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**Bachelor's thesis**

**POLITICAL EVENTS IN UKRAINE IN WESTERN MASS MEDIA  
(2014 - 2024)**

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## АНОТАЦІЯ

У цій бакалаврській роботі розглядається те, як західні медіа зображують Україну щодо політичних подій 2014-2024 років. Дослідження мало на меті з'ясувати, як мова, що використовується в різних статтях, може впливати на свідомість читачів на тлі інших міжнародних медіа-ландшафтів.

У дослідженні використовувалися різні матеріали, включаючи вивчення новин, редакційних статей та аналітичних матеріалів, зокрема, з таких відомих західних джерел, як The New York Times, BBC News та ABC News, інтерв'ю з репортерами, членами редакцій, а також експертами з питань зовнішньої політики, які пролили світло на процеси прийняття рішень, що стоять за цими історіями, на редакційну політику, прийняту з урахуванням зовнішніх впливів, спричинених геополітичним середовищем або економічними інтересами потужних держав, які діють на міжнародній арені як одноосібно, так і колективно, через такі організації, як Рада Безпеки ООН та ін.

Робота зосереджена на з'ясуванні лінгвістичних тактик, які використовували західні журналісти під час висвітлення подій в Україні. Вона також має на меті встановити різні версії правди, які подавали різні газети з огляду на їхню політичну позицію з цього питання. Також будуть розглянуті ідеологічні впливи, які формують медійні наративи, щоб забезпечити краще розуміння людьми того, як створюються смисли в таких дискурсах, впливаючи таким чином на громадську думку.

Висновки, зроблені в цьому дослідженні, додадуть більше знань про світову політику, що проявляється через силові ігри, які демонструють різні країни, намагаючись контролювати одна одну, і які відображаються в тому, що висвітлювалося на Заході про Україну. На практичному рівні це дослідження може допомогти політикам, аналітикам і широкій громадськості критично інтерпретувати новини, а отже, покращити розуміння складних взаємодій, пов'язаних із використанням мови в процесі медіатизації міжнародних відносин.

**Ключові слова :** медіа-дискурс, публічні виступи, політичні промови, західні ЗМІ, техніки фреймінгу, Україна.

## **ABSTRACT**

This bachelor thesis looks into the way Western media depict Ukraine with regards to political events from 2014 -2024. The study aimed to discover how the language used in different articles can affect readers' mindsets among other international media landscapes.

The research employed various materials including examination of news items, editorials and analyses among others from renowned western sources like The New York Times, BBC News and ABC News, interviews with reporters, editing team members as well as foreign policy experts who shed light on decision making processes behind these stories vis-à-vis editorial policies adopted while considering outside influences brought about by geopolitical environments or economic interests from powerful nations either singly or collectively acting internationally through organizations such as UN Security Council etcetera

This work concentrates on finding out linguistic tactics used by western journalists when reporting about Ukraine. It also seeks to establish the different versions of truth told by various newspapers with regard to their political standpoints on this matter. Ideological influences that shape media narratives will be examined too so as provide for a better understanding among people of how meanings are created within such discourses thereby influencing public opinions.

The revelations made in this study will add more knowledge in understanding world politics brought out through power games shown by different countries trying to control one another they are reflected from what has been covered by the west about Ukraine. On a practical level, it may help politicians analysts and general publics critically interpret news reports hence improving their comprehension about complex interactions involving language use within mediatization process in international relations

**Keywords :** media discourse, public remarks, political speeches, western media, framing techniques, Ukraine.

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## INTRODUCTION

The political scenario in Ukraine has been a matter of international attention over the last ten years, particularly in the West. It is believed that the phenomenon of 2014-2024 connected with Ukraine has had an impact not only on worldwide perceptions but also on political reactions.

One reason why we should examine how the US and British press report about events in this country is because it can indicate changes in world politics or show who is fighting for what where. Ukraine's position between Europe & Russia together with its historical links with both makes the state an important geopolitical player at least regionally if not globally.

The way they are represented by the western media also has implications beyond opinion adjustment at home; these narratives help form broader international stories and power structures too thus detailed analysis of their contents matters so much to us all. Dealing with words syntactically, one can say that there is much to be built upon linguistically when dealing with political happenings in Ukraine while observing how them same This is because various heroic tales about movements towards democracy or different people being vilified along accusations in connection with foreign powers may all form part of one single narrative here.

When political events were taking place in Ukraine for the last ten years, it is important to research how they were covered by the Western media. To do this, one may use news articles, editorials and analyses from well-known Western publications like The New York Times, BBC News and ABC News. This will help analyze their framing, tone and narrative arc on reporting the same. Moreover, getting into deep interviews with journalists, editors and foreign policy experts can be a good idea too since it might shade more light on what informs their decisions while at work among other things.

**The relevance** of the paper lies in linguistic and discursive features used by Western media in their coverage of Ukraine. The diversity of narratives, linguistic strategies and ideological biases present in the media discourse on Ukraine allows us to understand how meanings are constructed and public opinion is manipulated.

**The purpose** of the work is to analyze how political events in Ukraine (2014 - 2024) have been portrayed and discussed in Western media.

**The object** of the study is Western mass media coverage of political events in Ukraine

**The subject** of the study is the linguistic means used to depict political events in Ukraine in Western mass media from 2014 to 2024.

**The objectives** of the paper are the following:

1. analyze theoretical research on discourse
2. analyze the linguistic tools used by Western media in covering political events in Ukraine during the period.
3. investigate how narrative constructions and framing techniques contribute to the portrayal of Ukraine and its political events in the Western media discourse.
4. assess the presence of linguistic biases and ideological influences in the representation of Ukraine in Western media materials from 2014 to 2024.

**Research material:** western press (The New York Times, BBC News and ABC News), interviews with reporters, editing team members.

**Methods of research :** content analysis, discourse analysis, narrative and comparative analysis

**Structure of the work:** the work consists of an introduction, two chapters, a list of references (40 titles), conclusion, summary and data sources (38 titles), The full scope of the work is 55 pages.

**The practical significance of the work** is that understanding different linguistic aspects used in Western mass media can help politicians, analysts, and the public interpret news coverage, improving their understanding of geopolitical dynamics.

# I. THEORETICAL RESEARCH ON DISCOURSE

## 1.1 Media discourse

In today's rapidly changing world, the media has a significant impact on the way people talk to each other. According to Talbot (2007), who said that the central idea behind medialogistics is "discourse" whereby he meant any form of communication or language use within the context of the media ranging from news articles and political commentaries through social networking sites up until commercials; this implies that information is always presented so as to be interpreted by different persons. [Talbot 2007, p. 8]

The fact that many scholars have been studying it only goes to show how crucial this area actually is considering that "language is never neutral" especially when used in such platforms which might disclose biases among other things if carefully looked at because they usually reflect the society's cultural beliefs besides political and economic institutions alongside realities prevailing during that period also "media aren't objective" hence cannot always be relied upon or trusted for they tend to serve some interests be it those of people who own them or others [Talbot 2007, p.15].

However, it was noted that western countries' mass media remain one of the main focuses within medialogistics due to their wide coverage thus making it easier to analyze them critically as opposed to other regions of the world where this cannot be done effectively because there are very few platforms available for comparison purposes. He added that "sensationalism" is among the features characterizing media discourse in these nations whereas "objectivity" may not always apply when dealing with them given their preference for catchy stories over well researched ones which provide facts based information about particular events or issues [IJRASET 2022].

