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Development of regional television: Problems and solutions

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Abstract

Relevance. The relevance of the study lies in the fact that the implementation of sustainable development of television at the local level depends on the understanding of territorial intelligence, which is not limited to the production of scientific or regulatory information.

Purpose. The purpose of the research is to consider the problems of development of regional television, as well as ways of their solution in the modern world.

Methodology. The research article utilized three main methodological approaches: empirical, deductive, and structural.

Results. The results of the research article highlight the significant role of regional television media in shaping mass culture and affecting individuals and communities in various aspects of life, such as intellectual, emotional, and social spheres. Television elements serve various social functions, impacting cultural development, promoting new tendencies, and stimulating individual imagination on a wide societal scale.

Conclusions. The conclusion underscores the importance of local television's evolution in parallel with digital terrestrial television advancements to catch up with past delays and adapt to modern viewing trends. While facing challenges like declining viewership and changing audience preferences, local television's resilience lies in community engagement, innovative content creation, and embracing digital transformations to ensure its continued relevance and impact within the regional media landscape. The development of television, particularly in education and upbringing, emphasizes the need for universal media education to address the strong influence of mass media on shaping values and attitudes.

Keywords: information; mass media; Internet; digital TV; channels.

Introduction

The combination of local and global is the most important challenge facing the modern information society. A society wants to deepen knowledge of the world and at the same time know what is happening in its immediate vicinity. Local mass media – regional cable TV channels, Internet portals or radio stations play a huge role in realizing these aspirations. Local mass media are a proven source of regional information. They are the first to report on important social, cultural, political and sporting events. The audience appreciates the activities of local TV channels, so many of them can enjoy long-term reputation and trust. However, today's local mass media are not only

oriented towards television, their users have the opportunity to use Internet TV and watch live broadcasts [1].

The media network working in this way creates a system of communicating vessels, allowing to collect a large amount of information about the region. Regional television is not limited to information. It very often influences reality and deals with difficult cases, exposing dishonesty, promoting exemplary attitudes, trying to resolve conflicts and current problems. Many of its representatives take an active part in the life of local communities, supporting culture, sports, education, and charitable organizations.

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Local television has a limited place in the audio-visual landscape. Great diversity in the character and work of local television, delay in terms of local companies, too timid public policy and, finally, channels that satisfy their audience do not find a general balance in the modern environment [2]. Several explanations were given for this backwardness, including the problem of high costs in the context of a lack of advertising resources, severe technical constraints and limited involvement of local authorities. The involvement of local television in regional affairs cannot be overemphasized. It contributes to the formation of a real information society - active, involved, aware of what is happening around it. Moreover, these offers are sometimes more attractive than those offered by service providers across the country. Television plays a crucial role in shaping public opinion, remaining the main source of information for 85 % of the population.

The Internet and print sources are much less important for creating social sentiment. Despite attempts to introduce legal norms aimed at reforming the media market, it is possible to observe stagnation in the implementation of the announced changes. Main TV channels are still in the hands of a small group of wealthy oligarchs who use them as tools of political and business struggle [3; 4]. Private capital-dominated media have a high degree of dependence on the political and business relations of their owners with politicians. The result of these ties is the involvement of oligarch-controlled TV channels in supporting or discrediting individual candidates. Given the importance and role of regional television in shaping the public mood, its influence should be recognized as significant. The Internet and print media play a much smaller role in creating a social mood than TV channels. It should be noted, however, that the number of people using Internet sources is increasing and the number of printed sources is decreasing. As a result, the form of the television market is a significant obstacle to the democratization of the State and the implementation of reforms [5]. Opinions on the convincing power of the television are divided.

There are significant differences of opinion on this issue, for example, between politicians and social scientists, as well as opinion researchers. The former seems to believe in the old theory of omnipotence of the media, the latter know that the effectiveness of the media depends on many factors, and content in the form of a call or slogan does not always reach the recipient according to the sender's intention. Those who are intensively involved in television culture inevitably tend to classify reality as it is dominated by local television [6].

