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PRAGMATIC VALUE OF SERVICE-EXPERT PROGRAMS IN UKRAINIAN TELEVISION SPACE

The purpose of the study is to empirically determine the list of pragmatic values of service-expert programs of own production and production by special order of top rated national TV channels of Ukraine.

***Research methodology.** The research uses methods of analysis, synthesis, abstraction and generalization, as well as a survey conducted by correspondence mass questionnaire in electronic (written) form using Google Tools.*

***Results.** As a result of the survey, a list of pragmatic values for each of the thematic categories of service-expert programs of own production and production by special order of rating TV channels of Ukraine of national broadcasting was developed, empirically confirmed and supplemented by questioning TV viewers, namely for such: «travel», «living arrangement», «psychology of relations», «medicine and health», «cooking», «life», «beauty», «fashion and style», «service sphere».*

According to the respondents' answers to additional questions of the questionnaire, five thematic categories of service-expert programs were identified, based on timeless values: «travel», «cooking», «psychology of relationships», «medicine and health», «sphere». maintenance «, which are a priority for viewing archival issues, as well as retransmission of useful information for more than half of the surveyed viewers.

***Novelty.** For the first time, the pragmatic value of service-expert programs for TV viewers was empirically determined.*

***Practical significance.** The results of the study can be used in the practice of television production of service-expert programs, in particular, taken into account in the development of concepts and plots of programs.*

***Keywords:** service-expert programs, Ukrainian television, pragmatic value, thematic categories, survey, television viewer.*

I. Introduction

For today, in the Ukrainian television space there is a tendency to increase the number of service-expert programs of own production, determined by the high audience demand. The characteristics of these programs set them apart from others within the general typology of television programs enshrined in the Law of Ukraine on Television and Radio Broadcasting and recommended to licensees by the National Council on Television and Radio Broadcasting of Ukraine. Such scholars as A. Yakovets [23], H. Desiatnyk [9], V. Hoian [7], O. Kostiuhenko [11] and others addressed the issue of genre-type division of television broadcasting. The specifics of television were studied by I. Penchuk [13], N. Temekh [17], Yu. Kyiashko [10], V. Babenko [2], S. Bracylo [4], V. Buhrym [5], M. Burmaka [6] and others.

Works of K. Hrubyh [8] are a separate study of the cookery programs, which belong to the service-expert programs. Another one thematic subtype is travel programs, considered by A. Bessarab [1] in the context of studying the popularization of reading Spanish books. However, in Ukrainian journalism studies, service-expert journalism as a relatively new type of media product does not have sufficient comprehensive scientific coverage. Moreover, TV production practices are still in the process of finding technologies to create this type of content, and to understand its specifics it is important to determine its signification (value) for viewers.

II. Research objective and methods

The purpose of the study is to empirically determine the list of pragmatic values of service-expert programs of own production and production by special order of top rated nation-wide TV channels of Ukraine.

The research uses methods of analysis, synthesis, abstraction and generalization, as well as a survey conducted by correspondence mass questionnaire in electronic (written) form using Google Tools. It is the

survey method that allows us to more fully reveal the value potential of television products for the viewing audience.

III. Results

According to the offered definition, «service-expert journalism is a form of journalism that involves the provision of recipient-oriented pragmatic advice, i.e. those that are effective, expertly confirmed and possible for practical application in real life» [18, p. 7]. Based on this interpretation, only a recipient can determine what pragmatic value for them are service-expert programs.

Also, for a comprehensive understanding of the research issue, it is necessary to focus on the «pragmatic» concept, which is used in this context.

The 11-volume Dictionary of the Ukrainian Language provides the following definition of pragmatism: it is «a reactionary, subjective-idealistic direction of modern bourgeois philosophy, according to which the practical value of knowledge means its trueness. Pragmatism, or philosophy of action (from the Greek πράγμα – action, practice), is especially common in the USA. The value of concepts and ideas is determined, from the point of pragmatism theorists' view, by their usefulness for action, the ability to be used for certain purposes» [16, p. 510].

