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THE IMAGE OF UKRAINE IN ENGLISH-SPEAKING MEDIA

The media exert the greatest influence on how people see countries and nations in the age of mass communication. The issue of examining the portrayal of Ukraine in English-language media discourse is crucial in this setting. The growth of a nation's economy, culture, and politics may be significantly influenced by how that nation is seen by the world community. Therefore, researching the portrayal of Ukraine in English-language media is crucial for philological science theory and practice.

This scientific work's goal is to investigate and examine how Ukraine is portrayed in English-language media discourse in order to pinpoint its characteristics and determine how they affect how the nation is seen abroad. To accomplish this, the following tasks have been established: to analyse the peculiarities of the formation of the image of Ukraine in the English-language media discourse; to pinpoint the essential components of the image of Ukraine in the English-language mass media; and to evaluate the influence of the image of Ukraine on the nation's relations with other states and its image.

The study's subject is the portrayal of Ukraine in English-language media, and its target is that discourse. The research's primary source of information is the text of English-language mass media, which includes details about Ukraine's politics, culture, and other facets. This research is crucial for the practise of philological science since it may aid in the creation of plans for promoting Ukraine's good reputation abroad by analysing how the country is portrayed in English-language media discourse. The study's findings may be helpful to Ukrainian diplomats, journalists, and politicians who work to represent their country abroad. This scholarly analysis of the portrayal of Ukraine in English-language media discourse is so pertinent and significant. Its goal is to investigate and examine how Ukraine is portrayed in English-language media in order to pinpoint its characteristics and understand how they affect how the world views the nation.

The research's pertinent aims will be to analyse the unique processes by which Ukraine's image is formed, identify the essential components of this image, and determine the impact of this image on Ukraine's interactions with other nations. The idea of a nation's "image" in media discourse refers to how that nation is portrayed and seen in the context of the global media. The perception that people have of a nation is a complicated notion, stereotype, or representation that has been shaped by media messages, remarks, pictures, and other forms of media.

The interplay of numerous aspects in the media discourse affects how the nation is seen. A nation's impression and image in the international community are significantly shaped by the media. By selecting themes, frameworks, messages, and resources to use, journalists and editors have a significant impact on how the public perceives a nation.

Various factors that show the cultural, political, economic, and social core of the nation are taken into consideration while forming the nation's perception in the media discourse. Language, customs, food, and art are examples of cultural facets that help

one develop an understanding of the cultural setting of a nation. Political factors include the form of government, laws, and foreign policy initiatives that influence how a nation is viewed as a political player. A country's economic potential is perceived in part based on how its industries, investments, and commerce have developed. Lifestyle, education, and medicine are all social characteristics that represent the social climate and level of living in the nation.

As a major channel of communication between nations and the global world, media discourse has an impact on how a nation is seen. The media serve as conduits for the dissemination of knowledge, viewpoints, and concepts about the nation while also affecting how it is seen and regarded outside. Reflecting negative characteristics in media discourse can result in the establishment of a negative perception of the nation, whilst highlighting favourable parts helps to foster a positive perception. As a result, the media play a significant role in determining how the nation is perceived by the rest of the world.

The sources and research materials were identified in order to investigate how the English-language media discourse portrayed Ukraine. Popular English-language media outlets with vast audiences and substantial impact were considered. Newspapers, periodicals, internet directories, television, and radio stations are some of these sources.

Textual resources with information about Ukraine's culture, history, politics, and other topics make up the investigated material. News, remarks, reports, articles, interviews, and other types of journalistic writing can be included in these resources. Relevance and reflection of numerous facets of the perception of Ukraine were taken into consideration while choosing the materials [2].

It is worth noting that many electronic media and popular printed publications focus on the "common man" and try to correspond to his ideas about what is appropriate and what is possible [1]. Publications such as "The Guardian" have an audience of millions and are authoritative for the average person. Therefore, when such a publication picks up the Russian narrative about the "strong force of neo-Nazis on the streets of Ukrainian cities", it can be perceived as the truth [5]. In addition, it is important to consider that some articles may contain hyperbolized and simplified descriptions of the situation in Ukraine. For example, an article where Henry Marsh compares Ukraine with "Trabant that wants to be Ferrari" [6] can create an unbiased image of the country. Such articles may inaccurately reflect the full picture and underestimate Ukraine's achievements in the process of reforms and development.

