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SPANISH BOOK IN THE FOCUS OF UKRAINIAN TELEVISION (ON THE EXAMPLE OF «1+1» TV CHANNEL)

***The purpose of the article** is to outline the main directions of formation of interest in book, in particular Spanish one, by Ukrainian TV channels on the example of the «1+1» channel.*

***Research methodology.** In the course of the research general scientific methods of analysis, synthesis, generalization were used to outline the main directions of formation of interest in world literature, in particular Spanish one, and formulation of conclusions; monitoring the air of the «1+1» TV channel and the content of its website to identify information material dedicated to literary events, in particular regarding the Spanish book.*

***Results.** In the formation of interest in the Spanish book on Ukrainian television on the example of the «1+1» TV channel the following main directions were identified: mention of the new publications launch in the «TSN» news programs; mention of events in literary life and the release of new publications in the «Snidanok z 1+1» (Breakfast With 1+1) morning show; news stories about literature, books, libraries in the educational program about travel «Svit na Vyvorit» (The World Inside Out); announcements of films based on Spanish works and about Spanish authors in the «Arhument-kino» (Argument-cinema) entertainment project; inclusion of documentaries and feature films based on Spanish works and about Spanish authors in the broadcast schedule; publication of materials on the official website in the «TSN. Knyzhky» (TSN. Books) section; participation in the #книголає project. In general, there is not enough content on Ukrainian television air on Spanish books, while Spain has literature exposure to which will help raise the cultural level of Ukrainians and broaden their horizons.*

***Novelty.** The main directions of formation of interest in the Spanish book on the Ukrainian television on an example of the «1+1» TV channel are allocated.*

***Practical meaning.** The formulated conclusions can be the basis for further research and used in the educational process in higher education institutions that train journalists.*

***Key words:** Spanish book, Spanish literature, book, «1+1» TV channel, Ukrainian television.*

I. Introduction

According to statistics from the Cervantes Institute in 2018, Spain ranked third in the world among countries – exporters of books; eighth – by the book production; ninth – by the size of the publishing market [25]. Spain has given the world many talented writers and the country outstands with a special attitude to books. For example, according to the decree of King Alfonso XIII of Spain, in 1926 the Day of the Spanish Book was introduced on October 7 (Miguel de Cervantes' birthday), which in 1930 was postponed to April 23, when (as it is considered) the writer died. The winners of the Miguel de Cervantes Prize have been awarded since 1976 on the day. As part of the celebration, a two-day marathon of reading the «The Ingenious Gentleman Don Quixote of La Mancha» novel is held. Madrid was chosen as the first World Book Capital in 2001. Blogger A. Yefremova provides the following interesting facts: «...since the XV century the Day of St. George, patron of Catalonia, has been celebrated on April 23. On this day, in Barcelona and Catalonia ... men traditionally give women roses and women give men

books. ... Why a book? Because at this particular time in 1929 a large-scale book fair was held in Barcelona. This greatly influenced the introduction of World Book and Copyright Day precisely on April 23» [2]. This day is now celebrated in Ukraine as well.

Works by such authors as E. Andiiivska, B. Boichuk, V. Vovk, O. Romanyshyn, Yu. Tarnavskiy, K. Fedorova, and others are devoted to Spanish-Ukrainian relations, in particular cultural and literary ones. T. Hrynivskiy, H. Kliuchkovska, I. Kopystynska, O. Lepilkina, L. Solodka, V. Khmil-Chupryna, and others revealed in their publications the role of the media in popularizing reading. Ukrainian television in various aspects is in the center of attention of such scholars as: V. Hoian, O. Hoian, I. Davydova, Yu. Kiiashko, O. Nevmerzhytska, I. Penchuk, O. Prykydko, A. Trehub and others. Researcher I. Skiban emphasizes the expediency of involving convergent media in the popularization of reading, as «the use of modern media technologies allows ensuring effective publishing communication, which gives the desired advertising and promotional effects. Atypical book projects extend the information space with interesting ideas, help to look at the publication of books from a new angle and attract a mass audience» [12, p. 121]. At the same time, the results of research by scientists show: «Students should be explained that the advent of new media technologies on the TV and radio market does not imply the repudiation of previous technological advances that television and radio have successfully used before and still continue to use» [26, p. 156]. As I. Penchuk rightly notes, «interaction with various media (press, radio, cinema, television, Internet) is a significant share of spare time of Ukrainian citizens, which causes significant impact of media on all segments of the population, especially children and youth» [27, p. 100]. However, the role of Ukrainian TV channels in the formation of interest in literature at the present stage is unexplored.