The Philosophical Encyclopaedic Dictionary presents an extended interpretation of pragmatism as a philosophical sect, the main theses of which are as follows: «Pragmatism (from the Greek πράγμα – thing, fact, profit) is a philosophical school of thought of the end XIX – XX centuries. Pragmatism contrasts the rationalist criterion of clarity of ideas with the identification of their meanings through the reduction of content to practical consequences. Dewey's instrumentalism concept focuses on the question of the suitability of ideas to be tools for optimal solution of problem situations [19, p. 510–511].

In the Dictionary of Foreign Words edited by O. Melnychuk we find the following definitions: «Pragmatics (from the Greek πραγμاتیκός – effective, valid) – 1) In a broad sense it is any doctrine of activity, practice. Pragmatic (from the Greek πραγμاتیκός – effective, valid) – 2) The one that is a practical tool of something, has a practical application» [15, p. 541].

In the voluminous Brockhaus and Efron Encyclopedic Dictionary (1989), the «pragmatic» concept is considered in terms of pragmatic history: «Pragmatic (from the Greek πραγμاتیκός) comes from πράγμα, which means act, action etc. For the first time, this adjective was applied to history by Polybius, who called pragmatic history (πραγματική ιστορία) such an image of the past, which relates to state events considered in connection with their causes, their accompanying circumstances and their consequences, and the very image aims to give a certain lesson... pragmatism is interested in the acting personality in history, their motives and intentions, their character and passions, in short, their psychology, which should explain their actions: it is the psychological motivation of historical events... Pragmatic history differs from the consistent the very penetration into the inner world of people... » [20, p. 934–935].

Proceeding from the philosophical understanding of pragmatism and the initial concept of instrumentalism, they are based on the notion of the value (effectiveness) of any idea, which is the ability to be used for certain purposes or to optimally solve problem situations.

That is, by pragmatic advice received by the recipient, we mean actionable (effective) advice that has proven practical application and can be applied in practice. Accordingly, the pragmatic value of service-expert programs lies in the benefits that the recipient receives from viewing them.

In order to study the pragmatic value of service-expert programs, as well as determine thematic categories the most popular among viewers, a survey was conducted. It was implemented by correspondence mass questionnaire in electronic (written) form.

To cover a significant from a geographical point of view audience, the tools of the Google Drive application – Google Forms in particular – were used, which provides the technical capability to generate and distribute links to include an unlimited number of respondents in the survey. The link was sent through personal messages, posts on social networks, as well as through comments to posts on the official pages of TV channels and individual TV programs on Facebook. The survey lasted for three months. As a result of the research, an accidental sampling of 600 respondents with geographical coverage in all regions of Ukraine (except Luhansk region) was formed. The sample is representative of the general population on the grounds of «active viewer», «resident of the territory of Ukraine» features (representativeness error $\pm 4\%$, confidence probability 95.45%) [12; 21; 22].

The structure of the questionnaire is designed in accordance with the requirements for this type of sociological research, with the following components: introductory part, general questions, main questions, socio-demographic characteristics of the viewer (hard data) [3; 14].

It is important to note that the pragmatic value of service-expert programs is determined directly by the viewing audience. However, according to the thematic distribution and information content of the programs, it is possible to formulate their potential pragmatic value, that is the predicted result or the applied value that recipients can get after viewing a television program. Pragmatic value, built into the basis of the concept, plot and directorial explication, is one of the defining criteria for identifying service-expert programs among other groups of programs in the Ukrainian television space. The applied value of such programs is realized through the possibility of practical implementation of recommendations and advice in compliance with the offered algorithm of actions. The respondent was asked to agree or disagree with the list of potential pragmatic values for each of the nine thematic categories:

«Travel», «Living Environment Setup», «Relationship Psychology», «Medicine and Health», «Cooking», «Daily Life», «Beauty», «Fashion and Style», «Service Sector» or express their opinion in an open question.

