CONTRASTIVE ANALYSIS OF BUSINESS EDITIONS
“DELOVAYA NEDELYA” (UKRAINE) AND “THE FINANCIAL TIMES” (GREAT BRITAIN)

Abstract. The typological analysis of the English newspaper “The Financial times” and the Ukrainian newspaper “Delovaya nedelya–FT” is made according to the scheme suggested by M.Shkondin. The author of the article defines the similar and distinctive features of these editions.

The British newspaper from the beginning of its founding positioned itself as an edition that focused on the industrial, economic and financial circles of the country and represented the business district of London - City. Starting its activity with information service of highly specialized elite audience, the newspaper evolved into a universal edition over the years, which, in addition to economics and finance, covered a wide range of topics and issues from public life to art and culture. However, the starting point of the editorial policy is always economy in national and global contexts.

In recent decades, there have appeared many small shareholders among the readers of the newspaper, but it did not change its nature: the newspaper is not acting as a mentor; it is a business and financial informer, commentator and analyst. “The Financial times” is far from the economic theory; it does not teach and does not give explanations, but it carefully and thoroughly examines the events, comments competently on the analytical level and highlights the causes and consequences.

The Ukrainian publishing house “Stolichnye novosti” began publishing a nationwide business newspaper “Delovaya Nedelya–FT” under a license from “Financial times”. However, the concept of Ukrainian edition had to make adjustments related to the immaturity of the target audience and the economic crisis. It led to the blocks in the newspaper “DN – Ukraine” and “DN – World”. And if the second block corresponds to the declared level, the block “DN – Ukraine” quickly dropped to low levels of readers, becoming “mass” edition.

The author concludes that the transition of the Ukrainian media from Soviet model to the democratic is characterized by the following general European tradition and major trends, including the system of business media.

Keywords: social-communicative process, typology, media content, content analysis, business publications

Introduction. The periodic press as mass media has a huge ability to establish business contacts, to develop the system of labor dividing, to form civil consciousness, to influence the educational movement and mental metamorphosis, and as a result – to form public opinion.

Classification as a part of content-analysis is an important tool to optimize socio and communicative process of periodicals. Under typological analysis of a publication we understand the clarification of the real characteristics of the
research object in comparison with those characteristics which it has to have according to its place in the system of printed media. A researcher’s work is to study “the total number of an object characteristics: its functional, component, content, economic, technological, audience parameters” [Buzhynska, 7].

**Literature review and the problem statement.** The Russian scientists have paid a lot of attention to the problems of typology. In 2003 Shkondin wrote: “A new brunch of the national journalism studies, mediatypology or the typology of mass media, is emerging just before our eyes” [Demchenko, 12]. Here we have to mention such scientists as M. Shkondin, D. Murzin, L. Resnyanska, M. Shostak, S. Dozmorova and others. Still this problem is not completely researched by the Ukrainian social communicative science.

The aim is to identify common and distinctive features and what British model can be taken into account while forming the national system of business printed media after the comparative analysis of two newspapers “The Financial Times” and “Delovaya Nedelya – FT”.

**Research results.** The national edition “Financial Times” (Great Britain) makes top four of the most popular business mass media, and particular in economic and financial content direction in the world structure of periodicals media market. On the edge of XIX-XX centuries all printed mass media of England divided into high quality and mass press [Resnyanska, 13]. In 1888 “Financial Times” emerged on the British media market. It is significant that from the very first day of its existence, the newspaper not only shown itself as a high qualitative periodical and took its place alongside other respected newspapers (“The Times”, “The Guardian”, “The Daily Telegraph”), but also started a new age of the British economic printed media history.

Finally formed and influential strong middle class, positive economic changes, differentiation of financier’s, banker’s, great industrialist ‘s elite stratum and a lot of other economic and social and political factors promoted the development of “The Financial Times”.

The high level of economic country life, reader’s willingness to perceive specialized, professional information influenced the quality of the edition. Consequently, the high quality edition conception altogether with outer factors (economic, political, and social) gave an opportunity for the newspaper to strengthen its positions on the media market of Great Britain as an exclusive periodical for professionals.

Nowadays “The Financial Times” newspaper is updating according to the challenges of the world and rapidly evolving, keeping all traditions that were set up as far back as XIX century. All these are taking place on the unstable financial background of the British newspapers of general type. This edition is a part of business periodicals of “Pearson” media group. This group is the top “screen” and analyst of world economy. “Pearson” media group ensures competitiveness and relative financial stability of “The Financial Times”.

“The Financial Times” serves not only for English financial elite, but also for elites of other leading countries of the world, it is a peculiar brain of financial elite. Such scientists as Murzin, Bekker and others consider “The Financial Times” to be a universal type of economic editions, because of its wide content spectrum (for example, high quality review of cultural life, art news etc.), but the main direction of the editorial publishing policy and the newspaper concept is economic life [Misonzhnikov, 69]. The information is represented through
economic prism, and events and facts given on newspapers pages are extremely important and up-to-date.

