



Electronic Media Tools in Image-Building

(Using a Comparison of Publications about Ukraine in the Antwerp Newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk Newspaper «Kurs»)

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Annotation

The purpose of this study was to identify, describe, classify, and compare the tools (means) of the electronic resources of the Antwerp newspaper “Gazet van Antwerpen» and the Ivano-Frankivsk newspaper “Kurs» in the process of Ukraine’s image-building.

Research Methodology: The research was conducted in three stages: the initial stage, content analysis, and the final stage. Each stage had specific tasks and objectives. The initial stage involved defining the main tasks and goals of the research, and selecting and conducting a preliminary analysis of domestic and foreign regional electronic media. The second stage – content analysis – involved conducting quantitative and qualitative content analysis of the Ivano-Frankivsk and Antwerp media by the unit of topics during the period from April 1, 2024, to April 10, 2024. The final stage of the research aimed to identify the main tools of electronic media in the process of Ukraine’s image-building (both internal and external). The total number of analyzed publications of the Ivano-Frankivsk online newspaper “Kurs» was 209. The total number of analyzed publications of the Antwerp online newspaper “Gazet van Antwerpen» was 2313.

As a result of processing the obtained data, it was established that the tools of domestic media (Ivano-Frankivsk newspaper “Kurs») indirectly influence the creation of Ukraine’s image in foreign media (the Antwerp newspaper “Gazet van Antwerpen»).

Conclusions: Both “Kurs» and “Gazet van Antwerpen» remind Ukrainians and the world daily about the Russo-Ukrainian war, the losses, and the heroism of the Ukrainian people on the frontline and in the rear. They also comprehensively and objectively highlight the crimes of the Russian Federation on the territory of

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Ukraine, which helps optimize humanitarian and military aid to the country. As a result, the world takes Ukraine, a post-Soviet country demonstrating competitiveness on the global stage, more seriously. Additionally, journalists from “Gazet van Antwerpen» dismantle the propaganda narratives of the aggressor country.

Introduction

The study is devoted to the problem of determining the tools of electronic media in the process of image building (using the example of a comparison of publications about Ukraine in the Antwerp newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk newspaper «Kurs»). Until now, the topic chosen by us has not been studied by scientists.

The object of further analysis was the image-building process of wartime Ukraine by means of electronic media («Gazet van Antwerpen» and «Kurs»). *The subject is a comparison of the tools of electronic resources of the Antwerp newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk newspaper «Kurs» in the process of image building of Ukraine.*

Research hypothesis: the tools of the domestic media (the Ivano-Frankivsk newspaper «Kurs») indirectly influence the creation of the image of Ukraine by the foreign media (the Antwerp newspaper «Gazet Van Antwerpen»).

The aim of the study was to identify, describe, classify and compare the tools (tools) of the electronic resources of the Antwerp newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk newspaper «Kurs» in the process of image building of Ukraine.

History of problem research

The choice of the specified research topic is due to the full-scale invasion of the Russian Federation into Ukraine. We consider it necessary to point out the fact that this topic in a specific sense has not been investigated by scientists before. However, studies of image-building processes make up a significant part of scientific works in Ukraine and abroad. Let us single out the works of Barna N. (2008); I. Bondarenko (2014); Dyachuk V. (2017); Korolka (2001); Parkhomenko T. (2000); Pocheptsova G. (1997) and Kholoda O. (2011). The importance of the study and research of our chosen topic lies in the timely detection, identification and optimization of the processes of the formation of Ukraine as a competitive state at the geopolitical level. The country's image is an integral element of the country's infopolitical status in modern conditions; when information (propaganda, rumours, stereotypes and myths) precedes the activities of states.

Ukrainian scientist, professor and doctor of philosophy Valentin Hryhorovych Korolko believes that:

«Image is a mental representation of a person, product or institution, which is purposefully formed in the mass consciousness with the help of publicity, advertising or propaganda» (Korolko, 2001).

An image, or an exhaustive list of associations of this or that phenomenon/object/subject/institution, exists on the basis of rumors, myths, propaganda of facts. Often, facts take the last place in the hierarchy of the image-building process. The basis for this is the influence of the rest of the countries on the mass consciousness of foreign recipients. «Information competitions» are not innovative. Ukraine «convinced» on its own experience that refuting certain myths and misinformation takes a lot of time and resources. In addition, it requires the involvement of professionals in the work, as well as cooperation with foreign colleagues.

Georgy Pocheptsov notes that:

«The image is a symbolic substitute that reflects the main features of a person's portrait. The image is informative, it informs about a certain set of features inherent in the object. Moreover, these signs can exist objectively or be arbitrarily attributed to the object by the creators of the image» (Pocheptsov, 1997).

That is why it is necessary to study the concepts of image, image building and related elements in detail. It is important to constantly monitor the network - to monitor the state of our country's image. We consider network monitoring in the conditions of the Russian-Ukrainian war of the third period to be the primary task of specialists in the field of PR and others. The Russian Federation produces new and new fakes every day, and the enemy's propaganda spreads to foreign audiences faster than we have time to notice.

Ukrainian image researcher Nataliya Vitaliyvna Barna claims that:

«The image can also serve as a basis for trust, a factor that facilitates influence, but this, firstly, is not the only function of the image, and secondly, the use of the image as a means of social influence is possible not always, but under certain conditions, which must meet image» (Barna, 2008).

The country's image determines its place in the international political and, in particular, information arena. Studying the role and functions of the country's image building is an important element in creating a positive image of Ukraine abroad: reliable, steadfast, and one that inspires trust.

Because of the growing informational presence of Ukraine in the media space of the world, we consider it an important task to study the image-building processes of Ukraine by domestic and foreign media.

Research methods and techniques

The methods that helped us during the research can be conditionally divided into *theoretical and practical*.

