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FEATURES OF LVIV TELEVISION AND THE TOPICS OF ITS STORYLINES

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This article will discuss the peculiarities of work and creation of stories on Lviv Television. As is known, Lviv Television has its own unique history and features that distinguish it from other regional TV channels in Ukraine. This study examines the issues of the peculiarities of television in general, as well as the specifics of Lviv Television in particular. The research material reveals the methods of preparing and presenting news by journalists of Lviv Television in our time. The modern themes of Lviv Television stories are also considered.

Relevance of the topic. So, the relevance of this study lies in the fact that the news of Lviv Television for the end of 2024 and the beginning of 2025 was taken into account and analyzed.

News is a phenomenon that provides topics for television stories every day, and it all depends on the very basic needs of the audience.

It is worth noting that news is very important for people, because it allows them to always be up to date with events. And what people need is quality and truthful news. We are talking about the quality of news reporting on Lviv Television, which we can see by reading the essence of the researched video materials and seeing how they were created.

The purpose of this study is to find out the peculiarities of the themes and methods of presenting stories on Lviv Television. To achieve this goal, the following tasks were performed: first, the historical part of the creation and development of Lviv Television was discussed, the moment of the transition of Lviv Television to the current state of work and development was noted, new stories of Lviv Television were analyzed and their features were characterized.

The object of the study is Ukrainian television in general, its features, and the subject is modern Lviv Television, the themes of its news.

The novelty of the study lies in the fact that for this analysis of the study, new plots of Lviv Television were taken. And for in-depth study and conduct of the study, the following methods were used: descriptive, analysis, synthesis and content analysis.

Keywords: Lviv Television, television stories, news, themes of materials.

Introduction. First of all, it is worth considering the issue of the specificity and features of the materials of Lviv Television in more detail. So, I believe that it should first be noted that the pioneers of television in Ukraine were Lviv as one of the first cities in Ukraine where television appeared, because back in 1957 a television tower was built here, which became a symbol of the city [6]. In addition, Lviv Television has always been not only a source of news, but also an important cultural center: it popularized local culture, music, literature and art [6]. And in the Soviet period, Lviv Television performed propaganda functions, but at the same time retained a certain originality. Let us also add about the phenomenon of Lviv

Television itself, which is well described in the article by Myroslava Martyniv entitled «The Phenomenon of Lviv Television» [6]. This material described how Lviv Television was identified as the most important in the western regions of Ukraine [6]. It broadcast over more than 100 km. But it also sent signals to repeaters via relay cables, which distributed the broadcast to the periphery. There were correspondent stations in Lutsk, Rivne, Ternopil, and Ivano-Frankivsk, there was a small but good studio in Chernivtsi, and there was also a studio in Zacarpattia. Of course, two smaller studios could not compete with Lviv [6]. That is, from Zhytomyr to Zacarpattia, Lviv was the main television center. It was on the level of Kharkiv and Odessa – even Dnipropetrovsk had less broadcasting [6].

We should also note the current state of Lviv Television. Today, Lviv Television is represented mainly by «Public Lviv» – a branch of the National Public Television and Radio Company of Ukraine. This guarantees objectivity, independence, and high standards of journalism. In addition, modern Lviv Television offers a wide range of programs: news, analytical programs, cultural projects, entertainment shows and children's programs. Lviv channels are actively developing their digital platforms, which allows them to reach a wider audience.

Formulation of the problem. What are the features of Lviv Television and what is their essence? The first such feature is regional specificity, because Lviv Television is deeply integrated into the life of the city and region. It reflects local events, problems and achievements. The second peculiar specificity is cultural heritage, which includes the preservation and popularization of the cultural heritage of Lviv, which remains one of the priorities of local television. Another specificity of Lviv Television is its emphasis on local heroes: Lviv Television pays significant attention to local figures of culture, science, sports and public life [1, p. 667–685].

Let us also add about the challenges and possible prospects of Lviv Television. Among the challenges is competition with national channels and the Internet: Lviv Television, like all regional channels, faces tough competition on its way to work. Another important point in the work of Lviv Television is the search for a new audience, as the younger generation increasingly prefers online content, so TV channels need to adapt to new conditions. An issue that cannot be ignored, since it is very important in our time, in which we live now, is the development of interactive formats: involving viewers in the creation of content and interacting with them in real time are becoming important tasks.