II. Research objective and methods

The objective of the article is to outline the main directions of interest formation in the book, in particular Spanish one, by Ukrainian TV channels on the example of «1+1» TV channel. It should be noted that by Spanish book we mean both that which is written in Spanish language and that which is translated from Spanish language and published in Ukraine.

In the course of the research general scientific methods of analysis, synthesis, generalization were used to outline the main directions of interest formation in world literature, in particular Spanish one, and formulation of conclusions; monitoring the air of the «1+1» TV channel and the content of its website to identify information materials dedicated to literary events, in particular regarding the Spanish book.

III. Results

The Spanish Embassy has been operating in Kyiv since August 1992, and the Embassy of Ukraine in Madrid – since June 1995. According to the information provided on the website of the Embassy of Ukraine in the Kingdom of Spain, «the international treaty framework between Ukraine and Spain consists of 34 international agreements. The main document is the Treaty of Friendship and Cooperation between Ukraine and Spain, negotiated on August 17, 1997» [15]. In her monograph, K. Fedorova analyzed Spain foreign policy at the beginning of the 21st century, in particular with regard to Ukraine. The researcher notes: «The current agreements cover various areas of cooperation, which gives Ukrainian-Spanish relations diversity and multivercity» [22]. This includes cooperation in the field of culture. According to an UNIAN information agency, «The Embassy handed over to the National Library of Ukraine for Children books by the best modern Spanish children's authors. All books are designed for those who study Spanish language at school. Not only users of the National Library will have access to these books, because later they will be digitized and the texts can be read by anyone» [7].

In Ukraine, events are held to promote Spanish literature at various levels. In December 2008, «LitAktsent» initiated a round table entitled «Contemporary Spanish Literature: A Familiar Stranger?» whose main task was «to try to show the Ukrainian reader the modern literary process of Spain as a spiritual multicultural polyphonic space in which dialogue prevails and which reflects the difficult search for understanding between different parts of the multilayered Spanish “self-image”» [16]. According to the event results, the following conclusion was made: «However, during the round table sometimes it seemed that there was a meeting of hermits, a kind of Don Quixotes of their own business: everyone primarily believes in their own strength, because, unfortunately, no one else to rely on. If there was a certain institutionalization, expressed at least through government exchange programs for students and young researchers, special scholarships and incentive awards, on the one hand, and on the other – a communication system developed both within our country and abroad, with direct cooperation with the Spanish side through the Embassy, cultural centers or even amateur groups – it could obviously be argued that modern Spanish literature would no longer be a “familiar stranger”, but would become a familiar and open space.

This is what “LitAktsent” will try to promote, gradually expanding the still little-known horizons of the Spanish literary world in Ukraine» [16]. On August 2, 2014, the Kharkiv Literary Museum organized a Spanish Day for Children [3]. Such events generate interest in reading Spanish literature.

Spain is one of the favorites of Ukrainian tourists. Holidays in this country fuel interest in its culture, including literature. Many Ukrainians study Spanish language in schools and universities, and some learn it on their own. Spanish fiction and educational literature for learning Spanish language are presented on the shelves of Ukrainian bookstores (including online bookstores). However, Ukrainians can get information about new books by Spanish authors mainly on specialized sites, such as: Bukvoid

(bukvoid.com.ua), Bokmal (bokmal.com.ua), BaraBooka (barabooka.com.ua), LitAkcent (litakcent.com), Chytomo (chytomo.com), etc. The activity of other media in this direction is less dynamic. Occasionally such information is aired on Ukrainian TV channels.