Among *the theoretical methods*, we used the following: we applied *the inductive method* to derive general propositions from the observation of a series of facts. Thanks to *the generalization*, markers of the influence of domestic and foreign media on the image-building process of Ukraine in the international info-political space were established. *The hypothetical-deductive method* helped us put forward the hypothesis that the tools of the domestic media (the Ivano-Frankivsk newspaper «Kurs») indirectly influence the creation of the image of Ukraine by the foreign media (the Antwerp

newspaper «Gazet Van Antwerpen»). Systematization of the obtained data helped us formulate conclusions.

Regarding *practical methods*, we conducted a *content analysis* (Content analysis, 2024) of the Ivano-Frankivsk online news resource «Course» and the Antwerp online newspaper «Gazet Van Antwerpen», which helped us determine the main events, topics and views on the situation in Ukraine. In addition, a *comparative analysis* of publications related to the war in Ukraine was conducted based on the materials of such electronic media as «Kurs» and «Gazet van Antwerpen». This allowed us to find the focus of attention and the main approaches to covering events in Ukraine. Monitoring of the foreign press helped determine Ukraine's place in the international information arena.

Research methodology

The research is based on three stages. Each of the stages has a specific task and goal.

1. *Initial stage*. At this stage, we identified the main ones task and purpose of further research, selection and preliminary analysis of domestic and foreign regional electronic media. The goal was to identify, define and compare the tools of electronic media in the process of image building of Ukraine at the international level. Among the tasks, we will highlight the content analysis of the Ivano-Frankivsk online news resource «Kurs» and the Antwerp online newspaper «Gazet van Antwerpen» by the unit «topic»; identification of certain regularities regarding the distribution of news by foreign media from Ukrainian primary sources; definition and comparison of the tools of the specified electronic media through the analysis of news publications devoted to the topics «Ukraine», «Ukrainians», «war in Ukraine»; search for effective methods for building a positive external image of the country.

2. *Content analysis*. The implementation of this stage was carried out quantitative and qualitative content analysis of Ivano-Frankivsk and Antwerp media by topic unit. We focused on publications during the period from April 01, 2024 to April 10, 2024. We managed to identify four main categories of affiliation of the «Course» publications: «Culture», «War in Ukraine», «Society» and «Ukraine». The category «Culture» covers such headings as *literature, art, sports, music, cinema and theater, history, fashion, festivals, contests, competitions, traditions and customs. Military aid, news from the front and rear, losses and gains, Russian crimes in Ukraine, awards to military personnel/military families, awarding of ranks, actions in support of the Armed Forces of Ukraine, volunteer movement - form the category «War in Ukraine»*. In the «Society» category, we have combined the rubrics devoted to *the health and medicine of Frankivians, crime, road accidents, church and religion, social life of the population, sowing, ODA, etc.* «Ukraine» contains publications covering the *political, economic, legislative and executive system of Ukrainians*. (Summary data of the conducted analysis are provided in Table 1 «Content analysis of the online newspaper «Kurs»: quantitative aspect» (see the section «Results of the study»).

We conditionally divided the analyzed publications of the Antwerp online newspaper «Gazet van Antwerpen» into two categories: «*Total number of publications*» (per day) and «*Ukraine*». Since our area of interest is the image of Ukraine in foreign media, we focused on the publications of «Gazet van Antwerpen» devoted to the topic of Ukraine, Ukrainians and the Russian-Ukrainian war (category «Ukraine»). (The results of the conducted content analysis are given in Table 2 «Content analysis of the online newspaper «Gazet Van Antwerpen»: quantitative aspect» (see the section «Research results»).

3. The performed analysis helped us to define the main toolkit electronic media in the process of image building of Ukraine (external and internal). *The final stage of the study* is dedicated to this.

Research results

The research was carried out by conducting a quantitative and qualitative content analysis of 10 issues of the Antwerp online newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk online newspaper «Kurs» in the period from 04/1/2024 to 04/10/2024. Next, we offer a more detailed look at the results of the conducted content analysis of the Ivano-Frankivsk online news resource «Course». We present the data obtained during the quantitative content analysis of the «Course» in the form of a table (see below).

Table 1 Content analysis of the Kurs online newspaper: quantitative aspect
(by the «topic» unit)

Date	Total number of publications; (%)	Culture; (%)	War in Ukraine; (%)	Society; (%)	Ukraine; (%)
1.04.2024	21; (100%)	1; (4,76%)	3; (14,29%)	16; (76,19%)	1; (4,76%)
2.04.2024	23; (100%)	5; (21,74%)	6; (26,09%)	10; (43,48%)	2; (8,7%)
3.04.2024	25; (100%)	4; (16%)	5; (20%)	14; (56%)	2; (8%)
4.04.2024	24; (100%)	7; (29,17%)	5; (20,83%)	12; (50%)	-; -
5.04.2024	23; (100%)	2; (8,7%)	9; (39,13%)	11; (47,83%)	1; (4,35%)
6.04.2024	14; (100%)	5; (35,71%)	5; (35,71%)	4; (28,57%)	-; -
7.04.2024	12; (100%)	2; (16,67%)	4; (33,33%)	5; (41,67%)	1; (8,33%)
8.04.2024	21; (100%)	5; (23,81%)	6; (28,57%)	10; (47,62%)	-; -
9.04.2024	25; (100%)	5; (20%)	5; (20%)	15; (60%)	-; -
10.04.2024	21; (100%)	4; (19,05%)	5; (23,81%)	11; (52,38%)	1; (4,76%)
AMR	20,9; (100%)	4; (19,56%)	5,3; (26,18%)	10,8; (50,37%)	0,8; (3,89%)

*AMR – the arithmetic mean value of the results.

