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ТЕОРІЯ ТА ІСТОРІЯ СОЦІАЛЬНИХ КОМУНІКАЦІЙ

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COMPONENTS OF THE COMMUNICATION INTERACTION OF THE TV CHANNEL WITH THE AUDIENCE THROUGH THE FACEBOOK

__The purpose__ of the work is to study the peculiarities of building a strategy of effective interaction between traditional media, including TV channels, and the audience through the tools of the popular social network Facebook.

__The research methodology__ consists in the use of general scientific methods and special methods: analysis, synthesis, logical method, method of visualization of research results. The analytic-synthetic approach allowed us to realize the key tasks of the research on the interaction of the leading Ukrainian TV channels of national broadcasting with their TV audience through the tools of the Facebook platform. The specifics of the study led to the widespread use of comparative analysis, which identifies features and patterns of interaction between traditional and new media based on official statistics and empirical studies of rating TV channels of national broadcasting on the social network Facebook.

__Results.__ The study was conducted in several stages. At the first stage of the study, a list of rated Ukrainian national TV channels was identified. These TV channels are in the TOP-10 according to the leading rating agencies BIG DATA UA and the Television Industry Committee and are represented by the National Council of Television and Radio Broadcasting of Ukraine. At the next stage, there was monitoring and content analysis of the official Facebook pages of the rating Ukrainian TV channels to determine the average daily number of posts, reactions, reposts and comments.

__The scientific novelty__ of the work is to establish a regularity presentation of TV content on social media. In artical was found that TV channels do not maintain stability in the frequency of posts. The level of audience interest increases by the content and form of posts, rather than by their frequency. The semantic features of posts that contribute to the development of an effective communication strategy are determined. Significant attention of users is attracted by posts of humorous, resonant, congratulatory themes.

Practical significance. The study has both theoretical and applied aspect. Recommendations can be used by broadcasters to build or improve strategies of feedback and interaction with the audience.
Key words: Facebook, television, subscribers, posts, rating.

I. Introduction
Under the influence of the latest mass communication trends and digital transformations, the modern dimension of journalism is marked by considerable lability in the methods of collecting, processing and transmitting the information. With the introduction of Web 2.0 information services in the Internet environment, traditional media, including television, have gained additional tools for interactive feedback to the purpose-oriented audience. Facebook is a platform that allows TV channels to provide round-the-clock interaction with the viewer. Regular posting on the official page of the TV channel activates the viewer's attention and stimulates discussions or emotional reactions. It also forms the connection to the page through notifications about new posts in the user's news feed. The growth of technological capabilities of digital technology and its price reduction, as well as the expansion of the geographical boundaries of high-speed Internet coverage and its affordability in general, have introduced a new form of communication between the media and the recipient.

The relationship between the TV producer and the audience through Facebook tools is of considerable scientific interest to identify the components of developing a strategy for their effective interaction.

Modern media space is constantly transformed under the influence of changes in the interests of the audience regarding information and ways to obtain it. Popular TV channels, to maintain and increase their rating positions, respond to the request of regular and potential audiences to receive messages from alternative sources. Facebook as one of the most popular social networks has become a platform for interaction between traditional media and audiences. A new type of communication requires a study of the components of its effective implementation.

The main conclusions and results of the study can be used in the practice of television production in the content planning of the official pages of TV channels in social networks and the establishment of more effective communication between the media and the recipient.

II. Research objective and methods
The purpose of the work is to study the peculiarities of building a strategy of effective interaction between traditional media, including TV channels, and the audience through the tools of the popular social network Facebook.

