

UDC [007 : [070 : 304] : 654.19 (477)

JOURNALISTIC INVESTIGATION ON UKRAINIAN TELEVISION

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The article deals with the varieties, subjects and tendencies of the functioning of investigative projects in modern television media. Journalistic investigations on leading Ukrainian TV channels, such as 1+1, ICTV, Channel 5, New Channel, UA: First are being studied. As journalistic investigations are actively developing on the Ukrainian TV in the context of democratization of society, so its influence is also growing. It was established that the thematic priorities of investigatory materials are: the fight against corruption, social and historical issues. TV investigations attract attention of the audience to problems and form public opinion, thus becoming a catalyst for the civil society development. It has been concluded that the effectiveness of the indirect influence of journalistic investigative projects is higher, than their direct influence. As important tendencies of investigative journalism have been determined the orientation of the media to direct dialogue with the audience for identification and research of socio-important issues and apparition of media investigation groups in the public sector. Based on such characteristics of Ukrainian investigative projects, the desire of the media to serve as means of informing and means of influence is intensified.

Keywords: *journalistic investigation, investigative journalism, investigative project, TV investigation.*

Set of the Problem. The key to democratic development of society lays in freedom of speech, which is largely manifested in the media, in particular, in journalistic materials on investigative subjects. The journalistic investigation can be called the youngest and, at the same time, the most noticeable, the most influential and such phenomena, which causes a considerable public interest. Although, in general, on television in Ukraine there is a lack of investigative material, during the recent years journalistic investigations have been successfully developing on Ukrainian TV channels. In today's realities, there is an active formation and scientific reflection on investigative journalism, as well as the formation of a civil society, from the level of which depends on the demand for such media texts and their effectiveness. Taking this into account and considering the available empirical directions, it is necessary to outline the tendencies of development of TV investigations and to characterize the conditions on which it functioning in TV format depends.

Aim of the Article is to investigate television broadcasts of the studied topics on the materials of all-Ukrainian TV channels, to identify thematic priorities of investigations, to clarify the problems, trends and conditions for the functioning of television investigation projects in contemporary television media.

Analysis of Recent Researches and Publications shows that studying of journalistic investigations is really very popular nowadays among the theoreticians and practitioners of journalism. Researchers in this sphere are very interested in investigation, because it not only draws the attention of our society to the most acute and painful problems but is also aimed to seek possible solutions to these problems. A lot of Ukrainian and foreign researchers are interested in journalistic investigation. Among the Ukrainian scientists who devoted their works to problems and specifics of journalistic investigation, we should name O. Hlushko, I. Khomenko, O. Khomenok, I. Paslavskiy, L. Vasylyk, A. Yakovets and others. Such foreign researches as S. J. Berry, H. de Burgh, M. Feldstein, B. Houston, M. L. Hunter, R. E. Gomez, & M. T. Sandoval-Martin, G. McFadyen, M. Machill, & M. Beiler, A. Konstantinov, D. Nerenc, C. Raphael, Iu. Shum, F. Shen, & Z. Zhang, A. Tertychnyj and others applied to consideration of problems of journalistic investigations. The analysis of their works testifies that the only one approach to understanding of journalistic investigation simply does not exist. Almost every media expert gives his own definition of journalistic investigation. Obviously, it is impossible to narrow all scale of investigations to one laconic sentence. Researchers include into notion of journalistic investigation two aspects: genre and method. Difficulties in research of this topic are also connected with the systematization of the different approaches to charts, stages and methods of creation of such investigative materials. At the same time, in spite of the media experts' attention until now the detailed analysis of journalistic investigation has not been carried out in the Ukrainian TV space. Taking into account what we had mentioned above, it is expedient to research TV products of investigative subjects, comprehension of their features, and analysis of professional journalists' works in Ukraine.

The Main Material of the Research. In spite of the fact, that the definition of journalistic inquiries varies, scholars and practitioners have a fundamental agreement on its core components. It is believed that the journalistic investigation is characterized by a comprehensive consideration of the problem, a thorough examination of the facts, the clarification of the circumstances, and a thorough work with the sources of information. The subject of investigations is wide, covering various aspects of life. Often, investigators are actively turning to the following topics: public finance and public procurement, privatization, land allocation, corruption, investigation of political crimes, compliance with ecology and environmental legislation, human rights violations, social crimes, public health, education, housing and communal economy, historical mysteries.