Quantitative content analysis of publications of the Ivano-Frankivsk online newspaper «Course» was carried out from 04/01/2024 to 04/10/2024. During this time, we analyzed 209 news publications. Among which:

- 40 publications from the «Culture» section: the average number of publications per day – 4, which in percentage ratio is 19.56%;
- The heading «War in Ukraine» has a total of 53 publications – 5 (5.3) publications/day on average, or 26.18%;
- «Society» includes 108 publications. An average of 10 (10.8) publications per day, which is a percentage of 50.37%;
- The last section - «Ukraine» - contains 8 publications. The average number of publications per day is 0.8 publications, or 3.89%.

Based on the data obtained during the quantitative content analysis, we will single out four features.

1. The «Society» category occupies the main niche of «Course» news publications (50.37% of all publications during the specified time period). That is, 10.8 publications of the specified category appear on the site every day.

2. News from the «War in Ukraine» category covers more than a quarter of the site's information load and ranks second in terms of the number of publications during the analyzed period – 26.18%. We consider this amount of news of the Russian-Ukrainian war of the third period insufficient, because not all reports about war crimes of the Russian Federation on the territory of Ukraine have a place in the information field of «Course».

3. The total number of publications in the «Ukraine» category occupies the smallest share of the information load of the news site (3.89%), but it corresponds to the specified topic of the online newspaper «Kurs» – news of Prykarpattia and the city (Ivano-Frankivsk).

4. On average, «Kurs» publishes 21 (20.9) news messages per day, providing basic information to the audience without reloading it.

Thanks to a qualitative content analysis of the Ivano-Frankivsk online newspaper «Kurs» during the specified time period (04/1/2024 – 04/10/2024), it was possible to determine the tools of the Ukrainian online media in the process of image-building of Ukraine during the third period of the Russian-Ukrainian war. We came to the following conclusions:

1. Ivano-Frankivsk online media publishes news from various spheres of the socio-cultural life of Ukrainians, which directly or indirectly shape the internal image of the country, which is a component of the external image.

2. News of culture, war, the front, education, science and society appear in the publication feed every day, ensuring a balance of information. No less important, in our opinion, is the fact of daily reminding the society about the war and losses, gains of Ukrainians/the country in military and socio-cultural terms. In this way, the «Course» forms the image of Ukraine for Ukrainians themselves, and in the future for foreign recipients. It is worth adding that a stable internal image of the country is a catalyst for the formation of a positive image of the country in the international arena.

3. The Russian-Ukrainian war became the basis for reforming Ukraine's image abroad. Therefore, we consider the coverage of the events of the third period of the Russian-Ukrainian war, the achievements of Ukrainians on the battlefield and the losses caused by the aggressor country to be key in the image-building process of Ukraine. Honoring the memory of War Heroes, awarding soldiers and

volunteers, awarding honorary titles - mentions of this in the national media form an important aspect of the country's external image as one that honors the memory of everyone's contribution during the confrontation with the enemy. We consider it necessary to point out that the Ukrainian media is the source of reliable news of the war, terrorist acts of the Russian Federation against Ukrainian civilians and, in particular, prisoners and/or Ukrainians in the temporarily occupied territories. Russia produces a large amount of propaganda and disinformation in the international information space, falsifying and distorting the facts. The main task of the Ukrainian media is the objective and constant coverage of the events of the Russian-Ukrainian confrontation and commemoration of the Ukrainians who died in this war in the information space. In particular, «Course» adheres to the mentioned technology. «Carpathian Ivan Hudyak was posthumously awarded the Order of Courage» (Kurs (2024, April 1). «26-year-old Carpathian Serhiy Varyk died in Donetsk region» (Kurs (2024, April 2). «The death of Ivan Zembitsky from Kalush, who was considered missing, was confirmed missing» (Kurs (2024, April 2). «The president presented the order «Gold Star» to the native of Kosovan Ivan Krymskyi» (Kurs (2024, April 2). «39-year-old Andriy Geryn from the Dzvinyak community died in the war» (Kurs (2024, April 3). «Students-geologists of IFNTUNG are invited to a charity fair on support of the Armed Forces» (Kurs (2024, April 3). «As a result of the attack on Kharkiv, four people were killed, three of them are rescuers» (Kurs (2024, April 4). «Relatives of the fallen from Kosiv region and Verkhovyna region were awarded awards» (Kurs (2024, April 4). Ihor Kozmenko, a defender from Pechenezhyn, was awarded the «Golden Cross» (Kurs (2024, April 4). Parkulabu» (Kurs (2024, April 5). «It became known about the death of Ivan Kuchirka, a resident of Kolomyia, who was considered missing» (Kurs (2024, April 5). «At a meeting at PNU, the Order of «Achievements» was presented to military pilot Dmytro Shkarevsky» (Kurs (2024, April 5). «Geological students of the IFNTUNG collected almost 56 thousand hryvnias for the Armed Forces» (Kurs (2024, April 5). «Russian troops started a new wave of offensives in the Bakhmut direction, ISW» (Kurs (2024, April 6). «In Amber was allowed autonomous heating after the Russian missile attack on the TPP» (Kurs (2024, April 6). «More than 800,000 soldiers' wives were collected at an auction for the Armed Forces in Frankivsk» (Kurs (2024, April 6). «Saminer of the 102nd brigade of the TRO Nazar Ugorskyi awarded the «Golden Cross» (Kurs (2024, April 6). «The defender died in the war from Kolomyia Ihor Hanushchak» (Kurs (2024, April 7). «Kolomia utility workers build fortifications for the Armed Forces» (Kurs (2024, April 7). «Fighter from Prykarpattia Mykhailo Baranovsky died» (Kurs (2024, April 7). «Kaluski utility workers joined the construction of fortifications for the Armed Forces» (Kurs (2024, 8 «Fighter Mykhailo Kushmelyuk from Prykarpattia was awarded the Golden Cross» (Kurs (2024, April 8). «Frankivsk Lyceum purchased 10 kamikaze drones for the Armed Forces» (Kurs (2024, April 8). «34-year-old Frankivsk resident Andrii Popyk died in the war» (Kurs (2024, April 8). «War opens people up»: Edelweiss psychologist about combat reality, fears and character» (Kurs (2024, April 8). «He died in the war Carpathian Nazar Danilets» (Kurs (2024, April 9). «Defender from Kosiv Oblast Yury Kulka died in Donetsk region» (Kurs (2024, April 9). «27-year-old Andriy Stefyuk from Kolomiy Oblast died in the war» (Kurs (2024, April 9). missing» (Kurs (2024, April 9). «Fighter Petro Beysyuk from Kosiv region died in the war» (Kurs (2024, April 10). «A man from Kolomyia with the call sign «Legend» shot down a «shahed» with a machine gun» (Kurs (2024, April 10).