The purpose of the research is to consider the problems of development of regional television, as well as ways of their solution in the modern world.

Materials and Methods

The methodological basis of the study was the following approaches to the study of this topic: empirical, deductive, structural. The empirical method refers to information collected and obtained through everyday experience and observation. The central theme of the scientific method is that all evidence must be empirical, that is, based on evidence or evidence.

In the scientific method, the word "empirical" refers to the use of working hypotheses that can be tested with

observations and experiments. In any particular case, the collection of evidence to corroborate or refute any theory includes well-planned research plans to collect empirical data. In addition, accurate data analysis using standard statistical methods remains crucial for determining the validity of empirical research. The use of an instrument depends, of course, on the issue under consideration, as well as on the purpose of the work in question.

The analytical description observes facts that it is important to organize in a simplified and readable form for use by an outsider who does not have the immediate ability to understand the structures that organize them.

Deductive approach considers inference as implicit in the premises. Therefore, he suggests that conclusions necessarily follow assumptions: if deductive reasoning is correct and the assumptions are correct, then the conclusion can only be true. The deductive method draws conclusions from observed facts based on general rules, as opposed to inductive, in which rules are formulated on the basis of observed facts. It can be divided into a direct deductive method of direct inference, where judgment is obtained with respect to one premise, without intermediaries, and indirect deduction with respect to an indirect inference.

In any case, following the current paradigm, it is necessary to start by planning the initial axiomatic set, where assumptions should include only the most important characteristics of phenomena, with consistency between postulates, and continue the process of logical deduction, always starting with basic assumptions. It broadens the field of observation and thus fills the gaps. It is for this reason that the elements of the approach may assign general rules to the context structures that come from the axiomatic set through a process of deduction.

The structural method is designed to analyze multiple and simultaneous causal relationships. By updating multiple regression methods, it deals with linear effects between several hidden variables. Its use extends to the measurement of television development, confirming factor analysis and longitudinal linear measurements by harmonizing methodological and operational aspects. This approach is complemented by numerous elements from the field of management, human resources management and professional relations. The mechanism of activity defines it as an offer of answers to questions that are asked about the object of the study, formulated in terms such as observation, analysis that can give an answer.

The answers given, hypothetically, always correspond to the given problem, and thanks to the knowledge that a person has on this question, these answers are called a priori. Structural aspects take the form of indirect observation in the sense that they are related to the study and analysis of the subject. This is all the means of the process that allows the collection of original or secondary information; therefore, it means any means that allows to receive and process the data necessary to understand or explain the phenomenon of research.

Results and Discussion

Regional television media are the backbone of the communication system in mass culture and largely determine its nature. Today, they are part and parcel of reality. This omnipresence affects individuals and specific

communities, not only by organizing life, but also by bringing about changes in the intellectual, emotional, and social spheres. Television elements play a huge social role, are an important and constantly developing branch of collective life, an economic activity that provides employment for various categories of professionals and is one of the tools of social power, a tool for control, social management and mobilization. By stimulating the development of culture in its symbolic, artistic and social aspects, new tendencies are being promoted, which have become the dominant source of individual imagination of a wide audience, that is, of virtually the entire society.

The development of television in the life of the modern man, especially in the education and upbringing, requires the universal media education [7]. It appears that the mass media are particularly strongly shaping the system of values and social and moral attitudes. Meanwhile, they often enslave and intoxicate, offer escape from the ordinary, take into the world of fiction and fiction. In fact, television is the most active medium. It can effectively solve problems of global educational significance, teach understanding of other cultures, form patriotic attitudes, provide information in various fields of knowledge, develop interests, and meet educational requirements.

