

Music Presence in the TV Programs of the Five National TV Channels in Macedonia

The television media influence music in many ways. Not only do they effect its performance, but they also have an effect on its creation. Music messages emitted through the mass media deeply influence man in an emotional, intellectual, physical and moral way.

So far the television media has had beneficial success in the spreading of some types of music categories. Some kind of music can be imposed out of commercial reasons. Therefore, the purposes of the television media in presenting music should be known: does television have the primary goal of informing about music events, or will it make use of a more creative way of presenting music?

The main purpose of the television media is to create an impression of continuous presence. Therefore, the television institutions create a “program scheme”, i.e. a schedule of airing programs. The establishment of the “program scheme” is to provide regular rating and consequently, the highest number of viewers.

This research is based on the presence of music on the TV channels according to the “program scheme”.

Five television channels were included in this research: Macedonian Television-MTV (Channel 1 and 2), A1, Sitel, Telma and Channel 5. Their program is broadcast throughout the territory of Macedonia.

We monitored the program of these channels for 24 hours between 18 and 24 October, 2004. For this we referred to the published program of the weekly magazine “Ritam”, the extra issue of the Vreme daily newspaper, from 15 and 22 October, 2004.

We were conscious of the fact the program schemes are not always followed strictly. The duration of the shows during the week is not always the specified duration. We cannot state with certainty that the sample we chose is completely representative and proportional for the entire population – the year program. Still, we feel that this sample will provide initial information about the presence of music on television.

After following the program on the above-mentioned television channels, we concluded that music is present in various types of shows: documentary, sports, political, educational, marketing, informative, cultural, etc. We divided the presence of music into the following categories:

- music shows
- music shows by genres
- music within shows with different content
- jingles and background music

Music shows:

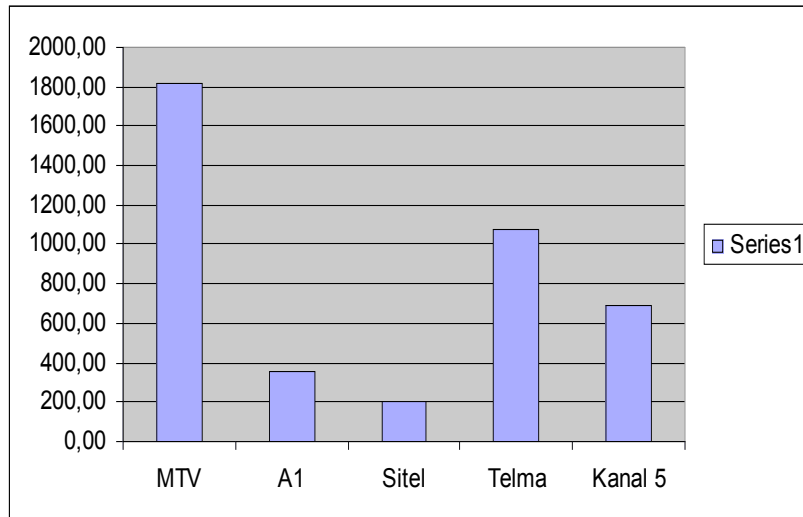
The initial results proved that in all the television channels that were included in this research, music shows play an important role in the production of the program schemes. In this category we selected the shows that were strictly music: concerts of domestic and foreign production, festivals, television studio shows, etc. The music program on the Macedonian Television Channels 1 and 2 were analyzed as one channel. Therefore, 100% amounts to 36 hours of program (24 hours from Channel 1 and 12 hours from Channel 2).

The following table presents the results from the presence of music programs according to days. 100% equals 24 hours of program.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
MTV	12,73	6,48	8,80	19,91	12,27	14,35	9,72
A1	0,00	0,00	16,67	0,00	0,00	8,33	0,00
Sitel	3,47	3,13	0,00	0,00	0,00	4,17	3,47
Telma	4,17	12,50	20,49	12,50	14,58	6,25	4,17
Kanal 5	5,90	10,07	11,46	10,76	5,90	3,82	0,00

We compared the television channel broadcasting of music shows during the day and the percentage of the broadcasting as opposed to the total TV channel programs.

In minutes:



MTV	1820
A1	360
Sitel	205
Telma	1075
Kanal 5	690

The large percentage of music show presence on MTV was not surprising. From its establishment MTV developed music editorial boards made of professional musicians always prepared to take the task of both editor and presenter. In the other television channels, music shows are generally associated with the presenter rather than a special department which concerns a particular type of music. Unfortunately, this concept was also introduced to MTV, so the editorial boards no longer function independently, but exist within larger Departments (the contact-recreational program, culture and documentary, educational, etc.).