Thus, what and how the Ukrainian media, in particular the Ivano-Frankivsk online newspaper Kurs, determines what the international audience learns about Ukraine and the Russian-Ukrainian war.

The creation of a positive, stable external image of Ukraine at the international infopolitical level is based on the creation of an equally effective internal image.

In order to determine the toolkit of the online resource of the Antwerp newspaper «Gazet van Antwerpen» in the process of image-building of Ukraine against the background of the third period of the Russian-Ukrainian war, we resorted to a quantitative and qualitative content analysis of the publications of «Gazet van Antwerpen» – a daily newspaper of Flanders, founded in 1891 in Belgium.

The results of the conducted content analysis are presented in Table 2 «Content analysis of the online newspaper «Gazet Van Antwerpen»: quantitative aspect» (See below).

Table 2 Content analysis of the online newspaper “Gazet Van Antwerpen”: quantitative aspect (by the unit «theme»)

Date	Total number of publications; (%)	Ukraine; (%)
1.04.2024	136; (100%)	–; –
2.04.2024	225; (100%)	1; (0,44%)
3.04.2024	240; (100%)	2; (0,83%)
4.04.2024	240; (100%)	2; (0,83%)
5.04.2024	256; (100%)	2; (0,78%)
6.04.2024	175; (100%)	1; (0,57%)
7.04.2024	197; (100%)	2; (1,02%)
8.04.2024	321; (100%)	3; (0,93%)
9.04.2024	265; (100%)	5; (1,89%)
10.04.2024	258; (100%)	4; (1,55%)
AMR:	231,3; (100%)	2,2; (0,88%)

**AMR – the arithmetic mean of the results.*

We analyzed 2313 publications of the online resource «Gazet van Antwerpen» during the same time period (04/01/2024 – 04/10/2024) for quantitative coverage of the topic «Ukraine», «Ukrainians» and «Russian-Ukrainian war».

In this way, it was established that the frequency of the appearance of Ukraine in the Antwerp newspaper is on average 2 (2.2) publications/day, in the percentage ratio – 0.88%. At the same time, the online newspaper publishes 231 news items daily on average.

We consider such a number of mentions of Ukraine in foreign (in particular Antwerp) infospace insufficient in the conditions of the Russian-Ukrainian war. It should be noted that news about our country is published every day. For this, a special column «Oorlog in Oekraïne» («War in Ukraine») was created.

During the time span covered by the analysis, only on April 1, 2024, the topic of Ukraine is absent in the publications of «Gazet van Antwerpen».

The process of building a stable and positive image of Ukraine abroad requires defining and optimizing the toolkit of domestic and foreign media. Qualitative content analysis of publications allowed us to more accurately determine the place of Ukraine at the geopolitical level, as well as outline the limits of our country's information presence on the international arena.

Next, we present the results of a qualitative content analysis of the publications of the Antwerp online newspaper «Gazet van Antwerpen» with their detailed list.

02.04.2024: «Van graanschuur tot wapenfabriek: Oekraïne wil de oorlogsmachine van het Westen worden» | «From a warehouse to a weapons factory: Ukraine wants to become a military machine of the West» (Tanghe (02.04.2024, April 2); the article is devoted to an important topic for our country - the defense industry. What is important is how the online newspaper emphasizes the fact that the Russian Federation treacherously destroyed the well-known Antonov and Motor Sich defense plants. In addition, we focus on a quote that is important in our opinion: «Unfortunately, Russian President Putin knew exactly where these weapons factories were located, so most of them were bombed at the beginning of the Russian invasion. But Ukraine would not be Ukraine if it did not show stability and determination. Under the influence of Ukrainian President Zelensky last year, Kyiv developed an ambitious plan to quickly transform Ukraine into an «international military center.» The same country as it was then for the Soviet Union, although this time for a different camp: Western» (Translated from the following language: Dutch) (Tanghe, (04.02.2024, April 2). Quite relevant is the statement that Ukraine restores its own «name» in the historical context.

03.04.2024: «Russische soldaten gebruiken seksueel geweld als oorlogsmiddel: «Vaak moesten familieleden in de kamer ernaast het aanhoren» | «The Russian military uses sexual violence as a means of war: «Before this, it was often necessary to listen to the household members in the next room» (Hancké (2024, April 3); «Hilariteit over mislukte Russische afleiding: helikopter landt op geschilderde afbeelding van gevechtsvliegtuig» | «Hilarious over botched Russian sabotage: Helicopter lands on painted image of fighter jet» (Sodb (2024, April 3);

“Russische soldaten gebruiken seksueel geweld als oorlogsmiddel: “Vaak moesten familieleden in de kamer ernaast het aanhoren» | «Russian military uses sexual violence as a means of war: 'Before this, it was often necessary to listen to household members in the next room'» (Hancké, 2024).