According to a study conducted in October 2011 within the «Ukrainian-Spanish Strategic Dialogue. Ukraine on the Way to the EU: Achievements, Problems, Prospects» project, which primarily concerned the expectations of citizens from Ukraine's integration into the EU, «the level of awareness of Ukrainian citizens about Spain is low. This is how it was assessed by 50.1% of respondents, another 22.2% have no information about this country. Only 20.9% rated their own level of awareness as average and 1.4% as high. Answers to the question: "What do you associate Spain with in the first place?" turned out to be quite expected. Two associations dominate: "corrida" (18.3%) and "recreation, resorts, sea" (17.1%). Relatively often, this country is also associated with football (9.7%), dance, music, traditions, architecture, language (8.8%). Special mention should be made of such an association as a "developed democratic country" (6.4%) and an association with Ukrainian migrant workers in Spain (8.7%). Answers related to the history and culture of Spain also attract attention» [19, p. 72].

To the question «What do you associate Spain with in the first place?» only 1.0% of respondents indicated the answer «History and literature» [19, p. 80].

In an interview with a journalist of the «Den» (The Day) newspaper, the well-known Ukrainian Hispanist O. Pronkevych emphasizes: «Spain and Latin America are a grand cultural continent: 550 million people, more than two dozen countries. There is a lot to learn, and for this, you need to develop the study of Spanish language and culture, publish translations, bring movies here, invite writers, artists, scientists from these countries. Their vision of the world is extremely interesting and fruitful for us» [24].

In our opinion, the role of Ukrainian TV channels in the interest formation in world literature, in particular Spanish one, is promising, and we will try to outline it within this article on the example of the «1+1» TV channel, which leads the top-10 of Ukrainian entertaining-informative TV channels, according to the co-project of the National Council and the «Big Data Ua» rating agency [10], and disclose in detail in subsequent publications.

There are few references to cultural events related to Spanish literature in «TSN» newscasts. For example, the «Named the Winner of the Cervantes Prize» news item about the Spanish writer Ana Maria Matute, who won the Cervantes Prize in Literature, dated November 24, 2010. Other examples are more recent: «Two Spy Novels by the Famous Spanish Writer Arturo Perez-Reverte will be Published in Ukrainian» dated November 13, 2019, and there the «Fabula» publishing house is mentioned; «The novel "Sabotage" by Arturo Perez-Reverte will be Published in Ukrainian translation» dated March 5, 2020, and the «Fabula» publishing house is also mentioned here.

In the «Snidanok z 1+1» (Breakfast with 1+1) morning show the audience had the opportunity to get acquainted with Spain as a tourist center, with the attitude of Spain to the information war, according to information from the Ambassador Extraordinary and Plenipotentiary of the Kingdom of Spain to Ukraine Gerardo Bugallo Ottone [23] (in particular, he notes the level of education among Ukrainians, which is higher than in Great Britain), and Cultural Advisor at the Embassy of Spain in Ukraine, Mario Gonzalez Pliego (who was speaking about the forum of journalists) [14]. A separate story, which aired on April 17, 2018, was dedicated to the writer, journalist, publisher, politician and Nobel laureate Gabriel Garcia Marquez, who wrote in Spanish [1]. The news item was about the main stages of his life and work, a thorny path to recognition. His works «One Hundred Years of Solitude», «No One Writes to the Colonel» are mentioned. The central figure of another news item was the writer, also Nobel laureate Mario Vargas Llosa. In the interview, he argues the importance of reading, which allows you to form a critical thinking, expand your worldview and suggest ways to combat «superstition and bigotry» [8]. His books «The City and the Dogs», «The Bad Girl» are mentioned. The camera caught such his books as «The Dream of the Celt», «The Discreet Hero», and «The Bad Girl». The news item ends with the words of the writer that «it is thanks to literature that we can live another life» [8]. In general, the «Snidanok z 1+1» TV show often offers viewers news items about writers and their books. Of course, journalistic materials are more often related to Ukrainian literature, but the Spanish book is also becomes the focus of attention.