Research methods. For in-depth study and conduct of the study, the following methods were used: descriptive, analysis, synthesis and content analysis. More details about this will be discussed in the article below. It is worth mentioning that Head of the Department of Ukrainian Press, Faculty of Journalism, Ivan Franko National University of Lviv, Director of the «PAIS» Publishing House, Ihor Paslavskyyi, in his article «Ukrainian Television: Problem-Content Analysis» appropriately notes the factors that influence the activities of television editorial teams in the period of new political, economic and security circumstances [2, p. 81–88]. It is noted that the all-Ukrainian authoritative television channels, which have the highest popularity and consistently high ratings, are oligarchic media outlets, distinguished by a high level of political involvement. It was found that Ukrainian television widely practices narrowing the thematic spectrum of programs, reports and programs, which results in the unjustified dominance of entertainment and humorous genres, detached «travel journalism», excessive dominance of foreign-produced TV series and morally outdated, not the highest quality film production [2, p. 81–88].

So, as we can see, Lviv television has a rich history and a bright present. It is an important tool for informing, educating and culturally developing the region. Despite the challenges of modernity, Lviv television continues to develop and maintain its originality. In addition, it has always been not only a means of mass information, but also an important cultural and social phenomenon. The history of its development is inextricably linked with the names and research of many scientists, journalists and cultural figures. The first studies of Lviv Television were aimed at studying its origin, development and impact on society. Media historians analyzed the program policy, creative teams, technical aspects and social

consequences of the appearance of television in Lviv [3]. Cultural scholars studied the role of television in the formation of cultural codes, identity and values of Lviv residents. They studied the influence of television programs on the language, behavior, tastes and worldview of the audience. Sociologists, on the other hand, focused on studying the audience of Lviv Television, its preferences, needs and reactions to different types of programs. They conducted surveys, analyzed ratings and studied the social effects of television programs. Among the range of topics that modern scholars and researchers in the field of Lviv Television are currently studying is the impact of digital information, since the question of how digital technologies change the consumption of television content, what new formats and platforms are emerging, and how they affect the audience is studied. Another important topic of modern research is social networks and television, namely: studying the interaction of television and social networks, and how TV channels use social networks to promote their programs and interact with the audience. Researchers also study television as a tool of politics, analyze the role of television in the formation of political opinion, elections and social movements and the connection of television with culture, investigate how television reflects and shapes cultural values, traditions and identity. The importance of research on Lviv Television is important for several reasons, including: understanding the audience, because research allows us to better understand the needs and preferences of the audience, which helps create higher-quality and interesting content; impact assessment, when research allows us to assess the impact of television on society, culture and politics; development of new strategies, when based on the results of research, TV channels can develop new development strategies and adapt to changes in the media landscape.

Above we have considered the general features of Lviv Television, and now we propose to consider a brief history of the emergence of television itself in Lviv. «Channel 12» is one of the oldest and most famous television channels in Lviv, which played a significant role in shaping the media space of the city and the region. Its history is closely connected with the development of television in Ukraine and reflects various historical stages. The beginning of the development of Lviv Television, «Channel 12», are the following two periods: the Soviet period and the period of formation of regional television. The roots of «Channel 12» date back to Soviet times, when television was a tool of propaganda and ideological influence. In Lviv, television broadcasting began in 1957 with the opening of a television tower. Over the following decades, the channel was formed as a regional television, which covered the life of Lviv and the Lviv region, broadcast news, cultural programs and entertainment content. Subsequently, there was a transition period to Independence. With the independence of Ukraine, Channel 12, like other Ukrainian media, faced new challenges and opportunities. The transformation from Soviet television to independent media was taking place. The channel began to develop actively, expanding the subject matter of its programs, paying more attention to local problems, culture and history. Gradually, the above-mentioned period entered the modern stage of Lviv Television. This stage included rebranding and development, because in recent years «Channel 12» has repeatedly changed its name and broadcasting format, trying to adapt to changes in the media market. Also, «Channel 12» is part of the National Public Television and Radio Company of Ukraine and broadcasts under the brand «Public Lviv», which means that the channel adheres to high standards of journalism, objectivity and independence, it has a wide range of programs: modern «Channel 12» offers a variety of content: news, analytical programs, cultural projects, entertainment shows and children's programs, and digital transformation: the channel is actively developing its digital platforms, which allows it to reach a wider audience and interact with it in an interactive format [6].

