

Заключение. Изучение приемов работы с шерстью, изготовление различных по сложности изделий на занятиях увлекает детей, побуждает их к фантазии и творчеству. Работы из шерсти могут быть использованы в качестве выставочного материала или украшения интерьеров учебного заведения. Данный вид искусства актуален в работе с детьми. Во-первых, – это необычная и креативная работа, которая способствует развитию индивидуальности, любознательности, усидчивости. Во-вторых, ребенок наглядно видит ценность любой незначительной вещи, что способствует развитию у учащихся трепетного отношения к моральным и духовным ценностям.

TELEVISION OF VITEBSK UNIVERSITY AS A TOOL FOR THE FORMATION OF THE MEDIA SPACE OF THE VITEBSK STATE UNIVERSITY NAMED AFTER P.M. MASHEROV AND COMPETENCES OF STUDENT YOUTH IN THE FIELD MASS COMMUNICATIONS

Herhayeu A.R.,

the student of the 4th year of VSU named after P.M. Masherov, Vitebsk, Belarus

Research supervisor – Makhinya O.V., Assistant Professor

The media space is an open social system that is created by the interdependent integrity of relations between producers and consumers of mass information transmitted through mass media. At Vitebsk State University named after P.M. Masherov, there is a ramified structure of means of interaction with society. The work on the coverage and presentation of the activities of the university as an educational, scientific, research and socio-cultural center of the Vitebsk region is carried out by the VSU Media Center, created as a tool for the formation the internal media space of the university and ensuring its presence in the external information field for the implementation of a more ambitious purpose - the popularization of VSU named after P.M. Masherov as the leader of the region in the educational environment [1]. One of the activities of the Media Center is the coverage of VSU events using the corporate audiovisual media – Television of Vitebsk University.

The purpose of the research is to analyze the influence Television of Vitebsk University (TVU) on the formation of the media space of the Vitebsk State University named after P.M. Masherov and the competencies of student youth in the field of mass communications.

Materials and methods. The development of TVU has been studied during the period from 2011 to 2020. In particular, the video content created by TVU in 2020 was analyzed. To solve the problem, the analysis and classification method was used.

Findings and their discussion. In 2011, at the Vitebsk State University named after P.M. Masherov, the university student internet television was created [3; 84]. It served as educational and corporate television. Students from different faculties took part in the work of the television under the guidance of experienced mentors. Thus, the whole production of video content was organized. The list of programs consisted of permanent ("News", "Question of the day", "VSU: destinies", "Here. Today. Now") and thematic ("Alternative stories", "Top millennium", "With jokes", "Reporter", "We live with taste", "Chip", "Vitebsk. History around us", "From Russian into Russian", "Familiar strangers") headings. They covered the educational, social and cultural life of the university.

In the future, TVU began to pursue the purpose of creating a unified information field for VSU to form a corporate image. The factors influencing the formation of the image can be divided into external (projected by the external environment) and internal (projected by the internal environment). Internal ones can include: corporate culture, manifested in the vision, mission, as well as the official policy of the enterprise, reflected in visual elements, development history, product quality, marketing communications and information distribution channels. External factors do not come from the enterprise and seem to be more objective. [2; 98].

In 2017 at the Vitebsk State University named after P.M. Masherov, a separate structural unit was created - the VSU Media Center. It was formed by combining and supplementing corporate mass media (official internet portal vsu.by, online-journal VSUonline, TVU). The main tasks of the Media Center were: development of the information and communication space of the university; ensuring the functioning of corporate media and information support of the university website; development of students competencies in the field of information communications, the formation of a platform for the creation of student multimedia projects [1].

Television of Vitebsk University, as a component of the Media Center, is an audiovisual media that not only tells us, but also shows how does the VSU live. The staff of the Media Center and students (presenters, correspondents, cameramen and editing directors) work on the creation of news stories, thematic programs, documentaries, advertising and social clips, TV versions of lectures and concerts. Filming of programs takes place at a video studio or directly "on the spot". The finished content is posted on YouTube video hosting.

In 2020, TVU updated its format and carried out a rebranding. New thematic programs of educational, scientific, informational, cultural and educational nature have appeared. Among them are "VSU LIVE", "Open", "VSUstart 2.0", "Acute reportage", "Rules of life", "Do the right thing", "Big reportage", "Marathon of congratulations", "About art", the international project "VSU PLANET". So, in the period from January to December 2020, more than 80 videos were prepared and released. For the first time in 9 years, the YouTube channel Television of Vitebsk University has become a platform for conducting Online Open Doors Days. Future applicants and their parents could learn almost everything about the university, ask and receive answers to their questions in real time. Also, the TVU team creates products to promote and popularize the brand of Vitebsk State University named after P.M. Masherov as a flagship in the educational services market of the region and a reliable business partner in the foreign market.

Conclusion. Based on the analysis of the activities of TVU in 2011-2020 we can conclude that it radically affects the formation of the media space of the Vitebsk State University named after P.M. Masherov and the competencies of student youth in the field of mass communications. TVU is engaged in the full cycle of video content production, from script development, search for necessary materials to filming and editing. Also it serves as a platform for the creation of youth initiatives. TVU as a corporate audiovisual media of the VSU Media Center is a tool for the formation of corporate culture and team spirit of the university. It brings together like-minded people and professionals in their field to achieve a common goal.

1. Vitebsk State University named after P.M. Masherov [Electronic resource]. - Access mode: <https://vsu.by/>. - Access date: 03.03.2021.
2. Грабельников, В.А. Развитие корпоративных СМИ в новой медиа среде: на примере интернет-портала: дис. канд. филол. наук: 10.01.10 / В.А. Грабельников. – Москва, 2012. – 207 с.
3. Гриневский, Ф.Н. История развития телевидения в Витебском государственном университете имени П.М. Машерова / Ф.Н. Гриневский // Современное образование Витебщины. – 2018. - №2. – С. 81-85. – 12 фот.

ГРАФИКА ЕВРЕЙСКИХ ХУДОЖНИКОВ В КОНТЕКСТЕ БЕЛОРУССКОГО ИЗОБРАЗИТЕЛЬНОГО ИСКУССТВА XX ВЕКА. КРАТКАЯ ИСТОРИОГРАФИЯ ВОПРОСА

Гефтер Л.М.,

магистр ВГУ имени П.М. Машерова, г. Витебск, Республика Беларусь

Научный руководитель – Махиня О.В., ст. преп.

Еврейское происхождение имели многие белорусские художники, проявившие себя в сфере графического искусства. В целом, однозначного ответа на вопрос «Что такое еврейское искусство» не существует. И потому, когда мы говорим о разных его формах, в которых проявили себя еврейские художники, это всегда актуально. В силу территориальной разрозненности, искусство евреев не имеет единого, четко определённого стиля, но у мастеров существует своя собственная манера трактовать это понятие.

Цель исследования – рассмотреть различные источники, касающиеся развития графического искусства в Беларуси, а также развития графики еврейских художников XX века.

Материалы и методы. В ходе исследования, в том числе, были использованы материалы, приведённые в списке литературы, а также классификационное поле источников разного типа. Применялись следующие методы: описательно-аналитический, методы анализа и синтеза.

Результаты и их обсуждение. Рассмотрим одни из самых значимых источников, изучение и использование которых позволило акцентировать внимание на необходимых моментах.

В книге Владимира Рынкевича «Асобы і вобразы» освещены истоки формирования белорусской графики как отдельного вида изобразительного искусства, рассказано, каким образом она развивалась в XIX веке и далее. Материал структурирован по хронологическому принципу.