Additionally, "commercialization" has also been identified as a major factor driving such practices especially where profit maximization becomes the primary goal thus leading many companies into producing contents whose main purpose is to

entertain rather than inform. Consequently, some news items tend to attract more attention than others due to their ability to trigger emotions among the public besides furthering certain divisive agendas, thereby resulting in what can be referred to as “polarization” within society [IJRASET 2022].

In Western media discourse, there is also a prevalence of ideological biases. This can be seen in how they choose which news stories to run, the language they use to do so, as well as whose views or voices are given more prominence than others. When it comes to reporting on world affairs and political events, these biases may show themselves most clearly where certain newspapers’ political loyalties or international interests align with particular ideologies [IJRASET 2022].

The landscape for media discussion is even more complex within Western countries due to social media platforms. Traditional gatekeepers have been challenged by the fact that information is no longer centralized and anyone can engage in ‘citizen journalism’. This, however, has led to an increase of fake news, conspiracy theories, and biased political views being shared widely online, thus raising questions about the trustworthiness of what is considered as mainstream media while further polarizing public debates [S. Calude 2023, p. 34].

In the Western media, the coverage of Ukrainian political events provides a good example of how public opinion is shaped through using different discursive strategies. The international crisis became one of the top stories after 2014 when protests known as ‘Euromaidan’ started and later Crimea was annexed by Russia.

Notably, language use and framing in these events have been quite striking in the portrayal by Western newspapers. Reportedly, some media outlets referred to the Russian intervention as an invasion, while others called it a conflict or crisis, thus downplaying the severity of the situation and the violation of international law committed by Russia [4].

Moreover, the Western mass media have sometimes been accused of being biased in their coverage of the conflict between Ukraine and Russia, as well as

inclined to side with the former. Some people argue that this reflects the political orientation and interests of news organizations themselves, pointing to editorial decisions such as the use of emotional language or selective reporting of different views.

Consequently, questions have been raised about how Western media discourses on Ukraine might influence public opinion both domestically and internationally. Media representations of the crisis can determine what people understand about it, whom they feel sorry for and which sides they back politically.[M. Dyczok, 2015, p. 1/6]

In such a complicated ever-changing environment, medilinguistics helps us understand different ways in which messages are constructed within various forms of communication. The study deals with meaning created by language use in texts while taking into account social factors like power relations or cultural norms. Therefore, an analysis also needs to consider who says what under what circumstances why so many times kinds so that we should not forget about any detail neither big nor small when it comes down to discourse production analysis.[H. Jones, S Jaworska, E. Aslan, 2020, p. 50]

For medialinguistics, breaking down linguistic strategies used in media communication is one of its main tasks. It usually includes the investigation of vocabulary choice, sentence structure, rhetorical figures employed and even visual components presented alongside texts since all these elements may serve as means for establishing certain worldviews or conveying specific messages.

Medialinguists can also shed light on the socio-cultural and political contexts that shape media discourse, helping to situate the language used within broader societal and historical frameworks.

This understanding can be particularly valuable in the analysis of media coverage of complex and contentious political events, such as the Ukrainian crisis, where the interplay between language, ideology, and geopolitical interests is

especially pronounced. Moreover, the field of mediallynguistics can play a vital role in promoting media literacy and critical thinking among the public. By equipping individuals with the tools to analyze and deconstruct media discourse, mediallynguists can empower citizens to become more discerning consumers of information, better able to identify biases, misinformation, and manipulation in the media they encounter. [H. Jones, S Jaworska, E. Aslan 2020, p 70]

Ultimately, the study of media discourse through the lens of mediallynguistics is not just an academic exercise; it is a crucial endeavor in an age where the power of language to shape public opinion and influence political outcomes has never been more pronounced. By understanding the workings of media discourse, we can better navigate the complexities of the modern media landscape and work towards a more informed and engaged citizenry

## 1.2 Distinctive features of media discourse

In the ever-changing world of global media, the discourse on major political developments has been studied and analyzed by many. The ongoing crisis in Ukraine is of particular interest to Western media houses as one of such events. As the conflict in this area continues to develop, scholars and media specialists have explored deep into what makes up coverage in these dynamic political landscapes amongst different traditions

One scholar who extensively researched how western media represented Ukraine is Sarah Oates. She argued that most news outlets provide an oversimplified view when it comes to conflicts within that country. “The Western press often depicts the conflict as being between democracy-loving pro-westerners and those who support Russia’s authoritarian regime,” she said while launching her book called “Introduction to Media and Politics” in 2014. [S. Oates 2020, p. 14]

Oates’ publication points out some common shortcomings found in the construction of Western narratives about any particular international event- not just limited to this case study alone - such an approach would also fail if applied elsewhere [S. Oates 2020, p. 27]

Moreover this binary opposition is frequently strengthened through language usage as well as image selection employed within reports published by various media houses worldwide where said incidents take place – something which can greatly affect how people interpret them (p.33).

“Words matter; images matter even more. They shape our world view,” Oates writes adding that “the choice of language and visual elements used in communication should never be underestimated when it comes down to shaping public opinion” [S. Oates 2020, p. 64]

Oates also looks at social media's role in amplifying such narratives. "Information spreads so quickly these days and the way people can share or react to

things on sites where you're only one click away from something else means that there is this self-reinforcing cycle which ends up excluding lots of different views," she says.

Another academic who has extensively researched how Ukraine is covered by western press is Robert Entman from the George Washington University, with his seminal piece 'Framing: Towards Clarification of a fractured paradigm' published in 1993 [R.Entman 1993, p. 57].

Here he discusses what framing means within media studies and why it matters for understanding what we read or hear about world events. Entman shows that time and time again the western media has presented the conflict in Ukraine as a strategic struggle between Russia and the US. "By seeing the crisis this way [as a zero-sum game], reporters make it difficult to offer multiple or balanced narratives," claims Entman [R. Entman 1993, p. 56].

Moreover, he argues that it is no surprise if western news outlets take sides with their governments' interests at heart. "This means that events in Ukraine might be depicted in ways which serve the policies of the USA or EU more than they tell an accurate story about what's going on there," explains Entman [R. Entman 1993, p. 52].

Professor Kimberly Meltzer of American University conducted a study on how western media reports about Ukraine are influenced by journalism practices and norms. She looks at why the conflict has been reported on in such a way through these professional ideals and everyday routines. [K. Meltzer 2015, p. 81]

According to Meltzer's findings, what frames the Ukraine crisis is the reliance of the western press on official sources, visual storytelling as well as immediacy and novelty in news reporting. "Journalists frequently prioritize official narratives, dramatic imagery, and up-to-the-minute updates which may mask more intricate or

comprehensive understandings of Ukraine’s convoluted political and historical dynamics,” said Meltzer [K. Meltzer 2015, p. 89].

In addition to this, Meltzer also points out that old-fashioned geopolitical tensions coupled with Cold War era thinking have greatly impacted how Ukraine is covered by the western media. “The media’s tendency toward a new East-West confrontation mirrors Russia-West rivalry structural substrates not resolved since those times,” explained Meltzer [K. Meltzer 2015, p. 99].