We should also add that «Channel 12» has played an important role in the life of Lviv for many years, as it informed, was the main source of information about events in the city and the region, shaped public opinion, influenced the worldview and views of Lviv residents, supported local culture, promoted local culture, art and history, united the community: contributed to the consolidation of Lviv society [7].

To summarize, we should add that «Channel 12» has come a long way from Soviet television to a modern public broadcaster. It remains an important tool for informing and cultural development of Lviv. In its place, «Public Lviv» now operates. This is a branch of the National Public Broadcasting Company of

Ukraine, which has combined the resources of the former «Channel 12» and other regional television and radio companies. This transformation is part of the nationwide reform of public broadcasting in Ukraine. The goal of the reform is to create a single, independent and high-quality public television and radio company that would provide objective information to citizens and promote the development of Ukrainian culture. This reform has justified itself, as it has formalized and established uniform standards: all branches of «Public» adhere to uniform quality standards, which guarantees a high level of content, coverage has expanded: the audience of «Public Lviv» has become much wider, since the channel broadcasts to the entire Lviv region, and new opportunities have been opened: the pooling of resources has allowed for the creation of larger and higher-quality projects [5].

Analysis of recent research and publications. For a deeper understanding of the importance and development of Lviv Television, I present an article about it entitled «Mykhailo Khvoynitskyi: «TRK «Lviv» has great prospects», which talks about the fact that Lviv Television is taking on completely different forms before our eyes. A huge step forward has been made in just a year. First, the broadcasting grid has finally been completed: there are morning, lunch and evening broadcasts. The channel's attire has changed, even the very philosophy of presenting information has changed. Now it is TRK «Lviv» with the slogan «Your Native Channel» [4]. As a rule, native television is mentioned on holidays, on New Year's Eve or holidays. After all, all-Ukrainian channels, as a rule, broadcast concerts of Northern neighbors. At that time, their own New Year's projects were always created, supporting Ukrainian songs and Ukrainian culture. It was noted that during such a festive period, if Ukrainian Christmas programs are shown, then as a rule, they are of our production, because no one else has such quality and diversity. As for modernization, here too the state television company has undergone major changes [4]. If once, relay antennas had to be installed for a mobile television station to go out, and the signal could only be transmitted directly through a television tower, now a transmission channel has appeared via the Internet network. This is actively used and clearly worked out. In particular, viewers experienced this during the Economic Forum in Truskavets, when for the first time in the history of Lviv Television, a live broadcast was given over such a long distance. The Internet also allows viewers to watch our channel anywhere in the world (this was in 2013) [4].

The historical aspect of Lviv Television, its features, work progress, development, obstacles and successes, prospects for the future were mentioned above, and now its practical daily activities will be considered. So, for a more detailed study of this issue, it is worth considering the video news «Suspilne Lviv». One of the striking examples of the professional work of a television journalist is the news entitled «Wants to return to the front: a 24-year-old combat medic from Sumy region is undergoing rehabilitation in Lviv» (01/22/2025). In it, journalists told about the fact that a 24-year-old combat medic, Karina Yarosh, from Sumy region, is undergoing rehabilitation at the National Rehabilitation Center «Nezlamni», located in Lviv [8]. In the summer of 2024, she received a combat injury at the front. In their material, the journalists note that when the full-scale invasion began, Karina was working as a bartender in Poland. The girl returned to Ukraine and joined the ranks of the 125th separate brigade of the Ukrainian Armed Forces. She took the pseudonym «Zirochka». At first she served as a sapper, and later became a combat medic [8]. She received a combat injury in the summer of 2024 in the Zaporizhia region. Journalists reported from her that the summer of 2024 was very hot and dry. Russian troops took advantage of this situation and set fire to our positions. While extinguishing the fire, Karina jumped into a trench when she saw a drone above her [8]. It was at that moment that she received a combat injury. She tore all the ligaments in her knee, along with the meniscus and bone. The girl was sent for treatment to the National Rehabilitation Center «Nezlamni». There, surgeons performed an arthroscopic operation on the patient and repaired the torn ligaments. Currently, «Zirochka» is actively working with physical therapists. The girl is confident that she will soon fully recover and will be able to return to the army to continue saving the lives of her wounded

comrades. It is worth saying here that the journalists chose a relevant topic for coverage and presented the material qualitatively, logically and smoothly told the girl's story [8].

