

LINGUISTIC AND SEMANTIC ANALYSIS OF THE INFORMATION COVERAGE OF UKRAINE IN FOREIGN MEDIA

Adriana TURKO,

Student at the Department of Applied Linguistic, Lviv Polytechnic National University (Ukraine, Lviv) adriana.turko.fl.2022@lpnu.ua

ORCID: <https://orcid.org/0009-0008-3725-2224>

Research ID: ISA-1137-2023

Solomiia ALBOTA,

PhD in Philology, Associate Professor at the Department of Applied Linguistic, Lviv Polytechnic National University (Ukraine, Lviv) solomiia.m.albota@lpnu.ua

ORCID: <https://orcid.org/0000-0003-3548-1919>

Research ID: ABG-3959-2020

The article is focused on methods and features of presenting information about Ukraine abroad, especially in the articles of people from different countries. It aims to compare articles about our country which help us find out how foreign mass media show Ukraine in their news and understand specifics of presenting crucial information and shapes readers' opinions. The study examines and highlights the linguistic and semantic analysis and the comparative analysis of opinions about Ukraine in foreign media. News and articles are one of the greatest resources of giving information that form public opinions. The current research is based on the articles of such authors as Qimiao Fan's "Ukraine's Health System: Time for Change" and Jonathan Beale's "Ukraine war: Inside the fight for the last streets of Bakhmut". They are applied for comparative analysis, because they are written during the Russian-Ukrainian war and perfectly highlight the contrast. The war topic has been relevant for writing articles in Ukraine since 2014, but there is a task for us to discover whether the same situation dominates abroad. As known, foreign mass media does not always write only the truth as sometimes it is not profitable for them to show everything as it really is, or they have the task of giving any information that will distract the reader from real problems in the state. Every piece of information published on the Internet has its own meaning, both hidden and explicit. Therefore, it is very important for us to understand its sense. In addition, it is necessary for the research tasks to compare articles written in different years provided that they are united by an event which is common for both articles. Analysis can assist in specifying the differences in content, presentation and concealment of information in articles before and after 2022 and establishing their agendas. The study also shows all the contrast and specifics of news writing.

Key words: news, articles, linguistic and semantic analysis, linguistic data, comparative analysis.

ЛІНГВО-СЕМАНТИЧНИЙ АНАЛІЗ ОСОБЛИВОСТЕЙ ПОДАННЯ ІНФОРМАЦІЇ ПРО УКРАЇНУ В ІНОЗЕМНИХ ЗМІ

Адріана ТУРКО,

студентка кафедри прикладної лінгвістики, Національний університет «Львівська політехніка» (Україна, Львів) adriana.turko.fl.2022@lpnu.ua

Соломія АЛЬБОТА,

кандидат філологічних наук, доцент кафедри прикладної лінгвістики, Національний університет «Львівська політехніка» (Україна, Львів) solomiia.m.albota@lpnu.ua

У статті проаналізовано специфіку висвітлення інформації про Україну в іноземних ЗМІ. Мета дослідження – порівняти публікації щодо висвітлення українського питання у зарубіжних новинах; проаналізувати вплив медіаінформації на формування думки читачів. Застосовано лінгво-семантичний і зіставний методи аналізу повідомлень про Україну в іноземних ЗМІ. Доведено, що

інформаційні новини та газетні статті є одними з найкращих джерел відомостей, які формують думку соціуму. Для опрацювання обрано статті Чімяо Фана «Ukraine's Health System: Time for Change» та Джонатана Біла «Ukraine war: Inside the fight for the last streets of Bakhmut».

На основі зіставного аналізу з'ясовано, що написані під час російсько-української війни публікації закордонних ЗМІ часто демонструють контрастні погляди на проблему. Вони не завжди адекватно висвітлюють актуальну в Україні з 2014 року тему воєнного протистояння. Зіставлення статей іноземних масмедіа, написаних у різні роки й об'єднаних однією тематикою, уможливує простежити зміну поглядів її авторів на події російсько-української війни до і після лютого 2022 року. Доведено полярність змісту багатьох інформаційних новин, які з протилежних позицій висвітлюють те чи те питання.

За допомогою лінгво-семантичного методу аналізу обґрунтовано сутність імпліцитного й експліцитного змісту публікацій, доведено, що як прихована, так і очевидна інформація зарубіжних ЗМІ не завжди є об'єктивною, хоч і характеризується тенденціями до формування позитивного іміджу України.

Ключові слова: інформаційні новини, газетні публікації, зіставний метод аналізу, лінгво-семантичний метод аналізу, іноземні ЗМІ.