«Frank, true and terrifying». These are the words that describe the headline used by Gazet van Antwerpen journalists. Journalists conducted a study commissioned by the UN Commission on Human Rights. This article uses the stories of the local population of Zaporizhzhia, Donetsk, Kyiv, Sumy, Kherson, Chernihiv, and Dnipropetrovsk regions during the occupation. Scenes of sexual violence and moral humiliation have been compared to those committed by Soviet soldiers on German women at the end of World War II. History repeats itself, but this time the journalists of the Antwerp newspaper speak frankly, and also have evidence that they are going to use at the trial against Russia. «In anticipation of such a process, we consider it important that everyone knows what is happening in Ukraine», – Lemkin-centrum.

Hilariteit over mislukte Russische afleiding: helikopter landt op geschilderde afbeelding van gevechtsvliegtuig» | «Hilarious over botched Russian sabotage: Helicopter lands on painted image of fighter jet» (Sodb, 2024).

This is exactly what disproves the claim of «The Second World Army (Russian)». During the two years of Russia's full-scale invasion of Ukraine, the whole world sees an inversely proportional statement to this fact. On the other hand, there is an increase in the prestige of the Ukrainian army, which shows courage, skill and success in the fight against the enemy.

4.04.2024: «Schokkende beelden van Russische aanval op Charkov tonen hoe drone inslaat op reddingswerkers» | «Shocking footage of Russian attack on Kharkiv shows drone shooting down rescuers» (Adb (2024, April 4); «Antwerpse ondernemer in Oekraïne ziet nu ook huis van boekhoudster gebombardeerd worden: “Russen gebruiken experimentele raketten» | «Antwerp businessman in Ukraine now also sees bombing of accountant's house: 'Russians use experimental missiles'» (Van Roosbroeck, 2024).

«Schokkende beelden van Russische aanval op Charkov tonen hoe drone inslaat op reddingswerkers» | «Shocking footage of Russian attack on Kharkiv shows drone shooting down rescuers» (Adb (2024, April 4).

A video taken from a Ukrainian channel, with a real picture of Russian brutality, sirens and a burning rescue car next to a high-rise building hitting a residential apartment, truthfully demonstrates the Ukrainian reality. Thanks to materials such as this article, Russian fakes about «NATO bases» and non-involvement in shelling of the civilian population lose their force.

«Antwerpse ondernemer in Oekraïne ziet nu ook huis van boekhoudster gebombardeerd worden: “Russen gebruiken experimentele raketten» | «Antwerp businessman in Ukraine now also sees bombing of accountant's house: 'Russians use experimental missiles'» (Van Roosbroeck, 2024).

Russia uses all possible weapons on the territory of Ukraine, destroying industry, economy, infrastructure, and most importantly, killing the civilian population. Although the Ukrainian media publishes the consequences of Russian «arrivals» every day, in this case the testimony of a European – an Antwerp businessperson – affects the world largely.

5.04.2024: «Zelenski bezoekt nieuwe verdedigingslijnes, maar krijgt heel wat kritiek: «Ze hebben te laat een mentale switch gemaakt» | «Zelensky Visits New Frontiers of Defense, but Receives Much Criticism: 'Switching Late'» (Verhaert, W. (2024, April 5); «Oekraïense aanvoerder en stervoetballer Oleksandr Zinchenko doet belofte: «Als ik word opgeroepen, ga ik vechten» | «Ukrainian captain and star football player Oleksandr Zinchenko promised: 'If I am called, I will fight'» (Van Genechten, 2024).

«Zelenski bezoekt nieuwe verdedigingslijnes, maar krijgt heel wat kritiek: “Ze hebben te laat een mentale switch gemaakt» | «Zelensky Visits New Frontiers of Defense, but Receives Much Criticism: 'Switching Late'» (Verhaert, 2024).

Different from the Russian side, the image of an ideal state with an ideal president takes place in the mass media space of our country. Accordingly, the world picks up and carries to the masses the socio-political system of Ukraine, where there is both criticism of the government and freedom of speech.

«Oekraïense aanvoerder en stervoetballer Oleksandr Zinchenko doet belofte: «Als ik word opgeroepen, ga ik vechten» | «Ukrainian captain and star football player Oleksandr Zinchenko promised: 'If I am called, I will fight'» (Van Genechten, 2024).

The famous Ukrainian football player is ready to defend the country, this time, if necessary. This testifies to the sense of duty of Ukrainians: stars, public and non-public people.

6.04.2024: *«Aan het front in Oekraïne worden zelfs vijftig jaar oude tanks nog opgelapt: “We kunnen ons niet veroorloven die te verliezen» | «At the front in Ukraine, even fifty-year-old tanks are still being repaired: «We cannot afford to lose them» (De Decker, 2024).*

This publication once again becomes a call for Ukraine to receive equipment and weapons from Western partners. Our country urgently needs armed assistance in order to continue to defend the state, people and European values. However, the news shows how well the Ukrainians have adapted to the conditions of the war and even old equipment can be made suitable for war.

7.04.2024: *«De strategie achter de Russische traangasaanvallen: «Ze jagen de soldaten uit de loopgraaf, en dan openen ze het vuur» | «Russia's Tear Gas Attack Strategy: 'Drive Soldiers Out of Trenches, Then Open Fire'» (Ndl (2024, April 7); «Yf Reykers is expert Europese defensie: «Trump of Biden? In beide gevallen hou ik mijn hart vast» | «If Rakers, European Defense Expert: «Trump or Biden? In both cases, I hold my breath» (Van Diepen, 2024).*

2De strategie achter de Russische traangasaanvallen: «Ze jagen de soldaten uit de loopgraaf, en dan openen ze het vuur» | «Russia's Tear Gas Attack Strategy: 'Drive Soldiers Out of Trenches, Then Open Fire'» (Ndl (2024, April 7);

Prohibited methods of warfare actively used by Russia on the territory of Ukraine. We consider it important to cover such moments by foreign media, because they become indisputable independent evidence of the crimes of the Russian Federation against Ukraine, the Ukrainian army and the people.