The methodological basis of the study is a combination of general scientific methods and approaches to studying the patterns and features of the functioning of Ukrainian high-rated television channels and their interaction with the Facebook platform. During this study, such general scientific methods as analysis, synthesis, generalization, logical methods were used. With the help of analytic-synthetic, logical methods, the initial theoretical positions, principles of identification, selection, analysis, synthesis, and generalization of research material are formulated. The analytic-synthetic approach allowed us to realize the key tasks of the research on the interaction of the leading Ukrainian TV channels of national broadcasting with their TV audience through the tools of the Facebook platform. The specifics of the study led to the widespread use of comparative analysis, which identifies features and patterns of interaction between traditional and new media based on official statistics and empirical studies of rating TV channels of national broadcasting on the social network Facebook. Comparative analysis of the content of the studied media allowed to establish some patterns of correlation between the activities of Ukrainian TV channels and their official Facebook pages: to determine the level of stability of interest of the television audience in their air TV content; establish the dependences of the daily average number of likes, reposts, comments and the number and frequency of publications; determine the dependence, on the one hand, the average daily number of likes, reposts, comments, and on the other – the diversity of form and content of publications; establish the dependence of the average daily number of likes, reposts, comments, and TOP publications; identify the components of communication between the TV channel and the viewer-subscriber; to establish the correlation of the total number of subscribers with the rating indicators of television viewings.

The empirical approach is based on the essential category of «activity»: the observation, generalization, classification, and description of research results, their implementation in the practical activities of people. The article presents the results of research of traditional and new media, their interaction. Media activities are presented in the context of ratings set by BIG DATA UA and the Television Industrial Committee. Using the comparative method, representation of rating TV channels of national broadcasting on the social network Facebook was analyzed.

With the help of statistical analysis, it was established: the number of publications on the official pages of rating TV channels on the social network Facebook (per month, per day, the average daily number of publications separately for each TV channel); calculated limit indicators (lowest-highest) of preferences, reposts, comments, distributions of publications; identified the most common types of publications.

Monitoring and content analysis were used for study on Facebook:
– filling the official pages of rating TV channels of national broadcasting;
– tracking the number of subscribers and reactions of viewers;

– identification of components of the organization of communication interaction with the audience;

– establishing the topics of TOP publications that give the highest indicators of the number of likes, reposts, comments, distributions.

The research operates with quantitative indicators, their comparison, which allows the visualization of the obtained results. Thus, visualization tools were used for the comparative representation of the number of subscribers of rating TV channels of national broadcasting; the average daily number of publications on the channel's page; the average daily number of likes, reposts, and comments.

III. Results

The analysis of the publishing activity of the representatives of the scientific communities of different countries, studying the issues of communication interaction of television and social networks, allows stating the high level of relevance, scientific and practical significance of this issue.

