish Radio» has already decided to speak from Eastern Market. Broadcasting from several towers 76 meters high each at a frequency of 795 KHz began on January 15, 1930.

«Suspilne Lviv» television and radio company is digitally represented by a website and pages on Facebook, Instagram, YouTube and Telegram. In addition, there is a section on the news of Lviv Oblast on the website of «Social News». The television and radio company changed 3 logos. The current one is 4th: 2001–2013 «Channel 12», 2013–2018 «TRK “Lviv”», 2018–2022 «UA: Lviv», from 2022 «Suspilne Lviv».

In 1960–1963, Vyacheslav Chornovil, a public figure, politician and dissident, worked in the editorial office of youth programs of Lviv Television. On December 31, 2017, the «Concert of Greetings», which was broadcast since 1977, was broadcast for the last time at 2:00 p.m., every Sunday – first with Roman Lemekha, and then with Pyotr Ostapyshin. Ostapishyn says that the reason was not explained to him. He says that there were orders for 2018, adding that congratulatory songs brought a profit of 20–25 thousand hryvnias, and such a service cost 400 hryvnias. At «UA: Lviv» they said that the reason is the violation of copyright and the reform of the Public Broadcaster.

In 2006, the Accounting Chamber of Ukraine found out that in 2005 and 2006, the Lviv ODTRK hosted the socio-political program «City», according to the agreement, for UAH 30.13. /min. The «Other» section also featured the programs «Business Week» («NTA»), «Victory Voice of the Believer» (TV «Mist», it was released until 2015), «Autodrive», «First», «Advertising» (from autumn 2002 to the end of spring 2005); «STV» (TRC «ES-TI-VI»), «Telefortuna» («Unika-TV»), «Halka presents» (later – TV channel «Galka») (TzOV TK «Halka-TV»), «Ratusha» and «Miner's horizons» (SE «Lvivvugilya»).

The total cost of showing all these programs, paid by the Lviv ODTRK, is 300 thousand hryvnias, which the management of the ODTRK, as the Audit Chamber believes, illegally used from the state budget. According to their data, Lviv ODTRK did not fulfill the necessary declared needs for television and radio broadcasting, and 65% of the air time on ODTRK was made up of repeats of its own programs and the showing of programs of other TRCs, social advertising, announcements and feature films. The ODTRK did not react to this at the time.

So, until 2017, Lviv television and radio broadcasting was under the state control of the USSR and Ukraine. Since 2017, «Suspilne Lviv» has been financed by the state as a part of JSC «NSTU», in which the state does not interfere due to a ban on this by law. From September 1, 1939 to (June 21), 1941 – Regional Radio Committee; From (June 22) 1941 to 1944 – Lemberg Reichstag. From 1944 to 1947 – Regional Committee for Radiography and Radio Broadcasting; From 1947 to December 31 (1953) – Regional Radio Information Committee; From January 1, 1954 to 1957 – Radio Information Department (later – regional editorial office) of the Regional Department of Culture; From 1957 to 1971 – the Radio Broadcasting Committee under the Executive Committee of the Lviv Regional Council of Workers' Deputies; From 1971 to December 1, 1991 – Committee of the Lviv Regional Executive Committee on Television and Radio Broadcasting From December 2, 1991 to December 31, 1994 – Directorate for Television and Radio Broadcasting of the Lviv Regional State Administration; From January 1, 1995 to January 18, 2017 – the State Committee of Ukraine on Television and Radio Broadcasting; From January 19, 2017 to the present – the National Public Television and Radio Company of Ukraine.

The analysis of scientific literature indicates that scientists approach the study of work on television from different positions.

Список використаної літератури

1. Grygorash D. S. Journalism in terms and virazes. Lviv : Vishcha school, 1974. 295 p.
2. Dmytrovskiy Z. E. Television journalism : Education manual. Lviv : Ivan Franko Lviv National University Publishing Center, 2006. 208 p.
3. Dmytrovskiy Z. E. Television information: theory and practice : Study guide. Lviv : VTSLNU named after Ivan Franko, 2002. 128 p.
4. Dmytrovskiy Z. E. Organization of work on television : Study guide. URL: <https://www.facebook.com/groups/304962482975772/> (date of request: 12.08.2024).
5. Dmytrovskiy Z. E. The editor as the main person in the television creative process. *Collection of materials of the reported scientific conference for 2017 (section «Journalism»)*. Lviv, 2018. P. 6–8.
6. Dmytrovskiy Z. E. Lviv radio: A look into the past. *Through the years and fates: Lviv journalism in facts, comments, photos...* Lviv : PAIS, 2019. P. 154–158.
7. Dmytrovskiy Z. E. Organization of work on television : Texts of lectures. Lviv : Small Publishing Center of the Faculty of Journalism of Ivan Franko National University, 2020. 98 p.
8. Dmytrovskiy Z. E. The teacher's well is always full of nourishing water. *Television and radio journalism*. 2020. Iss. 19. P. 254–258.
9. Dmytrovskiy Z. E. Textbook that teaches and educates. *Word of Enlightenment*. 2021. July 22–28. P. 11.
10. Dmytrovskiy Z. E. Analytical journalism: Texts of lectures. Lviv : Small Publishing Center of the Faculty of Journalism of LNU. I. Franka, 2022. 192 p.
11. Zdorovega V. Y. Theory and methodology of journalistic creativity : Assistant. 2nd view., rev. and addit. Lviv : PAIS, 2004. 268 p.
12. Prylyuk D. M. Theory and practice of journalistic creativity: Mastery problems : Study guide. Kyiv : Higher School, 1973. 279 p.