«Yf Reykers is expert Europese defensie: “Trump of Biden? In beide gevallen hou ik mijn hart vast» | «If Rakers, European Defense Expert: «Trump or Biden? In both cases, I hold my breath» (Van Diepen, 2024).

The interview with Maastricht University professor of international politics If Reikers is quite revealing in terms of Europe's defense capability. Europe, in the opinion of the professor, should have realized the state of its own defense capabilities a long time ago, as Ukraine has done. Thus, Ukraine became an example and a catalyst for the awakening of the EU countries, awareness of Russia as an enemy and determination of the real assessment of the Russian-Ukrainian war. If Rakers also speaks frankly about Putin's ambitions, mentioning the desire of the enemy to restore the lost Russian Empire.

The fact that the professor also mentions unjustified promises of the EU and NATO to supply Ukraine with weapons and military equipment is important. Such procrastination poses a threat to world security, because Putin's occupation desires may spill over into the Baltic States and Europe.

8.04.2024: «Nieuwe president van Slovaakije is pro-Russisch: wat betekent dat voor de oorlog?» | «The new president of Slovakia is pro-Russian: what does this mean for the war?» (Renson, 2024, April 8)». Droneaanvallen op Oekraïense kerncentrale van Zaporizja: «Sprake van ernstig incident» | «Drone attacks on Ukrainian nuclear power plant in Zaporizhzhya: 'Serious incident'» (LLA, Belga (2024, April 8); «Oekraïne verliest oorlog als VS niet helpen, vreest Zelenski» | «Ukraine will lose the war if the US does not help, Zelensky fears» (Belga (2024, April 8).

«Nieuwe president van Slovaakije is pro-Russisch: wat betekent dat voor de oorlog?» | «The new president of Slovakia is pro-Russian: what does this mean for the war?» (Renson, 2024, April 8).

Geopolitics is perhaps the most important factor influencing the Russian-Ukrainian war. The help of Western partners determines the course and development of the Ukrainian confrontation. The presence of pro-Russian helmsmen on the geopolitical map of the world means the delay and obstruction of military, humanitarian and financial aid to Ukraine. As a result, the deaths of peaceful Ukrainians and those at the front. Equally important is the fact of public support for Russia's actions, which harms the image of Ukraine on the geopolitical arena of the world.

«Droneaanvallen op Oekraïense kerncentrale van Zaporizja: “Sprake van ernstig incident»» | «Drone attacks on Ukrainian nuclear power plant in Zaporizhzhya: 'Serious incident'» (LLA, Belga (2024, April 8).

Another act of highlighting Russia's crimes on the territory of Ukraine within the global information space, refuting the disinformation of Russian propagandists regarding the denial of such incidents. It is worth noting the following: such foreign media materials provide indisputable evidence of the Russian Federation's guilt.

«Oekraïne verliest oorlog als VS niet helpen, vreest Zelenski» | «Ukraine will lose the war if the US does not help, Zelensky fears» (Belga (2024, April 8).

A real assessment of the situation and risks without any embellishments. Journalists of «Gazet van Antwerpen» openly state the possible risk to a wide audience, quoting the President of Ukraine Volodymyr Zelenskyi. Draw the world's attention to the problem of aid delivery by Western partners and contribute to speeding up the solution to this problem.

09.04.2024: «Kritiek op Russische overheid groeit na dambreuk in Orsk: «Wat een theater godverdomme, alleen Poetin ontbreekt nog» | «After the breach of the dam in Orsk, criticism of the Russian authorities intensifies: «What a damn theater, only Putin is not there yet» Van (Roosbroeck, Beeckman, 2024, April 9); «Waarom nieuwe ‘bewijzen’ voor betrokkenheid Oekraïne bij aanslag Poetin goed uitkomen» | «Why the new «evidence» of Ukraine's involvement in the attack on Putin is convenient» (Mijlemans, P. (2024, April 9); «Josep Borrell wil Europees defensiemechanisme creëren, want «de oorlog gloort aan de horizon» | «Joseph Borrell wants to create a European defense mechanism because 'war is on the horizon'» (Belga (2024, April 9); «LIVE. Volg hier al het nieuws

over de oorlog in Oekraïne» | «LIVE. Follow all the news about the war in Ukraine here» (Red (2024, April 9); «Voortdurend kat-en-muisspel»: in de Noordzee woedt een schaduwstrijd met de Russen» | 'Continuous cat-and-mouse game': Shadow battle with Russians in the North Sea» (Vanhecke, De Lobel, 2024, April 9).

«Kritiek op Russische overheid groeit na dambreuk in Orsk: “Wat een theater godverdomme, alleen Poetin ontbreekt nog» | «After the breach of the dam in Orsk, criticism of the Russian authorities intensifies: «What a damn theater, only Putin is not there yet» Van (Roosbroeck, Beeckman, 2024, April 9).

Open condemnation of the socio-political situation in Russia and the destruction of the image of an «ideal and powerful state». Moreover, turning the war on the beavers, which allegedly gnawed through the dam, is now known abroad. The author of the article also calls the visit of the governor of the region and the minister of emergency situations a «passage». Let's make a casual mention of the tragedy at the Kakhovskaya HPP, which was committed by Russia last year on the territory of Ukraine. We can call it a reminder/warning of what Russians and Russia are capable of.

«Waarom nieuwe ‘bewijzen’ voor betrokkenheid Oekraïne bij aanslag Poetin goed uitkomen» | «Why the new «evidence» of Ukraine's involvement in the attack on Putin is convenient» (Mijlemans, 2024).

Objective interpretation of the «evidence» and refutation of Ukraine's involvement in the tragedy in the Crocus City shopping center in Moscow. Equally important is the fact that the newspaper's journalists do not trust Russian history, which is broadcast to the masses.