Social media analytics is widely used to study the popularity of online TV content, as the resources of Facebook and Twitter allow to quickly and with a broad audience to get feedback on the quality of television programs. The information received via the network is available regardless of the user's location, is regularly updated, has no volume restrictions, is visual, accompanied by a large amount of graphic information (photos, videos). In social networks, the status of passive recipients of information changes to active communicators and vice versa [8]. The number of tweets, subscribers, subscriptions, likes on Facebook and Twitter is determined to study the indicators of social networks for TV programs and their performance ratings. As a result, it was found that the activity of users on social networks has a positive effect on the rating positions of television programs. TV shows with more posts on Twitter and Facebook have the highest ratings. Research shows that social media is important for engaging viewers in television networks. The proposed analysis of social network brand identification can be used to improve the future economic performance of the media business [15]. The widespread presence of various audience categories in social media causes a new trend of communication interaction: television channels actively use social networking platforms to promote their programs and communicate with the audience of these programs. Analysis of the content of tweets from Twitter and popular programs on US television networks showed the use of Twitter by television networks. Besides, there was a significant positive relationship between the degree of use of Twitter and the ratings of television programs. Television networks have significant differences in the use of Twitter [19]. Information and communication technologies have contributed to the development of communication capabilities that allow for virtual interpersonal interaction in real-time, which led to the emergence of virtual social networks, which can be considered as a phenomenon of the information society [8]. In globalization, the penetration of information technology in all spheres of public life leads to the rapid development of social media, especially Twitter. Usually Twitter posts comments on television programs that can reach hundreds of thousands or even millions every day. Comments on Twitter can indicate the quality characteristics of a television program and supplement its assessment with a rating that consists only in terms of quantity. Analysis of comments from Twitter was performed using the linguistic method and support of Vector Machine. The results show that these combined methods can be used to analyze the mood of viewers from a television program with an accuracy level of 80% [17]. Researchers note the growing role of social media in achieving positive economic results. Therefore, it is important to study the relationship between social networking sites (SNS) and television ratings. Researching US network television programs, authors analyzed the indicators of messages and discussions on Facebook about 38 television programs and their Nielsen ratings. It was found that activity in social media is positively associated with performance ratings. TV shows that have more likes and discussions on Facebook have higher popularity ratings. The development of weak relationships is important for fans engagement in television shows. In the long run, it is necessary to establish strong relationships to establish a connection with loyal fans [14]. Under the influence of convergence processes, television is undergoing radical changes. In line with modern communication processes, the strategic positions of the media are being modernized: the transformation of models of the television industry is taking place. Changes in the model of activity of regional television corporations of Spain, which provided for the optimization of market positioning, are studied. The object of the study was Facebook posts from four major regional public television corporations (TV3, Aragon TV, TVG, Canal Sur). The following issues were studied: the focus of messages on the promotion of content, interaction with users, user interest, the impact of resources (photos, videos, links, hashtags), the number of subscribers and audience ratings. It was found that Facebook messages mostly advertise content, and interaction with users is very limited. Thus, television channels are in the initial stage of interaction with social networks, they need to develop a long-term strategy [9]. Comprehensive research is conducted, which covers both the study of posts on social networks and the rating of television media. The ratings of TV companies were studied by classifying user posts on the official website of the Komisi Penyiaran Indonesia (KPI), on social networks Twitter and Facebook. Television ratings were studied in two categories: television channels and television programs [10]. The rating of the television space testifies to the variability of viewers' priorities. Observation of the dynamics of the rating of a particular television program shows that at the beginning of the study, it was not very popular, but from the middle to the end of the show, the rating

rose sharply under the influence of posts on social networks. Researchers use mathematical models to justify the impact of social networks on the growing popularity of the program [18].

Modeling technologies are relevant and in demand in studying the relationship between television series and the target audience. The purpose of creating models of high-rated television programs is to form a decision support system that produces sound predictions about the success of investment in a new television series. The study uses methods of descriptive and predictive modelling to assess the continued success of television comedies. Models of a successful sitcom are formed, for which statistical indicators, ratings and factors are compared: character, director and screenwriter. Statistics show that all factors affect the rating and success of the show. Models form the basis for understanding the success of a television show and offer a solution for producers to increase the success of already created or future show. Empirical analysis shows that there is no universal model for predicting the rating or success of a television show [7]. Research shows the impact of audience messages on social networks on the popularity of television series. The mechanisms of influence of users' posts on social networks on the popularity of the series were studied. The factors of influence and their connection with the television rating have been established. The factors of forecasting the success trends of the series were determined. The results of the study contribute to the understanding of the impact of emotional messages of the audience on social networks on the popularity of television [16]. Numerous researchers and analysts emphasize the potential of Big Data to optimize forecasting of decision-making processes in various fields, to predict television ratings using Twitter data. The authors of this study analyze the interaction between television audiences and social networks, especially by Twitter data. The researchers classified the tweets for 14 US series according to the moods (positive, negative, neutral) with the original method based on the use of decision trees. The findings show and explain the significant connection between audiences and tweets [13]. Knowledge and consideration of information, educational, cultural needs of the target audience when creating the content of a new media project is an essential factor in its success. The study of television users realizes this goal to predict the rating of television shows. The popularity of programs is a vital indicator that affects the income of TV companies from advertising campaigns. To study the popularity of the programs, Twitter posts were analyzed to more accurately predict which TV show will become more popular in the future. The project uses different data retrieval techniques: Decision Tree, Naive Bayes, and XGBoost. A graphical user interface (GUI) has been developed that can help any user evaluate the show and predict its success [6]. Social networks (Twitter and Facebook) are a rich source of data about the customer's reaction to television programs and shows. The authors use standard methods of obtaining freely available content to analyze tweets and determine the rating of the show. This analysis can be used by producers and promoters of future shows to predict the ratings of their television projects [12].

