

## **MUSIC PROGRAMS OF THE ALBANIAN LANGUAGE TV CHANNELS IN SKOPJE AREA**

Having in mind the great influence of the television as a media over the music life in general, we decide to make a pilot research for the music programs on the television channels that broadcast program in Albanian language in the central area of Skopje. This pilot research, is envisioned to serve to a more extensively research of the music culture of the Albanian community in the Republic of Macedonia. The main goal of the research is to estimate the representation of the music programs in relation to the overall program that the televisions broadcast. While, the main tasks are:

- Quantification of the presence of the music programs
- Classification according to the type of programs
- A genre representation and
- Production

For that purpose we have established a data base that consists of eleven fields:

- |                             |   |
|-----------------------------|---|
| -Entry                      | -Number of broadcasts weekly            |
| -Title                      | -Total min. of music weekly per program |
| -Type of program            | -Genre                                  |
| -Television                 | -Production                             |
| -Total duration             | -Producer                               |
| -Music expressed in minutes |   |

The research is done in the period of 05.12.2005 to 11.12.2005 on the basis of the program schemes of the TV channels. That means, we are working on a sample composed of the broadcasted program in the frames of one week, about what we are aware that it can not be fully representational and proportional in relation to the annual program, especially if we have in mind that also in the frames of the weekly schemes, there are very often variations. However, we still consider that in a research like this, we could get an approximate idea about the music program on annual level, which is of great interest for us because so far in Macedonia, no major research has been accomplished concerning the program of Albanian TV channels.

According to the characteristics stated in the title of the paper, in this research are involved all TV channels of this kind: MTV2, Alsat TV, TV Era and TV Toska. In relation to the status, two of them are national TV channels: MTV2 and Alsat TV whilst the other two are local Skopje TV channels.

In order to calculate the presence of the music program, we should have in mind how many hours of program do the Television houses broadcast in the frames of 24 hours. From

the four TV channels that are a subject of our research, only TV Alsat does broadcast a program for 24 hours a day, while the other three, due to different reasons, broadcast a program less than 24 hours a day.

| TV    | Hours daily | Hours weekly |
|-------|-------------|--------------|
| MTV2  | 12          | 84           |
| Era   | 18          | 126          |
| Toska | 12          | 84           |
| Alsat | 24          | 168          |

The second channel of MTV, as a television channel that broadcasts a program of the ethnic communities in Macedonia, broadcasts program for 15 hours and 30 minutes per day, out of which 12 hours are in Albanian language and the remaining 3.5 hours are in the languages of the other communities. Due to the character of this research, the program of the other communities is not taken into consideration and that is why in the table it is registered 12 hours. From the remaining two Tv channels, Era broadcasts 18 hours while Toska broadcasts 12 hours per day.

There are 55 titles registered in the data base that represent music emissions or other emissions that contain music in them. From all of them 31 are purely music emissions while 14 are other.

| Music shows | Music within other shows |
|-------------|--------------------------|
| 31          | 14                       |

In the frames of the monitored week, those four TV channels have broadcasted in total 4555 minutes of music program. By crossing the results from the fields: “total minutes of music per week per emission” with the field “television”, we have got results for the broadcasted music program, for every TV channel in particular. That is also expressed in percentage to see how big the participation of the music program is, during what we could notice that it has to do with a relatively high representation.

| TV    | Music program | Percentage |
|-------|---------------|------------|
| Mtv2  | 19:40 min.    | 23.41 %    |
| Era   | 25:35 min.    | 20.30 %    |
| Toska | 18:10 min.    | 21.63 %    |
| Alsat | 12:30 min.    | 7.44 %     |

In relation to the length of the emissions, the shortest is the emission “Video clips”- broadcasted in TV Toska with a duration of 15 minutes, while the longest emission “Spektri”- was broadcasted in MTV2 with a length of 120 min.

| Range            | Title         | TV Channel | Duration |
|------------------|---------------|------------|----------|
| Shortest program | “Video clips” | TV Toska   | 15 min.  |
| Longest program  | “Spektri”     | MTV 2      | 120 min. |