Another one direction of interest formation in Spanish books is stories about literature, books, libraries in the educational program about travels «Svit na Vyvorit» (The World Inside Out), the first issue of which was aired in December 2011. TV presenter of the program Dmytro Komarov, presenting the country – «central figure» of the episode, pays attention to culture, including literature. In particular, in the series 10 of the season 6 about Latin America, the main, almost the only book of Mennonites, containing 730 songs and which is studied in school, is noted [5]. In the series 19 of season 10 about Brazil, the presenter tells the story of a former drug lady who writes books about her past [17]. In the series 21 of season 10 about Brazil, dedicated to the «beach king» the plot refers to a home library, books from which anyone can take for a nominal fee [13]. There is no emphasis on Spanish books, but the volunteer role of the owner of the books, who himself loves to read, and in some way promotes reading, is noted. In the series 8 of the season 6, dedicated to Cuba, in the episode with former opera singer Zita Smoliakova, she shows her own bookshelf and mentions Shevchenko's «Kobzar», which helps her in difficult moments of life [6]. This program is different from others about travel. Dmytro Ko-

marov, trying to show the audience the unknown aspects of various countries, at the same time confidently spreads information about Ukraine around the world.

Announcements of films based on Spanish works and about Spanish authors in the «Arhument-kino» entertainment project, which has existed since 1999, as well as the inclusion of documentaries and feature films about Spanish works and about Spanish authors in the broadcast schedule, promote interest in the Spanish book.

Today, «1+1» TV channel is one of the television partners of the International Literary Competition «Word Coronation», which was founded in 1999 by Tetiana ta Yurii Lohush together with «1+1» TV channel as a competition of novels and screenplays [4]. Within the framework of this article, it is also worth noting the website of the #книголав project, which provides information about publications within the «1+1 media» initiative in partnership with the «Osnovy» publishing house, which was also joined by the «Nash Format» publishing house and Yakaboo online store, «Must-Read» rubric in particular with lists of recommended reading [11].

O. Prykydko, a researcher of Ukrainian Internet television, rightly remarks: «Ukrainian TV channels have been updating and modernizing the entire structure of their online analogues for more than a year. Websites of TV companies grow from simple “representators” of TV channels on the Internet to self-sufficient Internet portals» [9, p. 97]. In particular, a «ТСН. Кнyzhky» (TSN. Books) new section, specially dedicated to books, has been created on the TSN website [18], which contains reviews, thematic reviews, columns about interesting events, excerpts from current and future books from Ukrainian publishers. Regarding Spanish literature, we note the following materials: «There will be Published a Collection of Public Lectures by Jorge Luis Borges in Ukrainian Language Translation» (July 9, 2019), which mentions the translator Serhii Borshchevskiyi, «Vydavnytstvo Anetty Antonenko» publishing house [20]; «A Book for Children about the Emotional Intelligence by Spanish Psychologist Susanna Isern was Published in Ukrainian Language» (April 23, 2020). There were mentioned the translator Olena Zabara, the illustrator Monica Carretero, the «Vydavnytstvo Staroho Leva» publishing house, where, in fact, the «Inspector Croc’s Emotion-O-Meter. Recognize, Measure and Control your Emotions» book by Susanna Isern was published [21]. We have to admit that although not much time is devoted to the book, including Spanish one, on «1+1» TV channel air, there are initiatives that show that the channel’s management and its journalists understand the role of reading in society.

IV. Conclusions

Spanish literature, in particular in translation, is presented on the shelves of Ukrainian bookstores. However, Ukrainians can get information about new books by Spanish authors mainly on specialized sites. The activity of other media in this direction is less dynamic. Occasionally such information is aired on Ukrainian TV channels.

In Ukraine, events are held to promote Spanish literature at various levels (the Treaty of Friendship and Cooperation between Ukraine and Spain, the «Ukrainian-Spanish Strategic Dialogue. Ukraine on the Way to the EU: Achievements, Problems, Prospects» project, the «Contemporary Spanish Literature: A Familiar Stranger?» round table initiated by «LitAktsent», publication of the interview in the «Den» news paper with Hispanist O. Pronkevych, ect.

In the formation of interest in the Spanish book can be identified the following main directions: the mention of new publications release in the «TSN» newscasts; mention of events in literary life and the release of new publications in the «Snidanok z 1+1» morning show; stories about literature, books, libraries in the educational program about travel «Svit na Vyvorit», the first episode of which was aired in December 2011; announcement of films based on Spanish works and about Spanish authors in the «Arhument-kino» entertainment project, which has existed since 1999; inclusion of documentaries and feature films about Spanish works and about Spanish authors in the broadcast schedule; publication of materials in the «ТСН. Кнyzhky» section; participation in the #книголав project. In general, there is little content on Ukrainian television dedicated to Spanish books, while Spain has literature knowledge of which will help raise the cultural level of Ukrainians and broaden their horizons.