Today's TV has become a large part of the commercial market, where only those programs or films that enjoy great interest, TV channels almost compete for the viewer, attracting him new shows. It has definitely changed over the centuries, and most of the time plays a role only in entertainment, rarely in science, which significantly affects the system of communication in the so-called mass culture, determining the nature of this culture. The development of regional television has undergone changes throughout history, largely depending on the political and systemic situation of the state. The definition of local television has its own characteristics in terms of audience and programming. Their aggregate audience mainly measures their impact: while research at media institutions usually retains the criterion of the number of viewers watching the program at the moment, local television stations widely relay their programs, for which the total number of viewers is much higher than that which can be measured in one broadcast of the respective program. This aggregate audience often reaches a peak of 75% to 80%.

Local television programs tend to favour magazines over fiction, as these channels meet the many expectations of the public for information, animation and the development of social, economic, cultural and local political life. Cooperation with manufacturing companies contributes directly or indirectly to the employment of the local population. However, the diversity of content does not seem to preclude the need to harmonize the format of programs and to comply with the qualitative criteria of broadcasting [8; 9]. Today's mission of television, which allows you to be aware of every event, is based on trade and advertising. Before the digital broadcasts, the TV audience was simply a receiver, but after the digital broadcasts, the process of interaction with the user began. The challenge facing modern civilization is to use the media well to protect threatened human values. There is a growing number and importance of small media. That can be useful in overcoming the educational tensions of the 21st century.

Local TV can be defined as universal or thematic media, intended for geographically clear target audience at the level of the region, department, locality, agglomeration or even city, district. These channels position themselves as complementary media to the national television, like the local radio and print media. They devote themselves primarily to local information, including at the cultural level, but can transmit information on a national scale. Local TV is aimed at everyone, but due to its small production and focus on local issues it does not pretend to meet all the needs of viewers in the images. These are additional channels designed to be viewed for a relatively short period of time, but by a large number of people. This is why they usually use multicast logic when the programs are broadcast in a cycle.

When globalization appears on all screens, another television is expected to bring people together and reassure them. Local is a refuge from the globalization of the world. Local television can be a means to nurture and strengthen a strong local identity and culture that can strengthen local citizenship. In order to realize the development of regional television intended for the local format, the digitalization of broadcast television is a real possibility, which can really participate in the success of digital terrestrial television [10].

Digital technology is compatible with existing installations and offers the possibility of a smooth transition from analog to digital, simply purchasing a transition box until viewers have access to digital TVs at very affordable prices. Another consequence of this television revolution is that digitization will significantly increase the interactivity and bridges between media, offering the local television a large number of variations and means of expression. Digital mutation is only one component of a larger convergence movement that involves all sectors of production, distribution and dissemination of data, images and sounds. The audio-visual sector is thus in the process of becoming a hybrid sector capable of developing on different and complementary media. Now digital technology allows you to get services on mobile phone and Internet TV. In addition, this is no space constraint, because this method of proliferation ignores boundaries [11; 12].

Various negotiations are under way to establish a mechanism conducive to the development of local television: access under certain conditions for the local television distribution sector, financing on a contractual basis by local authorities, Creation of support and funds for association projects. For the implementation of modern developments designed for the development of local television, the digitization of broadcast television is a real opportunity to support local television at the expense of local authorities, who can really participate in the success of digital terrestrial television. In addition, the convergence of the media may offer a diverse platform of means of local expression [13; 14].

The first consequence of the advent of digital terrestrial connectivity will eventually be to ease the constraints of the lack of frequencies. In addition, digital technology is compatible with existing installations and offers the possibility of a smooth transition from analog to digital format, just by purchasing a transition box until viewers have access to digital TVs at very affordable prices. In this

new context, the current plan will create a new space for local, associative or national television. Thus, television services will be reserved for the local television station for each coverage area. Channels can be shared, but they will indeed allow several local operators to coexist and broadcast their programmes according to certain time intervals.