«Josep Borrell wil Europees defensiemechanisme creëren, want «de oorlog gloort aan de horizon» | «Joseph Borrell wants to create a European defense mechanism because 'war is on the horizon'» (Belga (2024, April 9).

The world is aware of the real picture of reality, with wars and armed confrontations.

«The war in Ukraine showed the world as it is, not as we wanted it to be (...). The possibility of an intense conventional war in Europe is no longer a fantasy. We must do everything we can to prevent this», – Josep Borrell» (Belga (2024, April 9). It is fair to say that Ukraine has become a catalyst for improving Europe's defense capabilities.

«LIVE. Volg hier al het nieuws over de oorlog in Oekraïne» | «LIVE. Follow all the news about the war in Ukraine here» (Red, 2024).

A separate collective publication of the latest news regarding the Russian-Ukrainian war of the third period. It is updated each time the link is clicked. All-important publications in one place, which is convenient for the foreign recipient on the issue of the Russian-Ukrainian war, Ukraine, Russia and related topics.

«Voortdurend kat-en-muisspel»: in de Noordzee woedt een schaduwstrijd met de Russen» | 'Continuous cat-and-mouse game': Shadow battle with Russians in the North Sea» (Vanhecke, De Lobel, 2024).

The world finally understood that Russia is a threat, so the appearance of a Russian reconnaissance ship was taken quite seriously and recognized as a genuine concern.

10.04.2024: «Waalse John Cockerill Defense bouwt gepantserde voertuigen om tot ambulances voor Oekraïne» | «The Walloon company John Cockerill Defense will convert armored vehicles into sanitary vehicles for Ukraine» (Belga (2024, April 10); «Bezoek Lavrov aan China werpt schaduw op Chinees-Amerikaanse band, waarschuwen VS» | «Lavrov's visit to China casts a shadow over Sino-American ties, US warns» (Belga (2024, April 10); «Rusland heeft bijna vrij spel in de lucht, en dat voelt Oekraïne overal op de grond» | «Russia has almost complete freedom of the air, and Ukraine feels it everywhere on earth» (Mijlemans, 2024, April 10); «Koning Filip spreekt Europees Parlement toe: «De Unie is nog te gefragmenteerd» | «King Philip tells European Parliament: 'Union still too fragmented'» (BLG, Belga. (2024, April 10).

“Waalse John Cockerill Defense bouwt gepantserde voertuigen om tot ambulances voor Oekraïne» | «The Walloon company John Cockerill Defense will convert armored vehicles into sanitary vehicles for Ukraine» (Belga, 2024).

Belgium, by its own example, calls on the world to support and help Ukraine. These publications are important in the context of world involvement in the Russian-Ukrainian war of the third period.

«Bezoek Lavrov aan China werpt schaduw op Chinees-Amerikaanse band, waarschuwen VS» | «Lavrov's visit to China casts a shadow over Sino-American ties, US warns» (Belga, 2024).

China sided with Russia in the Russian-Ukrainian war, helping Putin with «necessary resources.» However, the intervention of the United States shows that the world is on our side, and therefore will not allow the situation for Ukraine to worsen. Journalists of «Gazet Van Antwerpen» announce this to a wide audience.

«Rusland heeft bijna vrij spel in de lucht, en dat voelt Oekraïne overal op de grond» | «Russia has almost complete freedom of the air, and Ukraine feels it everywhere on earth» (Mijlemans, 2024).

«Russia is slowly but surely approaching the goal it has been pursuing for a long time: full control of the airspace over the front. This control is felt in several places. At the front, in the rear and in Kharkiv, which has been turned into ruins» (Mijlemans, 2024).

Truthfully and frankly about the consequences of the Russian invasion, in particular for Kharkiv. Equally important is the focus of the newspaper's journalists on Volodymyr Zelenskyi's calls to provide Ukraine with MANPADS and other means of air defense. After all, Russia continues to strike from the air, while Ukraine is gradually exhausting its defense reserves. The number of victims after the Russian shelling is also mentioned – 15, including children. In addition, the number of Russian planes

destroyed by Ukraine in a month is 15, which demonstrates Russian vulnerability, according to the Antwerp media. In addition to the mentioned facts, the reporters emphasize the importance of the timely delivery of anti-aircraft defense systems to our country, because the territorial integrity of Ukraine and the lives of the civilian population depend on it.

«Koning Filip spreekt Europees Parlement toe: "De Unie is nog te gefragmenteerd" | «King Philip tells European Parliament: 'Union still too fragmented'» (BLG, Belga, 2024).

Even the topic of the integrity of the European Union involves the mention of Ukraine – the Union must unite around a common goal – comprehensive assistance to Ukraine in the Russian-Ukrainian war, which Russia started on the territory of our country. Since Belgium is a founding country of the EU, it is the Union's responsibility to stimulate its evolution. King Philip publicly called the war in Ukraine «our struggle too» (BLG, Belga. (2024, April 10), which automatically raises the status of the country in the geopolitical arena of the world.

Based on the data obtained during the qualitative and quantitative content analysis of the Antwerp online newspaper «Gazet Van Antwerpen», the tools of the specified media in the process of image building of Ukraine against the background of the third period of the Russian-Ukrainian war were determined.

1. Objective and frank coverage of Russia's crimes on the territory of Ukraine during the third period of the Russian-Ukrainian war.
2. Call for support for Ukraine and the Ukrainian people.
3. The image of Ukraine as a defense-capable country, which became a catalyst for Europe's rethinking of its own defense capability.
4. Condemnation of Russia's actions in Ukraine and the world.
5. Daily reminder to the Antwerp audience about the problem of life and death of Ukrainians.
6. Destruction of the image of «great and powerful Russia» abroad.
7. Debunking Russian fakes and disinformation about the Russian-Ukrainian war.
8. Returning Ukraine to its historical significance.