The majority of respondents agreed with each of the proposed options for assessing the pragmatic value of programs of different thematic categories, confirming their completeness, sufficiency for measurement and the possibility of use in further research. At the same time, it is established that the list of pragmatic values is not fixed and can be supplemented depending on the individual perception of the information by the viewer and its further practical application. Therefore, for each thematic category the following list of pragmatic values was defined, which was expanded according to the suggestions of the audience:

– «Travel»: acquisition of skills for organizing a safe, comfortable journey; mastering knowledge about the features of the new communicative and cultural environment; mastering the skills of responding to extreme circumstances; identification of tourist attractions, priority for visiting; travel budgeting;

– «Living Environment Setup»: organization of repair and finishing works in residential accommodations and adjacent territories, taking into account the recommendations of experts; practical implementation of ideas and design solutions offered by experts; orientation in modern building and finishing materials, techniques, trends; formation of the repair works budget;

– «Relationship Psychology»: awareness of one's own mistakes in interaction with the social surrounding and change of behavior; prevention of personal psychological trauma; awareness of the need to get a psychological counseling; stimulating to sought for help from professional psychologists; solving psychological problems; observation of the lives of others, analysis of their mistakes;

– «Medicine and Health»: growth of medical awareness; increasing the level of responsibility for the functioning of one's own organism; mastering the methods of self-diagnosis; mastering the methods of preventive care; awareness and understanding of the possible consequences of self-therapy; awareness of the importance of well-timed sought for professional medical treatment; possibility of correction of state of health;

– «Cooking»: cooking according to recipes; improving culinary skills; expansion of the daily menu; acquaintance with world cuisine; acquaintance with national cuisine; opportunity to learn about useful and harmful products, as well as their combinations;

– «Daily Life»: rational organization of daily life; application of the proven recommendations for to solve household-oriented problems; rational organization of daily life; saving time that would be spent checking the effectiveness of advice; saving resources;

– «Beauty»: mastering the methods of face and body care; understanding the mechanisms of correction of aesthetic and functional problems of human appearance; application of traditional and newest methods of solving aesthetic problems of appearance; seeking help from industry experts; positive perception of the features of one's own body (bodypositive); saving resources;

– «Fashion and Style»: mastering skills for the formation of personal style in clothing, hairdress, makeup in accordance with the recommendations of industry experts; orientation in world fashion trends; acquisition of skills of adaptation of world fashion tendencies to individual aesthetic features; seeking help from industry experts; positive perception of the features of one's own body (bodypositive);

– «Service Sector»: acquaintance with information on the quality of goods and services; mastering the skills of inspection and control over the safety and quality of goods and services; application of recommendations for self-detection of violations in the field of service; selection of products and service facilities in accordance with the offers and recommendations.

Also, two questions were added to each thematic category, which further confirm the pragmatic value of service-expert programs. As it can be seen, the answers to the question «Do you share the information you learned from service-expert programs?» (Fig. 1) confirmed the priority of the «Travel» thematic category in the information interests of viewers. In addition, the information from the «Service Sector», «Cooking», «Medicine and Health», «Relationship Psychology» categories is regarded by viewers as one that may have not individual but public benefit. At the same time, only half of consumers or interested persons are repeaters of consumed content (conductors of pragmatic value).

Answers to the question «Do you resort to viewing archival episodes of service-expert programs?» (Fig. 2) confirm the priority of the first five thematic categories outlined in the previous question. Programs from the «Travel» category are again at the top of the viewer's interest rankings. It is more convenient to watch culinary programs in archival episodes presented on the official resources of the TV channel on the Internet, because in this format the viewer receives additional tools for content management, can find the necessary recipe on individual request, watch the program again, synchronize their actions with the screen. Similarly, the viewer can benefit more from programs on «Relationship Psychology», «Medicine and Health», «Service Sector» topics watching their recorded episodes, focusing attention on important points.