There are several academic works analyzing the particularities of the Western media’s Ukraine coverage. For example, an article called “Ukraine: what’s the global economic impact of Russia’s invasion?” points out that the western press has often portrayed Ukraine within a “cycle crisis and instability” without giving much thought to its historical or political backgrounds. “By concentrating on dramatic events and breaking news, the media can offer only fragmented oversimplified accounts which impede audience’s understanding the conflict in depth,” argues the article’s author [M. Kilfoyle 2023].

Similarly, the book “Western Mainstream, Media and the Ukraine Crisis” by Oliver Boyd-Barrett delves into the intricate relationship between contemporary propaganda and mainstream Western news media, particularly concerning the Ukraine crisis. The book scrutinizes how media outlets in the West, often considered bastions of objectivity and impartiality, have influenced public perception and policy discourse regarding the Ukraine conflict. [O. Barrett 2017, p. 16 ]

Boyd-Barrett argues that the portrayal of the Ukraine crisis in Western mainstream media is heavily influenced by political agendas and biases, leading to a skewed representation of events. Through meticulous analysis, he highlights the role of propaganda techniques employed by governments and interest groups to shape public opinion and garner support for specific policies. [O. Barrett 2017, p. 30 ]

One of the central themes of the book is the framing of the Ukraine crisis by Western media. Boyd-Barrett contends that media framing plays a crucial role in shaping audience perceptions and understanding of the conflict. He explores how Western media outlets have framed the Ukraine crisis in ways that align with the geopolitical interests of Western powers, often demonizing Russia and legitimizing Western intervention in the region.

Furthermore, the book examines the use of propaganda narratives in mainstream media coverage of the Ukraine crisis. Boyd-Barrett argues that media narratives constructed by Western governments and institutions have contributed to the polarization of public opinion and the perpetuation of conflict. He highlights how these narratives oversimplify complex geopolitical issues and promote binary understandings of the conflict, hindering efforts to find peaceful resolutions.

In shaping coverage of the Ukraine conflict, Boyd-Barrett highlights the role played by media ownership and corporate interests. He says that the profit motive of big business media houses results in partial reporting which upholds the agenda of political and economic rulers rather than serving the public interest with honest journalism. This viewpoint stresses the need for people to be critical of what they see or hear from any form of modern communication [O. Barrett 2017, p 51] .

Alternative views of the Ukraine crisis are also examined by Boyd-Barrett apart from critiquing mainstream media reports. He looks at how independent reporters, citizen journalists and other unconventional news sources have offered different perspectives while challenging dominant narratives.

### **1.3 Methods of discourse analysis**

In the complex and ever-changing landscape of linguistic research, discourse analysis has become a powerful tool for understanding the nuances of language use, especially in the context of Ukraine.

As a field of study, discourse analysis delves into the ways language is used in different social, political, and cultural contexts, offering invaluable insight into the underlying structures and patterns that shape communication.

In studying discourse analysis in the context of Ukraine, researchers have applied a variety of methodological approaches, each of which sheds light on the unique linguistic dynamics taking place in the country.

One of these approaches is critical discourse analysis (CDA), which is widely used to study the interaction between language, power, and ideology in the Ukrainian context. [T. Yakhontova 2006, p.72]

In the Ukrainian context, CDA can be particularly useful for examining how language is used to support or challenge existing power structures.

For example, the analysis of language used in public policy, legislation or educational programs can be applied to the analysis of language used in public policy, legislation or educational programs.

By scrutinizing language choices, the representation of social actors, and the framing of questions, researchers can determine how certain ideologies and power relations are reinforced or challenged. [N. Knoblock 2020 p, 20]

Another example of the application of the CDA in the Ukrainian context is the analysis of the discourse surrounding the ongoing conflict in eastern Ukraine. The language used by different stakeholders, such as the Ukrainian government, pro-Russian separatists, and international media, can reveal the different perspectives, interests, and power dynamics at play in the conflict. [N. Knoblock 2020 p, 40]

In terms of the relationship between Russian and Ukrainian language, the latter has historically been faced with suppression and marginalization with the Soviet era being particularly difficult. During those times, use of Russian was highly encouraged while Ukrainian was discouraged and sometimes even prohibited within certain domains. This linguistic situation still influences public attitudes toward Ukrainian today. And as for switch codes people's attitudes towards Surzhyk may reveal much more than simply ignorance or incompetence," says one theory of linguistic identity negotiation. "The way an individual speaker uses Surzhyk reflects his/her or her negotiation of multiple linguistic identities within various social contexts;" (M.Moser 2016 p. 325).

In his study Michael Moser examined language choices made by Ukrainian politicians during their public speeches. According to the findings of this research Ukrainian and Russian were used strategically depending on such factors as politicians' party membership, expected audience composition etc. It was also found out that sometimes Surzhyk was employed which is a mixed variant of two mentioned languages. The analysis of these linguistic patterns revealed constant identity negotiations through language along with power relations within Ukrainian politics [M. Moser 2016 p. 325].

Additionally, Tetiana Yakhontova delves deeper into the Ukrainian language policy discourse and its realization. In her study she employs CDA for examining how language was being used to either justify or contest dominant narratives concerning language rights as well as status of Ukrainian. [T. Yakhontova 2006, p, 39].

The research has shown how politicians used different linguistic strategies to protect their positions and gain public support, for example, strategic pronoun application, language registers manipulations (T.Yakhontova, 2006, p. 103).

Moreover, critical metaphor sceme has been employed for studying Ukrainian speech. Olena Petrenko and other researchers have been studying political discourse

metaphors to show how metaphorical language can be used for legitimizing some ideologies and deligitimizing others.

For example, according to Petrenko, metaphorical conceiving of the Euromaidan protests as a “dignity revolution” has had a significant impact on public opinion formation and activation of pro-European moods (O.Petrenko 2015, p. 26).

It should be noted that methods of discourse analysis used within Ukraine often resort to rich tradition of national and international linguistics and sociolinguistics researches. These approaches are adjusted to the national specifics of Ukrainian linguistic culture complexity on the one hand, and they are consistently linked with sociopolitical historical realities of this country on the other.

Furthermore, by applying discourse analysis method in Ukrainian context not only linguists but also media professionals as well as policymakers could find out interesting things about our society too! Also social scientists get some data thanks to such approach.

Ukraine has contributed to a deeper understanding of the complex interplay between language, power, and identity by analyzing discourse analysis that how language is manipulated to influence societal relations.

