

СОЦІАЛЬНІ КОМУНІКАЦІЇ ТА ЖУРНАЛІСТИКА

UDC 070.1:316.7(477)

<https://doi.org/10.23939/sjs2022.01.038>

Mariana Kitsa

Lviv Polytechnic National University
Kniazia Romana St., 3/108. Lviv
imkitsa@gmail.com

INTERNATIONAL JOURNALISM AS A SOURCE OF FORMING IMAGE OF THE COUNTRY ABROAD

© Kitsa M., 2022

The concept of “mass communication” in the works of Ukrainian and foreign scholars considers the exchange of international information, which is related to certain social members and which is mediated through special technical means. It consists of at least three aspects: information, the process of transmission and dissemination of information, as well as the actual means of communication. Through these processes, the world community can learn about what is happening in a country. International communication is divided into formal and informal, and the results and its action are mostly aimed not only at the individual but also at the mass consciousness.

International communication is an important component of the media sphere of any country. Thanks to it, the status of the state is characterized in the diplomatic arena. It also affects the political image. International cooperation, attraction of foreign investments, perception of the country on the international arena and attitude to its citizens depend on the international image of the country. To achieve the goal of the study, the Russian, Polish and American media were analyzed. Content analysis of foreign media showed that Ukraine is present in the foreign media space in various narratives. In particular, the Russian media write about Ukraine only in a negative sense, focusing on economic difficulties and problems. Instead, the Polish and American media report on the growth of Russian troops near the borders of Ukraine, on encouraging vaccination, and on the foreign policy of our country.

In order to increase the number of “Ukrainian topics” in the international information space, representatives of the Ukrainian political elite need to cooperate with foreign journalists, actively give them comments, interviews, increase the number of foreign trips and meetings with representatives of political, business and scientific circles. This will help to counteract the destructive campaigns in the international information environment against Ukraine.

Key words: international journalism, image, media sphere, topics, Ukraine.

Introduction. In recent years, coverage of international events in the Ukrainian media has become much more frequent. The situation in the world, elections, politics, cataclysms, pandemics, international conflicts – all these remain the main topics of coverage for the public. We can say that today the media have become full participants in international processes.

According to Ukrainian diplomat Volodymyr Khandogiy, "The specificity of international journalism is to explain the priorities of international politics to the general public in your country, but at the same time to explain these priorities abroad. And there must be different approaches". *The level of professionalism of media professionals determines what kind of "picture" the world community will see from Ukraine and what information about world events is presented in the media space of our country.*

On the one hand, thanks to international journalism, viewers and readers can be aware of the processes taking place in the international arena. But on the other hand, it subconsciously shapes the attitude of the population to these processes and, accordingly, forms a certain policy of behavior and attitude. It is an important element of manipulation and decision-making on a comprehensive scale. And this is the main problem of international journalism. It would not exist if all media professionals performed their work in good faith in compliance with all journalistic standards and ethical norms. But despite all this, various violations are found in various materials.

So *the purpose* of the article is to outline the importance of international journalism for the forming image of the country.

The methodology of the research consisted of several stages. The first is analyzing Ukrainian and foreign scientific literature about international journalism. The next stage was to provide a content-analysis of the rubric "World", "Abroad" or "International news" in Ukrainian online media. Then there were analyzed publications of foreign, in particular, Russian, Polish and USA online media about Ukraine. There were used such methods: theoretical, historical, content-analysis, comparing, analogy, induction.

Today, Ukrainian international journalism is not in the best position, as it opposes Russian aggression. Therefore, the quality of its information resources is the key to defending national interests. On the one hand – the war in the East, and on the other information war.

World public opinion is an important factor in international relations, the role of media resources in the foreign policy of the state is gaining importance every day. It can be considered an effective tool for manipulating international politics. The media are becoming a powerful weapon to influence the information environment, and hence the image of the state. Analysis of materials about the events in Ukraine will provide an opportunity to get a complete picture of how our country is perceived by foreign media and, accordingly, what image is formed in it. It is not just a matter of prestige and competition for the sympathy of potential tourists and investors. For Ukraine, a positive image abroad is an important element in the information war that Russia is waging against our country.

