

7. ИСТОРИЯ, ТЕОРИЯ И ПРАКТИКА ВИЗУАЛЬНЫХ ИСКУССТВ

THE SPECIFICITY OF ORGANIZING AND HOLDING FESTIVALS AND COMPETITIONS OF YOUTH MEDIA PROJECTS

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A media project is an independently developed and manufactured media product that has a subjective or objective novelty using modern media technologies. A media project is considered as a type of media art, i.e. art, the works of which are created and presented with the help of modern information and communication technologies, mainly such as video, computer and multimedia technologies [2]. Vitebsk State University named after P.M. Masherova has experience in creating high-quality media content. 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. The works of the media center annually win prizes at national and international festivals and competitions.

The purpose of the study is to identify the features of holding youth festivals and competitions of media projects on the example of the Republican youth festival-competition “MEDIASFERA” and the Interuniversity competition of student films “Videoradius BNTU”; to analyze the effectiveness of the participation of the VSU Media Center in festivals and competitions.

Material and methods. The material for the study is the history of youth festivals and competitions of media projects in Belarus. To solve the tasks set, an integrated approach was used, which included a number of methods: chronological, sociological, comparative and system-analytical.

Findings and its discussion. Youth festivals and competitions of media projects are held in order to identify and support talented young people whose work carries spiritual, moral, aesthetic values, innovative and original ideas. The contestants are taking their first steps in photography, printing, film and video art. The tasks of such forums, as a rule, are: creation of a favorable environment for the implementation of the active creative, life and citizenship of the Belarusian youth; strengthening cultural ties between pupils and students of institutions of general secondary, vocational, secondary specialized and higher education of the Republic of Belarus; formation and promotion of the image of the educational space of the Republic of Belarus.

The subject and procedure for holding such competitions and festivals is determined by the organizers, which are the higher educational institutions of the Republic of Belarus. In this regard, most often students from 14 to 31 years old can become participants in the following categories: students of I and II levels of full-time, evening and correspondence forms of higher education of higher education institutions; students of institutions of general secondary, secondary specialized and vocational education. In rare cases, the organizers allow students of secondary schools, gymnasiums and lyceums to participate.

As a rule, youth festivals and competitions of media projects provide for various nominations in the field of print journalism and web journalism, visual arts, and communication technologies. For example, the Republican youth festival-competition “MEDIASFERA” traditionally offers participants a wide range of nominations, including: “Print media”, “Electronic media (TV and radio)”, “Photo project”, “Internet project”, “Communication project” [3]. Interuniversity competition of student films “Videoradius BNTU” has a more targeted and narrow format. Only students and undergraduates of institutions of higher education of the Republic of Belarus (except

for creative professionally oriented universities) can take part in it. Author's videos of various genres and styles are accepted for participation in the competition [4].

In most youth festivals and competitions of media projects, their program includes master classes and creative meetings with leading experts in the field of audiovisual arts, journalists of the largest domestic editorial offices; film forums and film shows are held with the participation of specialists in the field of television and cinematography.

In 2017, at 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 media (the official Internet portal vsu.by, the Internet magazine VSUonline, TVU). The main tasks of the Media Center were: development of the information space and communication environment of the university; development of modern technologies in the field of presentation and transmission of information (Internet television, print, electronic media, social networks, etc.); ensuring the functioning of its own (corporate) mass media and information support of the university website; development of students' competencies in the field of information communications, formation of a platform for creating student multimedia projects [1].

The Vitebsk University Television team creates promotional products to promote and popularize the brand of Vitebsk State University named after P.M. Masherov as a leader in the educational services market of the region and a reliable business partner in the foreign market.

The VSU Media Center is a regular participant and multiple winner of various youth festivals and media project competitions. So, in 2020, the VSU Media Center became the Laureate of the 1st degree of the XIV interuniversity competition of student videos "Videoradius BNTU - 2020"; the VSUstart project was awarded the 1st degree Diploma in the nomination "Audiovisual Media (TV, Radio) (professionals)" of the Republican Youth Festival-Competition "Mediasphere - 2020". In 2021, the TVU team won in the nominations "Best VLOG", "Best promo video", "Best reportage", "Best clip" at the XV interuniversity student video competition "Videoradius BNTU - 2021"; student online magazine "VSUonline" received a 3rd degree diploma in the nomination "Internet project" (category Pro) of the III Republican competition of youth projects "Mediasphere - 2021".

Conclusion. Based on the analysis of the process of holding domestic youth festivals and competitions of media projects, the following features of their conduct can be distinguished: such cultural forms are held on a fairly large scale with the involvement of experts in the field of audiovisual arts, journalism and communication technologies; participation in such events can most often be taken by young students, but restrictions are not excluded both by age and by the professional orientation of the educational institution. The analysis of the participation of the VSU Media Center in youth festivals and competitions of media projects resulted in numerous awards and recognition of the activities of the creative team of like-minded people at the republican level.

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