Moreover, language-in-use method for analysis of the discourse is centered on subtle and general features of language used in the media output on Ukraine. This approach focuses on the way the language is used, the choice of words, grammatical constructions, and even rhetorical figures in order to analyze how the information is coloured and effects the perception of the audience. [B. Walker 2024, p. 44]

Western media has paid a certain portion of emphasis in portraying the conflict in Ukraine using certain terms that may hold a much deeper meaning. First, linguistic relativity may be exemplified by the fact that the use of such terms as ‘*crisis*’ or ‘*conflict*’ instead of ‘*war*’ or ‘*invasion*’ may mean minimizing the scale of the problem or the use of military force. The exclusion of “*war*” or “*invasion*” can mean

that the view that the media presents and the severity of the attacks can be misperceived and distorted to a certain extent. [C. Miller 2023, p. 328]

The language-in-use approach also looks at the utility of coordination, rhetoric and emotion in media production. For instance, the use of words that appeal to the viewers' emotions, including '*heroic*' or '*courageous*,' to refer to the Ukrainian resistance mobilizing those emotions while garnering the viewers' sympathy for Ukraine. On the other hand, the emerging objective dehumanizing of the other side, or merely labeling them based on some perceived difference, can lead to the continuation of prejudice and consolidating one side of the argument. [O. Baysha 2024, p. 221]

The socio-political approach to discourse analysis is a large area within the field of CDA, because it examines the societal and political influences that underlie the media's portrayal of Ukraine. This approach analyses how the coverage is produced and conditioned by the geopolitical and political settings as well as ideological and interest-oriented climates. [R. Horbyk 2017, p. 112]

The socio-political approach gives explanation of how Western media tends to reflect Ukraine through biases based on geopolitical relations to countries where these medias belong to. For instance, the publication of a Ukrainianatarian news outlet may accentuate that Ukraine is antagonistic to Russia as it is a member of the North Atlantic Treaty Organisation and keen on joining the European Union while masking or ignoring the ethnical and historical connection between the two countries. [V. Jakupec 2024, p. 126]

Socio-political approach also provide the view on how the media contributes to the representation of Ukraine may largely depend on the political affiliation of the media. The way that some media define Ukraine may be more favorable, whereas others may be more critical or cynical, based on the channel's political and ideological position. It posits that by only using information that legitimises its existence and actions, such an organisation can mislead the public on the nature of a

conflict and the organisations and individuals involved in it. [V. Jakupec 2024, p. 139]

The socio-political approach recognizes that political and business decision-makers play an essential role in mediation and reporting. There can be pressure or incentives coming from government or political parties or powerful business with certain seeming agendas geared towards reporting certain stories over others. This may be especially apt with regards to Ukraine, given the contentious political and financial relations, since the media may themselves carry certain biases. [V. Jakupec 2024, p. 155]

Developing the methods of approximation to the language-in-use, as well as adopting the socio-political approach to the study of mass media, one should be able to gain an improved insight into the coverage of Ukraine in the Western media. The language-in-use approach provides insights on choice of linguistic and rhetorical features typically used by the various media outlets while the socio-political approach offers on how these are located in social, political, and ideologically charged contexts in media. [P. Lang 2019, p. 88]

This dual perspective makes it possible to analyze the media representation of Ukraine and its impact on perception more comprehensively and interprets the role and influence of representations in the construction of political and diplomatic discourses and narratives, as well as detect the ways and extent of the reproduction of biases and misconceptions implicated by representations. In conclusion, analyzing the discussed discursive practices can further the critical assessment of the conflicting stakes and relations within the media that covers the situation in Ukraine.

## **Conclusion to the first chapter**

In summary, media discourse and mediallynguistics are two key aspects for understanding contemporary communication. Media discourse is normally Western mass media's way of doing things. The coverage of Ukrainian political events by western journalists using media discourse also shows how important it is to critically evaluate reported speech and consider potential effects towards people's understanding politically inclined stories.

As we continue to witness changes in the media landscape, mediallynguistics will be increasingly important in helping us navigate our world of communication complexity and untangle intricate relationships between language, society, politics as well as culture through texts and dialogues analysis. Through this, we can create an inclusive environment where individuals critically think over information that drives their decision making process which eventually shaping reality.

According to a political science lecturer, English news sources can often oversimplify the Ukraine conflict by presenting it as a battle between democracy and totalitarianism. This kind of oversimplification limits people's view on comprehensive understanding of complex military political situations.

The way Western media employ language and imagery has the potential to influence public perception of events in Ukraine significantly. For instance, the frequent use of words like "aggression," "invasion" and "annexation" can make people think that Russia's actions are morally wrong.

Furthermore, it is important for different views to be expressed about what is happening around the Ukrainian crisis so that we may have a better understanding about this matter. This can be achieved through independent reporters as well as citizen journalists who are not part of mainstream news organizations and other alternative media platforms challenging prevailing narratives surrounding Ukraine.

Studies on methods of analyzing discourse in Ukraine have also shown how flexible and helpful this field can be. Various approaches ranging from critical discourse analysis to metaphorical expression examination or genre research among others should therefore be used by scholars when trying to reveal hidden meanings behind verbal communication forms used within Ukrainian context. Since discourse analysis keeps changing, there will probably come up with more sophisticated tools for studying languages used in Ukraine which would help us understand better their dynamic nature.

## II. LINGUISTIC FRAMING OF UKRAINIAN POLITICAL EVENTS IN WESTERN MASS MEDIA

### 2.1 Political upheavals 2014-2022 in Ukraine in western mass media

Ukraine has experienced a lot of political instability in the past ten years which many people around the world have paid attention to. The complex interplay of internal factors within Ukraine in addition to the powerful influence exercised by major western news sources is at the centre of this unrest. Such events have included protests known as the Euromaidan (2014) up until now when Russia invaded Ukraine; what has been reported and how it has been covered in these instances significantly shaped public opinion about what was happening there.

Western media's use of language and framing is one of the key ways they've influenced how political disorders are perceived in Ukraine. A careful analysis on their part shows systematic linguistic devices used by leading news outlets towards this end.

The linguistic tactics employed by Western press when reporting about the Ukrainian crisis can be quite telling. In 2014, for example, numerous agencies described the Euromaidan demonstrations as a *revolution* – which implied widespread popular uprising aimed at system change – instead of using less dramatic words like *unrest* or *protests* that might have been employed to present these incidents in less emotionally charged manner. (O. Davlikanova, A. Kostenko, 2023)

Furthermore, the language used to portray separatists fighting for independence from Kyiv government forces in Eastern Ukraine has been highly biased.

To shape the public's understanding of the events in Ukraine, Western media has used metaphorical framing in addition to selecting specific vocabulary. For instance, the Euromaidan protests were depicted as a *revolution* or *uprising* against an authoritarian and corrupt regime which bringing up strong pictures of people fighting for their freedom and democracy. Consequently, such figurative expressions could

stir up intense emotions among individuals and win backing for demonstrators. (Dr. SerhiyKvit 2017)

On the contrary, Russian interference into Crimea and subsequent annexation was frequently characterized by nouns like *invasion* and *occupation*. These lexical choices imply thoughts about foreign aggression being illegal and unjustified as well as casting Russia as an attacker state while Ukraine becomes its victim country – all these can greatly affect general public opinion formation processes followed with moral and ethical assessment shaping regarding particular occurrences taking place at certain times. [N. Knoblock 2020, p. 123]

Furthermore, what made international community sympathize and condemn most after-effects of taking over Crimea were reported by the west as; displacement among Ukrainians citizens, quelling dissenting voices so as to bring about stability economically and socially etc . To stress humanitarian dimensions of Moscow's actions words like *the plight of the crimean tatars, the frozen conflict in crimea, and the human cost of annexation*, were used frequently throughout their coverage which served only one purpose – make people see Ukraine always in need of help by all means possible while still making Russia look bad before others.(T. Tasheva 2024)

One of the method western media has used to influence the way the public sees the political unrest in Ukraine is by framing their stories. In most cases journalists tell these stories using techniques of drama where they bring out some events, characters or casual links vividly but ignore or play down others.