Another news item on 01/22/2025 was titled «A military man accused of illegal enrichment will be tried in the Lviv region» [8]. In this news item, the journalists said that the State Bureau of Investigation had completed a pre-trial investigation into the head of one of the economic units of the Armed Forces of Ukraine in the Lviv region. The man is accused of illegally acquiring and registering property worth 14 million hryvnias for relatives. The defendant could face up to ten years in prison. As law enforcement officials have established, the military man arranged for his wife's close relative to be a soldier in one of the military units, after which he registered a residential building and a land plot worth about 300 thousand US dollars for him in the village of Bryukhovychi near Lviv [8]. He also indicated that the official's student daughter allegedly lent the «owner» 100 thousand US dollars for construction work and repairs. However, he did not indicate this money in the declaration. Later, the daughter became the owner of an apartment in Lviv with an area of over 100 square meters. According to the declaration, it cost 1.5 million UAH, although the real cost of such housing is over 5.5 million UAH. In addition, the defendant purchased a premium SUV for his daughter and registered it in the name of a relative. According to the investigation, from 2021 to 2024, the man acquired assets worth 14.2 million UAH, which exceeds his legal income. In July 2024, law enforcement officers informed him of suspicion of illegal enrichment and declaring false information (Article 368-5, Part 2 of Article 366-2 of the Criminal Code of Ukraine). The maximum penalty is ten years in prison. The defendant was dismissed from his position. Another rather interesting piece of news was submitted by journalists under the title «They tried to flush money down the toilet: how the destruction of evidence affects the course of the case» (December 25, 2024) [8]. In this material (on December 24, 2024), during their detention, Lviv Regional Council deputy Volodymyr Domanskyi and Yavoriv Deputy Mayor Vitaliy Denega, who are suspected of tender fraud, tried to destroy dollars by flushing them down the toilet.

Results. The corresponding photos were published on the website of the Prosecutor General's Office. According to Serhiy Mytkalyk, Chairman of the Board of the NGO «Anti-Corruption Headquarters», suspects of corruption or other similar crimes often try to destroy money, because it is evidence in the case [8]. Flushing money down the toilet is one of the elements of destroying evidence. After all, if officials are accused of some corrupt actions, then this money could have been the subject of a crime, they could have been transferred. Accordingly, they can be marked. Then this paint will be reflected both on the hands of the suspects and on the money. If this was a special operation of the State Bureau of Investigation, where the banknote numbers were copied and it is confirmed that the banknote numbers exactly match, this becomes an additional argument for such an act. According to Serhiy Mytkalyk, suspects also often try to get rid of money, for example, as in the case of the head of the Khmelnytskyi MSEK, Tetyana Krupa, in order to avoid accusations of illicit enrichment. If the question of possible illicit enrichment arises, when officials cannot confirm the sources of origin of these funds and they are undeclared in their declarations, but are in their home or workplace, then, accordingly, these are signs of possible illicit enrichment and this is taken into account within the scope of the offense. And when officials begin to destroy them, they may be counting on their success so that they are not incriminated for this. In the case of officials from Lviv region, as Serhiy Mytkalyk says, in the future the money that they tried to destroy will be sent for examination. It will establish the authenticity of the money, detect paint residues, etc. According to him, an attempt to destroy evidence in the future will only make the investigation easier. Investigators and prosecutors will use this to argue the officials' intent, that is, they will no longer say that the money was not mine, that it was handed over by a lawyer, relative, or close person so that it would be stored in a safe or at the workplace where the seizure took place. This actually directly indicates an intent to destroy evidence that is important for this case. And this greatly, greatly facilitates the work of investigators of the State Bureau of Investigation to bring the case to a conclusion.

