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## **TV CHANNEL ‘PUBLIC. CULTURE’: STRUCTURE, FUNCTIONS, PROGRAMME CONCEPT**

**Abstract.** The article examines the structure, functions, and programme concept of the TV channel “Public. Culture.” It analyzes the channel’s role within public service broadcasting, identifies the main thematic areas of its content, and explores its contribution to promoting Ukrainian culture, education, and national identity. The study outlines the distinctive features of the channel’s programming policy and highlights its significance in meeting the cultural and informational needs of contemporary audiences.

**Keywords:** public service broadcasting, TV channel, cultural journalism, television programming, programme concept, Ukrainian culture, media content, public broadcasting.

‘Suspilne. Culture is a national public television channel dedicated to culture. The channel broadcasts cultural news, documentaries, classical music concerts, theatre performances, as well as programmes covering various areas of art and social life, including music, painting, theatre

The State TV and Radio Company ‘Culture’ was founded in 2002 by the State Committee for Television and Radio Broadcasting of Ukraine. It operated two national television channels, and two years later received a licence from the National Council of Television and Radio Broadcasting of Ukraine that allowed round-the-clock satellite broadcasting for a period of ten years.

In September 2005, the channel started broadcasting on cable networks in Kyiv and the country's regions, and in May 2006 expanded its presence via satellite to more than 80 countries. On 31 August 2016, the channel received a digital licence following a tender held by the National Council of Television and Radio Broadcasting, which ensured its further development as part of the process of reforming state broadcasting. As a result, KULTURA became part of the Public Joint Stock Company National Public Broadcasting Company of Ukraine (PJSC NPBCU) as one of its central directorates. This was in line with the legal requirements that the second channel of a public broadcaster should have a nationwide licence.

On 1 January 2017, the TV channel started digital broadcasting in DVB-T2 standard, replacing the liquidated BTB. On 8 August 2017, the channel underwent a rebranding, which resulted in a new name and logo - ‘UA: Culture’. This was part of the process of creating and developing public television channels. In 2022, the channel changed its name to ‘Suspilne. Culture’ [2].

According to the programme concept, the TV channel 'Culture' is a cultural channel with round-the-clock broadcasting. Its programme includes five years of cultural programmes, four years of entertainment programmes, two years of scientific programmes, one year of news, 36 minutes of children's programmes, one year of thematic programmes (social, cultural, political, sports) and two years of film screenings. In total, two years and 24 minutes of foreign-produced programmes and 12 hours of in-house production per day are planned.

The main task of the TV channel is to present modern moral and value guidelines to the society. This determined the priorities in the creation of the TV and radio programme, including: forming a procedural attitude to cultural development, covering the cultural heritage of Ukrainian culture, raising the cultural and educational level of the population, and implementing the educational mission of the TV and radio company.

The channel has set itself an ambitious goal: to create television projects that meet international production quality standards; to disseminate the best works of national and world cinema; to inform visitors about events in the cultural, artistic, scientific and educational spheres; to attract viewers to Ukrainian and world cultural values; to preserve traditions and promote the development of new cultural trends; to provide information support to figures of science and culture; and to disseminate cultural programmes, films, series and performances. The festival movement in Ukraine also gets its space on the TV channel [1, p. 128].

'Late Morning Show' starts at 08:05 and has a rather unusual format for Ukrainian television. The hosts easily move from one topic to another without any commercial breaks, with live broadcasts from the streets of Kyiv. They also actively leave ironic questions during the studio, which can be part of a worldwide flash mob or answer riddle questions.

In the studio, the show offers an original interior decorated in the style of a communal apartment to create the most cosy atmosphere possible. Here you can see the characteristic elements: a bicycle on the wall, chairs of different colours and branded enamel kitchens, which are obviously located in the homes of older TV personalities. They have the words 'I watch Suspilne' on one side and the channel's logo on the other. The atmosphere is really unique, despite the fact that the plasma screen, which is common for such programmes, has a cheerful design in the form of a morning breakfast, including scrambled eggs.