Music shows by genres

In addition to the usual classification of types of music, i.e. folk, popular and classical music, we also included children's songs, jazz and a new category – combined music. We created this field because of the usual practice of including several genres in the program of one show.

The presence of music genres on TV channels through the course of one week, presented in minutes:

MTV	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
popular	60	105	60	120	195	220	120
folk	90	35	50	240	70	30	90
classical	125			70			
child							
jazz			80				
combined						60	

A1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
popular			180			60	
folk							
classical							
child							
jazz							
combined			60			60	

Sitel	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
popular		45					
folk							
classical							
child							
jazz						60	
combined	50						50

Telma	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
popular	60	90	295	180	210	90	60
folk							
classical		90					
child							
jazz							
combined							

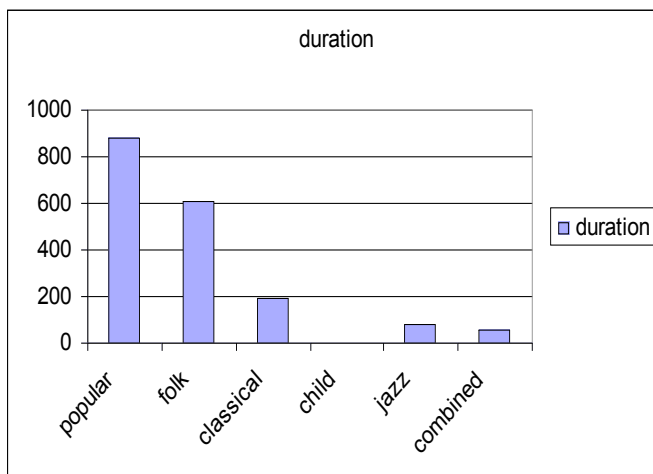
Kanal 5	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
popular	85	85	95	85	85		
folk							
classical							
child							
jazz							
combined		60	70	70		55	

The tables above indicate that all television channels have a clear policy regarding the presence of music genres in the program scheme.

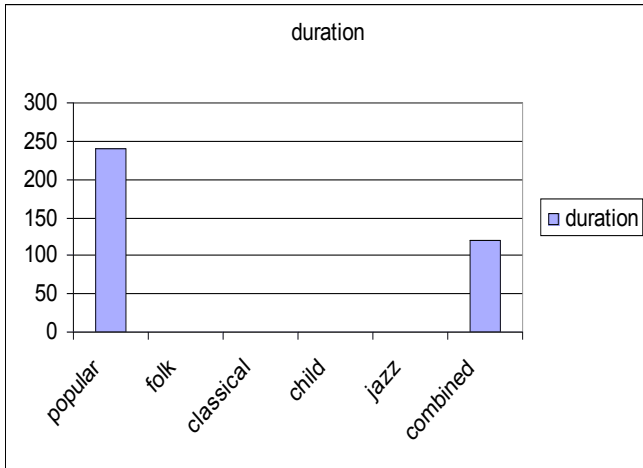
Even though the concepts of all the programs seem different, a more detailed view shows that they are in fact almost all identical. It seems logical to question to which extend such an identical program suits the diverse audience.

The following graph shows the results from the presence of music genres on the TV channels during one week.

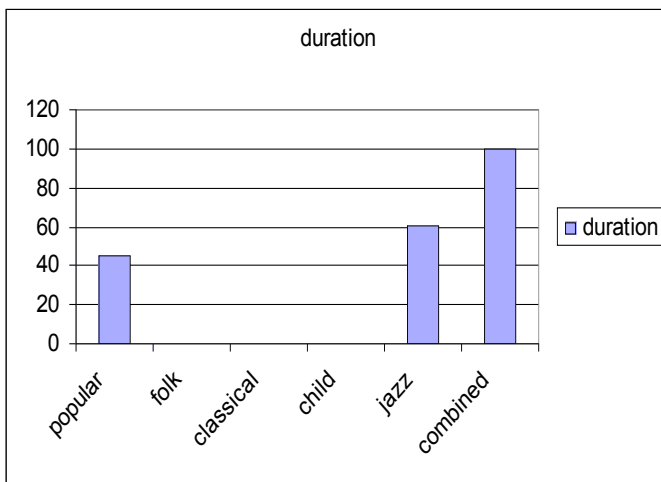
The results of the presence of music genres on TV channels.