The unique feature of the audience of this periodical is that it is highly educated, rich recipients of information, business elite of the society. It signifies that even if “The Financial Times” tries to meet readers’ preferences, it does not tend to increase the quantity of readers because of apriority of readers’ selectivity. Bankers, financial experts, politicians, industrial magnates are the basis of its readership. The peculiar feature of readers of “The Financial Times” is that it has been already formed. There is no necessity to bring it up, to increase its intellectual and professional levels; the newspaper is not a tutor, but a business source of information, a commentator and an analyst. All these are the main functions of the periodical. The newspaper does not give explanations and theoretical knowledge, but it deals with certain events, comments and professionally analyzes.

Such functional orientation determines conceptual principles and content of the edition. “The Financial Times” has a distinct, well-structured content system, which is reflected in the system of headings of the newspaper. Information is presented in the form of information units system.

News block informs about the main world events of economic, financial, political (if it concerns economic sphere) life of Great Britain, the USA, Europe, Middle East and Africa, Asia and Atlantic regions. Mainly this is brief or detailed information with no hint at sensation. “The Financial Times” always uses only reliable and verified information sources. This is the main rule of the edition image [Voronenkova, 29]. There is no place for rumors on the newspaper pages.

The block devoted to the market deals with the reports, news, main events and world financial market situation, and also with information on investment activity (here are important information for both investors and market participants who attract investment).

The industrial block informs readers about the situation in different spheres such as energetic, aerospace, medical, pharmaceutical, telecommunicational, consumers, financial etc.

Information technology block is a peculiar guide to the world of telecommunication, Internet, and information circulation.

Monetary policy is one of the biggest blocks. Information on monetary transactions and money exchange is placed here. These are articles and notes devoted to the global, world investment, banking, taxes and incomes. This is a so-called zone of monetary and around monetary life.

The culture and sport column is not the main, but regular. The cultural and art reviews on “The Financial Time” pages are considered to be one of the best in the world [Voronenkova, 30]. Film, book, music reviews are focused on the reader’s leisure time. All articles are characterized by the high intellectual level.

While analyzing the information, taken from different blocks, we can make a conclusion as to the main principles and approaches to the informational process of “The Financial Times”. They are: to use only reliable and verified information sources; to completely avoid sensations and not to pander to the readers through publication of rumors etc.; minimal journalistic subjectivization. All comments, analysis are made by professional analysts, practice and theory experts of economic and financial spheres; genre diversity – starting from news item to analytical articles, comments, reviews etc.; the high level of language and lexical arrangement, English standard language, mainly business writing.

The general circulation is nearly 300 thousand copies. The newspaper is
issued every day unchanged. An exception is a special edition that is published at the end of the week; it contains information on cultural and artistic life of Great Britain and the world.

The information is supplied by photos (thematic), pictures, diagrams, tables about dynamical changes and economic indices fluctuations.

The advertising of goods and services is entirely focused on its readers, who are rich consumers and business elite. The advertising incomes comprise a great part of income of "The Financial Times". The advertising can take the whole page.

"The Financial Times" is distributed by retail (in Great Britain and abroad) and by subscription (both at home and abroad) and also there is e-version of "The Financial Times" in Internet (www.ft.com).

"The Financial Times" is published in five “financial capitals” of the world (London, Paris, Frankfurt, New-York, and Tokyo) simultaneously and distributed in all countries of the world. It is worth noting that subsidiary newspapers are published under license from "The Financial Times" in many European countries. The main task of these editions is specialization on national economics and political and social life aspects of a particular country.

The Ukrainian nationwide business newspaper “Delovaya Nedelya - FT” is published under a license from "The Financial Times". It is published by "CN – Stolichnye Novosti" publishing house, which belongs to media magnate V. Rabinovich. “Delovaya Nedelya - FT” as well as "The Financial Times" from the very beginning of its existence has positioned itself as a quality edition for elite business readership [Shevchenko, 7]. At the same time the reality of the Ukrainian media market and economic and political situation in the country introduced some changes.

If “The Financial Times” appeared when Great Britain already had a powerful, singled out middle class and was on the final stage of establishing business, financial and economic elite in the country, the situation in Ukraine was quite opposite. The middle class was not formed in the Ukrainian society, and business elite was hard to call so, because of its low intellectual and education levels [Murzin,11]. The Ukrainian readers need “educator”, but not an analyst or a commentator. Thus, “Ukrainian “The Financial Times”” could not become an analogue of “British “The Financial Times”” because of unformed readership and economy decline. On the basis of English conception, the editorial office of “Delovaya Nedelya - FT” quickly understood the necessity to reformat the edition due to the situation [Anikina, 472]. The information vacuum of Ukrainian business began to confront with the new positive changes of economic development of Ukraine. The only thing was that the basis and the readership of “The Financial Times” in Great Britain had already existed and had been formed. But Ukraine was only on its way to economic and financial reforms.