Thus, we can say about the sustainable development of the following trends in communication:

– social media is an essential resource for optimizing the activities of television at different levels: television networks, television channels, television programs;

– publications on the official websites of television channels, Twitter, and Facebook on television topics contribute to the growth of viewer sympathy and, consequently, the growth of ratings in a competitive media environment.

The subject of the latest publications is quite branched. Communication convergence has a pronounced economic aspect, which contributes to the development of media business. The general problems of communication interaction of television and social networks are studied in the following aspects: the rating of television networks, programs; rating forecasting; functioning of social television; personalization of television programs; evolution of television genres; adjusting user behavior.

At the beginning of our study, it was necessary to determine the list of national TV channels with the highest ratings. The main source of monitoring data was the website of the National Council of Television and Radio Broadcasting of Ukraine, which published data from two rating agencies BIG DATA UA [9] and the Television Industrial Committee [1] with different technologies to determine the activity of television viewers. BIG DATA UA is «the first company in Ukraine, whose products are based on modern digital technologies, specializing in measuring the viewing behavior of the audience watching IPTV (Internet Protocol Television) and OTT (Over the Top, part of IPTV technology) services» [11]. For monitoring, Television Industrial Committee uses a «TV panel» technology. The television panel is «a system of quantitative representative panel TV audience studies, which record every second of TV watching using high-tech devices» [5].

Based on the published ratings for 2018–2019 [1; 2; 3; 4], we can conclude that both raters generally agree on the first nine channels within the Top-10 list, namely: «1+1», «Ukraine», «ICTV», «STB», «New Channel», «Inter», «2+2», «TET», «NTN». Thus, to study the representation of nationally broadcast channels on Facebook and to determine the level of their interaction with the viewer (feedback providing), we have performed monitoring and content analysis of the official pages representing exactly 9 TV channels, which have long been stable top positions in the ranking, including the fol-lowing: «Ukraine», «1+1», «ICTV», «nter», «STB», «New Channel», «2+2», «TET», «NTN» (Table 1).

Table 1

Representation of nationally broadcast rating TV channels on Facebook

TV channel	Facebook page, url:	Subscribers, people
ICTV	https://www.facebook.com/ICTVchannel	1 004 770
1+1	https://www.facebook.com/1plus1.ua	927 404
Ukraine	https://www.facebook.com/kanalukraina	601 319
STB	https://www.facebook.com/TVchannelSTB	551 813
New Channel	https://www.facebook.com/NovyChannel	506 443
Inter	https://www.facebook.com/Inter.ua	157 282
2+2	https://www.facebook.com/2plus2.ua	87 480
TET	https://www.facebook.com/tet.tv	76 047
NTN	https://www.facebook.com/ntn.channel	20 779

Each of these rated national TV channels has an official Facebook account. As seen from Table 1, the total number of subscribers does not correlate with the ratings of television viewing, except for the last three positions.