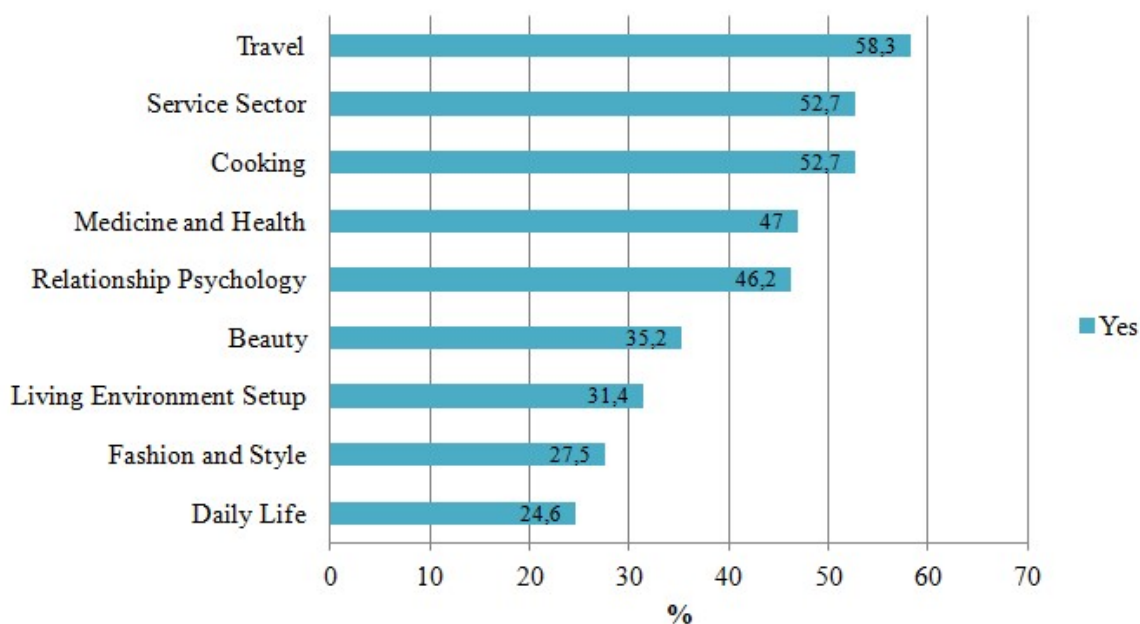


Figure 1. Answer to the question for each thematic category «Do you share the information you learned from service-expert programs?» (as a percentage of the total number of respondents)

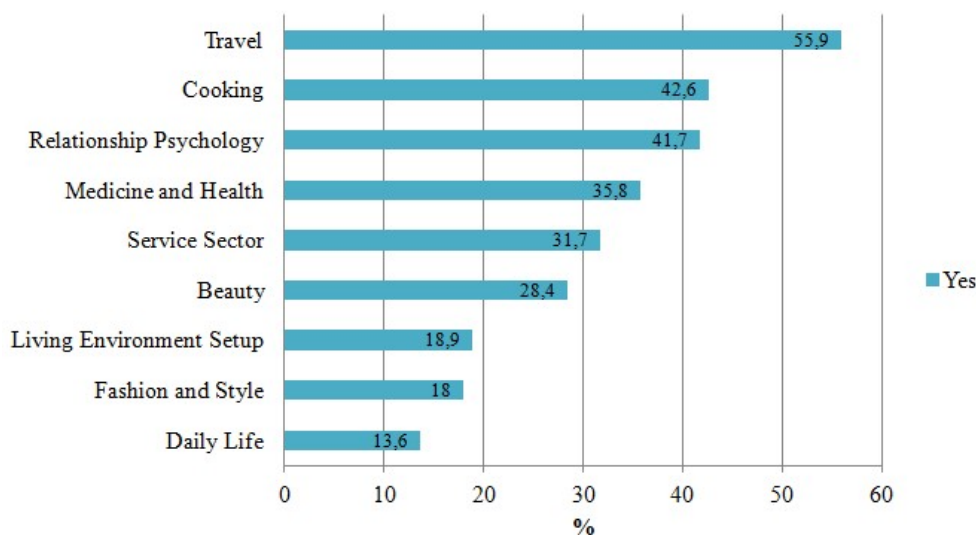


Figure 2. Answer to the question for each thematic category «Do you resort to viewing archival episodes of service-expert programs?» (as a percentage of the total number of respondents)

These results prove that the pragmatic values contained in the «Travel», «Cooking», «Relationship Psychology», «Medicine and Health», «Service Sector» thematic categories are timeless. Therefore, the viewer shows interest in archival episodes and retransmits useful information, which over time does not lose its relevance.

IV. Conclusions

The study empirically confirmed the pragmatic value of service-expert programs in nine thematic categories. Respondents confirmed their completeness and sufficiency by supplementing the list with their own offers.

