

## **TELEVISION: ORIGINS, DEVELOPMENT AND THE INTERNET ERA**

### **ТЕЛЕБАЧЕННЯ: ПОХОДЖЕННЯ, РОЗВИТОК, ЕПОХА ІНТЕРНЕТУ**

Television is a huge part of modern society with giant screens and high-quality images. However, the early television had a lot of drawbacks. They are as follows:

- low resolution when the image consisted of only 30-60 lines making the image very blurry and indistinct. You could hardly make out faces or details;
- small screens which were often only about an inch wide. People had to use magnifying lenses to see the image;
- flicker and noise when the system used a rotating motor, the image flickered a lot, which was tiring on the eyes;
- lighting when actors had to wear extremely heavy makeup and work under incredibly bright and hot lights in order for the camera to “see” them.

It is known that a young American inventor, named Philo Farnsworth, created the image dissector tube in 1927. This was a breakthrough because it was the first all-electronic camera tube that converted an optical image into electrical signals without using of moving mechanical parts.

Using a new electronic technology television had numerous benefits. The first plus is that TV had higher resolution with electronic scanning that was much faster than the rotating disk. In the same way, these allowed televisions to display hundreds of lines instead of just 30 as well as the picture became sharper and more detailed. Another plus is that there were no moving parts, no rotating disks, cameras and televisions became quieter and more reliable.

All things considered, thanks to new technologies, television went from a tiny, blurry experiment to the crisp, high-definition medium which we view today.

However, with the progress of TV new challenges have created.

It is a fact that modern television in Ukraine and all over the world has its advantages and disadvantages.

Speaking about the advantages, they include the latest news being broadcast on the News TV channels and some vintage programs being watched by the TV viewer suffering from the nostalgia.

Despite these clear advantages, there are also considerable drawbacks. Firstly, very few people watch TV now because they prefer using the Internet. Secondly, most programs are boring and too long. Thirdly, there are too many commercials irritating the TV viewers, especially, when they are watching the feature films. So, they would rather choose and watch any film online.

It is impossible to compete with Internet content. So, television is on the Internet now. Online TV began precisely in western countries. This mainly happened either through the closure of TV channels, and this gave the opportunity for “revival” of individual media projects, or through a purposeful strategy of certain media to transfer their projects to their own services. For example, in the USA, the bet was made on streaming services, and on a complete “relocation” there. In Europe, the situation is somewhat different, where most of the media has switched to the “digital first” format, when content is first published on the Internet platforms and only then on the air. In Ukraine, TV channels began to open parallel

channels on YouTube and other social networks, where everything that was broadcast on TV was simply published simultaneously.

However, with the saved costs, viewings still remained at a low level. The choice was made: either reduce the budget and sacrifice the quality of their own TV product, or continue to integrate into the Internet and Internet culture. Most chose the second option. New formats are emerging, new entertainment shows, to which people who have already gained some popularity on the same YouTube or other platforms are invited. These people are content producers themselves, so such collaboration benefits all parties, both for individual content makers and for large studio media.

To sum up, the former TV viewers use online service for the entertainment.

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**MODERN INFORMATION TRANSFORMATIONS IN INFORMATION,  
LIBRARY AND ARCHIVAL AFFAIRS**

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**СУЧАСНІ ІНФОРМАЦІЙНІ ТРАНСФОРМАЦІЇ В ІНФОРМАЦІЙНІЙ,  
БІБЛІОТЕЧНІЙ ТА АРХІВНІЙ СПРАВИ**

Modern social development takes place in conditions of total digitalization, covering almost all spheres of professional activity. AI becomes a big part of this digitalization and a new big challenge for modern community. We analyze how digitalization and AI touch library services, what positive and negative moments are in the realization of digitalization and inclusion of AI and with what challenges they meet.

Digitalization of the library services is a process of adding in the library work new technologies that automatize and do work in the library easier and also let create digital documents what is easier to keep and let a distance access to them from web-site or app. For example: KhSAC Library, the Vernadsky Library, The New York Public Library, Libby, the Library App, The Metropolitan Museum of Art, Dovzhenko Centre; etc. They all create digital versions of documents what can be read or watched in website or in app (but the most of library apps need a library card) and you can also see if a library has free paper book, new documents and events.

Usage of AI in the library services is also a part of digitalization. AI is used in scanning, researches and reconstruction of documents, for creating of catalogues, systematizing of documents. The community, what focused on the implementation of AI in the libraries, archives and museums is named AI4LAM.

The main problem of digitalization library services is lack of resources, like finance, human resource as well as conservative views on the librarianship. In addition to these problems, it is the imperfection of AI. First of all, AI is still a tool that cannot replace completely human beings because AI can make mistakes, misunderstand, hallucinate. AI can complete the task in the wrong way. Besides AI also needs a lot of computer resources and energy.

Summarizing all of the above we can state that the digital transformation of information, library and archival activities opens new opportunities for improving access to knowledge and preserving cultural heritage, but it requires technological modernization, staff training and the further development of legal regulation.