Thus, “Delovaya Nedelya – FT” started the process of adaptation for the Ukrainian reader, at the same time trying to keep all features of “The Financial Times”. The target audience of “Delovaya Nedelya – FT” is politicians, businessmen, top managers of firms and companies, financiers, bankers and others. The edition content is similar to the content of "The Financial Times". It is an analysis of economic and political events in Ukraine and the world, which directly influence the national and international business climate, it is also news and analysis of financial events, product markets, news of different companies, analysis of the biggest political and important events, processes of cultural life.

The edition conception consisted of two main blocks – “DN-Ukraine” and
“DN- World”. The “DN-Ukraine” block is worked out and published by Ukrainian editorial office and consists of some sections:

- “Politics” – analysis of national and international events, which directly concern Ukraine and influence business climate in the country;
- “Macroeconomics” – analysis of macroeconomic processes in Ukraine, and also influence of legislative initiatives on business climate of the country;
- “Banks and Finances” – analysis of the most important events on financial markets and banking sector of the country;
- “Companies and Markets” – analysis of the main events of product markets, it traces the most significant events in the life of the Ukrainian companies;
- “People, Technologies, Strategies” – information on the most successful Ukrainian companies and strategy of their success, successful businessmen and top managers, new technologies of corporate governance, business development technologies and self-perfection of managers;
- “Culture” – highlight of the brightest events of the cultural life of the country;
- “The Style” – information important for businessmen and top managers to sustain a positive image.

The “DN-World” block is worked out on the basis of articles of “The Financial Times” and consists of such sections as “World News”, “Analysis and Comments”, “View from Inside”, “Companies and Markets”, “Culture”, “Style”, “Sport”.

Visually “Delovaya Nedelya” resembles “The Financial Times” to some extent. It concerns designer’s decisions, starting from text layout type (fonts) and to the placement of photographic materials, pictures, diagrams etc. [Voronova, 45]. The only thing is that there are a little bit more pictures (photographic additions) in “Delovaya Nedelya – FT”.

“Delovaya Nedelya – FT” is published on 24 broadsides, by B2 printer layout, every week (on Tuesday), total amount is 30 thousand issues. It is distributed by subscription, retail and it also has Internet-version (www.dt.kiev.ua).

Conclusions. Thus, “Delovaya Nedelya – FT” is supposed to be an analogue of “The Financial Times” on the conceptual basis and visually, but this is only visual correspondence.

The British newspaper from the beginning of its founding positioned itself as an edition that focused on the industrial, economic and financial circles of the country and represented the business district of London – City. Starting its activity with information service of highly specialized elite audience, the newspaper evolved into a universal edition over the years, which, in addition to economics and finance, covered a wide range of topics and issues from public life to art and culture. However, the starting point of the editorial policy is always economy in national and global contexts.

In recent decades, there have appeared many small shareholders among the readers of the newspaper, but it did not change its nature: the newspaper is not acting as a mentor; it is a business and financial informer, commentator and analyst. «Financial times» is far from the economic theory; it does not teach and does not give explanations, but it carefully and thoroughly examines the events, comments competently on the analytical level and highlights the causes and consequences.

When editors realized the necessity to change the classic model of “The
Financial Times” and adapt it to Ukrainian reality, some changes were introduced, which not always had positive consequences. “Delovaya Nedelya – FT” followed the readers, trying to keep business format of the edition and also trying to be a newspaper of high quality. On one hand, “DN–World” block had all features of a quality edition, because it was a copy of “The Financial Times”, on the other hand, “DN-Ukraine” started the process of so called “information massification”. To draw reader’s attention the newspaper began to publish sensations, to highlight different arguments (for example, between banks and clients, using not verified information to give the information the first). The result of this is the present form of “Delovaya Nedelya – FT”, i.e. the emerging of so called “massificated economic edition», of pseudo high quality. It does not mean that “Delovaya Nedelya – FT” became yellow press, it has just adapted to the recipients. The newspaper could not allow to be published in “The Financial Times” format. The Ukrainian business life and political and economic reality are quite different from British, that is why “national “The Financial Times”” has a national face. It is understood that edition has to be modified in order to approach gradually to the model of quality edition.

Nowadays “Delovaya Nedelya – FT” is the newspaper with the most tendentious news feed of a week, with the illusion of opposition, but without fanaticism, with professional comments that gradually replace subjective evaluation of journalists. All these positive features must be developed and supported, but negative (reprinting of the articles of other editions: one can find articles from other sites without referencing to the information source from time to time) must be eliminated.

“Delovaya Nedelya” is an example of national business periodical with the claim to be a quality newspaper. Nowadays this weekly is one of the most dynamically evolving business projects. It is published by “Kartel” joint-stock company with the financial support of “Lukoil”, the leading company of petroleum-refining industry. The successful editorial policy has resulted in self-repayment.

This project was planned to be a local edition for business circles of Kyiv and Kyiv Region from very beginning, but the wide range of headings and themes has attracted the attention of business readership from other big cities of Ukraine.

As we can see, Ukraine has excellent guide lines and examples, and opportunity to join to international communicative exchange, involving only verified mechanisms and and strategies of forming business printed mass media and information to the national media market of business editions.

References


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