Problem statement. The revolution, corruption, poor medicine, and the war have always been the most popular topics about Ukraine by 2022. These words are always used in bad aspects. But now foreign mass media often discusses Ukrainian exploits and strength. It makes people think about Ukraine in good aspects. News and articles have an enormous influence on people's opinions, so each piece of information is hidden and explicit. So, it is very important to understand the whole meaning of an article or news item and thoroughly analyze them.

The purpose of this article is to discover how foreign mass media shows Ukraine in their news and find out specifics of writing their articles about Ukraine using the linguistic and semantic analysis. Solutions to the stated purpose can be the following: to present the image of Ukraine for people and analyze the author's attitude to Ukraine and his/her opinions. The research object is people's opinions in different articles that have a big influence on other people that read the news. The research subject covers the linguistic methods and features of giving information about Ukraine that are used in mass media. To understand the linguistic and semantic specifics of writing about Ukraine, we need to read the previous posts in the news about Ukraine as well as the latest news about the country and apply the linguistic and semantic analysis to the key words depicting Ukraine, comparing conclusions of the two previous points. We can agree that people around the world do not have a real image of Ukraine because foreign mass media always write only about bad things in other countries. If the authors of articles do not tell us common points of their opinions, they can imply hidden senses (Albota, 2023, p. 9).

Presenting main material. Piotr Andrusieczko discussed the similar issue in his article "How journalists and the media report on the war in Ukraine" (Andrusieczko, 2023). He considered that Ukraine had been the center of attention in 2014, when there was the Maidan in the country, but this topic would not always be current and he noticed that now people paid more attention to Ukraine than in 2015. The writer assumed that articles about Ukraine could be written by russians to highlight the pro-russian position. Moreover, P. Andrusieczko is one of those who write true stories about Russia: "**Russian soldiers did not have identification patches. The Russian Federation stated that local self-defense forces are operating on the peninsula. The Kremlin's propaganda was fostered by the media's use of phrases such as "little green men", "unspecified people in field uniforms". And yet it took quite a bit of ignorance to believe that professional troops, well-armed and equipped, in airborne uniforms, could be some kind of local self-defense**" (Andrusieczko, 2023). Thus, here we imply the semantics of Ukrainian issue by allocating linguistic markers of real problems in Ukraine and author's posts, which always were useful for Ukraine, because we there was a russian-Ukrainian War in Ukraine and not Civil War, so some foreigners paid attention and understood situations in the country. But it is not often that the writer talks about an important problem.

The foreign news often highlights that Ukraine is the poorest country in Europe. We linguistically analyze an article by Qimiao Fan "Ukraine's Health System: Time for Change" written in 2015. The author does not mention the russia-Ukrainian war, although the war was going on, because he did not have a task to spread information about russia's attack and annexation of Crimea. He emphasized the mortality

problem. The mass media has a motive to discuss negative aspects of our country. The writer confirms: “**Ukrainians live approximately eleven years less than other Europeans and the main killers of people are non-communicable diseases, such as cardiovascular diseases and cancer**” (Fan, 2015). Here we refer to the implicitness of hidden senses: the author does not tell us that there is the war in Ukraine and people can die because of it. On the one hand, the author mentions: “*The new “Serving People, Improving Health” Project, supported with a World Bank loan of US\$215 million, will help Ukraine start to tackle the many challenges and improve service delivery in the health sector.*” (Fan, 2015). Therefore, in this paragraph, we refer to the explicitness of finding a way out for our Ukraine: a project that must help Ukraine and improve health service delivery. However, on the other hand, an implicit sense of the author’s opinion: the writer might have a motive to divert attention from the war, because he mentions about the project only at the end. We cannot exactly know the real reason for writing this article. The purpose can be to discuss problems with the health system and help or harm Ukraine. Even if we think that the author has a good motive and wants to help, readers of these articles read only a title or first paragraph, so they will have wrong opinions about Ukraine. This is confirmed by the article that is called “6 in 10 of you will share this link without reading it, a new, depressing study says” (Dewey, 2016). In order to make our statement clear, people look at the title and if they start reading it, they will not read it to the end, so only 30% readers of articles “Ukraine’s Health System: Time for Change” (Dewey, 2016) become acquainted with the whole article and understand the true senses of the writer’s opinions. Moreover, they will not know about the real problems such as war and russian effects on politics and other aspects in Ukraine. So, linguistically we may interpret that people cannot help us and donate money for supporting Ukraine.