Prospects for further research include understanding the role of Ukrainian media in the promotion of both Ukrainian and foreign literature and the formation of readers' tastes.

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Бессараб А. А. Іспанська книга у фокусі українського телебачення (на прикладі телеканалу «1+1»)

Мета статті – окреслити основні напрями формування інтересу до світової літератури, зокрема іспанської, українськими телеканалами на прикладі телеканалу «1+1».

Методологія дослідження. У ході дослідження використано загальнонаукові методи аналізу, синтезу, узагальнення для окреслення основних напрямів формування інтересу до світової літератури, зокрема іспанської, та формулювання висновків; моніторинг ефіру телеканалу «1+1» та змісту його сайту для виявлення контенту, присвяченого літературним подіям, зокрема щодо іспанської книги.

Результати. У формуванні інтересу до іспанської книги на українському телебаченні на прикладі телеканалу «1+1» виокремлено такі основні напрями: згадування про вихід у світ нових видань в інформаційних програмах «ТСН»; згадування про події в літературному житті та появу нових видань у ранковому шоу «Сніданок з 1+1»; сюжети про літературу, книги, бібліотеки в пізнавальній програмі про подорожі «Світ навиворіт»; анонс фільму за іспанськими творами та про іспанських авторів у розважальному проєкті «Аргумент-кіно»; включення до ефірної сітки документальних та художніх фільмів за іспанськими творами та про іспанських авторів; публікація матеріалів у розділі «ТСН. Книжки»; участь у проєкті #книголав. Загалом в ефірі українського телебачення мало контенту, присвяченого іспанській книзі, водночас Іспанія має літературу, знання якої сприятиме підвищенню культурного рівня українців та розширенню їх кругозору.

Новизна. Виокремлено основні напрями формування інтересу до іспанської книги на українському телебаченні на прикладі телеканалу «1+1».

Практичне значення. Сформульовані висновки можуть бути основою для подальших досліджень та використані в навчальному процесі в закладах вищої освіти, які здійснюють підготовку журналістів.

Ключові слова: іспанська книга, іспанська література, книга, телеканал «1+1», українське телебачення.

Бессараб А. А. Испанская книга в фокусе украинского телевидения (на примере телеканала «1+1»)

Цель статьи – определить основные направления формирования интереса к книге, в частности испанской, украинскими телеканалами на примере телеканала «1+1».

Методология исследования. В ходе исследования использованы общенаучные методы анализа, синтеза, обобщения для определения основных направлений формирования интереса к мировой литературе, в частности испанской, и формулирования выводов; мониторинг эфира телеканала «1+1» и содержания его сайта для выявления контента, посвященного литературным событиям, в частности касающихся испанской книги.

Результаты. В формировании интереса к испанской книге на украинском телевидении на примере телеканала «1+1» выделены следующие основные направления: упоминание о выходе в свет новых изданий в информационных программах «ТСН»; упоминание о событиях в литературной жизни и появлении новых изданий в утреннем шоу «Завтрак с 1 + 1»; сюжеты о литературе, книгах, библиотеках в познавательной программе о путешествиях «Мир наизнанку»; анонс фильма с испанскими произведениями и о испанских авторов в развлекательном проєкта «Аргумент-кино»; включение в эфирную сетку документальных и художественных фильмов по испанским произведениям и об испанских авторах; публикация материалов в разделе «ТСН. Книжки»; участие в проєктах # книголав. В эфире украинского телевидения мало контента, посвященного испанской книге, в то время как Испания имеет литературу, знание которой будет способствовать повышению культурного уровня украинцев и расширению их кругозора.

Новизна. Выделены основные направления формирования формирования интереса к испанской книге на украинском телевидении на примере телеканала «1 + 1».

Практическое значение. Сформулированные выводы могут служить основой для дальнейших исследований и использованы в учебном процессе в учреждениях высшего образования, осуществляющих подготовку журналистов.

Ключевые слова: испанская книга, испанская литература, книга, телеканал «1+1», украинское телевидение.