With the help of additional questions related to the retransmission of obtained useful information and review of archival episodes of programs, five thematic categories were identified: «Travel», «Cooking», «Relationship Psychology», «Medicine and Health», «Service Sector», which are based on timeless values. This feature can be taken into account by TV producers when developing new concepts of programs, rerun and rebroadcast of which will be of interest to audience for a long time.

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Трегуб А. М. Прагматична цінність сервісно-експертних програм в українському телевізійному просторі

Мета дослідження – емпіричним шляхом визначити перелік прагматичних цінностей сервісно-експертних програм власного виробництва та виробництва за спеціальним замовленням рейтингових загальнонаціональних телеканалів України.

Методологія дослідження. У процесі дослідження використано методи аналізу, синтезу, абстрагування та узагальнення, а також опитування, реалізоване шляхом заочного масового анкетування в електронному (письмовому) вигляді за допомогою Google-інструментів.

Результати. У результаті проведеного опитування шляхом анкетування телевізійних глядачів було розроблено, емпірично підтверджено та доповнено перелік прагматичних цінностей за кожною з тематичних категорій сервісно-експертних програм власного виробництва та виробництва за спеціальним замовленням рейтингових телеканалів України загальнонаціонального мовлення, а саме за такими: «подорожі», «облаштування житлового середовища», «психологія стосунків», «медицина та здоров'я», «кулінарія», «побут», «краса», «мода та стиль», «сфера обслуговування».

За відповідями респондентів на додатковій запитанні анкети було визначено п'ятірку тематичних категорій сервісно-експертних програм, що базуються на позачасових цінностях: «подорожі», «кулінарія», «психологія стосунків», «медицина та здоров'я», «сфера обслуговування», – які становлять пріоритет щодо перегляду архівних випусків, а також ретрансляції отриманої корисної інформації для більше ніж половини опитаних телеглядачів.

Новизна. Уперше визначено та емпірично підтвержено прагматичну цінність сервісно-експертних програм для телевізійного глядача.

Практичне значення. Результати дослідження можуть бути використані в практиці телевізійного виробництва сервісно-експертних програм, зокрема враховані при розробці концепцій та сюжетів програм.

Ключові слова: сервісно-експертні програми, українське телебачення, прагматична цінність, тематичні категорії, опитування, телевізійний глядач.

Трегуб А. М. Прагматическая ценность сервисно-экспертных программ в украинском телевизионном пространстве

Цель исследования – эмпирическим путем определить перечень прагматических ценностей сервисно-экспертных программ собственного производства и производства по специальному заказу рейтинговых общенациональных телеканалов Украины.

Методология исследования. В процессе исследования использованы методы анализа, синтеза, абстрагирования и обобщения, а также опрос, реализованный путем заочного массового анкетирования в электронном (письменном) виде с помощью Google-инструментов.

Результаты. В результате проведенного опроса путем анкетирования телезрителей был разработан, эмпирически подтвержден и дополнен перечень прагматических ценностей по каждой из тематических категорий сервисно-экспертных программ собственного производства и производства по специальному заказу рейтинговых телеканалов Украины общенационального вещания, а именно по таким: «путешествия», «обустройство жилой среды», «психология отношений», «медицина и здоровье», «кулинария», «быт», «красота», «мода и стиль», «сфера обслуживания».

По ответам респондентов на дополнительные вопросы анкеты была определена пятерка тематических категорий сервисно-экспертных программ, основанных на вневременных ценностях: «путешествия», «кулинария», «психология отношений», «медицина и здоровье», «сфера обслуживания», – которые составляют приоритет по просмотру архивных выпусков, а также ретрансляции полученной полезной информации для более чем половины опрошенных телезрителей.

Новизна. Впервые эмпирически определено прагматическую ценность сервисно-экспертных программ для телевизионного зрителя.

Практическое значение. Результаты исследования могут быть использованы в практике телевизионного производства сервисно-экспертных программ, в частности учитываться при разработке концепций и сюжетов программ.

Ключевые слова: сервисно-экспертные программы, украинское телевидение, прагматическая ценность, тематические категории, опрос, телевизионный зритель.