Discussion of research results

An important element of building a successful external image of a country is the creation of a solid «foundation» - its internal image. The media self-identification of Ukrainians as a strong and progressive nation lays the foundation for the system of media tools in the process of image building of Ukraine at home and on the international infosphere. It is important to remind Ukrainians and the world about the Russian-Ukrainian war, our gains and losses at the state level and at the front. Ukraine's competitiveness is largely determined by its media presence at the geopolitical level. The Ivano-Frankivsk online resource «Course» daily reminds us of the greatness of our culture, the strength and moral stability of the people, the valor and courage of soldiers on the battlefield. In this way, Kurs journalists destroy the enemy's propaganda about the origin and development of Ukrainian statehood. It also contributes to the formation of «informational immunity» of Ukrainians.

The journalists of «Gazet Van Antwerpen» comprehensively cover the Russian-Ukrainian war, openly talking about the risks and losses, the crimes of the Russian Federation on the territory of

Ukraine, focusing on military and financial aid. In this way, the employees and editors of the newspaper «Gazet Van Antwerpen» show an act of trust and support for post-Soviet Ukraine, which has been given a chance to compare with the rest of the world. It is important to note that references to Ukraine, Ukrainians and the Russian-Ukrainian war of the third period appear in the news feed every day in the special section «Oorlog in Oekraïne» («War in Ukraine»). In addition, our country demonstrates its prowess on the battlefield to the world, which is often the subject of «Gazet Van Antwerpen» publications.

Conclusions

At the beginning of the research, the goal of further work was determined. It consisted in identifying, describing, classifying and comparing the tools (tools) of the electronic resources of the Antwerp newspaper «Gazet van Antwerpen» and the Ivano-Frankivsk newspaper «Kurs» in the process of image building of Ukraine.

The hypothesis formulated by us was confirmed: the tools of the domestic media (the Ivano-Frankivsk newspaper «Kurs») indirectly influence the creation of the image of Ukraine by the foreign media (the Antwerp newspaper «Gazet Van Antwerpen»).

We were able to determine the toolkit of the Ivano-Frankivsk online newspaper «Kurs» in the image-building process of Ukraine by carrying out a qualitative and quantitative content analysis of ten issues of the newspaper from April 1, 2024. This is how «Kurs» publishes news of the economic, political, social and military life of Ukrainians. This approach contributes to the development of the country's internal and, accordingly, external image. News of the war, honouring the memory of heroes form the basis of the information load of the resource. In this way, Kurs journalists position Ukraine as a country with high moral values, which respects the contribution of every Ukrainian in the war for freedom.

Our content analysis of the Antwerp online newspaper «Gazet Van Antwerpen» confirmed that systematic publications of Ukrainian media news from the front and the general situation of the Russian-Ukrainian war play a key role in the process of forming the image of Ukraine at the geopolitical level.

Qualitative content analysis showed that a significant part of news publications about Ukraine in «Gazet Van Antwerpen» contribute to the formation of a positive image of the country abroad. Journalists of the Antwerp online newspaper openly and often (every day) talk about the war in Ukraine, death at the front and casualties, highlight the consequences of Russian shelling, condemn the actions of the Russian president on the territory of Ukraine, contribute to the provision of military and humanitarian aid to our country, constantly reminding of this the world. In addition, «Gazet Van Antwerpen» calls Ukraine an example of stability and courage, and condemns the actions of the Russian side. Russia's failures at the front are also publicly covered. Journalists of «Gazet Van Antwerpen» use Ukrainian primary sources in their own publications.

Statement

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Conflict of interest

There is no conflict of interest.

Ethics

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Інструментарій електронних медіа в процесі іміджбідінгу

(на прикладі порівняння публікацій про Україну в антверпенській газеті «Gazet van Antwerpen» та івано-франківській газеті «Курс»)

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Анотація

Метою дослідження було обрано виявлення, опис, класифікацію та порівняння інструментарію (засобів) електронних ресурсів антверпенської газети «Gazet van Antwerpen» та івано-франківської газети «Курс» у процесі іміджбідінгу України.

Методика дослідження. Дослідження було здійснено в три етапи: початковий, контент-аналіз та завершальний. Кожен з етапів має конкретне завдання та мету. Початковий етап полягав у визначенні основних завдань та мети подальшого дослідження, виборі й попередньому аналізі вітчизняного та іноземного регіональних електронних медіа. Другий етап – контент-аналіз – проведення кількісного та якісного контент-аналізу івано-франківського та антверпенського медіа за одиницею теми впродовж періоду від 1 квітня 2024 року до 10 квітня 2024 року. Завершальний етап дослідження мав на меті визначити основний інструментарій електронних медіа в процесі іміджбідінгу України (зовнішнього та внутрішнього). Загальна кількість проаналізованих публікацій івано-франківської газети онлайн-газети «Курс» – 209. Загальна кількість проаналізованих публікацій антверпенської онлайн-газети «Gazet van Antwerpen» – 2313.

За результатами обробки отриманих даних було встановлено, що інструментарій вітчизняного медіа (івано-франківської газети «Курс») опосередковано впливає на створення іміджу України іноземним медіа, зокрема антверпенською газетою «Gazet Van Antwerpen».

Висновки. «Курс», як і «Gazet Van Antwerpen», щодня нагадують українцям та світу про російсько-українську війну, утрати та звияги українського народу на лінії фронту та в тилу, об'єктивно висвітлюють злочини Російської Федерації на території України, що сприяє оптимізації гуманітарної й військової допомоги нашій країні. Таким чином світ серйозніше сприймає Україну – пострадянську країну, що демонструє світові конкурентоспроможність. Журналісти «Gazet Van Antwerpen» руйнують пропагандистські наративи країни-агресорки.

Ключові слова: іміджбідінг, інструментарій електронних медіа, електронні медіа, процес іміджбідінгу.