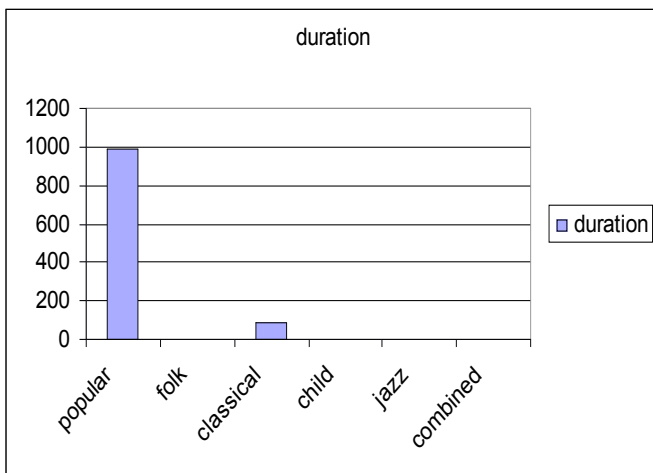
MTV	duration
genre	duration
popular	880
folk	605
classical	195
child	
jazz	80
combined	60



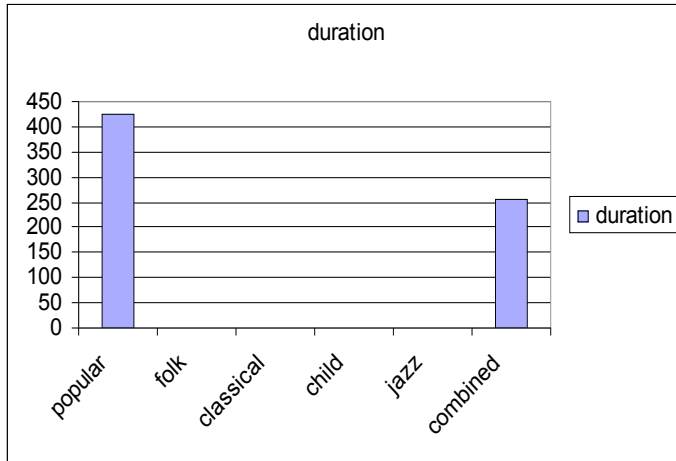
A1	
genre	duration
popular	240
folk	
classical	
child	
jazz	
combined	120



Sitel	
genre	duration
popular	45
folk	
classical	
child	
jazz	60
combined	100



Telma	
genre	duration
popular	985
folk	
classical	90
child	
jazz	
combined	



Kanal 5	
genre	duration
popular	425
folk	
classical	
child	
jazz	
combined	255

The graphs prove that popular music has the largest percentage or minute duration, followed by folk and classical music, whereas jazz is minimally covered. Our research did not include the genre of children's songs, which does not suggest that this genre is not broadcast. Here we have discrimination of the results because this genre is regularly covered on the television programs.

genre	popular	folk	classical	child	jazz	combined
MTV	880	605	195		80	60
A1	240					120
Sitel	45				60	100
Telma	985		90			
Kanal 5	425					255

MTV is an exception, since it covers all genres. However, the analysis of the genres presented on these television channels also shows that popular music dominates. The lack of specialized music departments which create the music program deeply effects music supply.

Music within shows with different content

The music presented within shows with different content is a significant part of the program as a whole. There is a large number of shows which use music fragments, video clips and studio guest music performances. The use of music in such shows is extensive and the results vary from show to show. All genres are covered in such television shows. Usually music serves as a segue from one part of the show to another, a promotion of a music event, or, as the presenters say, for relaxation and breaks.

The presenters make the choice of the music, indicating that there is no fixed program policy in musically structuring shows of other content. Cultural shows, music documentaries and shows related to tradition also use a small amount of music.

In these shows, the identical structure of music programs also prevails. Owing to the promotion of specific music events, one music guest frequently appears in several TV channels during one day.

Jingles and background music's

The strong presence of music in all realms of television is evident in the jingles and use of background music. There is not a single opening show theme which doesn't have recognizable music for the television audience. These themes are usually short music segments composed for the occasion as an effective fragment of a larger music piece. In fact, through these music-video jingles, the audiences recognize the shows from all domains. The music jingles are used during the shows to announce different parts of the show, such as the announcement jingle for the A1 economic news, the weather report, marketing, sports and culture events, film reports, all of which "discreetly" impose themselves on the television audience.

This research shows that there is not a single show which does not have an opening theme. The same conclusion applies to the background music which is an integral part of every show. As opposed to the jingles, background music uses longer music pieces, and sometimes entire compositions. Even though background music play a smaller role than video clips, they sometimes dominate and provide the main core for the video formation and emphasis of various segments of the shows.

Background music is used as the support for different documentaries, as well as cultural and educational shows. In addition, they are often used during studio conversations. In the Macedonian Television there is an employed music illustrator with musical education. In the other television houses editors or directors complete this job.

Conclusion:

The sum of the results of the conducted analysis produced the following conclusions:

- our basic idea that the presence of music is an important segment of the TV program schemes was attested;
- the program schemes are identical in all the TV channel music shows;
- popular music dominates the program schemes, emphasizing the commercial character of the music program;
- the editorial boards do not always consist of professional personnel.