Discussion. International communication is the exchange of international information, which is related to common members of the society and which is mediated through special technical means. It contains at least three processes: information, the process of transmission and dissemination of information, means of communication. Through these processes, we can find out what is happening in a country. And this role has been taken over by international journalists who help people feel at the center of events.

International communication is the exchange of international information, which is related to certain social actors and which is mediated through special technical means. It contains at least three processes: information, the process of transmission and dissemination of information, means of communication. Foreign communication is divided into formal (official situations, processes and phenomena, the duration and solution of which depends on the representatives of those countries involved) and informal (inherently relaxed; this also includes mass communication).

The results and action of international communications are mostly directed not only at the individual but also at the mass consciousness. It can be argued that this process is a good tool for influencing the minds of a huge number of people. V. Rizun suggests that social communications "should be understood as a system of social interaction, which includes certain ways, means, principles of establishing and maintaining contacts on the basis of professional and technological activities aimed at developing, implementing, organizing, improving, modernizing relations in society. which are formed between

different social institutions, where, on the one hand, the role of initiators of communication are often social communication institutions, services, and on the other – organized communities (society, social groups) as full participants in social interaction” [4].

Creating the image of the state is an extremely complex and long process. Heads of state must approach this issue seriously and purposefully. This issue is not just for the day; it should be for the long term. As the role of international communications is at the forefront today, the requirements for the quality of communication processes are growing accordingly. It is the role of public opinion that brings the media to new positions as the “fourth power”. They are not in themselves, but because they are a tool for shaping public opinion. Richard Nixon stated that the success of the presidency depends on the ability to manipulate the press, but this should never be shown to journalists [5].

The communicative result, as a rule, should be a change in the information space system. Messages received by communicators can be divided into 2 types: the first is what they expected to hear and the second is what they wanted to hear.

For example, the first option may be news. Every day there are certain natural disasters, accidents, thefts, the government passes a new law. We are all used to hearing this and it is not new for us. When we watch TV news or turn the pages of a new issue of a newspaper, we expect to read or hear it.

If we talk about the second option, most people like to learn about various gossips. This also includes news about marriage, family reunification, divorce of famous people whose lives interest us. The topic of corruption can also be cited as an example. This is a painful issue that does not allow an honest, conscious citizen to live in peace. Gossip is a powerful weapon that spreads at the speed of light. This explains their popularity among society.

International information has its own properties, namely relevance, reliability, objectivity, novelty and clarity. Novelty is one of the most important criteria, as information must be such as to attract the attention of the media. This indicator shows what is new for a person. The criterion of clarity is that international information is disseminated in different parts of the world and may be perceived differently by people in a given country. Depending on how it will be perceived by people, certain decisions and actions will be manifested in the future.

International information in the field of global communications is characterized by: first, accessibility, but its level depends on the information technology development of an individual state; secondly, inexhaustibility; third, ease of processing; fourth, high rate of propagation; fifth, uneven distribution; sixth, a weak degree of control [7].

Results. Among the most well-known media in Ukraine covering international news are TV channels 1 + 1, Ukraina, UA Pershiy and STB, which have their own correspondents abroad, as well as Inter, Novyi, and ICTV etc. Among the online media: BBC Ukraine, Ukrinform, TSN, Obozrevatel, Segodnya, etc. International news is also covered by radio, in particular “ENERJY”, “Lux FM”, “Hit FM”. Despite the fact that foreign news coverage in Ukraine is available today and separate sections are created for this purpose, it still needs to be improved. There are especially few popular science materials today.

It should be noted that the Ukrainian media have free opportunity and chance to develop international journalism, because unlike Turkmenistan, Iran, Belarus, Eritrea or North Korea, we have freedom of speech. That is why it is necessary to use the most of those opportunities and the main thing to remember is that the journalist’s mission is to convey true, accurate, unbiased information to the public.

In the world, the information presence of most countries is shown through the social media. This ensures the organization of international information flows and is a priority of foreign policy of many countries. Examples include Germany’s Deutsche Welle (Germany), France’s TV5 (TV5), and the United Kingdom’s BBC.

Today, international journalism has become not only prompt and timely reporting of events taking place in any part of the world, but also is a full participant in international processes. In order

to preserve the national identity, the media should serve as a certain outpost for the promotion of folk traditions and culture in the world.