Another piece of news was titled «Was going to hand over geolocations of university buildings: in Lviv region, a cadet of a military institute is suspected of cooperating with the FSB» (01/24/2025). In this material, journalists write that in Lviv region, the Security Service of Ukraine detained a cadet of a military institute, redeployed from Kharkiv [8]. The girl is suspected of cooperating with the FSB and preparing for a russian missile strike on the institute's barracks. The military counterintelligence of the Security Service exposed an FSB agent who wanted to launch a missile strike by the russian federation on one of the military institutes of Ukraine. According to the case materials, the enemy's accomplice turned out to be a cadet who studied at this institution and collaborated with the russians for the promise of a monetary reward. According to the investigation, the cadet was going to give the FSB the geolocations of the official buildings of the educational institution. We are talking about the coordinates of the educational buildings and barracks of the institute, which was relocated from Kharkiv to the Lviv region after the start of the full-scale invasion of the russian federation. On the eve of the shelling, the girl was supposed to leave the territory of the institute without permission. Subsequently, the FSB planned to take her to the russian federation through third countries. The figurehead was detained and her mobile phone with evidence was seized from her. The cadets were reported on suspicion under Part 2 of Article 111 of the Criminal Code of Ukraine (High Treason Committed under Martial Law). The court chose a preventive measure for her – detention without bail. The sanction of the article is life imprisonment with confiscation of property [8].

The next news items that we will consider will be as follows: the first of them is called «The kidney stopped working because of a stone: a 9-year-old girl was operated on in Lviv» (01/24/2025). In this news item, journalists report that in Lviv, specialists from the Center for Pediatric Medicine of the «Okhmatdyt» hospital operated on a 9-year-old girl from Zacarpattia. The stone that formed in her kidney could not come out on its own and blocked the ureter. Because of this, urine did not leave, and the kidney stopped working. A family from the Vynohradiv district of the Zacarpathian region went to the hospital. More than a year ago, 9-year-old Veronika got into a traffic accident [8]. Then, as a result of a car hitting a public transport stop, the girl received a complex pelvic fracture. She was in a local hospital for more than half a year. Due to injuries and prolonged bed rest, Veronika developed a calcium metabolism disorder and developed a kidney stone. According to urologist Igor Hrymak, due to the peculiarities of the bone arrangement after the fracture, the ureter was compressed, which made it impossible for the 6–7 mm stone to pass. The stone, which was formed due to nephrocalcinosis, blocked the ureter, which led to serious complications. The kidney stopped working, urine did not flow, septic processes began, and the temperature reached 40 degrees [8]. Doctors performed two minimally invasive procedures on the girl. The operations were successful. According to the doctor, they consulted and decided to endoscopically, using a loop, move the stone from its place and install a ureteral catheter to the kidney. This was necessary to relieve the kidney and restore urine flow. The inflammatory process was suppressed. They then monitored the girl's condition. During the second surgery, an endoscopic examination of the bladder and ureter was performed. No more stones were found. If they had not unblocked the kidney, it could have completely lost its function due to complications. After the operation, the girl underwent therapy to dissolve salts. In the future, she will be under medical supervision.

It is worth considering the news item on Lviv Television entitled «In Lviv Region, 44-Year-Old Man Will Be Tried for Illegal Felling of Trees Worth Over 400,000 Hryvnias» [8]. In this news item, journalists from «Suspilne Lviv» reported that law enforcement officers had sent an indictment to court against a 44-year-old resident of Sambir District. The man is accused of illegal felling of trees in the territory of the National Nature Park «Boykivshchyna». According to law enforcement officers, the man, without permits, cut down spruce and aspen trees in the territory of the state forestry, which is located in the territory of the National Nature Park «Boykivshchyna». The total amount of damage is 444 thousand hryvnias. Part of the wood was seized by the police and transferred to the forestry for storage. The defendant will be tried under parts 3 and 4 of article 246 (Illegal felling or illegal transportation, storage, sale of wood) of the Criminal Code of Ukraine. The maximum penalty is seven years in prison. Law enforcement officers have sent the indictments for consideration by the court [8].