For example, the protests in Kyiv's Independence Square (also known as the EuroMaidan) are often depicted as a heroic battle of Ukrainian people against their corrupt and autocratic rulers; they led to ousting President Viktor Yanukovich thus marking triumph democracy. This particular narrative structure makes protesters active and resolute while portraying the former authorities negatively. [V. Kadygrob, K. Taylor, G. Gusev, T. Liutyi, Y. Hrytsak, K. Sergatskova 2014, p 81]

Moreover, it can be said that the “narrative of a clear-cut struggle between Ukraine and its external adversary, Russia, while downplaying the complex regional dynamics and internal divisions within Ukraine” was reinforced by the Western media through their selective reporting and framing of events surrounding this conflict. For instance, during the Euromaidan protests, Western media tended to concentrate on dramatic clashes between protesters and security forces, often emphasizing the latter’s use of force, thus promoting an image of repressive nature illegitimacy on the part of Ukrainian government (V. Kadygrob, K. Taylor, G. Gusev, T. Liutyi, Y. Hrytsak, K. Sergatskova 2014, p 101).

Similarly, reports about suffering among civilians or destruction caused by war in Eastern Ukraine usually fail to provide detailed analysis regarding political or military strategies employed by conflicting parties. Such kind of one-sided coverage may trigger strong feelings of compassion towards victims from one side of the conflict while hiding its wider range intricacies.

On the other hand, the Western media showed the protests taking place in Maidan Square as well as the use of the Ukrainian flag which are some of the symbolic and visual aspects to attract the world’s attention. A lot of emphasis was put on this since it was used to make the international community sympathize with the protesters through a strong emotional narrative. Moreover, immediacy and urgency were created through using striking dramatic pictures alongside employing very descriptive language thus making one feel like they were there themselves when scenes on the ground were being depicted.

The influence of the Western media on the political turmoil in Ukraine can also be seen in the way it has affected the discourse on the role of external actors, particularly Russia and the West.

The media's portrayal of Russia's involvement in the conflict is an important area of focus, with linguistic choices often reflecting a broader geopolitical narrative.

The pro-Russian separatists came into existence in 2014 marking the beginning of the war in eastern Ukraine . Western media also played a big role in complicating the matter further . There has been a lot of debate on what to call this conflict .

Some media houses have decided to use terms which do not show any side taking like calling it either “the war in Donbas” or “the conflict in eastern Ukraine” while others went ahead and used much harsher language that portrays them as being biased such as referring to them with terms like “pro-Russian rebels” or saying that this is a “kremlin- organized separatism”. (Makhortykh, M. Sydorova 2017)

This not only affects how people understand what is happening but also has some political and diplomatic effects as well . For example if we were to describe it as being “russian backed insurgency” then it would mean that we are directly accusing moscow of fighting here which goes on to reinforce their narrative about ukrainian affairs where they claim responsibility for nothing more than interfering into their neighbour’s business.

On the other hand if we were more moderate with our language use like saying “the conflict in eastern ukraine” then it can be seen as fair reporting although some may argue that this is an attempt to cover up external influences on one side or another so as not show who really caused all these problems in between them. (Makhortykh, M. Sydorova 2017)

Every now and again western media’s coverage of the event changes due to how things are on ground level at that particular time. When there were periods when fighting stopped followed by new waves coming up again they also changed their languages but all this was just following what was happening . ‘[V. Ishchenko 2024, p. 144]’

When things get more intense or there’s an increase in military activity, journalists often start using stronger and more dramatic language such as *fierce fighting, massive shelling or bloodshed*. This way of speaking helps to show how bad

things are and how quickly they are getting worse which in turn attracts the attention of world public opinion to what is happening and may influence international reaction. (A. Lajka 2024)

On the other hand when there is less violence or efforts are being made for peace through diplomacy then reporters can use softer words like *ceasefire talks, peace talks, and de-escalation efforts*. The choice of language sets up a certain view point about the fighting stressing opportunities for settlement and pointing at diplomatic interventions into root-causes-related matters in the conflict. (C. Zambakari 2023)

Use of words like *Russian Aggression, Kremlin-Backed Separatists and Putin's Expansionist Ambitions* are generally employed to depict Russia as the principal antagonist in the conflict, thereby reinforcing the idea of a deliberate attempt to violate Ukraine's sovereignty and territorial integrity. (C. Zambakari 2023)

On the other hand, Western involvement has also been portrayed in an equivocal and intricate manner by different media outlets, especially with regards to the actions of institutions like NATO as well as individual Western countries or the EU itself.

This is despite the fact that they are often shown as champions of Ukraine's independence and its democratic aspirations but at times terms such as *Western Sanctions, Western-Backed Government and Western Intervention* may be used by some media organisations thereby pointing towards various interests within different sides involved in the conflict (V.A Mandragelia 2022)

At the same time, it should be noted that linguistic framing of the role played by the West could not escape influence from current political and diplomatic circumstances related to this particular war situation. Therefore, words and expressions used in the media may be adjusted so as to keep pace with ever-changing nature of relations between Ukraine on one hand and Russia together with its allies

on the other side including the USA among others. For instance, when tension mounts or military activities increase, the press might highlight backing for Kiev coming out of western capitals through phrases like *military assistance*, *Diplomatic Pressure and Economic Sanctions*. This mode of reporting serves to strengthen pro-American narrative about safeguarding Ukrainian independence against Russian territorial ambitions (BBC News 2024)

However, during diplomatic efforts aimed at resolving the crisis, they can adopt more subtle approaches which reflect multipolarity in world politics.

## 2.2 World leaders about Ukrainian political events (2014-2022, 2022-2024)

There were several warnings from world leaders about the political situation in Ukraine before Russia invaded in 2022. However, most of them were careful and tried to come off as moderate by condemning anything aggressive done by Putin's government while at the same time not being too confrontational with their words. Many western leaders criticized Moscow heavily after they took over Crimea in 2014 and the armed conflict began in eastern Ukraine.

At that time, for example, US President Barack Obama referred to Crimean referendum as a *violation of international law* and said that his country together with the world would not tolerate any military intervention in Ukraine. (B. Obama 2022)

Similarly, British Prime Minister David Cameron described Crimea's annexation *illegal* and pledged his support for *territorial integrity as well as sovereignty of Ukraine*. (D. Cameron 2024)

But even as they spoke tough against Russia, the language used by those leaders seemed diplomatic thereby suggesting that there should be peaceful solutions through dialogue rather than direct confrontation which may lead to war between two nuclear powers. This was evident in Obama's statement where he said that *America was not looking for a military showdown with Moscow* and also when Cameron stressed on need for diplomacy and peace in resolving the crisis. (B. Obama 2022)

In the years that followed, as the conflict in eastern Ukraine continued to simmer, world leaders continued to walk a cautious line, condemning Russian aggression while still trying to preserve diplomatic channels and avoid further escalation. For instance, in 2019, then-U.S. President Donald Trump called Russia's actions in Ukraine *very bad*, while at the same time expressing a desire to *reach out to Russia* and make a further deal together on subjects such as arms control. (D. Trump 2019)

During this time, these reasons must have been due to a combination of factors related to fears of escalation to a greater military confrontation, retaining economic and diplomatic ties with Russia, and an assessment that moving more pugnaciously now may lead to unintended consequences, such as driving Russia closer to China.

The tone and words by world leaders toward the Ukrainian situation changed drastically since the full-scale invasion of Russia in February 2022. The tone of political figures became noticeably harsher and unambiguous in the condemnation of the actions taken by Russia, with a clear emphasis on support toward the sovereignty and territorial integrity of Ukraine.

