

Artículo de investigación**Features of the submission of news content on regional television in Russia****ОСОБЕННОСТИ ПОДАЧИ НОВОСТНОГО КОНТЕНТА
НА РЕГИОНАЛЬНОМ ТЕЛЕВИДЕНИИ РОССИИ****Características de la presentación de contenido de noticias en televisión regional en Rusia**

Recibido: 19 de agosto del 2019

Aceptado: 27 de septiembre del 2019

Written by:

Grigory V. Vakku³⁷

ORCID: 0000-0001-7676-8962

SPIN: 3886-474 0

Lidia E. Malygina³⁸

ORCID: 0000-0002-0056-8160

SPIN: 5278 – 1225

Natalia I. Klushina³⁹

ORCID: 0000-0002-4666-5433

SPIN: 2347-3040

Ekaterina A. Baranova⁴⁰

ORCID: 0000-0003-1794-9936

SPIN: 3511-6622

Natalia M. Lazutova⁴¹

ORCID: 0000-0001-7524-1907

SPIN: 8551-2698

Abstract

The article investigates the peculiarities of news content on regional television in Russia. In order to identify these aspects, the authors reviewed the news materials of two TV channels: «Moscow 24» of the Moscow region and GTRK «Tver» of the Tver region. The object of the research is news programs on regional television. The subject of the study is the specifics of news on regional television. Special attention is paid to the specifics of news materials and their requirements.

Peculiarities of news content presentation in information programs of regional TV channels were revealed.

Keywords: News, types of news, TV channel, «Moscow 24», GTRK «Tver», information program, regional television.

Аннотация

В статье исследовано особенности подачи новостного контента на региональном телевидении России. С целью выявления данных аспектов авторы рассмотрели новостные материалы двух телеканалов: «Москва 24» Московского региона и ГТРК «Тверь» Тверской области. Объектом исследования являются новостные программы на региональном телевидении. Предмет исследования – специфика новостей на региональном телевидении. Особое внимание уделено специфике новостных материалов и предъявляемым к ним требованиям. Выявлены особенности подачи новостного контента в информационных программах региональных телеканалов.

Ключевые слова: новостной контент, типы новостей, телеканал «Москва 24», ГТРК «Тверь», информационные программы, региональное телевидение.

³⁷ Candidate of philological Sciences, associate Professor, associate Professor of the Department of Russian language, literature and journalism at Moscow state University of Humanitie, Moscow, Russia.

³⁸ Candidate of Philological Sciences, associate Professor, Chair of Russian Language Stylistics, Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia.

³⁹ Doctor of Philology, Chair of Russian Language Stylistics, Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia.

⁴⁰ Doctor of philological Sciences, associate Professor, associate Professor of journalism at Russian State Social University, Moscow, Russian Federation.

⁴¹ Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia.

Resumen

El artículo investiga las peculiaridades del contenido de las noticias en la televisión regional en Rusia. Para identificar estos aspectos, los autores revisaron los materiales de noticias de dos canales de televisión: «Moscú 24» de la región de Moscú y GTRK «Tver» de la región de Tver. El objeto de la investigación son los programas de noticias en la televisión regional. El tema del estudio son los detalles de las noticias en la televisión regional. Se presta especial atención a los detalles de los materiales de noticias y sus requisitos. Se revelaron las peculiaridades de la presentación del contenido de las noticias en los programas de información de los canales de televisión regionales.

Palabras clave: Noticias, tipos de noticias, canal de televisión, «Moscú 24», GTRK «Tver», programa de información, televisión regional.

Introduction

The news agenda in the regions is different from that presented in the central media. This also applies to television - the most popular source of news information today. On the regional channel, there is not such an extensive set of news and the scale of the events covered is not large, but they are closer to the main audience, and may be more interesting to it. However, the news, regardless of the ownership of the broadcast channel, remains central to the television audience.

Therefore, the study and generalization of the features of the news content on the regional television of Russia remains relevant today.

We made an attempt to identify the features of regional news through the general features of the news, to identify the nature of the manifestation of the news agenda on regional TV. Therefore, the study has theoretical significance and stands out as a novelty.

Theoretical framework

Each news release consists of a series of news information, a sequence of the main topics of the day. The transition from one topic to another is determined by the degree of importance and social significance of a particular topic at the moment. As well as the emotional and semantic regularity of news, which forms the general composition of news content. This question is unique to different television companies, but researchers adhere to the standard order of news information.