Each country cares with all its might about its political image in the international arena. Today, more than ever, the media tool is mega-important: no powerful country, such as the United States or the United Kingdom, could create as strong a political image as it can now boast. Every world broadcasting service openly or veiledly cares about the image of the country it represents. We can confirm this thesis not only by the editorial policy, but also by the number of positive materials about the country or its citizens. We have also seen a tendency for national media outlets to focus differently on events, choosing headlines and quotations in order to silence or disseminate unwanted information to the political system. For example, covering the problem of cybercrime in the world, the Russian service of the BBC (BBC) – the only one that did not include in the headline information that most cybercriminals are Russians [10]. Analyzing the main trends in the development of global broadcasting services, it can be argued that they are not only a tool for shaping the image of a country, but also influence the transformation within other political systems.

The conducted content analysis of publications of foreign online media shows a different level of attention of certain publications to the research topic. The most active in presenting the internal and external situation of Ukraine during the study period from 16 September to 30 November 2021 were foreign media in the United States (17 % of the total number of selected publications), Germany (16 %) and Hungary (13 %). Nevertheless, Russian, Polish and USA media were also interested in the affairs in Ukraine.

One of the Russian media, which we have analyzed, is Rossiyskaya Gazeta. An analysis of the publications of this publication gives grounds to state that most of them are aimed at criticizing the power structures of Ukraine in all spheres. It is noteworthy that a significant proportion of reports cover events in eastern Ukraine. Concern the problems of the annexed Crimea by Russia [8].

Among other topics presented in the columns of the Russian edition, it is necessary to single out such as gas supply, international economic cooperation, national policy, political struggle, financial situation, history, culture, sports, etc. [13].

Thus, analyzing the nature of the development processes of Ukraine reflected in Rossiyskaya Gazeta, it should be noted that the materials are mostly critical. Despite the fact that Russian propaganda has not played a major role in the international arena, as the world has realized that it is impossible to believe the interpretation of Ukrainian events in the Russian media, the publication continues to form a negative image of Ukraine. Corruption, weak reforms, and scandals involving Ukrainian officials are topics that Russian observers have regularly drawn attention to.

Among the Polish media, the newspaper Rzeczpospolita was analyzed. Today, Rzeczpospolita is one of the most popular Polish daily newspapers, influencing not only the formation of public opinion, but also the decision-making process of representatives of various levels of Polish government. The publication has a socio-political format. The language of the publication is Polish. The analysis of publications allows us to state that most of the materials about Ukraine presented in the columns of Rzeczpospolita concern the relations between our country and the European Union, the United States, as well as, now relevant for Poland – with Belarus [1]. Other common themes include Ukrainian-Russian relations, which relate to the consequences of Russia's armed aggression against Ukraine and the problem of gas supply, in particular, the construction of Nord Stream-2 [2].

From the end of September to November, Gazeta Wyborcza does not had many materials / news that mention Ukraine, now more about them:

1. “*The doublers conquered Ukraine*”. This article describes the victory of the Poles in football with the Ukrainians in the score “2:0” and in general the analysis of the whole game, dividing the

article into sections: “Polska – Ukraina”. Wide frame Brzeczk, “Poland – Ukraine. Curious goal Piątka”, “Poland – Ukraine 2:0”[6].

2. “*President of Ukraine Wołodymyr Zełenski picked coronavirus*”. The article was about Vladimir Zelensky’s infection with the virus, but it was said that he feels well [9].

3. “*Former President of Ukraine Petro Poroshenko got ill from coronavirus*” [15].

4. “*President Duda in Ukraine. A pandemic rapprochement*”. This publication was about the visit of the President of Poland Andrzej Duda to Ukraine [1]. It was about cooperation between Ukraine and Poland, support for Polish President Andrzej Duda, where he stressed Poland’s support for Ukraine’s territorial integrity and called for an end to the illegal occupation of the Autonomous Republic of Crimea and the ongoing aggression in Donbas. The photo attached to the article illustrates that Andrzej Duda’s visit was friendly.