The immediate reaction of world leaders was swift and unanimous in condemnation against Russia's actions. U.S. President Joe Biden promptly described this attack as an *unprovoked and unjustified* act of war, adding that *Russia alone is responsible for the death and destruction this attack will bring*. For example, British Prime Minister Boris Johnson condemned the *horrific events* unfolding in Ukraine and promised that the UK would *work with our allies to respond decisively*. (J. Biden, B. Johnson 2022)

There has been no less vocal condemnation from European leaders. European Commission President Ursula von der Leyen branded the invasion a barbaric attack and announced a comprehensive package of sanctions against Russia. French President Emmanuel Macron branded the brutal attack and vowed that France will stand with the Ukrainian people. German Chancellor Olaf Scholz referred to the invasion as a turning point in the history of our continent and promised to provide Ukraine with military and humanitarian aid. (U. von der Leyen, E. Macron, O. Scholz, 2022)

Leaders who had previously exercised caution seemed to change their tone and rhetoric too. As an instance, Angela Merkel, the former German Chancellor who had been accused of being soft on Russia while she was in office, described the invasion

as a *serious violation of international law* and declared her *full solidarity with Ukraine*. (A. Merkel 2022)

What is more, the world leaders were resolute in their backing of Ukraine's sovereignty and territorial integrity by turning down Russia's assertions over Ukrainian land as well as promising to help Kyiv defend itself. For instance, Biden has always maintained that the US would *defend every inch of NATO territory* and at the same time give Ukraine substantial military and economic aid until today (J, Biden 2022)

Furthemore, they are now more inclined to take head-on with Russia by imposing unprecedented economic sanctions against it and also isolating it from the rest of the world community. This involves expulsion of Russia from G8, disconnection Russian banks from SWIFT financial messaging system alongside freezing assets belonging to Russian billionaires.

Additionally, the world leaders have taken a tougher stance against Russian President Vladimir Putin himself by holding him directly responsible for the invasion. Macron for example referred to Putin as a *dictator* who wants to *rewrite the map of europe by force* (E. Macron 2022)

A number of factors can be attributed to this change in rhetoric and approach, including the large scale and brutality of the Russian invasion, broad international condemnation of Moscow's actions as well as increasing realization that a more forceful response is necessary in order to prevent further aggression and uphold an international order based on rules.

### 2.3 Pragmatic features of media texts in (2014-2022, 2022-2024)

2014-2022 saw Western media coverage of events in Ukraine as pro-Western and anti-Russian. Stories tended to present Russia as the aggressor and Ukraine as the victim, with most emphasis being on its bid to join European institutions and move towards the West.

Attention centered on the dramatic events taking place on the ground. Reporters used many emotional words that described vividly what was happening; for example *chaos, disorder and crisis* which were to mean confusion or lawlessness but not according to what was happening during that period of time. This was meant to show a sense of urgency and tension (United Nations 2023)

The language used in the texts of Western media often had emotional charge and evaluative meaning. For instance, adjectives like *illegal, unprovoked and unjustified* were frequently used to describe actions done by Russia while Ukraine was characterized as *brave, resilient and freedom-loving* . (European Union 2022)

Pragmatic strategies were used to attract readers' attention and make them feel involved in the story. Rhetorical questions, exclamation marks and colorful images were extensively employed so that immediacy and significance could be conveyed. For instance in a certain article it was written that *will Ukraine withstand the russian onslaught? the streets of Kiev are burning with the fire of revolution!* (ABC News 2014)

Nevertheless, with the passage of time the pragmatic features began changing. The language became more restrained and analytical. Journalists adopted a factual approach based on objectivity while reporting about hidden geopolitical meanings or diplomatic maneuverings behind the scenes.

Phrases such as *strategic interests, global power dynamics, and sanctions regime* began to creep into the coverage. The pragmatic goal was to position the

audience as informed observers who could make sense of the complexities of the situation. (C. Ionita 2023)

Surprisingly, throughout that time period we additionally noticed far more frequent use of hedging and cautionary language. These phrases began to be used more often such as *AS it seems likely that, it seems likely that, and experts speculate* , which indicate uncertainty and a need for presenting balanced viewpoints. (Visit Ukraine 2024)

Having depended on official governmental and military references significantly – and also on Ukrainian activists or civil society organizations supportive towards them Western media offered quite a narrow range of opinions.

Starting from 2014 up to 2022 all pictures that accompanied Ukraine’s media coverage were mostly about dramatic scenes of conflict: military actions or destroyed infrastructure as well with civilian casualties depicted. This helped strengthen the “nation under siege” narrative about Ukraine.

Furthermore, information delivery was prioritized over reader engagement in news stories during this period too – there were fewer opportunities for dialogue between journalists and their audiences.

After Russia launched a full-scale invasion against its neighbor in 2022, Western media went back again towards taking sharp emotional sides. Language became highly polarised with clear distinctions made between *good (Ukraine)* and *evil (Russia)*. (O. Kulyk 2023)

The phrases *heroic resistance, putin’s illegal war* and *fighting for democracy* have been widely used aiming at creating moral clarity and righteous anger amongst the people. The ad rem was gaining public support for Ukraine and casting the aggressor in a bad light.. (Stanford University 2024)

It is interesting to note that there was also a shift in the use of visual representations. The narrative was dominated by striking images and footage showing

destruction, civilian suffering, and courageous Ukrainian soldiers. Their effectiveness lay in appealing to the emotions of the viewers and illustrating the seriousness of the conflict.

Furthermore, various rhetorical devices were employed by media outlets to consolidate this standpoint. For instance, particular phrases like *Putin's war* were repeated throughout most news stories as a way of underlining key points thus making them more memorable. (H. Wulf 2022)

Equally important is the inclusion of expert opinions and interpretations. Different specialists such as military strategists, political analysts or human rights activists were interviewed for reports which added weight to respective arguments advanced while also showing that there are various dimensions to consider when discussing any given situation.

The intention behind such a move would be to establish themselves as reliable sources of information with high levels of knowledge in these areas so that people can trust what they say over and above any *fake news* or *disinformation* propagated by Russia which was widespread then and even now.

## 2.4 Political events in the speeches/remarks by world leaders

In an ever-changing political landscape, the events in Ukraine have undoubtedly captured the attention of the global community. World leaders from many Western Hemisphere countries continue making their sentiments known through different fora like mainstream media platforms at this time when things are moving fast. There is therefore a lot said for these speeches and comments to hold both practical and structural weight since they establish not only what side each leader stands on but also how people should view or interpret this problem

Speech acts such as assertives; directives and commissives among others are some of the strategies employed by international figures while addressing their standpoints vis-à-vis particular issues thus influencing their audience. World leaders often use various types of speech acts in order to convey their position and affect the minds of the public. For instance, an authoritative person may deliver a speech concerning the current state of affairs in Ukraine employing

*Example: We condemn Russia's invasion of Ukraine in the strongest possible terms. This blatant violation of international law and Ukraine's sovereignty will not be tolerated. I call on all countries to impose severe economic sanctions on Russia until it withdraws its troops and respects the territorial integrity of Ukraine.*

World leaders may rely on presuppositions - basic assumptions they expect their audience to share - and implications - hidden meanings that go beyond literal expressions - to convey their point of view and shape their narrative.

*Example: The people of Ukraine have the right to determine their own future, free from foreign interference and aggression.* (Statement on the U.S-Ukraine Strategic Partnership)

In this statement, the presupposition is that Ukraine's sovereignty and self-determination have been violated by foreign actors. The implication is that world leaders believe that Ukraine should be allowed to make its own choices without external coercion.