This trend is explained by the change in the type of audience – from an active viewer to an active Facebook user, with slightly different demographic characteristics such as age, gender, occupation, geography of residence (Figure 1).
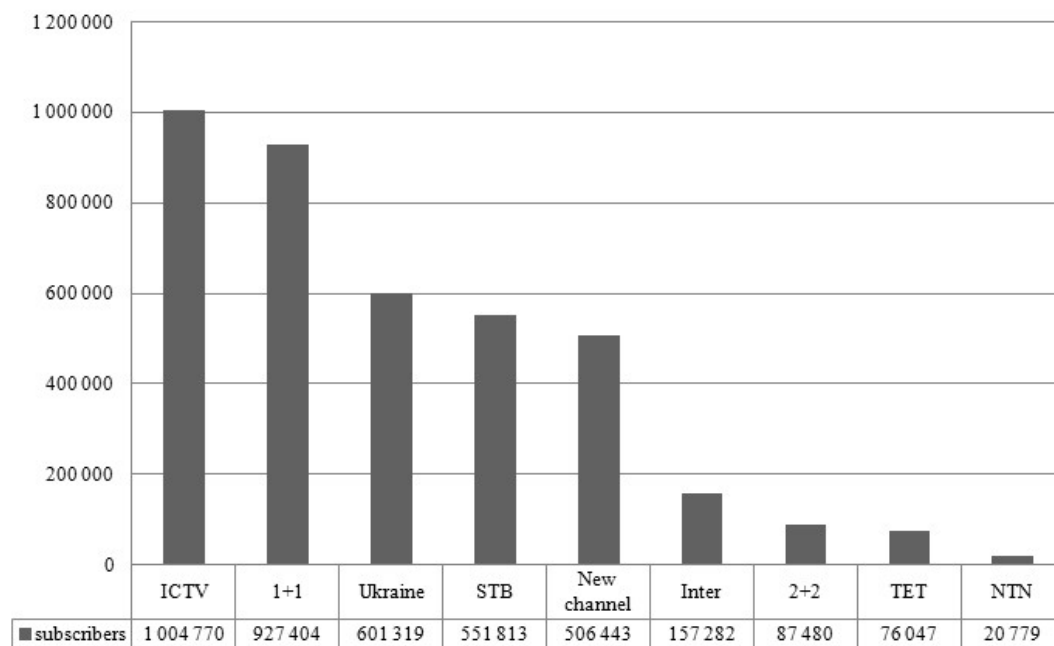

Figure 1. Comparative diagram of the number of subscribers of nationally broadcast top-rated TV channels

Having analyzed the monthly Facebook content of the Ukrainian top-rated TV channels, the authors found that each of the TV channels maintains an uneven frequency of publications. In terms of TV channels, the following number of publications per day was noted: «ICTV» – from 1 to 10; «1+1» – from 3 to 6; «Ukraine» – from 2 to 12; «STB» – from 7 to 10; «New channel» – from 2 to 6; «Inter» – from 5 to 12; «2+2» – from 1 to 3; «TET» – from 4 to 7; «NTN» – from 2 to 11. Based on the obtained results, the average daily number of publications was determined separately for each TV channel (Figure 2).

Further research revealed that the high daily average number of likes, reposts and comments does not depend on the number and frequency of publications. Based on the results shown in the diagram (Figure 3), it can be assumed that the level of interest and reactions of subscribers depends directly on the diversity of publications form and content.
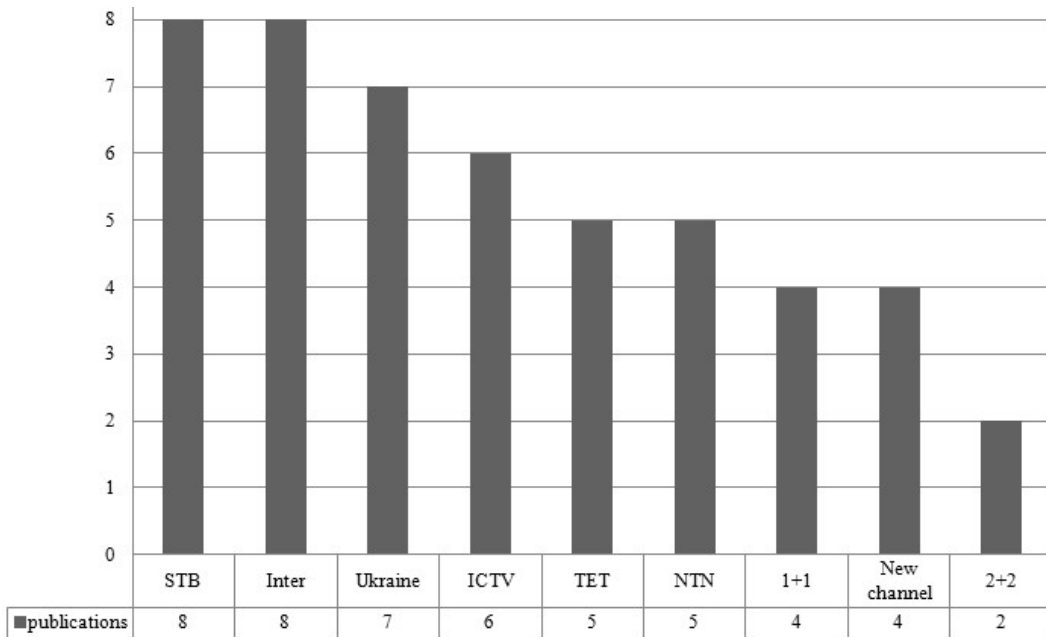
Figure 2. Comparative diagram of the average number of publications on the channels' Facebook pages per day