Researchers believe that on the Ukrainian television the classical investigation appeared only in 2004 — this is “Closed zone” by V. Aryev. Instead, in the western countries, a journalistic investigation had from centuries to several decades for the development of methodology, technology, genre system, etc. Also during this time a system of reactions to investigations and requirements to it for readers and spectators had been worked out (Yakovets A., 2009, p. 158). Of course, without any traditions, the understanding of the essence of the investigation and diversity of its TV interpretation is rather incoherent, but this also testifies that the formation of the genre is gradually taking place, and certain standards begin to develop. Last but not least, society should articulate the qualitative need for such materials (Vasylyk L., 2012).

Today, the media, primarily TV, are using actively this genre of journalistic creativity. Virtually all TV channels offer programs of an investigative nature. Media texts of investigative subjects are enormously popular nowadays. Professionally held investigations on the basis of competently collected and verified information become journalistic masterpieces.

New Channel, for example, has several investigative projects, including “Indention”, “Swindlers in networks”, “Inspector”, “Cheap and angrily”, “Secret agent” and others. As the channel positions itself as “merry, original entertaining, the most attractive for a young audience” (<http://novy.tv/>), in that case journalistic investigations are conducted in the declared key.

“Indention” is a project in which the investigation is carried out, as they say on the channel, “with humour, irony, improvisation and practical use for the viewer”. Actual vital questions, details of resonant events and loud stories get under the breech-sight of “Indention”. Journalists pick up a theme, based on emails and viewers videos, and try to solve the problem. “We take a topic from you, and give investigation instead,” — that’s the “Indention” logo (<http://abzats.novy.tv/>). In particular, it is possible to highlight the following telecasts among the investigations, as: “How detergents get in the human body with food”; “On what dishes in a cafe most cheat in weighing”; “Where do students wash in basements in Ukraine and in which dormitories are cycle parking installed?”; “Why do Ukrainians go to America?”; “Parents are brute”, and others.

In 2017 New Channel launched the “Secret Agent” program. Each of the releases is a separate film-investigation, which shows the viewers functioning of enterprises, recreation facilities and services from inside. Project journalists are hired to work in these places and find out, how things are going on in the area under study. The object of verification is selected based on customer feedback or complaints. Thanks to the special mobile laboratory, with the participation of experts, viewers learn to recognize low-quality goods and services. After a journalistic investigation, the “Secret Agent” program awaits the viewers on a post-show, where all the things seen are discussed by representatives of both parties — consumers and business owners. Experts, witnesses, and authorities are present in the post-show studio, and answer to complex questions, give advices. The main idea of the program is to show the audience how to protect themselves from unscrupulous workers and producers.

“Inspector” is a program on the quality of service facilities, broadcast on the air since 2011. The audience is witnessing the inspection of restaurants, hotels, water parks, beauty salons, shops, parks, kindergartens, etc. Evaluation criteria: exterior, interior, quality of service, cleanliness, pricing policy, safety. The purpose of the auditor is to show the audience what the service should be like and how to protect its rights, as well as help the employees and owners of the institutions to improve. The program “Inspector” declares that it does not cooperate with institutions and does not advertise them, also it does not receive monetary reward for a visit and shooting in their territory, and all expenses are paid by the New Channel. After the audit, viewers can discuss the situation in the post-show “Passion after Inspector”, where there are auditors, experts and representatives of the institutions where the audit had been conducted before. In post-show

the controversial aspects of audits and the decisions of the auditor are discussed, also how these decisions changed the fates of the heroes.

During the period of existence on the air “Inspector” has gained popularity, recognition and awards. In 2012, “Inspector” was included in the Ukrainian Book of Records in the nomination “People’s Recognition in Social Networks”, getting 72 thousand likes on its Facebook page. In 2013, “Inspector” received the national prize “TV Triumph” in the television sphere, and also became the winner of the prize “TV Favourite”.