This issue has been addressed in various publications on news television journalism. Researchers cite a similar structure of news information, designed for television broadcasts.

In journalism research papers, there are several types and criteria of news. To consider the news on the Moscow 24 TV channel and the Tver State Television and Radio Company, types and criteria for news information were selected, the compilers of which are L.V. Lazutina and S.S. Raspopova. These authors give the following definition of news: "A new fragment of reality that changes the usual course of things and therefore requires some degree of public attention" (Lazutina, G. V., Raspopova, S. S., 2011). According to researchers, the concept of "news" has one thing in common: news is "a fact that changes the state of the art." G.V. Lazutina and S.S. Raspopov typed the news according to the outcome of the event, defining the news as the current state of affairs:

- Events (incident, action, event, action);
- Decisions (intention, plan, program);
- Summarizing the activities (summary, report, presentation). It will be separately analyzed how the news in the media corresponds to those given by A. B. Kolesnichenko (Kolesnichenko, 2013) to the degrees of relevance of the news. Using classifications and criteria, the authors identify features of the news content on Russian regional television.

Researcher A. V. Kolesnichenko interprets the concept of news as follows: "News is the information people need to make decisions and messages about deviations from the natural course of events" (Kolesnichenko, 2013). To identify the features of the news content on regional television, we took the above classifications and criteria of the authors presented as the basis.

The term "content" comes from English, translated into Russian means "content", that is, the filling of any information resource. Television channels are filled with various on-air products. In general, the content of the TV channel is divided into primary and secondary. Main content can take up to 80% of the airtime. It is based on information programs, author programs, films, etc. Mainly products of own and third-party production. The main content attracts viewers. Secondary content can take up to 20% of airtime. It contains: inter-program materials - announcement and advertising that accompany the viewers. News as a journalistic broadcast product is an integral part of the main broadcast content.

Materials and methods

Regional "Moscow 24" and GTRK "Tver" are television channels of different formats, their broadcasting has its own characteristics, but the authors of the study focus on information programs. Both organizations have their original website and pages on social networks (Programs - M24, 2018), (About GTRK, 2018).

In this work, the following methods were used: comparative analysis, generalization. A comparative analysis helped the authors of the article to identify thematic features, the structure of news programs, especially the presentation of news materials, to compare news content. When summarizing the study, the generalization method was used. Using it, the authors revealed similarities and differences in the news content of the two television channels and summarized the results of the study.

Literature review

Television is a special format and therefore remains popular, and today the television of the regions is gradually being included in the mass media that are in high demand. This is proved by studies of regional television. In the regions, they are switching to digital format, private television companies are appearing that can create a variety of choices for the local audience. This fact can be traced in the research of I.V. Bogdanova, union of researchers A.V. Werkowski, (Werkowski, Makeenko, 2015), Ya.V. Malkovskaya (Malkovskaya, 2009), I.V. Lizunova (Lizunova, 2018). All of the above authors adhere to different points of view, but, nevertheless, they notice the fact that regional television has great opportunities for social interaction with the audience.

Scientists studied the agenda, and also made efforts to identify the features of the agenda in the region. But nobody studied the features of regional news.

Currently, there is a small amount of scientific literature on the topic of research. The following works can be distinguished: Lazutina G.V., Raspopova S.S. "Genres of journalistic creativity." M.: Aspect Press, 320 p., 2011.; Kolesnichenko A.V. "Journalist Handbook". M.: Publishing house Aspect Press, 344 p., 2013. They consider the types and criteria for news information.

Results

Recall the general sequence of news on television, which was identified by Yu. Ershov and D. Bezv (Ershov, Bezv, 2000). In the first block - important news that applies to the entire audience, they are filled with topics of politics, social problems and appear in the form of "hard" news. The second block is news that is not of acute importance, but illustrates the real state of things, which is accompanied by stories from the life of citizens. They are broadcast in the style of soft news. The third block consists of news, interest in which has a small part of the population. The authors called weather news and sports. The fourth section consists of a message consolidating the informational release, which has an emotional effect in a positive way.

We proceed to analyze the news content of the TV channel "Moscow 24" and GTRK "Tver". Regional news television has its own characteristics - this can be seen in the design of news messages, in the content, in the structure of building programs, in reporting news. For analysis, news programs are selected according to the general date of their broadcast.