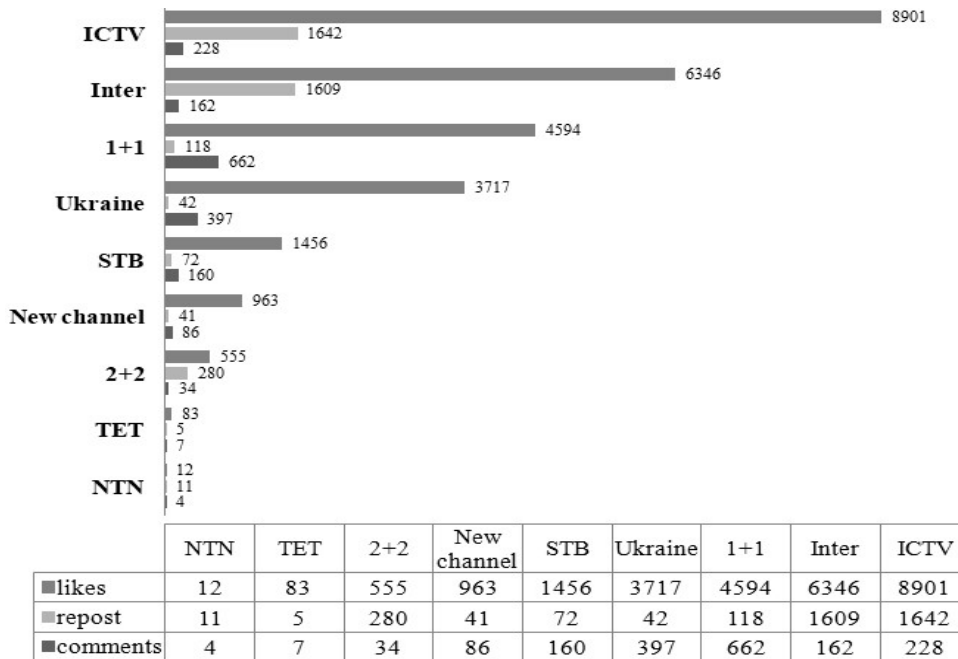|	NTN	TET	2+2	New channel	STB	Ukraine	1+1	Inter	ICTV
■likes	12	83	555	963	1456	3717	4594	6346	8901
■repost	11	5	280	41	72	42	118	1609	1642
■comments	4	7	34	86	160	397	662	162	228

Figure 3. Comparative diagram of the average number of likes, reposts and comments per day

It should also be noted that the number of reactions to some posts of the rating lead-ers differed significantly from the total array of publications, amounting to more than 10,000 reactions per publication, significantly affecting the daily average activi-ty of the target audience. Such popular posts may include greetings to famous media people; fragments of humorous programs; pieces or programs that reveal topics of public resonance. Messages of this kind receive more shares and comments from the followers. Likes are scarce or completely absent in publications containing program announce-ments.