Now BBC News even creates an important section that is called “War in Ukraine” (Beale, 2023) hence people can discover any explicit information about Ukraine. The next object of research is an article that is called “Ukraine war: Inside the fight for the last streets of Bakhmut” (Beale, 2023). It was posted on 15 May 2023. The author writes about the war, which is an actual problem in Ukraine. This article can show people how Ukraine fights against russia and how important it is to help our army. The author mentions: “**Ukraine is clinging to the last few streets in Bakhmut and the battle for the eastern Ukrainian city of Bakhmut has been the longest and bloodiest of this war**” (Beale, 2023). Here we refer to the linguistic and semantic analysis, the explicit markers of which highlight the Ukrainian’s power and daring. Moreover, BBC spreads the real number of losses of Russian troops: it is estimated that between 20,000 and 30,000 russian troops have been killed or wounded here (Beale, 2023). The author also emphasizes that the Ukrainian army will strongly fight for every part of the territory of Ukraine and tells us that russia creates a crumpled, skeletal city with hardly a building left unscathed and with its entire population vanished. He says: “**They are fighting quite well, but they don’t really care about their people**”. The word *they* stands for *russian troops*, and this expression shows how “low” and cruel people are russians and they value neither the lives of civilians nor the lives of their friends, so this article is definitely important for the reader, because the writer shows differences between Ukraine and russia. To sum up, people around the world that read this article understand all situations in Ukraine, and thus, they will be aware of it and help us.

Conclusions and further perspectives. Differences are visible when comparing the first and the second articles. In 2015, a journalist was not interested in writing about the war in Ukraine, so he wrote about other problems in the country. It is stated this because readers did not like reading about it that time, or a writer had a motive to divert attention from the war because he had a pro-russian position. Nowadays, the author of the article writes about the war in Ukraine because it is an actual problem and many people worry about it. The writer describes all situations truly and frankly, and information is delivered explicitly, so it will help Ukraine. Now we have significant changes in giving information about Ukraine, and more and more foreigners know about us and want to donate money to Ukraine.

In perspective, the linguistic interpretative and linguistic-semantic analysis will be more extended and thoroughly applied to the comments on the publications of foreign online media concerning Ukrainian current state during the war period. The data obtained will be of importance for further linguistic comparative studies as well as of specific knowledge about modern Ukrainian linguistics.

BIBLIOGRAPHY

- Альбота, С. (2023). Наслідки війни у соціальній мережі Reddit: лінгвосемантичний аспект. *Науковий вісник Міжнародного гуманітарного університету. Серія: Філологія, Вип. 59, т. 1., 9–12.* DOI: <https://doi.org/10.32841/2409-1154.2023.59.1.2>

- Андрусечко, П. (2022, 10 травня). *Jak dziennikarze i media relacjonują wojnę w Ukrainie*. <https://pl.naszwybir.pl/media-i-wojna-w-ukrainie/>
- Дьюї, К. (2016, 16 червня). *6 in 10 of you will share this link without reading it, a new, depressing study says*. <https://www.washingtonpost.com/news/the-intersect/wp/2016/06/16/six-in-10-of-you-will-share-this-link-without-reading-it-according-to-a-new-and-depressing-study/>
- Фан, Ч. (2015, 6 квітня) *Ukraine's Health System: Time for Change*. <https://www.worldbank.org/en/news/opinion/2015/04/06/ukraines-healthsystem-time-for-change>.
- Біл, Дж. (2023, 10 травня) *Ukraine war: Inside the fight for the last streets of Bakhmut*. <https://www.bbc.com/news/world-europe-65533192>

REFERENCES

- Albota, S. (2023). *Naslidky viny u sotsialnij merezhi Reddit: linguosemantychnyj aspect [Consequences of War in the Reddit Social Network: A Linguistic and Semantic Aspect]* Naukovyj visnyk Mizhnarodnogo humanitarnogo unoversytetu. Serija: Filologija. Scientific Journal of the International Humanitarian University. Series: Philology, Is. 59, Vol. 1, 9–12. doi: <https://doi.org/10.32841/2409-1154.2023.59.1.2> [in Ukrainian]
- Andrusieczko, P (2023, 10 May) *How journalists and the media report on the war in Ukraine*. <https://pl.naszwybir.pl/media-i-wojna-w-ukrainie/>.
- Dewey C. (2016, 16 June) *6 in 10 of you will share this link without reading it, a new, depressing study says*. <https://www.washingtonpost.com/news/the-intersect/wp/2016/06/16/six-in-10-of-you-will-share-this-link-without-reading-it-according-to-a-new-and-depressing-study/>.
- Fan, Q. (2015, 6 April) *Ukraine's Health System: Time for Change* <https://www.worldbank.org/en/news/opinion/2015/04/06/ukraines-health-system-time-for-change>.
- Beale, J. (2023, 10 May) *Ukraine war: Inside the fight for the last streets of Bakhmut*. <https://www.bbc.com/news/world-europe-65533192>.