World Leaders often use a variety of rhetorical methods and persuasive strategies in their speeches to make them more effective and convincing.

These include metaphors, rhetorical questions, emotional appeals and framing techniques.

For instance: "*We stand shoulder to shoulder with the people of Ukraine in their brave struggle for freedom and democracy. The world is watching and we will not allow the flames of tyranny to put out the light of freedom*".

In this passage, the leader uses the metaphor *Shoulder to shoulder* to show unity and personifies *flames of tyranny* as well as *light of freedom* to appeal emotionally and value wise to the audience.

Leaders of the world may use what are known as ‘hedging’ techniques or express epistemic modality (uncertainty about knowledge), during complex and uncertain events like those occurring in Ukraine.

For example: *Based on the available information, it seems that Russia has concentrated significant military forces along the ukrainian border. While the full extent of their intentions remain unclear, we must be prepared to take swift and decisive action to deter any further aggression.* (J. Biden 2021)

World leaders tend to group their sentences in different ways to pass different messages. They use simple words for clear and direct communication, however they can employ intricate sentences with introductory phrases and modifiers to give their points more weight and shade.

Example: *Russia's actions are a blatant violation of international law. We will not stand by while they trample on the sovereignty of a peaceful nation.* (North Atlantic Council 2023)

In this example, the first sentence is a simple declarative sentence, while the second sentence contains a subordinate clause that emphasizes the unwillingness of world leaders to tolerate Russia's actions.

The context of speeches by world leaders can change depending on whether they are delivered in the active or passive voice. The active voice highlights

responsibility and accountability, whereas the agent is shifted from focus when the passive voice is used.

Example: *The Russian military has subjected the Ukrainian people to unjustified acts of aggression. We are going to make sure that those who are behind these crimes against humanity face justice.*

In this illustration, the first sentence brings out the suffering of the Ukrainian nation by using the passive voice, while the second one shows commitment by utilizing the active voice. Leadership will take so as to ensure accountability is enhanced among nations.

Consider the ways in which World leaders strategically use pronouns and deictic expressions *we, they*, as this has implications on how they construct their narrative; but also constitutively establish borders between an "in-group" and an "out-group."

Example: *We stand in solidarity with Ukraine. They are fighting for their Right to exist free and as independent nation! It's not their fight, it's our fight as well.*

The use of WE and OUR portrays our collective identity and common purpose, with THEY and THEIR establishing a differentiation between world leaders on the one hand, and people from Ukraine on the other hand. It results in presenting unity as well as collective responsibility.

World leaders take advantage of syntactic parallelism and repetition to reinforce the strongest ideas behind their speech and therefore achieve greater rhetorical effect.

Example: *We will not stand idly by doing nothing. We will not stand for this. We will not stand by as Russia continues its unprovoked and unjustified attack on the Ukrainian people.* (J. Biden 2022)

Repetition: Again, for the purpose of emphasis and to describe world leaders' conviction in another perspective The second instance when it was Founded *We will not [verb]* Syntactic structure *we will not [verb]* Firm stance/determination Chosen action/vow What Russia did

In conclusion, events in Ukraine are one of the most popular and discussed stages on review of global political process. Ordinal Ignore Case: 16 In this context, leaders in the Western Hemisphere have denounced their views through various means and have especially resorted to media reports.

These two expressions not only carry weight for the pragmatic and syntactic stance which the leaders adopt, but they are also inscribed in public memory as part of an on-going crisis. A Jespersenian analysis reveals that leaders take stance across an array of speech acts (from assertives to commissives), rely heavily on presuppositions and implications, and allege various underlying messages. Again, using rhetorical devices (such as metaphors and appeals to emotion) in order to sharpen the discourse.

In addition to this, the strategic use of language in terms of hedging and the structure of sentences also help leaders to interact within complex problems and ambiguity while doing so. 'It' may be, of course, but pronouns and deictics are used to build a solid narrative between 'us' here — with much vigorous sound produced by parallelism and repetition for rhetorical layering.

In this intricate dance of language and diplomacy, each utterance carries weight, shaping the discourse and influencing the course of action in response to the Ukrainian crisis.

## **Conclusion to the second chapter**

Undoubtedly, the political situation in Ukraine was significantly influenced by Western media from 2014 to 2022. The language and framing chosen by the media were very important in explaining these events, shaping public opinion, influencing political discussions, and eliciting reactions from other countries worldwide.

Western media used emotional language, bright pictures, and placed main characters tactically so that they could create an impactful and convincing story which would be understood by people all over the world. This, in its turn, influenced Ukrainian politics as well: the conflict transformation process has been determined largely through coverage of the crisis and attempts to resolve its causes conducted by means of mass media.

It's obvious that while the Ukrainian situation develops further on, studying how much the political discourse in this country has been affected from Western Media will become an important area for further analysis and research. The linguistic strategies together with the methods of framing used are to be thoroughly examined if we want to understand various aspects of extremely complicated events going on within such a swiftly changing geopolitical environment.

In 2022 there have been considerable shifts in both the content and tone of rhetoric among world leaders' statements before or after Russia invaded Ukraine when compared. Before invasion, politicians tended towards more careful or diplomatic approaches by usually trying not only condemn aggressiveness but also keep channels open for communication while avoiding direct clashes too.

Nonetheless, the extent of Russia's full-scale invasion of Ukraine in 2022 changed the language and behavior of world leaders. After the invasion, there have been statements that show much stronger and unambiguous condemnation of Russian aggression, a firm commitment to the sovereignty and territorial integrity of Ukraine as well as readiness to impose severe diplomatic and economic sanctions against Russia.

There are many reasons for this change: violation of international law and order based on rules recognition to respond more decisively towards deterring further Russian aggression as well as uniting the world in support of Ukraine.

Over the last ten years media texts of political events coverage in Ukraine have become more pragmatic. During the previous period (2014-2022), it was different – biased emotionally with clear pro-Western orientation but last years (2022-2024) witnessed transition into balanced analytical interactive style because of language tone, framing devices like dialogic features among others How This shift has been shaped lexical choices or dialogic elements namely tone of language used while reporting such events also matters a lot.

Journalists' methods growing knowledge about war developments apart from using diverse sources giving different kinds accounts so far present developing them into comprehensive understanding may be seen as one way media coverage landscape regarding Ukraine is changing. It should be noted that this change cannot take place without involvement both media houses themselves who create news products and messages for their targeted groups but also news readers across various platforms where these reports are shared either directly or indirectly coupled with more balanced lexicon – if all these factors are considered intertextuality along other things might help refer statements made elsewhere if we want avoid repeating ourselves over over again in different ways without adding anything new whatsoever allege elaborate upon modify question deny support stipulate define clarify disambiguate contextualize relate bran

From a syntactic perspective, the language, vocal style and pronouns employed by heads of state are geared to underlining the significance of what they say, fostering a sense of common belonging and making parties answerable for their doings. Such grammatical tools help make the speeches and official statements of leading figures coherent, clear and rhetorically powerful.

If we study the pragmatic and syntactic elements used by leaders in their speeches and comments on political events in Ukraine we can understand communication strategies and their outcomes at a deeper level.