When considering the exemplary role of television, it is necessary to take into account not only the generally understandable effectiveness of influence, but also the specificity of individual groups of recipients. This applies to every element of media and its audience. The focus on the specific addressee clearly requires appropriate content preparation so that the proposed pattern of behaviour and the sensitivity of the addressee can be matched as closely as possible. This is well understood by the creators of advertising, who want their project to reach the target group without hindrance. Therefore, it is no coincidence, the television has managed to raise its clearly defined and correct audience, which is something like one huge advertisement, broadcast non-stop for specific viewers - consumers of phonographic products. In this case, the sender knows exactly what the recipient can expect.

In modern culture, model formation is not something that seems right and fair in conventional perception, but that is perceived as attractive. It should be added, however, that the measure of attractiveness for a participant of modern mass culture is the possibility of applying the formula of attractiveness in practice. Hence, the language of description and public discourse deteriorates, leading to a deepening process of social disintegration and antagonization of people, accompanied by tabloid and commercialization of programs, propaganda, use of untruths and manipulation, without implementing system solutions that would provide regional television with permanent and secure funding [15; 16].

It may seem that the introduction of a legislative framework would be an important step towards ensuring a permanent system of financing regional television and determining the commitment to spending, but this is not the case. Very profound policy, legal, organizational and financial changes are needed. Public TV channels must stop being a player in the commercial market. Their role is to provide public services, including building social capital. New media, Internet, non-linear broadcasting, hybrid television should be the basis of the development strategy. Linear broadcasting, as traditional TV programs are, should supplement, not become the basis of program proposals of state media [17; 18].

Modern multiplatform online services should contain both current news and journalistic programs, as well as a rich archival offer. Regional channels should remain universal, reaching the widest possible audience. Their role is to provide information and journalistic materials of the highest quality. There are many arguments for integrating the Internet, radio and television - media convergence, programmatic synergy, and management savings. Those mechanisms should therefore be integrated. Regional television should give local intellectual, scientific, cultural and political elites the opportunity to speak out on national and world issues. New TV channels require stable state funding. The subscription system is unsustainable due to its social erosion and very high transaction costs [19; 20].

The subscriber system imposes on citizens additional organizational and administrative actions related to the need to pay for them. Financing should therefore come directly from the State budget. A permanent, statutory funding parameter should be introduced. The budget can be additionally supported from the budgets of local self-government, which is beneficial for both citizens and the entire media market [21].

The implementation of the new local television system will not be possible without a change in the institutional environment. The principle of broadcasting rotation should be restored. Such a solution would ensure the continuity of the functioning of the relevant bodies and promote greater pluralism. Existing program boards should be eliminated. They are created from a political key, have no real authority, and their political position is practically non-existent. They should be replaced by one body of the public media program, which represents a very broad representation of civil society and exercises real public control over the performance of the public mission.

In addition to its obvious function of assessing the content of programs, it should have powers that influence the functioning of public media, such as providing opinions on job descriptions, providing opinions on program performance. The presented chart of the direction of the proposed changes in the local television structure is a civil concept of the public reference. With the spread of broadband, relevant sites can access television screens and generate real multimedia projects. The ideal, of course, would be the maximum number of free channels available directly and free to as many people as possible, and this is a goal mandated by law. However, a completely free offer would lead to a dangerous distortion in the balance of the industry, since the advertising resource alone would not be able to finance the channels [22-24].

Within the framework of strengthening its local roots, strategic orientation of the state and television, the current industry wants to strengthen the autonomy of its regional directorates, increase the number of daily dropouts at the local, regional and interregional level, and develop their partnerships with local communities. In order to allow as many local channels as possible to function, new analogue frequencies need to be released. The launch of these new channels will reach the threshold of ten million people covered by local television, and thus create a real advertising syndication, which is likely to be of interest to national advertisers and eventually bring additional income to all local TV channels. The Government is considering the gradual and reasonable opening of the television-advertising sector without embarrassing the regional daily press and local radio stations. This openness will allow local television stations to access advertising resources that are currently reserved for media other than television [25; 26].