The show is hosted by two pairs of presenters, who change each other every other week: Ksenia Stuzhuk with Yevgeny Barkov and Yulia Dychuk with Ostap Khalavko. The programme has mandatory sections: 'Film of the Day', "Series of the Day", "Picture of the Day", "Book of the Day" and "Album of the Day".

'NA HI BA' is a video almanac dedicated to young creative people who talk about their hobbies. The programme is aimed at a youth audience aged 12-16.

The name 'NA HI BA' was chosen for three reasons: 1) it is a youth term that wants and is not recorded in the Ukrainian language dictionary, but is associated with young people; 2) the programme aims to answer the question: 'What's the point of being

creative?'; 3) it is an answer for parents who are sceptical about creative professions and want their children to work in an office.

The pilot episode featured artist Roman Mikhailov, who was born in a village in the Kharkiv region and moved to Kyiv in search of new ideas and opportunities. The programme's other protagonists are young people aged 25-28 who want to realise themselves as creative individuals but have not yet gained fame. The programme aims to inspire teenagers across Ukraine who are creative and looking for their own path to believe in themselves and follow their preferences.

The cycle 'Ukrainian Reading' was created thanks to the joint efforts of public broadcasters from Poland, the Czech Republic and Slovakia as part of the largest cross-border festival in Europe, the Month of Author's Readings. The main characters of the programme are Ukrainian writers, whom the audience called upon to see in other scenes - in bookstores or at book festivals during presentations.

In one of the programmes in the series, writer Oleksandr Irvanets walks through an Eastern European cemetery and notes that a beautiful memorial should be erected after Ukraine's victory in the war. He also reflects on global trends in poetry.

Every Monday at 20:30, musicologist and music critic Lyubov Morozova talks about classical music in modern language in the #MuzLove project. The programme is hosted by Yurii Makarov, a member of the UA:PBC Management Board, and host. In the programme, viewers get acquainted not only with the works of world geniuses such as Giuseppe Verdi, Edward Grieg, Vincenzo Bellini, Antonin Dvořák and Ludwig van Beethoven, but also with the works of Ukrainian classics Mykola Leontovych, Valentyn Silvestrov and Myroslav Skoryk.

Every Tuesday at 20:30, film critic, film critic and screenwriter Serhiy Trymbach shares his thoughts on Ukrainian feature films, which are considered the best in the history of Ukrainian cinema (1922-1972), in the #KinoWALL project. 'KinoWALL is a series of competent lectures that combine oral narration with results in the form of excerpts from the films in question.

Once a week, in the #BiblioFUN project, literary scholar and critic Rostyslav Semkiv talks about writers of the 19th and 20th centuries. He is assisted by actors Oleh Korkushko and Marichka Shtyrbulova, who star in the programme Life Hacks in Ukrainian. In each episode, they read out excerpts from their works. The audience of the project is quite wide - from specialists to people who are far from creative pursuits of different genres and times. The list of literary works covers authors ranging from James Joyce to Jorge Luis Borges, including Franz Kafka, Agatha Christie, Ernest Hemingway, Eric Remarque and Jerome Salinger.

The viewers of Suspilne. Culture TV channel watch the #NeoScene project, created by theatre critic Oleh Vergelis. He communicates with the studio guests in a relaxed atmosphere, which allows him to approach everyone, given his many years of experience in the Ukrainian theatre process.

The project 'The Strange History of Ukraine' promotes the history of Ukraine through 12 episodes created using animation, graphics, collage and film footage. Each episode contains three two-minute videos narrated by the host of Suspilne.

Culture TV channel host Yevhen Barkov. This is the first project in the history of Suspilne, thanks to which the content and timing were developed with the peculiarities of web platforms such as Facebook and YouTube in mind.

‘The Bizarre History of Ukraine’ is a joint project of the National Public Broadcasting Company of Ukraine and the Was online resource, combining the genres of historical information and storytelling. The channel is also actively involved in live broadcasts of art events.

Thus, a specialised TV channel in the field of culture is Suspilne. Culture, which aims to present modern moral and value guidelines to the society. This has determined the priorities in the production of television and radio programmes, including the formation of a conscious attitude to the cultural process, coverage of the cultural heritage of Ukrainian culture, raising the educational level of the population and the cultural level, and implementation of an educational television and radio campaign.

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