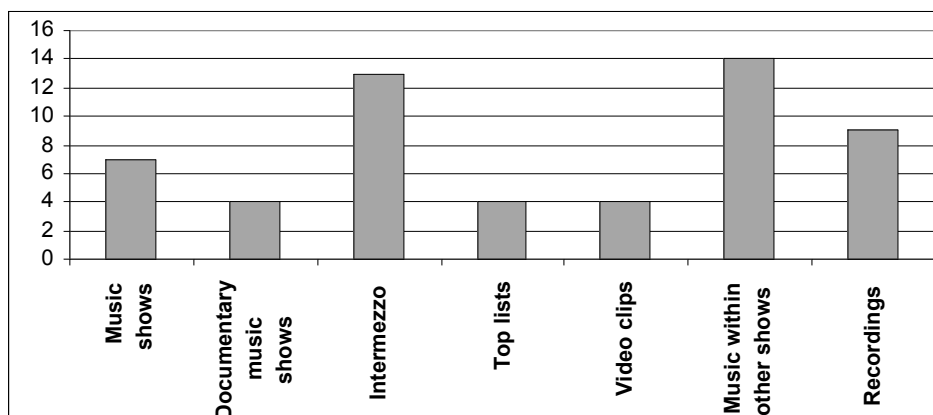
We have done the classification of the programs through their division in seven types:

1. Music programs
2. Documentary music programs
3. Music intermezzo
4. Top lists
5. Video clips
6. Music within other programs
7. Recordings from concerts and festivals

Here, we have made a discrimination of the results in relation of the music illustrations and the music in the commercials due to two reasons: Primarily, the music in those contents is not in the first plan and has a secondary role while the second reason is the impossibility to make a precise quantification of the music of this kind of program, only on the basis of the program schedule.

In the following graph is presented the distribution according to the type of the program during what we could notice that from 55 programs we have: 14 other, 13 intermezzos, 9 recordings, 7 musical and 4 documentary programs, music top lists and video clips.

| Type of show                       | Shows |
|------------------------------------|-------|
| Music shows                        | 7     |
| Documentary music shows            | 4     |
| Intermezzo                         | 13    |
| Top lists                          | 4     |
| Video clips                        | 4     |
| Music within other shows           | 14    |
| Recordings from concerts&festivals | 9     |



By crossing the fields “Type of program” and “Television” we got results about the distribution according to the type of the program in each and every TV channel. On the

following graphic presentation, if we go by some order we could notice that within MTV2, recordings from concerts and festivals are most present which is mostly due to the fact that MTV as a public service follows most of the cultural events of a bigger importance in the country and than with those recordings they supplement a considerable part of the program. We should also take into consideration that MTV has two channels and multi-lingual editorial offices that could exchange program between themselves. Within the two local TV channels, the most prevalent are the music top lists and the so called music intermezzos. That is not done by accident, because they, in their impossibility to produce sufficient hours of program, very often use the music top lists, which apart from their premiere edition, they are broadcasted several times a week, completely or in shortened version, so that the viewers could vote for their “favoured song”. By that are reached two goals at the same time: the program is fulfilled and supplemented and they please the viewers, especially the younger population that are very found of this kind of program.

| Tv    | Music shows | Documentary music shows | Intermezzo | Top lists | Video clips | Music within other shows | Recordings from concerts & festivals |
|-------|-------------|-------------------------|------------|-----------|-------------|--------------------------|--------------------------------------|
| Mtv2  | 12.3 %      | /                       | 17.4 %     | 5.1 %     | 5.1 %       | 19.5 %                   | 40.6 %                               |
| Era   | 15.6 %      | /                       | 26.7 %     | 26.1 %    | 3.9 %       | 23.8 %                   | 3.9 %                                |
| Toska | 24.8 %      | /                       | 28.5 %     | 20.6 %    | 4.1 %       | 16.5 %                   | 5.5 %                                |
| Alsat | /           | 100 %                   | /          | /         | /           | /                        | /                                    |

TV ALSAT is a television with an informative educative character and in relation to the music programs they broadcast only documentaries about music. That is why the distribution in the field of documentary music programs is 100%.

According to the genre, we have grouped the music contents in seven categories:

- Ethno pop
- Folk
- Pop
- Classical
- Jazz
- Children’s and
- Combined

The distribution of the programs according to the genre is as follows: 20 pop, 10 combined, 9 ethno pop, 8 children’s, 3 folk and classical and 2 jazz.

| Genre           | Ethno pop | Folk | Pop  | Classical | Jazz | Children | Combined |
|-----------------|-----------|------|------|-----------|------|----------|----------|
| Number of shows | 9         | 3    | 20   | 3         | 2    | 8        | 10       |
| Percents        | 16 %      | 5 %  | 37 % | 5 %       | 4 %  | 15 %     | 18 %     |

The domination of pop music with 37% is most probably as a result of hyper production and the big expansion of this genre in the past years in world frames, which also reflects our environment as well. However, an important influence of this high percentage of popular music, has also to do with the fact that in the frames of this genre also many courses and sub-

genres are comprised, from classical pop to hip hop, R&B, rap and many other that show in the music scene.