Other topics of interest to Polish journalists include national politics, corruption, international politics, international economic cooperation, the economic situation, financial and social policies, cyberattacks, culture, tourism, sports, and more. As a result of the analysis of the nature of the development processes of Ukraine reflected in Rzeczpospolita, it was found that most of the materials on Ukraine have a negative content. However, there are also reports about Ukraine in a positive light.

Thus, it can be stated that the Polish daily newspaper Rzeczpospolita provides mainly operational, comprehensive and unbiased information about the international situation, socio-political, economic and cultural life of modern Ukraine. A deep understanding of the facts, a serious analysis of the situation in Ukraine, as well as the opportunity for journalists to express their opinions and give expert assessments of events characterize the materials of the publication. However, significant criticism of the lack of a balanced strategy of political and economic transformation in our country by journalists Rzeczpospolita leaves its negative impact on the image of Ukraine. Given that today our country has the image of a pro-Western country, it is very important to form a positive image of our country in the European information space.

The Washington Post writes about Ukraine on the topic of local elections on the Donbass. In particular, The Washington Post says that local elections should be an indicator of changing the political climate in Ukraine; and the new political reality will drastically reduce the chances of systemic reforms in the coming months, while putting existing reforms at further risk. They emphasize that this may weaken those who really want to integrate Ukraine into Euro-Atlantic structures.

“The State Statistics Service of Ukraine reported a reduction in industrial production in the country by 7 % compared to the same period last year. According to the agency, the most difficult situation is observed in the processing industry” [11].

As for Donbass, the publication notes: “President of Ukraine V. Zelensky discussed with the High Representative of the European Union for Foreign Affairs and Security Policy J. Borrel the annexed Donetsk region and Crimea. The President of Ukraine invited EU representatives to Donbass to see with his own eyes how Ukrainian soldiers adhere to the ceasefire regime and what actions the army is conducting there” [11].

Conclusions. In general, the interest in our country from the world’s leading media is variable, but still significant. The focus on our country is largely due to several crisis issues that affect both Ukrainian society and broader international challenges. As a result, we can say that the Russian media shows Ukraine as a country that aspires to the EU and is unable to overcome economic problems without the European Union. America focuses more on economic problems in Ukraine and the incompetence of the government in some issues (such as the economic zone in the Donbass), while Poland, on the other hand, more often covers what shows us as a developing and recovering economy, and also that the forecasts for the Ukrainian economy are positive for this year.

As for the local elections, America sees incompetence in those five issues, and Russia and Poland do not criticize, but simply put forward their assumptions about the purpose of the poll and see the positive, because the president wants to involve everyone, especially young people, in the vote.

Regarding the regime of silence in Donbass. The Russian media does not write anything about it, there is no war for them. America and Poland support Ukraine.

We can also say that Ukraine is perceived differently in different countries. In America, it is more critical, in Russia, it is not too serious, and in Poland, it is good.