References

1. Grygorash, D. S. (1974). *Journalism in terms and virazes*. Lviv: Vishcha school [in English].
2. Dmytrovskiy, Z. E. (2006). *Television journalism*. Lviv: Ivan Franko Lviv National University Publishing Center [in English].
3. Dmytrovskiy, Z. E. (2002). *Television information: theory and practice*. Lviv: VTSLNU named after Ivan Franko [in English].
4. Dmytrovskiy, Z. E. *Organization of work on television*. Retrieved from <https://www.facebook.com/groups/304962482975772/> [in English].
5. Dmytrovskiy, Z. E. (2018). The editor as the main person in the television creative process. *Collection of materials of the reported scientific conference for 2017 (section «Journalism»)*. Lviv [in English].
6. Dmytrovskiy, Z. E. (2019). Lviv radio: A look into the past. *Through the years and fates: Lviv journalism in facts, comments, photos...* Lviv: PAIS [in English].
7. Dmytrovskiy, Z. E. (2020). *Organization of work on television*. Lviv: Small Publishing Center of the Faculty of Journalism of Ivan Franko National University [in English].
8. Dmytrovskiy, Z. E. (2020). The teacher's well is always full of nourishing water. *Television and Radio Journalism*, 19, 254–258 [in English].

9. Dmytrovskiy, Z. E. (2021). Textbook that teaches and educates. *Word of Enlightenment*, 11 [in English].
10. Dmytrovskiy, Z. E. (2022). *Analytical journalism*. Lviv: Small Publishing Center of the Faculty of Journalism of LNU. I. Franka [in English].
11. Zdorovega, V. Y. (2004). *Theory and methodology of journalistic creativity*. 2nd view., rev. and addit. Lviv: PAIS [in English].
12. Prylyuk, D. M. (1973). *Theory and practice of journalistic creativity: Mastery problems*. Kyiv: Higher School [in English].

Стаття надійшла до редакції 19.08.2024.

Received 19.08.2024.

Казімова Ю. Особливості розвитку Львівського телебачення

Мета роботи – аналіз специфіки сучасних матеріалів на телебаченні та з'ясування процесу трансляції журналістського телевізійного матеріалу на початку створення телебачення.

Методологія дослідження. У процесі дослідження використано як теоретичні, так і емпіричні методи. Методологія дослідження складалася з кількох етапів. Першим був комплексний огляд перших матеріалів Львівського телебачення, щоб зрозуміти особливість його розвитку на початку заснування. Це включало аналіз праць і звітів. Також використано синтез, аналіз, моніторинг.

Результати. У статті розглянуто особливості створення журналістських матеріалів на Львівському телебаченні. Це питання актуальне, тому що телевізійним журналістам, особливо початківцям, необхідно знати, як сучасне телебачення готує свої матеріали зараз, а як це було раніше, наприклад, на Львівському телебаченні.

Предметом дослідження є контент мовлення Львівського телебачення. Об'єктом – його особливості.

Вдалося з'ясувати, що Львівське телебачення раніше виходило в ефір раз на тиждень, по четвергах. Робили фільми, анонси, все тривало близько двох годин. Для того, щоб показати фільм, у гаражі поставили екран і зробили проєкцію, і це зображення транслювали за допомогою камери, щоб люди дивилися. Так тривало довго, поки не встановили стаціонарний студійний проєктор. У той час ще не було можливості робити масові трансляції, з великою кількістю людей, але телебачення все ж розвивалося.

На першому етапі телерадіокомпанія охоплювала Львівську, Івано-Франківську, Тернопільську, Волинську, Рівненську, Чернівецьку та Закарпатську області. Наприкінці (1958) і на початку (1959) на каналі працювало близько ста осіб. А в 1976 р. Львівське телебачення перейшло на кольорове телебачення SECAM.

Новизна. Новизна роботи полягає в тому, що досліджено зміст Львівського телебачення в роки його заснування.

Практичне значення. Детальне вивчення специфіки розвитку Львівського телебачення від початку його створення, а також дослідження його подальшої діяльності може підвищити рівень задоволеності глядачів. Вивчення цієї теми важливе, адже необхідним є знання того, яким жанрам, тематиці та способу викладу телематеріалу саме сучасні телеглядачі надають перевагу.

Ключові слова: телематеріали, Львівське телебачення, сучасні журналісти.