New Channel is positioning itself as a television for a youth audience from the age of 14, so even a journalistic investigation has an entertaining character. On the New Channel, we will not see the disclosure of large corrupt schemes, the investigation of resonance cases, but we will be able to use a journalistic investigation while choosing a good meal in the restaurant or cafe, to buy high-quality sweets, to travel cheaply, that is, to get information useful in everyday life.

The ICTV channel has formed a series of investigative projects: “More than Truth”, “Civil Defence”, “Insider”, which familiarize us with various aspects of public life. The journalists of the “More than Truth” project strive to “see from inside what about people say everywhere, but still do not have any confirmation; they try to understand the intricacies of loud scandals that are silenced, to find out the preconditions and the possible consequences of corruption schemes”.

The project “Civil Defence” covers military and political secrets related to Ukraine, unknown historical facts and events, as well as the latest military developments in science and technology, politics and geopolitics. “Civil Defence” shows the citizens a lot of things which have been hidden from them, and destroys the myths imposed on by the enemies of the country.

The team of the journalistic investigations project “Insider” gives viewers the opportunity to learn from reliable sources about facts of socio-political life, previously not available for public. “Insider” is a program devoted to topical issues that are of main concern in contemporary society. “We have found those who know, and are ready to speak. These people are “insiders”, so-called “connoisseurs”, “consecrated”, “professionals”, those who know. Each release has new unique testimonies. And a large-scale investigation based on insider data” (<http://ictv.ua/>).

On Channel 5, such investigative TV shows as “Stop Corruption”, “Accent”, “Time Machine” and others are released. “Stop Corruption” is a project of journalistic investigations that shows corruption and abuse, and aims to close all the ways for bribery; its aim is to work out an effective anti-corruption plan. Exclusive feature of the program is consultation of lawyers, experts on the problems of citizens, qualified legal assistance, advices how to properly arrange documents and where to apply in order to punish the corrupter.

Another project of journalistic investigations is “Accent” – a program about the corruption schemes, their authors and victims. This TV program of journalistic investigations in a meaningful and simple language demonstrates a real picture of the corruption realities and abuses of the authorities in Ukraine. The authors of the program find and show participants of the corruption schemes, as well as those who became victims of corruption abusers.

“Time Machine” is a historical educational and cognitive project that reveals the secrets of the past for a qualitative understanding of the future. Journalists and experts highlight the mysteries of history, the unique secret documents that were still unknown, tell about the epochal figures that influenced history, unique archival documents that highlight the present events, changing the perception of history as a whole.

A number of investigative projects which are released on 1+1 TV channel are: “Money”, “Life without Fraud”, “Secret materials”, “Ukrainian sensations”, “New Inspector Freimuth”. A vivid example of high-quality journalistic investigations in Ukrainian media space is the “Money” project, launched in 2010. The project investigates economic, social and financial problems. Among the investigations of the “Money” program are: “Who and how uses money in prisons and of the prisoners”; “Organs abduction: how black transplants work”; “Journalistic “hunting” for paedophiles”; “The whole industry of lying witnesses is working in Ukraine”; “Ukrainians deprive of their relatives, putting them to institutions for treatment”, etc. It is worth noting that the program is full of sarcastic images, which journalists use during their work. Presenter in his speech usually makes some critical evaluations and judgements, concerning Ukrainian politicians and businessmen, whom he, for example, may call “stupid”. But we should also underline the fact that this project is one of the most successful in the field of journalistic investigations. For the period of existence, the project “Money” received a number of awards, including the prize “TV Triumph–2011” and “TV Triumph–2012” both in the category “Special Reporting”, the prize “TV Favourite – 2012”.

At the same time, the popularity of the project is not limited to linear television. The program team opened public reception offices in two cities of Ukraine — Dnipro and Zaporizhzhya, where journalists accept applications for investigations. “We really appreciate the fact that viewers trust our team and come to us from all the corners. But it is a pity that so many people are facing corruption, tyranny and lawlessness in our country, and need our help,— comments the leader and creative producer of the project, O. Dubinsky. — All the received stories will be carefully considered, and the most resonant of them will become topics of journalistic investigations in the program “Money”. “Public Reception” is a special project of the “Money” program, which investigates the most urgent economic and financial problems of the country. This improvised reception is designed for ordinary citizens and gives everyone the opportunity to speak, tell about the injustice or corruption that has encountered in life. The program has an official page in Facebook. In addition, materials for a journalist investigation can be provided on the website of the “Public Reception” (“More than 300 Ukrainians”, 2017).