REFERENCES

1. Belarus warns Ukraine about the local conflict (2021). *Rzepospolita*. Available at: <https://www.rp.pl/dyplomacja/art19178781-bialorus-ostrzega-przed-wybucem-lokalnego-konfliktu-na-granicy-z-ukraina>.
2. Biden will talk to Putin about Ukraine (2021). *Rzepospolita*. Available at: <https://www.rp.pl/polityka/art19166801-biden-bedzie-rozmawial-z-putinem-tematem-ukraina>.
3. Crimea senator about provocation (2021). *Russian newspaper*. Available at: <https://rg.ru/2021/12/10/senator-ot-kryma-provokaciia-v-chernom-more-obostriaet-otnosheniiia-s-kievom.html>.
4. Elenco Organizzazioni Internazionali [Online source] / Ministero degli affair esteri. Available at: http://www.esteri.it/MAE/IT/Politica_Estera/Organizzazioni_Internazionali/Lista_Organ_Internaz/.
5. Kaczynska, N. O. (2020). *Political image of the state: structural and communication components of the phenomenon* [Online source] / N. O. Kaczynska. Available at: <http://www.viche.info/journal/1738/>.
6. Lukashenko advises Ukraine not to be under foreign control (2021). *Rzepospolita*. Available at: <https://www.rp.pl/dyplomacja/art19159781-lukaszenko-wladze-ukrainy-nie-rzadza-ukraina-kraj-pod-zewnetrzna-kontrola>.
7. Media Sapiens [Online source]. Available at: <https://ms.detector.media/zhurnalistika-osvita/post/18654/2017-03-28-yak-zrobiti-tak-shchob-ukrainski-zhurnalisti-mizhnarodniки-rozumili-pro-shcho-zapituyut/>.
8. Ministry of the transport of Crimea about Kerch (2021). *Russian newspaper*. Available at: <https://rg.ru/2021/12/10/reg-uko/mintrans-kryma-ocenil-situaciu-posle-incidenta-v-kerchenskom-prolive.html>.
9. Ministry of the defense of Ukraine thinks that Russia will not attack (2021). *Rzepospolita*. Available at: <https://www.rp.pl/dyplomacja/art19152181-minister-obrony-ukrainy-uwaza-ze-rosja-nie-zaatakuje>.
10. Romano, A. (Ed.). (2010). *International journalism and democracy: Civic engagement models from around the world*. Routledge, 212 p.
11. The Washington Post [Online source]. Available at: <https://www.washingtonpost.com/>.
12. The USA postponed the help for Ukraine (2021). *Russian newspaper*. Available at: <https://rg.ru/2021/12/11/ssha-otlozhili-okazanie-ukraine-paketa-voennoj-pomoshchi.html>.
13. Ukraine shouldn't wait for help from Germany (2021). *Russian newspaper*. Available at: <https://rg.ru/2021/12/11/posol-ukrainy-melnik-prizval-ne-zhdat-pomoshchi-ot-germanii.html>.
14. Ukrainian military are on the border, while the President – in the mountains. (2021). *Rzepospolita*. Available at: <https://www.rp.pl/polityka/art19138061-ukraina-czolgi-przy-granicy-a-prezydent-w-gorach>.
15. Ukraine pays for the vaccination (2021). *Rzepospolita*. Available at: <https://www.rp.pl/finanse/art19120391-ukraina-placi-za-szczepienia-oszusci-zarabiaja>.

Мар'яна Кіца

МІЖНАРОДНА ЖУРНАЛІСТИКА ЯК ДЖЕРЕЛО ФОРМУВАННЯ ІМІДЖУ КРАЇНИ ЗА КОРДОНОМ

Поняття “масової комунікації” у працях українських та закордонних науковців розглядається обмін міжнародної інформації, яка пов’язана з певними соціальними суб’єктами і яка опосередковується через спеціальні технічні засоби. Вона складається з щонайменше трьох аспектів: інформації, процесу передачі і поширення інформації, а також власне засобів комунікації. Завдяки цим процесам світова спільнота може дізнаватись про те, що відбувається у тій чи іншій країні.

Міжнародну комунікацію поділяють на формальну та неформальну, а результати та її дія здебільшого спрямовані не лише на індивідуальну, але й на масову свідомість.

Міжнародна комунікація є важливим складником медіасфери будь-якої країни. На дипломатичній арені завдяки їй характеризують статус держави. Також вона впливає і на політичний імідж. Саме від міжнародного іміджу країни залежить міжнародна співпраця, залучення іноземних інвестицій, сприйняття країни на міжнародній арені і ставлення до її громадян. Для досягнення мети дослідження було проаналізовано російські, польські та американські медіа. Контент-аналіз закордонних ЗМІ засвідчив, що Україна присутня в закордонному медіапросторі в різних наративах. Зокрема, російські ЗМІ пишуть про Україну лише в негативну сенсі, акцентують на економічних труднощах та проблемах. Натомість польські та американські медіа подають інформацію про нарощення російських військ біля кордонів України, про заохочення до вакцинації, а також про зовнішню політику України.

Для того, щоб збільшити кількість “української тематики” у міжнародному інформаційному просторі, представникам української політичної еліти потрібно співпрацювати із закордонними журналістами, активно давати їм коментарі, інтерв’ю, збільшувати кількість закордонних поїздок та зустрічей із представниками політичних, бізнесових, наукових кіл. Це допоможе протидіяти деструктивним кампаніям у міжнародному інформаційному середовищі, спрямованих проти України.

Ключові слова: міжнародна журналістика, імідж, медіасфера, тематика, Україна.