As a result of monitoring the content of these TV channels' Facebook pages, the following components of communicative interaction between the TV channel and its viewer/follower were identified:
– uniform frequency of publications;
– relevance of publications;
– conciseness of publications;
– emotional coloring of publications;
– personification of the TV channel through a first-person appeal;
– approaching each subscriber by appealing to the second person;

– response to followers' comments;
– no rigid filtering of negative comments;
– high-quality visual support of the publication (video, photo or picture);
– live broadcasts;
– surveying the followers with closed questions;
– polls with open-ended questions that encourage discussion;
– personification of the TV channel with media people, in particular, TV presenters;
– creation of separate official pages for top-rate programs, providing links to them in publications.
The most common kinds of posts are:
– backstage photos and videos;
– humorous publications;
– announcements;
– greetings for media personalities;
– horoscopes.

Modern media space is constantly transforming under the influence of changes in the audience's interests regarding information and the ways to obtain it. Popular TV channels, in order to maintain and increase their rating positions, respond to the request of regular and potential audiences to receive messages from alternative sources, rather than television. One of the most popular social networks, Facebook, has gradually become a platform for interaction between traditional media and audiences. A new type of communication requires a study of the components of its effective implementation.

IV. Conclusions

As a result of the study, it was found out that the activation of the recipient's atten-tion does not depend on the frequency of publications, but on their content. To form the user's habit of constantly receiving information from the official Facebook page of the TV channel, page administrators should adhere to a stable frequency and con-tent diversity of publications. Thus, it was discovered that publications containing fragments of humorous programs, public response or congratulations to well-known media personalities receive the greatest number of reactions from viewers, as well as dissemination and commentary. Therefore, TV channels that have a small number of followers with a low activity level, should take into account the request of the au-dience for the above mentioned content. Besides, programs announcements that generally show a low level of interest among the audience should be combined with surveys that contain open or closed questions, appealing to the user in the second person singular or plural. It is also advisable to maintain discussion in the comments and to provide backstage videos, etc. An integrated approach and diversity in the form and content of publications will contribute to the establishment of stable and effective communication with the viewer.

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Пенчук І. Л., Комова М. В., Трегуб А. М. Складові комунікаційної взаємодії телеканалу з аудиторією через фейсбук

Метою *дослідження є виявлення особливостей побудови стратегії ефективної взаємодії традиційних медіа, зокрема телеканалів, та аудиторії за допомогою інструментів популярної соціальної мережі Фейсбук.*

Методологія дослідження *ґрунтується на використанні загальнонаукових і спеціальних методів: аналізу, синтезу, логічного, візуалізації результатів. Аналітико-синтетичний підхід дав змогу реалізувати ключові завдання дослідження взаємодії провідних українських телеканалів національного мовлення зі своєю телеаудиторією за допомогою інструментів платформи Фейсбук. Широко використано порівняльний аналіз, який визначає особливості та закономірності взаємодії традиційних і нових медіа на основі офіційної статистики та емпіричних досліджень рейтингу телеканалів національного мовлення в соціальній мережі Фейсбук.*

Результати. *Дослідження проведено в кілька етапів. На першому етапі – визначено перелік рейтингових українських національних телеканалів. Ці телеканали входять до ТОП-10 за версією провідних рейтингових агентств BIG DATA UA та Індустріального телевізійного комітету й представлені Національною радою України з питань телебачення і радіомовлення. На наступному етапі проведено моніторинг та контент-аналіз офіційних сторінок рейтингових українських телеканалів у фейсбуку для визначення середньодобової кількості дописів, реакцій, репостів та коментарів.*

Наукова новизна *одержаних результатів полягає у встановленні регулярності подання телеконтенту в соціальних мережах. Виявлено, що телеканали не зберігають стабільності частоти постів. Рівень зацікавленості аудиторії зростає не від частоти, а від змісту та форми дописів. Визначено семантичні особливості постів, що сприяють виробленню ефективної комунікаційної стратегії. Значну увагу користувачів привертають пости жартівливої, резонансної, вітальної тематики.*

Практичне значення. *Дослідження має як теоретичний, так і прикладний аспект. Рекомендації можуть бути використані телерадіокомпаніями для створення або покращення стратегій зворотного зв'язку та взаємодії з аудиторією.*

Ключові слова: *фейсбук, телебачення, підписники, публікації, рейтинг.*