Despite limited resources, regional TV channels create proximity between citizens and territories. At the time of the Internet tsunami and fake news, it is imperative that this link be strengthened. Faced with this social problem, local television has a vital role to play. At a time when the video has become a premium medium on the Internet and when television remains, despite all these changes, the main source of information in homes, Local television stations

present hundreds of documentaries each year on their antennas and digital platforms.

Supporting regional television means promoting a sector that is an important democratic instrument. Content producers, who most often adapt their global formats, face the same problem. This importance of local production is also reinforced by the duration of the crisis. With less, networks are turning more to local production, revitalizing the creative market. Partnerships with local television may take various forms [27; 28].

Cities have the opportunity to create local television channels through which to broadcast their possible programs. Expensive and costly in terms of human and financial resources, this decision applies only to a very limited number of cases and is often the prerogative of agglomerations or large local authorities. In most cases, local authorities have established editorial or advertising partnerships with the audio-visual media present in their territory.

The fact that the audience constantly consumes television, which is an easily accessible source, and the effects of the items used are high, has caused many intellectuals to change their attitude towards television. Focusing on local news to connect with the public and generate commitment is the stake of local channels, more and more of which are turning to niche communities across a city or even a district to differ from the nationwide information offer. This real alternative voice on the information market nourishes all the innovative strategies of local players who intend to cultivate their difference in order to survive. They initiate television development projects and guarantee their successful completion in accordance with the actions taken at the level of different sectors of the channel. As local television channels cover the cultural and economic richness of the regions, they create a relationship of proximity and trust with their audiences [29; 30].

Advertisements submitted in this context are well received by the regions concerned. Local education – the meaning of the existence of an information media network in the area of its coverage, taking into account its mission to provide public services, which is a priority while respecting the independence and mission. Local television seems to embody the hope of the media, which could play the role of local mediation.

For some time, TV communication has been put into participation mode: viewers are demonstrating their desire not to be mere recipients of media products, but to be able to react and interact. Digital TV offers field offices the opportunity to significantly expand their programs and activities [31; 32]. After the full-scale launch of multiplex, the coverage of regional branches will be 98% of the population, where everyone will have the opportunity to conduct a 24-hour regional program.

The strategy of television is to recreate the creative and productive capacity of local offices that can produce and broadcast their own programs – news, journalism, reporting - on a much larger scale than today. During the pandemic, television increased even more. It turned out to be a means that the viewer trusts more than the Internet content. On the other hand, however, the media sector has suffered a huge collapse because the revenues from

advertising, from which the majority of media remains, have suffered a blocking effect.

Thus, the revenue did not follow the increase in the number of views because the campaigns were discontinued [33]. Televisions, especially regional ones, which largely depend on local business, squeezed the most out of their pockets. Television must react to what is happening on the Internet otherwise it will lose advertisers. The DAI technology is mainly transferring the way online advertising is delivered to television, creating unlimited possibilities of viewer segmentation. Personalized advertising on TV will be much less intrusive, it will still use advertising blocks without all pop-ups, but will serve more recipient-adapted content [34].

Bad times for the media, a crisis with which local public TV channels are not strangers, add to the common problems of the big economic turmoil that the city councils are going through. The transition from an analog to a digital system is leaking to the local media. The Internet allows a TV channel to be maintained without having to offer uninterrupted content for most of the day and without the structure or cost that is required for regular transmission. This is a radically different model of organization, production and operation [35; 36].

In the network, with light equipment, it is possible to produce a specific programming time per day without needing a large edition, which allows you to go public with much greater guarantees, without having to compete with large networks. However, the main problem with getting online is that TVs are losing audiences. This is an issue that needs to be taken into account as Internet connectivity is lost, based on older people. The current local television does not correspond to the function for which it was created.