It is important to keep in mind that Russian propaganda employs a number of techniques to propagate its message, which aims to delegitimize Ukraine and its government. This might involve making up events, falsifying facts, or intentionally disseminating misleading information. Such behaviours aid in the development of stereotypes and a poor perception of the nation [4].

Therefore, journalists and the media must abide by the ethical principles of the profession and thoroughly examine the facts before releasing materials in order to assure truthful information. When depicting the country, it is crucial to distinguish between Russian propaganda and objective journalism and to uphold the ideals of equality, fairness, and impartiality. The articles that have been analysed have shown some important aspects of the Ukrainian image. First, Ukraine is shown as a nation with a long and complicated history, as well as a rich cultural legacy. The depth of Ukrainian culture, language, and national identity is highlighted. Second, the writings

highlight the Ukrainian intelligentsia and people's endurance to oppression and hardship. This is related to efforts to repress Ukrainian national identity and culture, particularly under the Soviet rule. Thirdly, the battle for independence and the upkeep of Ukrainian culture are emphasised. It mentions significant occasions and movements that contributed to Ukraine's independence and preservation of its identity.

As a result, the public perception of Ukraine is changing and helping to create a picture of a nation with a distinctive cultural legacy, a strong sense of national identity, and a complex past. The international community, which aims to assist Ukraine in maintaining its cultural values and promoting democratic reform, may express compassion, interest, and support in response to it.

Several important factors contribute to the construction of Ukraine's image in the articles under analysis. The articles highlight significant occasions like the Orange Revolution in 2004 and the Revolution of Dignity in 2013–2014 that had a significant impact on the development of Ukrainian society. These incidents had a significant impact and demonstrated the Ukrainian people's determination to alter the nation's political, economic, and social structure [3].

The second crucial issue is highlighting Ukraine's position as a country that borders Russia and the impact it has on Ukrainian politics and society. It speaks about the ongoing fighting between pro-Russian troops in eastern Ukraine that started in 2014. One of the most important components of Ukraine's reputation is this war, which has a big influence on the country's situation.

The third element is an appeal to Ukraine's economic potential and difficulties. The articles discuss measures meant to promote economic expansion, combat corruption, and draw in international investment. However, current issues such a lack of transparency, excessive bureaucracy, and extreme poverty are also mentioned.

The desire for democracy and growth, the effect of the Russian factor, the problems and possibilities of the economy, and the desire to participate actively in international affairs are all parts of the picture of Ukraine that can be drawn from the examination of the articles. This is merely a generalised trait based on the referenced articles, thus it is crucial to keep in mind that the perception of the nation might change depending on the source and context.

The study's main findings indicate that a number of important factors contribute to how Ukrainians are perceived in English-language media discourse, including their historical heritage, national identity, will to resist oppression, ties to Russia, potential for economic growth, and desire to participate actively in world affairs.

There is a tremendous impact of mass media on how the English-language media portrays Ukraine. The pieces highlight the country's economic growth and potential while also drawing attention to significant events in Ukraine, such as revolutions and the fighting in the east.

It is essential for the development and sustained preservation of a favourable perception of Ukraine in the discourse of the English-language media that:

- Journalists adhere to the ethical principles of their profession and confirm information before publishing it.
- Differentiating between objective journalism and Russian propaganda while upholding the ideals of fairness, equality, and objectivity in the portrayal of facts and events.

- Highlighting accomplishments and changes made in Ukraine with the intention of promoting economic growth, battling corruption, and luring in international investment.

- Stressing how crucial it is to preserve Ukrainian culture, national identity, and legacy in order to contribute to global cultural enrichment.

The public perception of Ukraine can be raised by actively collaborating with foreign media outlets and journalists. Building a neutral reputation may be facilitated by advocating for open and transparent information access, offering knowledgeable opinion, and taking part in journalistic investigations. Additionally, it is crucial to promote Ukraine on social media and other digital channels. High-quality and appealing web material, films, photographs, and articles about Ukraine may grab the audience's attention and have a favourable impact on how they view the nation.

It might be very important for Ukrainian public organisations, diplomatic missions, and engaged people to become involved in spreading a favourable picture of their country. The perception of Ukraine and its image may be enhanced through forging alliances with international organisations and advocating for the nation's interests abroad.

It is crucial to keep creating and supporting projects in the fields of culture and education that foster communication and contact between Ukraine and other nations. Student exchanges, cultural events, exhibits, and other such occasions can help the nation project a favourable image to the rest of the globe.

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