The news of GTRK Tver is presented by the Vesti-Tver program. She regularly goes live on the channel "Russia 1" and occupies the basis of the broadcast. It aired on the Russia 1 television channel in the morning at 6.07, 6.35, 7.07, 7.35, 8.07, 8.45, and then every three hours at 11.40, 14.40, 17.40, 20.45. On Saturdays at 8.20 a.m. on the air of the State Television and Radio Company "Tver" the program "Wake up". The results of the week are summed up every Sunday at 8.35 hours in the information-analytical program "Events of the Week" (Novak, 2018). The channel has an official website where you can watch the news on the air and in the recording in the "Archive of programs" section (Vakku, Lebedeva, Budnichenko, Malygina, 2019).

Consider the release of June 4, 2018 (About GTRK, 2018). He has the following news compilation: "United Russia" conducts the results of a preliminary vote "; "Important changes to the rules of the road have entered into force"; "Today, representatives of the Indian biker club visited Tver for the first time"; "Residents of apartment buildings in Tver will receive new receipts"; "Tver graffiti artist decorates the facades of houses"; "Tver region has joined the Tom SawyerFest campaign; "This week, the Tver region will have cool and rainy weather."

The selection coincides with the general order of news and consists of messages of a political, social and cultural nature. You can notice the genre sequence of presentation of materials. The first material is a report on the preliminary selection of candidates for regional elections. Typologically, this news is about solutions. Form of submission - the journalist submits a report on the event. By type of relevance, the plot has its own position and is relevant at the time of broadcast. According to the criteria of news information, the event is large-scale - designed for the entire region. Participation in the event of celebrities, to some extent, meets this criterion, because it takes a superior person - a deputy of the Tver City Duma. "Human factor" news - the author of the plot tries to influence the audience emotionally. Geographical factor - this report is intended for the majority of the population of the Tver region.

The following news about changes in the SDA is created as an information note. By types and degrees of relevance, it coincides with the previous one, but differs by type division - the information presented has the nature of a summary. The requirements for news information have been met: the significance of the event (the innovation applies to everyone), scale, and the "human aspect" —the geographical indicator works here, and the psychological component — the author used this technique with the help of editing and, in fact, with the comments of people who explain the attitude towards innovations in the law.

In the third plot - an event-action. Relevance is immediate. The primary and most important thing in this plot is the significance, it has great cultural significance for the Tver region, since the plot shows not only guests of an exotic appearance (Indian bikers), but also tells about the main purpose of this event. Young people visited Tver to pay tribute to the great traveler Athanasius Nikitin - a native of the Tver region,

and the first to open the way to India. The fourth material on new forms of receipts for residents of apartment buildings in Tver. The material is presented in the genre of an information note (model - "inverted pyramid"). The author of the article conveys the basic information in three paragraphs: lead, comment, conclusion. By type of news, this is an event, that is, it informs of a completed action (a subtype of news) - a new statement of the Ministry of Construction of Russia, which is presented in the form of a change in utility bills. Type of relevance - own. From the criterion for news information, the following are met: scale - refers to a separate group - residents of the city's houses, significance - is related to most of the people of the townspeople. For the same reasons, this material falls under the "human aspects": geography and interest of the city dweller in information.

The news of the Tver graffiti artist that adorns the facades of buildings is yet another news event that indicates the action. Material in the genre of the report: the main facts of the event are listed. In the composition of the news release takes the place of one of the final news. It relieves stress from encountering the daily problems of modern life. In terms of relevance, it seems to be news, since it does not have an acute problem, but is an event of reality. According to the criteria for the news, the material corresponds in meaning: a story about the transformation of the city facade, familiarization with art. The author talks about the interest of local authorities in such an interaction. The scale of the event is large, because the artist's works can be seen by residents of Tver and the region. "Human aspects" in journalistic material play a psychological role - positive news that completes the release and leaves a good impression, as well as the geographical coverage of the event.

The latest news message was sent to viewers in the genre of reporting. The material on the participation of the Tver region (Werkowski, Makeenko, 2015) in a socially significant action is a voluntary transformation of the region's ancient buildings. Material from the city of Bezhetsk is the last, reports on an event of regional significance. This post has a reporting genre. The author states the problem, and develops it in the direction of importance and severity, showing it in detail. On the other hand, the author shows the process of solving the problem - a real action on the part of volunteers and their indifference to the problem. By type of news, this is an event, a subtype is an action. By type of relevance - direct. The criteria for the

news were identified the same: significance and scale - the problem concerns residents of the city and the region, the psychological aspect - the author creates it by contrasting the inactive and volunteers, the geographical aspect - the material is created to arouse the interest of the residents of the region (Sturken, 2001).