With the advent of big media businesses, it replicates a model of nationwide coverage, with network broadcasting programs and only a tiny part of its grid for local production. To make the tangle even more confusing, apparently scarce staff with questionable training service many of these local TV channels. Business groups are making efforts to provide the most advanced technology. However, human resources are still scarce and in some cases training is not the only guarantee that can be demanded [37; 38].

Conclusions

Thus, the development of local television is one of the tasks of digital terrestrial television. Together with the development of DTT and the disappearance of analog television, this stage is in the process of making up for its delay from the point of view of the local television. This sector has long been fragmented, consisting of local cable channels and several hertz channels established in the late 1980s. In this sector, there are many national private players from the media, banks, and local authorities.

Today, local television is mainly based on local resources. The desire to go beyond their traditional framework is justified by the need to adopt a more community-oriented approach in accordance with their scope and the concerns of their potential audience. The mission of regional television is to contribute to the cultural, economic and social development of its coverage area through the production and broadcasting of

multimedia, information and entertainment programs, programs for cultural development and continuing education. In close cooperation with the TV leadership, the general management ensures the development of ACTV (Advanced compatible television) in the short, medium and long term to meet the requirements of innovation and development of local media.

Local television has not been spared the decline of the television environment: it is also experiencing a slow but constant loss of audience and a loss of interest on the part of the young audience. If its survival is evidently to be at the expense of adapting to the public's new use, its proximity to its citizens is undoubtedly its greatest asset. Community building and close communication will be a lifeline for local television. However, this strategy should not remain a limited number; it should also win antennas, whose editorial line may be revised in the light of what has become known in public contact with social networks.

Similarly, "behind the scenes" content, accompanied by a generalization of viewers' involvement in broadcast formats, would restore the trust needed for a good health channel. By searching for the public where she was and understanding what she was expecting, it is necessary to change what needs to be changed.

The decision to reconstruct digital terrestrial television multiplexes created an audio-visual landscape for the local format. The sector is in the development stage, where a structural economic model different from the classical model of national networks is to be invented.

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Conflict of Interest

None.

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Розвиток регіонального телебачення: Проблеми та шляхи вирішення

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Анотація

Актуальність. Актуальність дослідження полягає в тому, що реалізація сталого розвитку телебачення на місцевому рівні залежить від розуміння територіальної розвідки, яка не обмежується виробництвом наукової чи нормативної інформації.

Мета. Метою дослідження є розгляд проблем розвитку регіонального телебачення, а також шляхів їх вирішення в сучасному світі.

Методологія. У статті використано три основні методологічні підходи: емпіричний, дедуктивний та структурний.

Результати. Результати наукової статті висвітлюють значну роль регіональних телевізійних ЗМІ у формуванні масової культури та впливі на індивідів і спільноти в різних аспектах життя, зокрема в інтелектуальній, емоційній та соціальній сферах. Елементи телебачення виконують різні соціальні функції, впливаючи на культурний розвиток, просуваючи нові тенденції та стимулюючи індивідуальну уяву в широкому суспільному масштабі.

Висновки. У висновку підкреслюється важливість розвитку місцевого телебачення паралельно з розвитком цифрового наземного телебачення, щоб надолужити минулі відставання та адаптуватися до сучасних тенденцій глядацької аудиторії. Незважаючи на такі виклики, як зменшення глядацької аудиторії та зміна глядацьких уподобань, місцеве телебачення зберігає стійкість завдяки залученню громадськості, створенню інноваційного контенту та впровадженню цифрових трансформацій, що забезпечує його постійну актуальність та вплив у регіональному медіа-ландшафті. Розвиток телебачення, особливо у сфері освіти та виховання, підкреслює необхідність універсальної медіаосвіти для подолання сильного впливу ЗМІ на формування цінностей і поглядів.

Ключові слова: інформація; ЗМІ; Інтернет; цифрове телебачення; канали.