The next news item on Lviv Television will only confirm the variety of topics submitted by journalists, its title is «Three children were admitted to the Lviv hospital, in front of whom a homemade explosive device exploded» (01/17/2025), which talks about the fact that over the past week, three children aged 10, 11 and 15 were admitted to the St. Nicholas Children's Hospital in Lviv. A homemade explosive device exploded in front of their faces. According to the doctors, these children did not know each other. But they all made a homemade «firecracker» with instructions from the social network «Tik-Tok». The children took a plastic bottle, water, a foil ball, a pipe cleaner, and made an explosive out of them. One of the patients who ended up at St. Nicholas Hospital is 11-year-old Vyacheslav from Lviv region. The boy said that together with a friend he saw other teenagers on the street making such a «firecracker» according to instructions from social networks. So he decided to repeat it: the bottle burst in front of Vyacheslav, and its contents hit his face [8].

According to burn and plastic surgeon, head of the City Center for Thermal Trauma and Burn Surgery of the First Medical Association of Lviv, Halyna Sayan, such patients come to them with deep chemical burns of the face. After all, the pipe cleaner that is in these so-called «firecrackers» literally corrodes the skin of children. The eyes suffer the most, because the tissues there are the thinnest. Three children have already been provided with assistance in a week. Unfortunately, all of them will have scars on their faces. The communications department of the Lviv region police reported that juvenile police officers are conducting an investigation into these facts [8].

Another news item for analysis was taken under the title «In 2024, almost 400 accidents involving passenger buses occurred in the Lviv region» (01/16/2025) [8], which tells that during the past year, 2024, 380 accidents involving passenger buses were recorded on the roads of the Lviv region. This was reported by the director of the road management department of the Lviv Regional Administrative Organization, Orest Shulikovskiy, during a briefing. According to him, given such a high accident rate, the Road Management Department of the Regional Administrative Organization adopted an order to inspect carriers that carry out passenger transportation during the year, and a corresponding order was signed. Until now, carriers have been inspected only for three months. Orest Shulikovskiy noted that there are more than forty carriers in the Lviv region, but this time only 21 were inspected [8]. According to him, from October 15, 2024 to January 8, 2025, the Road Department, together with the Lviv Region Patrol Police Department and the Transsafety Department, carried out an inspection of transport enterprises for their readiness to work during the autumn-winter period. In total, more than 190 vehicles were inspected. They were checked for the technical condition of the buses and for the presence of all permits. The inspections were carried out at the enterprise during departure to the line and on the line itself. During this time, 59 acts were drawn up on the non-compliance of vehicles with the regulatory framework and legislation of Ukraine; of which the police department – 36 acts, transsafety – 23 acts [8]. Acting Head of the State Supervision (Control) Department in the Lviv Region of the State Service of Ukraine for Transport Safety, Dmytro Chyzhenko, reported that the most common violations of carriers are when the buses have cracked windshields, expired fire extinguishers, and the absence of a first-aid kit. Drivers also do not have special places to rest and can get behind the wheel overtired and cause accidents. According to Dmytro Chyzhenko, in total during 2024, the State Supervision (Control) Department drew up 648 acts and found 844 violations by carriers during the transportation of passengers. Also, last year, 59 protocols were drawn up against taxi drivers who work illegally [8]. Also, according to the deputy head of the traffic safety department, Roman Marych, the patrol police recorded buses in which the windshield washers did not work, where the tire treads did not meet the requirements of the traffic rules, and also did not pass the mandatory technical inspection. Roman Marych noted that the police issued 29 orders against auto mechanics who released the vehicle on the line in improper technical condition [8].

Finally, the news of the Lviv TV channel entitled «Lviv doctors helped a 10-month-old boy who burned both legs without any surgery» (01/15/2025) [8] was analyzed. In this material, the journalists reported that a team of doctors from the St. Nicholas Children's Hospital in Lviv saved 10-month-old Bohdan. The child burned both legs with boiling water.