The distribution of the genres according to the TV channel:

| Tv    | Ethno pop | Folk  | Pop    | Classical | Jazz  | Children | Combined |
|-------|-----------|-------|--------|-----------|-------|----------|----------|
| Mtv2  | 20.8 %    | 2.5 % | 23.3 % | 12.7 %    | 5.1 % | 20.3 %   | 15.3 %   |
| Era   | 23.5 %    | 2.6 % | 51.5 % | /         | /     | 9.4 %    | 13 %     |
| Toska | 30.3 %    | 5.5 % | 32.6 % | /         | /     | 15.6 %   | 16 %     |
| Alsat | /         | /     | 80 %   | 12 %      | 8 %   | /        | /        |

From the table we could see that in every TV channel particularly, dominates the popular music. There is especially big percentage in TV Era where more than half, that is to say 51.5% belongs to this genre. For TV Alsat we should explain that the extremely high percentage of 80% is due to the fact that it has to do with a cycle of documentaries about pop music that is broadcasted continuously in the frames of their program, twice or three times a day. In second place is the ethno pop music that has also an important share within all three TV channels that broadcast music program and in relation to this genre TV Toska leads with 30.3 %. We could also notice that the children's music has also a big share and that is due to the development of this genre in the past few years. As less represented appear to be the folk music that apart from Alsat, it is represented within the other three TV channels but with a very small percentage of 2.5% - 5.5% and the classical and jazz music that are also represented in a relatively small percentage in TV Alsat and MTV2. In TV Era and TV Toska they do not exist at all.

| TV    | Own production |          | Imported |          | Combined |          | Unknown  |          |
|-------|----------------|----------|----------|----------|----------|----------|----------|----------|
|       | Programs       | Percents | Programs | Percents | Programs | Percents | Programs | Percents |
| Mtv2  | 14             | 66.7 %   | 3        | 14.3 %   | 2        | 9.5 %    | 2        | 9.5 %    |
| Era   | 7              | 41.2 %   | 5        | 29.4 %   | 4        | 23.5%    | 1        | 5.9 %    |
| Toska | 5              | 38.5 %   | 4        | 30.8 %   | 3        | 23 %     | 1        | 7.7 %    |
| Alsat | /              | /        | 4        | 100 %    | /        | /        | /        | /        |

In relation to the production, apart from the categories own production and imported, in the data base we have put the category – combined that has to do with the situations where we have the two previous categories in the frames of one title. That is mostly met in the music intermezzos, but it's also present within some other programs. The category unknown, is related to the programs that we have no data about. Most of the own production program has MTV2 while TV Alsat has none whatsoever.

For 36 programs we have information's about the producer and the origin while for 19 we do not. Apart from the domestic TV channels, we have the appearance of 4 other foreign such as: DW- with for programs, RTK-with two and RTSH and Top Channel with one program each.

| TV   | Country   | Titles |
|------|-----------|--------|
| Mtv2 | Macedonia | 16     |

|                |           |           |
|----------------|-----------|-----------|
| Era            | Macedonia | 7         |
| Toska          | Macedonia | 5         |
| Alsat          | Macedonia | /         |
| Deutsche Welle | Germany   | 4         |
| Albanian RTV   | Albania   | 1         |
| Top channel    | Albania   | 1         |
| RTK            | Kosovo    | 2         |
| Unknown        |           | 19        |
| <b>Total</b>   |           | <b>55</b> |

Most of the programs are in domestic production. As many as 16 programs are in the production of MTV. We should explain here why MTV in the previous table has 14 programs in their own production and here they have 16. That is because TV Toska and TV Era have broadcasted one program of the MTV production each and that is how we have got the number 16. In second place is TV Era with 7 programs, then follows TV Toska with 4 and so on.

#### CONCLUSIONS:

With this research is made an overview of the presence of the music program of the TV channels in Albanian in the area of Skopje in December and an overview in the editorial policy of the TV channels in relation to the quantity of the presence, the type of the programs, the genre representation and the production.

From the result gained in the frames of this research, we could come to a conclusion that the music has an important role in the overall program that the TV channels broadcast and that is why this phenomenon should be researched subsequently.

The television as a media, through the big role of the music programs in its frames, plays an important role in the music education of the viewers. This in an unambiguous way imposes the need to withdraw a bigger attention on the program policy of the TV channels and their cadre and technical carriage.

And at the very end, we should mention that through this research we are testing the methodology of the next more extensive research of the music culture of the Albanian community in the Republic of Macedonia.