Based on the analysis of news stories, we can conclude: the news release contains messages that tell about important events in the life of the region, all of them are, to a greater degree, not sharp and topical in nature, illustrate a set of calm topics for the release of evening news. This is established by the types of news relevance, types and criteria for news information available in the broadcast. We can say that most of them are eventful in nature, news of immediate relevance (when the event is of high relevance, and the need for coverage), and only one of them is apparent (when the event has no character, but you can tell about it). According to the compositional-genre structure, it is obvious that the issue is structured as standard, and it is noticed that they are composed on the principle of gradation, from the most significant to not having a strong need for urgent notification of the population. It is worth noting that the latest news is problematic in nature, but hidden by the resolution of the problem, and thereby completes the composition in a "ring" manner in order to leave an unobtrusive impression that the activity that thrives in the region is identified as a manifestation of high civic activism. The same set of news talks about the results of cultural interaction, about the political life of the region. The news collected on the agenda can manifest itself as the emergence of a social response, the program seeks to fulfill the information request of the audience (Lizunova, 2018).

We pass to the analysis of news on the TV channel "Moscow 24". It is worth recalling that the structure of the television network "Moscow 24" consists of a block of main news, and its basis is live broadcast, which broadcasts news almost all the time of the broadcast, and the news set of information is periodically updated, and is not fragmented into specific news releases. Certain news items are transferred to other telecasts that are not news items, but thematic ones (M. McCombs, D. Shaw, (1972). Therefore, a list of the most important news was taken as an example, according to the editorial staff of the channel.

The air of June 4, 2018 (Programs - M24, 2018), (Blinova, 2014) makes up the following news order: "The first digital substation

"Medvedevskaya" was built in Skolkovo; "In the DPRK on the eve of the summit, the United States changed its military leadership"; "Russia was proposed to be included in the elite club of world powers"; "The World Cup was brought to Moscow"; "In Krylatskoye, international rowing competitions" "The Great Moscow Regatta" were held; "Russia was proposed to be included in the elite club of world powers"; "The last spontaneous camps of illegal immigrants began to be liquidated in Paris"; "Dmitry Medvedev instructed to monitor gas prices"; "Putin fired the head of the Ministry of Emergency Situations of the Kemerovo region"; "How many Russians believe in the victory of the national team at the 2018 World Cup"; "The east of the capital is attacked by hordes of insects"; "A thunderstorm is approaching Moscow."

Most of the news sequence is occupied by the main news of the country and international politics. The news of the region is included in the agenda, but they are addressed less frequently in this issue. In the list of news information, about 40% of the total amount of news refers to the life of the capital.

The first message in the genre of information note. By type of news - event-action, by type of relevance - immediate. This note passes all the criteria of news information: significance (the event matters on the agenda as an innovative step forward), scale - the mayor of Moscow and representatives of the scientific center take part in it, the Human Factor can operate in a geographical scope.

"The World Cup was brought to Moscow" is a significant event for the country and the Moscow region. A note has the same type of news and relevance as in the material described above. News comes in three types of requirements for news information: significance - since it matters to the fate of the country's city, scale - everyone can see the World Cup, the "human factor" is the geographical proximity of a Muscovite to the place where the award is exhibited.

In addition, the sports block on the air has one news from the Moscow region: "The Great Moscow Regatta international rowing competitions were held in Krylatskoye. The material is made in the reporting genre, which tells about the main points of the competition.

"Hordes of insects attack the east of the capital" - the message is involved in the final allotted airtime. It is presented as an extended note. The author talks in detail about the essence of the

phenomenon. Also, the author provides comments on the victims and the competent word of the director of the sanitary assessment service of Moscow facilities. By types of news information and relevance, these are invariable parameters (event-action, own relevance). There are two requirements for this information as news: the value refers to the life safety of city residents, and the "human aspects" coincide in the geographical and psychological component (Eastman, Ferguson, 2006).