This kind of inquiry sheds light on the ways that language is employed to fashion stories, sway popular sentiment and negotiate through the political geography during times of crisis and conflict.

Comparing the pragmatic features of media coverage between 2014 up to 2022 against that between 2022 up to 2024, it can be said that in the former period, there was a more restrained, analytical and geocentric language. The aim of pragmatics was to communicate knowledgeably for the public so as to cast light on intricacies involved in the conflict.

However, things have changed over the last five years or so as voices become louder while words grow sharper still with every passing day. As of now emotions run high; sides are taken – there is no middle ground anymore... The present goal of language use within this framework lies on gathering support for Ukraine by all means necessary including painting its enemy black each time an opportunity presents itself calling media truth sayers amidst lies

This move indicates that the war has escalated and people's feelings about it have become more intense. It also shows growing party division both in Western countries as well as in Ukraine itself.

However, one thing does not change: media always was and still remains a main source information creator public opinion maker . This choice helps us know what is happening in different parts of Ukraine ; suchlike decisions show how events should be interpreted.

## CONCLUSION

In the years 2014-2022, this study has examined how the media discourse of the West has influenced the events on the political scene in Ukraine, revealing the different types of language used in the process of political communication in the country. In Media Linguistics, the concept of Media Discourse is regarded as a core concept which provides a basis for understanding how language is employed to create and convey meanings in mass communication.

By analyzing media discourse deeply we have shown that it shapes public opinion, creates stories and interprets political situations. Moreover, Western media discourse peculiarities research discovered that this form of communication has some specific features that make it unique among other types of Mass Media. They include such elements as striving for objectivity and neutrality, tendency towards sensationalism and oversimplification of stories.

Western media texts use various linguistic means to convey their message more effectively while attracting the attention of the audience at the same time maintaining journalistic integrity.

The study also found that international understanding Ukrainian politics were greatly influenced by the coverage of the events in this country by the West from 2014 to 2022, and the geopolitical tensions escalated.

To shape the public view and affect political results in Ukraine, the Western media has performed a major role through distributing information, creating stories and increasing some people's thoughts than others.

The study disclosed changing strategies employed by journalists to fulfil their communicative intentions under different socio-political conditions. Media texts employ such strategies as persuasion, manipulation, rhetoric and various discursive devices which can be employed to manipulate public opinion or set political agenda.

Additionally, examination how politicians use media discourse for their own ends based on my own view gained from analyzing speeches made by world leaders during various political events. This can be seen at all levels but is especially evident when one looks at them from an international perspective where we have diplomatic discourse during international summits alongside fiery speeches delivered by heads of state with conflicting views on different matters concerning global politics.

Finally, beyond merely reflecting global politics at play, political discourse within the media mirrors worldwide complexities and power struggles. This means that international media discourse such as diplomatic language in international summits or strong-worded speeches given by leaders representing divergent global political interests demonstrates how intricate diplomatic relations are between nations.

In summary, research elucidates interdependence between Western mass media and Ukrainian political processes thereby highlighting significance of media language in moulding public opinion, determining election results as well as establishing international relations paradigm. Also, this investigation into Ukraine's troubled waters should serve us well for they reveal truths about modern journalism which have far-reaching implications for future world politics.

## SUMMARY

У рамках бакалаврської роботи висвітлюється комплексний аналіз висвітлення західними ЗМІ політичних подій в Україні в період з 2014 по 2024 роки. Дослідження спрямоване на з'ясування того, як мова та дискурс створюють образи України в західній пресі з метою впливу на мислення громадськості.

Важливе місце в дослідженні займає вивчення того, як зображення України в ключових західних ЗМІ, таких як The New York Times, BBCNews та ABCNews, відображає геополітичну динаміку та боротьбу за владу.

По-перше, різні історії, мовні тактики та ідеологічні упередження, що містяться в медіа-дискурсі, дають нам уявлення про те, як створюються смисли та контролюється громадська думка - вони показують, що люди говорять або не говорять про важливі питання.

По-друге, це дослідження дає змогу зрозуміти, що люди думають про Україну на міжнародному рівні, а також як її політичні процеси висвітлюють провідні газети західних країн. Аналізуючи мови, риторику та фрейми, що використовуються у висвітленні українських подій, ми можемо встановити послідовність та упередженість, притаманні такому висвітленню.

Крім того, вивчення того, як преса на Заході обговорює Україну з мовної точки зору, може пролити світло на те, як наша країна інтерпретується через мови, культури та ідеологічні уподобання різних держав. Це допоможе виявити, які стереотипи, упередження чи оціночні судження впливають на висвітлення українських подій у різних країнах.

Основними завданнями дослідження є виявлення та аналіз лінгвістичних стратегій, які використовують західні ЗМІ при висвітленні політичних подій в Україні; вивчення того, як нарративні структури та методи фреймінгу сприяють репрезентації цієї країни та її політичних подій; оцінка наявних свідчень

мовних упереджень або ідеологічних впливів, що формують уявлення про Україну в західних ЗМІ.

Методологія, використана в цьому дослідженні, включає аналіз новинних матеріалів, але не обмежується лише ними. Дослідники також розглядають редакційні та аналітичні матеріали, опубліковані окремими західними виданнями, а також проводять глибинні інтерв'ю з журналістами, які працюють у закордонних відділах цих видань, а також з головними редакторами, які мають певний досвід роботи з українською тематикою під час висвітлення різноманітних міжнародних подій у більш широкому контексті. Такий багатогранний підхід дозволяє отримати комплексне уявлення про взаємозв'язок між системами поширення інформації в самих демократичних суспільствах та актуальними політичними процесами, що відбуваються зараз в Україні.

Структура дослідження складається зі вступу, двох розділів, анотацій та висновків, за якими слідує список використаних джерел та літератури, а також будь-які додатки, які вважаються необхідними для більшої ясності. Цінність дослідження полягає в тому, що воно пропонує потенційні інсайти, які можуть бути корисними не лише для політиків, але й для аналітиків чи просто людей, які намагаються розібратися в тому, що вони бачать, читають щодня про світові події навколо них через різні канали масової комунікації, доступні в наш час.

Результати дослідження розкривають складний взаємозв'язок між західними ЗМІ та політичними потрясіннями в Україні, підкреслюючи, що мова відіграє життєво важливу роль у формуванні громадської думки, створенні сюжетних ліній та висвітленні політичних подій. Тому детальне розуміння цього взаємозв'язку можна отримати, розглядаючи особливості дискурсу західних ЗМІ, їхній вплив на українські політичні події, а також зміну прагматичних підходів, прийнятих журналістами в різних ситуаціях у міжнародній політиці.

Ця робота є ґрунтовним дослідженням мовних та дискурсивних аспектів висвітлення подій в Україні в західній пресі, яке поглибить наші знання про участь ЗМІ в сучасній геополітиці. Крім того, у дослідженні проаналізовано, як світовий інформаційний простір формує сприйняття України, а також визначено сфери, в яких політичні процеси в Україні висвітлюються найчастіше (або найменше), а також виявлено певні тенденції та упередження щодо них; усе це спрямовано на розробку стратегій для покращення іміджу України за кордоном.

Такого дослідження раніше не проводилося, що робить його оригінальним і таким, що має наукову новизну. Унікальність дослідження полягає в тому, що в ньому проведено повноцінний аналіз репрезентацій української державності у ЗМІ протягом десяти років, які характеризуються значними змінами на національному рівні.

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