

## POPULAR TELEGRAM-CHANNELS: FIRST YEAR STUDENTS SURVEY RESULTS

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The paper presents the results of the survey of the Belarusian and foreign first year students of the Faculty of Journalism about the popularity of Telegram channels among them. The paper presents the popularity rate by specialties, as well as the reasons of Telegrams-channels popularity as stated by students.

**Key words:** Telegram-channels; students; the Faculty of Journalism; survey.

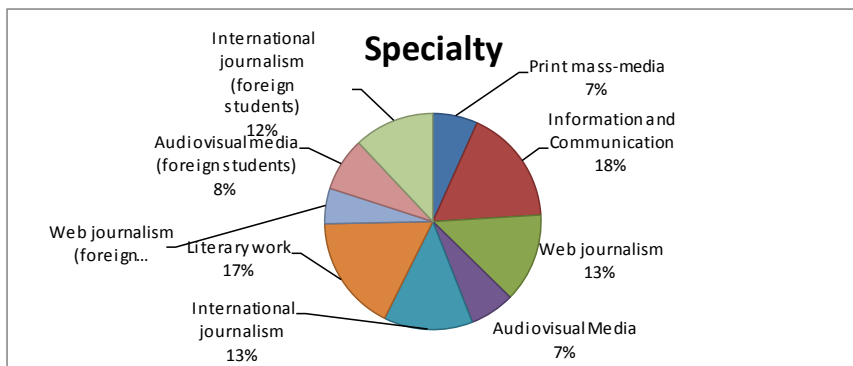
It is generally known that Telegram Channels simplify people's daily communication and provide the opportunity to maintain people's blogs (channels). Belarusian Telegram-channels are considered to be well-known and popular in the country. Nowadays such blogs are gaining more and more popularity. Hence, an attempt has been made to investigate what telegram channels are read by 1st-year students of the Faculty of Journalism of the Belarusian State University and why. A questionnaire has been developed and installed on Google Forms to analyze the popularity of the Belarusian Telegram-channels. The first year students of the Faculty of Journalism were invited to participate in the survey via a QR code.

According to the website [by.tgstat.com](http://by.tgstat.com) [1], which presents the statistics on the number of participants, the number of views, the number of reposts (sending messages from the channel to other people), the most popular channels in Belarus are news channels.

Then, the most popular channels have been identified: they are «NEXTA» (among the topics – politics, political news) [2], «Беларусь головного мозга» (News and Media) [3], «Мерзкий Кокобай» (Food and cooking reviews) [4], «Работаем с Пушкиным» (News and Media) [5] and «отчислено» (News and Media, Education News) [6].

The survey involved 75 out of 150 first year students: 27 are foreign students, 48 are Belarusian ones.

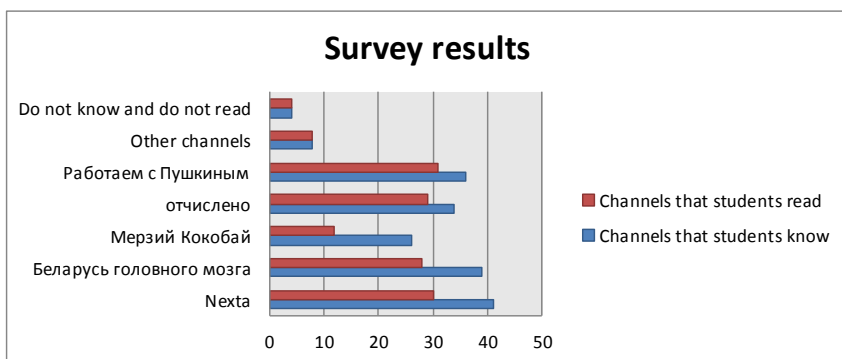
As for specializations, a large number of participants belong to the department of Information and Communication (18 %) and the department of Literary work (17 %) (table 1).



Tabl. 1

Speaking of the gender of participants: 52 of them are females (69.3 %), and 23 of them are males (30.7 %).

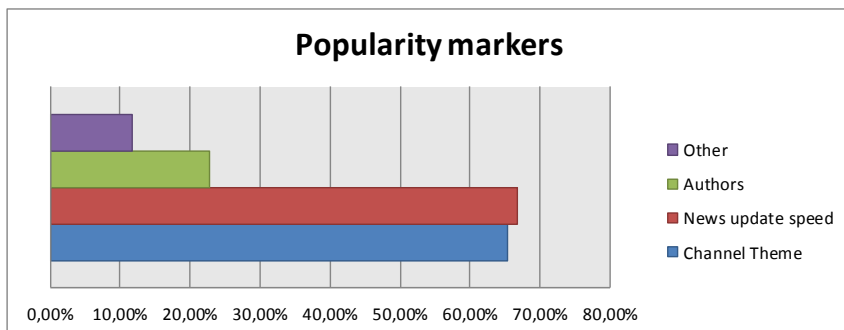
According to the results of the study, the following data were obtained: 54.7 % know the channel «NEXTA», but only 40% read it. 52 % know «Беларусь головного мозга», and 37.3 % read it. The following tendency can be observed: the number of people who know the channels is higher than the number of people who read the channels. 6.5 % of students neither read, nor know any channel from the list (table 2).



Tabl. 2

Students have also mentioned without a prompt such channels as: «Shraibman», «Трибуна», «34travel», «Daily Minsk», «Чай з малинавым варэннем», «БелТА» and several Russian channels, which are not included into the study.

The survey also shows that the most important reasons for choosing a channel are supposed to be the frequency of updating (66.7 % claim so) as well as channel topics (65.3 %). Such numbers were obtained because several answer options were possible (table 3).



*Tabl. 3*

It can be concluded that many Belarusian Telegram-channels are read not only by the Belarusian students, but also by foreign students. So the audience of Telegram is increasing. However, there is a certain percentage of students who absolutely do not know anything about the channels. The possible solution of this situation can be found in the following areas: firstly, language barrier can be a major problem. That is why Telegram Channels should establish a column of foreign languages attracting foreigners and increasing potential readers in future. Secondly, channel advertising is really important and essential. Thirdly, content is worth analyzing and adapting to the needs of its target audience.

### References

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