"A thunderstorm is approaching Moscow" - news not included in the separate program "And about the weather". Made in the genre of news notes. The note contains the following criteria for news material: value - related to ensuring the safety of Muscovites, scale - news applies to all residents of the city, "human aspects" in this message work on the fact of the presence of people in this place.

Based on the analysis and viewing of the above news, we can say that this selection of the main news of the day has the news of the country and the world. The regional part of the news has a narrow theme and is a small element in the news flow of a large city.

Conclusions

According to their structure and significance, the news of the Moscow and Tver regions do not have fundamental differences. There is a difference only in the semantic presentation of the news, that is, they have different meanings according to the type of relevance of the news.

The news covered by the Tver State Television and Radio Company has an eventful character. Reports on the meeting of the Tver Legislative Assembly can be found quite often, as well as the results of the manifestation of the social policy of the district. Plots of the opposite result of local politics are slipping. This suggests that the media can make social contact with the audience, and cover events that are problematic in nature and undertake their resolution. Therefore, the assertion that the regional media are dependent on local authorities can be challenged to some extent. Since, the opposite was revealed, but it does not have a fairly strong and vivid manifestation. The goals of journalistic materials on this channel are to awaken citizenship in people.

The news agenda of the Moscow 24 television channel consists of local, national and international news. But the regional agenda also has a place. During the research of the channel's

news, it was noticed that the general news flow can have two characteristic types: incidents and the results of local and state policy. "Moscow 24" gives out news that may be close to the audience - these are real incidents occurring in the city that residents of the city may encounter. The advantage of this channel is the established communication with what is happening, and the media team works quickly and around the clock, thereby being an unquenchable informant of the most important events in the city and region. But the pressing issues of social policy on the agenda in the considered Moscow 24 programs were not fully disclosed.

The selection of events for coverage on regional television is carried out according to the following criteria: significance of the event; scale or possible consequences; participation in a celebrity event; "Human aspects" of the event. " The following types of news are often used in regional information broadcasting: events (incident, action, event, action); decisions (intention, plan, program); summarizing the activities (summary, report, presentation).

The news program on regional television has all the characteristics of this type of program: screen; in most cases, air is exclusively new information; news from opinions and ratings about the event.

References

- About GTRK "Tver" (Date of access: 12.05.18). [Http://vesti-tver.ru/about/index.php](http://vesti-tver.ru/about/index.php)
- Blinova, E. V. (2014). Social responsibility of regional TV. *Journalistic Yearbook*. P.11-13.
- Ershov, Yu., Bevz, D. (2000). *Television production of news*. Tomsk.
- Eastman, S.T., Ferguson, D.A. (2006). *Media Programming: Strategies and Practices*. 9th Edition. Australia: Thomson. Wadsworth. P. 21-27.
- Kolesnichenko, A.V. (2013). *Table book of the journalist*. Moscow: Aspect Press.
- Lazutina, G. V., Raspopova, S. S. (2011). *Genres of journalistic creativity*. Moscow: Aspect Press.
- Lizunova, I. V. *Regional television in Russia on the eve of universal digitalization: pain points of development*. (Date of access: 14.03.18). <https://cyberleninka.ru/article/n/regionalnoe-televidenie-v-rossii-nakanune-vseobschey-digitalizatsii-bolevye-tochki-razvitiya>.
- Malkovskaya, Ya. V. (2009). Trends in the development and potential of the television industry in Russia. *Terra Economicus. Economic Bulletin of Rostov state University*. Volume 7. No. 4. Part 3.

M. McCombs, D. Shaw. (1972). The Agenda-Setting Function of Mass-Media. *Public Opinion Quarterly*: Vol. 36. P. 176-187.

Novak, A. A. (2018). Features of the agenda in regional mass media Questions of theory and practice of journalism. T. 7. No. 1. P. 129-144. "Programs – M24" (Date of access: 12.04.18). [Http://tv.m24.ru/programs](http://tv.m24.ru/programs).

Sturken, L. M. (2001). Cartwright "Practices of Looking. An Introduction to Visual Culture", Oxford: Oxford University Press. P. 44-60.

Vakku, G., Lebedeva, S., Budnichenko, L., Malygina, L. (2019). «JEOPARDY! » as the original format of the Russian intellectual television «SVOYA IGRA». *Amazonia Investiga*, 8 (22), P. 229-237.

Werkowski, A. V., Makeenko, M. I. *Television In Russia* (2015). Moscow: Aspect Press. P. 94.