Rather interesting is the investigative program “Life without Fraud”. It was launched in 2012, and its format was updated in the autumn this year. The main task of “Life without Fraud” is to raise the knowledge of society about food products, to help the customer to choose the most useful and the best products, and to force manufacturers to produce better products and enhance the overall culture of consumption. Each issue of the program is devoted to the study of a certain category of products, for example, dairy products, sweets, seafood, meat products, etc. The program “Life without Fraud” involves investigations as reputable experts, as well as ordinary consumers.

Another program of 1+1 channel, “Secret Materials”, is a investigative project aimed at helping viewers to discover a specific problem, to get rid of myths, and to highlight credible information that will help viewers in their everyday lives. Each air of the program is a separate author’s special report devoted to a certain actual topic. It talks about the secret schemes of enrichment in the state, sensational facts about the houses and property of those in power, and the activities of sabotage foreign groups on the territory of Ukraine.

“Ukrainian sensations” is another project on the channel 1+1, which was shot in 2012 and has been successfully broadcasted till nowadays. The concept of the program is the production of author’s documentaries. In the course of the investigation, journalists collect and process a large number of facts enough for a complete film. The project talks about events that rocked all over the country, and discloses exclusive details and unknown facts about Ukrainian politicians, athletes and stars from show business. “Ukrainian sensations” show and analyze everything that was previously classified as “top secret”.

In the “New Inspector Freimuth” program journalists explore how consumers’ rights are protected in schools, maternity homes, public transport, entertainment centres, supermarkets, kindergartens. Audits are carried out in different cities of the country. “We will shed light on robbery pricing and fakes, we will disclose who is hiding behind masks of caring teachers, highlight how spoiled food is served under the mask of good one ... To make the revision as much objective as possible, in the project several unprecedented experiments are conducted, and famous experts who will comment on the problem from a professional point of view are being engaged in the process” — it is said on the channel’s website (<https://1plus1.ua/>). “New Inspector Freimuth” program has a Facebook page featuring nearly 25,000 followers (<https://www.facebook.com/inspector.freimut/>).

To journalistic investigations on the Ukrainian television we refer the TV program “Schemes: Corruption in Details”. This is an anti-corruption TV program of journalistic investigations, a joint project of Radio Liberty and the TV channel “UA:First”. The work of TV journalists demonstrates a thorough process of working out various sources of information and using of various methods of gathering information. A journalist of the Scheme program V. Yehoshyna received a prize at the Vasyl Sergienko Journalistic Investigation Competition for the special project “Heritage in Ruins”. This is an investigation of 24 buildings in Kyiv that have historical, cultural or architectural value, but have been left by their owners and are in an awful condition.

It should be noted that during TV shows, journalists often do not receive a clear answer to informational requests. Therefore, the TV program team practices the submission of a request from a people’s deputy, which, as a rule, provides a more complete answer. In one of these issues was S. Leshchenko, who, by his own information request, obtained for journalists important information for investigation.

By expanding information on buying of elite houses, expensive cars, night deputies visits to the General Prosecutor’s Office, purchasing of historical monuments by officials, millions of proceeds from illegal business and many other crimes of Ukrainian tops, journalists give the audience an opportunity to make their own conclusions. Reporters

face the audience as real fighters for the truth. Moreover, their investigations forced to work Ukrainian legislative bodies. In particular, the police renewed the investigation concerning the case of theft from the Cabinet of Ministers of valuable paintings after the claim of “Scheme” journalists in the framework of the preparation of the material “In Search of the Lost Art Works” (“The Police Renewed Investigations”, 2017).