Doctors managed to help the boy without surgery. As it became known from the material, the father of 10-month-old Bohdan Domashovets from Lviv region works as a rescuer. One evening, the man boiled a kettle to make porridge for his child. The boy pulled the kettle wire on himself, and the boiling water spilled onto the child's legs. The father called an ambulance, and in the meantime he himself provided first aid. According to the father, he was trained at work, so he knows that the burned area should be placed under cool running water. Which, in fact, he did. And he knows that various remedies, creams, are not allowed. However, in the hope of somehow relieving his son's pain, he used one of the drugs. The child was taken by ambulance to St. Nicholas Hospital. Doctors treated the wounds – opened the blisters that formed as a result of the burn, and applied a special coating to the wounds that absorbed all the secretions from the affected areas. Burn specialists often «cut out» tissue that died as a result of the burn surgically. However, in order not to traumatize the child, they decided to treat Bohdan exclusively with medications, without surgery. The child's condition allowed this to be done, as stated by burn and plastic surgeon, expert of the «Burn Care Alliance» project, head of the City Center for Thermal Trauma and Burn Surgery of the First Medical Association of Lviv, Galyna Sayan. During the treatment, burn specialists performed four dressings on the child, during which special medications were applied to the affected areas of the legs. They literally helped to dissolve the dead tissues. According to doctors, Bohdan is now feeling well. He has already been discharged home. In order to avoid scarring, the parents will have to independently care for the affected areas for several more months [8].

Conclusions. So, as we can see, from the very beginning of the creation and development of Lviv Television, although there were various tests and peculiar trials on the way to its development, the names changed, sometimes the specifics of the work, but the journalists still remained decent and honest, thorough in their work. All this can be seen in their materials, now they, like everyone else, are about the war, because this is a relevant and painful topic, but all the news have good videos, truthful information, are clearly written, beautifully designed, have a good introduction and end, a good video sequence, and there are also stories on the topic of doctors, diseases, hospitals, which is also relevant, and at the same time, somewhat balances the information on the TV channel, but in general, all the spectrum of topics of Ukraine and society in general is present. So, the journalists of modern Lviv television present materials qualitatively and professionally, interestingly and concisely, they are prompt and exemplary, responsive and fair, they work quite qualitatively in a rather difficult time of war, thanks to them we have the opportunity to be aware of all important matters.

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ОСОБЛИВОСТІ ЛЬВІВСЬКОГО ТЕЛЕБАЧЕННЯ ТА ТЕМАТИКА ЙОГО СЮЖЕТІВ

У цій статті досліджено особливості роботи та створення сюжетів на Львівському телебаченні. Як відомо, телебачення Львова має свою унікальну історію та особливості, які відрізняють його від інших регіональних телеканалів України.

У дослідженні розглянуто питання особливостей телебачення загалом, а також специфіку саме Львівського телебачення. У матеріалі цієї статті розкрито способи підготовки та подання новин журналістами Львівського телебачення у наш час. Також розглянуто сучасну тематику сюжетів Львівського телебачення.

Актуальність теми. Отже, сама актуальність цього дослідження полягає в тому, що до уваги та аналізу взято новини Львівського телебачення за кінець 2024 року та початок 2025 року. Саме в новинах подано теми для сюжетів для телебачення щодня, і все це залежить від найперших потреб аудиторії та від подій сучасного життя, від проблем і питань, які цікавлять людей саме тут і саме зараз. Також варто зазначити, що новини дуже важливі для людей, адже вони дають змогу їм завжди бути в курсі подій. Мовиться про якість подання новин на Львівському телебаченні, у чому ми можемо переконатися, ознайомившись із сутністю досліджуваних відеоматеріалів та зрозумівши, як вони створювалися.

Метою цього дослідження є з'ясування особливості тематики та методів подання сюжетів на Львівському телебаченні. Для виконання цієї мети було виконано такі завдання: спершу було розглянуто історичну частину створення та розвитку Львівського телебачення, було відзначено момент переходу телебачення Львова у сучасний стан роботи та розвиток телебачення, проаналізовано нові сюжети Львівського телебачення та охарактеризовано їхні особливості.

Об'єктом дослідження є українське телебачення загалом, його особливості, а предметом – сучасне Львівське телебачення, тематика його новин.

Новизна дослідження полягає в тому, що для його аналізу взято саме нові сюжети Львівського телебачення, а для глибокого вивчення і проведення дослідження було використано методи: описовий, аналіз, синтез та контент-аналіз.

Ключові слова: Львівське телебачення, телевізійні сюжети, новини, тематика матеріалів.