Journalistic investigation foresees careful stage-by-stage work, search of informative occasion, specification of subject of investigation, aims and methods, establishment of hypothesis, verification of hypothesis, exposition of basic information. It foresees work of journalists with plenty of sources, end-point of which must become complex consideration of the problem with concrete conclusions and prognoses. Investigative projects use such sources of information as documents, testimonies of eyewitnesses of events and offenders, opinions of experts, and others like that. In the reporter’s — investigator use there are such methods of collecting information as analysis of documents, questioning, interview (inclusively with a phone call), informative queries, hidden supervision, and sometimes experiments.

The personal safety of journalists during his or her professional activity is an open question. Quite often investigative reporters become the victims of physical attacks, their activity is hindered by removing of materials and equipment

Conclusions. The journalistic investigation has passed a significant way on Ukrainian TV. Today, each channel has investigative projects. The release of such a format, provoked by the interest of the audience, in turn increases the ratings and popularity of TV channels. Judging by such tendencies, journalistic investigations will continue to actively win the Ukrainian space. Therefore, leading TV channels are interested in opening new qualitative and improving existing investigative projects.

The thematic priorities of investigatory materials are social and historical issues, on the one hand, and the fight against corruption and abuse of officials on the other. The investing subjects of the first group have a practical and applied value, give nutritional counsellors, treatment, visiting the public places, shopping, etc. As to the investigations of the second thematic group, the very fact of their existence under Ukrainian realities is positive.

Functioning of investigative projects meets the requirements of a democratic society, positively affects social development. The journalistic investigation serves as an instrument for combating the criminal acts of politicians, officials, businessmen. Consideration in the media of specific resonance cases contributes to the general understanding of the possibility of a real fight against corruption and other negative phenomena, which in turn strengthens the citizens’ faith in the country’s successful future.

Of course, the indirect role of the media is to highlight an anti-social phenomenon, to form an attitude towards it. Regarding the direct impact, it should be said that the efforts of journalists are still not very efficient. It must be admitted that the disadvantage of Ukrainian programs of investigative subjects is that after their release, there is no further social and legal response. Therefore, it is impossible to say today that a journalistic investigation fully fulfils its public functions. At present, TV investigations draw attention of the audience to problems, formulate public opinion and only later, as a result

of a long process, some changes become possible, that is, such materials become a catalyst for the formation of civil society. At the same time, many examples of the effectiveness of journalistic investigations are observed today. Thus, the media organize an investigation in response to appeals or complaints of viewers, create public reception rooms, and work in social networks, practice post-shows based on the results of previous investigations.

On the basis of such phenomena, journalistic investigative projects are intensifying, and the desire of the Ukrainian media to be both a means of informing and a means of influence increases. Significant tendencies in investigative journalism tend to focus on a direct dialogue with the audience on the identification and study of socio-important issues, and the emergence of media-based investigation groups in the public sector.

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ЖУРНАЛІСТСЬКЕ РОЗСЛІДУВАННЯ НА УКРАЇНСЬКОМУ ТЕЛЕБАЧЕННІ

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Досліджено різновиди, тематика, тенденції функціонування розслідувальних проектів в сучасних телевізійних медіа. Розглядаються і журналістські розслідування на провідних українських телеканалах: "1+1", "ICTV", "5 канал", "Новий канал", "UA:Перший". Журналістське розслідування активно розвивається на українському ТБ в контексті демократизації суспільства і паралельно зростає його впливовість. Встановлено, що тематичними пріоритетами розслідувальних матеріалів є боротьба з корупцією, соціальна й історична тематика. ТБ-розслідування привертають увагу аудиторії до проблем, формують громадську думку і таким чином стають каталізатором розвитку громадянського суспільства. Зроблено висновок про більшу ефективність опосередкованого впливу журналістських розслідувальних проектів, аніж їх безпосередню результативність. Важливими тенденціями розслідувальної журналістики визначено орієнтацію

медіа на безпосередній діалог з аудиторією для виявлення і дослідження суспільно важливих проблем, вихід медійних розслідувальних груп у громадський сектор. На базі таких характеристик українських розслідувальних проєктів посилюється прагнення медіа бути як засобом інформування, так і засобом впливу.

Ключові слова: *журналістське розслідування, розслідувальна журналістика, розслідувальний проєкт, телевізійне розслідування.*

Стаття надійшла до редакції 17.05.2017.

Received 17.05.2017.