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UKRAINE IN THE POLISH REGIONAL AND LOCAL MEDIA – FROM THE CONFLICT OF HISTORICAL MEMORY, FOREIGN COOPERATION OF SELF-GOVERNMENTS AND EURO 2012 TO “EUROMAIDAN” AND ITS CONSEQUENCES (Part II)

Abstract

The Polish-Ukrainian relations presented in the local and regional press are of a rather neutral nature. Publications about Polish-Ukrainian relations in the Wielkopolska press refer to the following aspects: the history of Polish-Ukrainian relations, an international cooperation of local governments, sport and “Euromaidan”. The local and regional media are dominated by news articles. Thus, local and regional media addressing the Polish-Ukrainian relations are not influential, but static. This stability is a feature of the local media, confirmed by the research of readership (PBC, 2010), and the public opinion is formed by the national media. A common theme appears in all the presented aspects of the Polish-Ukrainian relations – Ukraine trying to enter European Union.

Key words: local and regional press, Polish-Ukrainian relations, international cooperation of local governments, sport and “Euromaidan”

The analysis of the content of regional and local media in Wielkopolska as regards the Polish-Ukrainian relations allowed singling out four main topic areas. The first one concerns the historical context of the Polish-Ukrainian relations, the second – the initiation and development of foreign cooperation on the self-governmental level, third – sport (especially after Euro 2012), and the fourth – the political and military crisis in Ukraine. The historical context refers to preserving historical memory about the Polish-Ukrainian relations. In fact, it concerns existing political conflicts about interpreting and documenting the history of the Polish-Ukrainian relations. This topic has been presented in a separate paper,

as was the self-governmental foreign cooperation between Poland and Ukraine and the Polish-Ukrainian relations in the context of sports events (Jurga-Wosik, 2013; Jurga-Wosik, *Relacje*; Jurga-Wosik, *Stosunki*). Therefore, the first three topic areas are limited to conclusions, which were discussed in former text (Jurga-Wosik, 2014). And this paper aims to draw attention to the way the image of Ukraine is created in the Polish media, particularly regional and local.

The research into the Polish-Ukrainian relations in the regional and local press of the Wielkopolska region was conducted in six stages. However, the first three stages encompassed a wide thematic spectrum (including problems in Polish-Ukrainian relations). 7% of all the issues of local newspapers (378) in the Leszno publishing region from 1998–2001 were examined in the first stage of content analysis (Jurga-Wosik, 2013, pp. 159–160).¹ In the second stage the *Panorama Leszczyńska*² newspaper came under analysis – 2011 issues (January–August, no. 1–33). The next stage focused on the local and regional press in Wielkopolska and its bordering areas (due to the availability of Wielkopolska newspapers). 150 randomly chosen newspapers (nearly 15% of all periodicals) were analysed, taking into consideration three monthly analyses (random sampling limited by drawing lots for the year with the exception of 2012) in the following periods: January–March (1993, 1995, 2003, 2009), April–June (1992, 1996, 2006, 2008, 2012 until July 15th due to Euro 2012), July–September (2002, 2007, 2011), October–December (1994, 1997, 2004, 2005, 2010). The fourth stage included the analysis of electronic media from the Wielkopolska region found on the internet (using Volhynia and Ukraine as keywords) and its purpose was to complement the information with statistical data (especially because the previous research into print press could

¹ Definition verifier for the press in the Leszno region is the area in which a given newspaper is distributed and topics addressing the area (determined by common history of cities and municipality). The Leszno publishing region (County of Leszno and Leszno itself, County of Gostyń, County of Góra, County of Kościan, County of Rawicz, County of Wschowa) is known for its rich tradition connected with periodical press. Nowadays the region includes media operating in the Wielkopolska region (south-western part), Dolny Śląsk region (northern part), Lubuskie region (south-eastern part).

² *Panorama Leszczyńska* is the biggest weekly newspaper in terms of circulation in the Leszno publishing region. On average, there are 30,618 copies of *Panorama Leszczyńska* in circulation weekly while in 2011 there were 28,306 copies. Currently the circulation is controlled by the Polish Audit Bureau of Circulation (ZKDP).

not provide a reliable view due to a low number of articles). This research examined *Głos Wielkopolski* as a regional newspaper (the electronic version), the portal of Radio Elka (the reception covers a part of Wielkopolska, Dolnośląsk and Lubuskie region including the areas of the former Leszno region, the so-called copper hub with Głogów, Lubin, Polkowice, Legnica as well as Krotoszyn and its surroundings) and print and electronic press from the area of post-war resettlements in Eastern Borderlands (the counties of Piła, Góra and Wschowa) and also cities co-operating with Ukraine (7 newspapers). It all helped to generate information from 1995–2013. The research was complemented (stage five) with an analysis of the national press (daily, weekly and monthly newspapers) between the 1st of June the 15th of July 2013 (the purpose was to scrutinize the quality of publications on the Volhynia and Eastern Galicia massacre in 1943–1945). The last stage of the qualitative data included the before-mentioned Leszno publishing area (36 newspapers, 100% of which are print and online press) and covered events in Ukraine between the 28th of November 2013 and the 6th of March 2014 (from the Eastern Partnership summit in Vilnius until Crimea's annexation by Russia following the decision of the Council of Crimea).³

“Euromaidan” and the political-military crisis in Crimea

Nation-wide press in Poland, unlike the regional and local press (since the Eastern partnership was established in 2009), encouraged the discussion about the possibility of signing the Ukraine-European Union Associ-

³ The decision of the Crimea Council dated on the 6th of March included the information about the referendum on Crimea's annexation to the Russian Federation which was to be held in Crimea on the 16th of March 2014. As the media research did not cover the 16th of March, it needs to be remembered that *Głos Wielkopolski*, being the most popular daily newspaper in Wielkopolska (even though it is part of *Polska Times*), presented this topic as important (a page-long article, photographs of the referendum on the front cover and the subsequent page, a satirical drawing by Henryk Sawka as well as politicians' comments; among others by PM Donald Tusk and by Janusz Palikot, famous for his controversial insights) – for more see *Głos Wielkopolski*, 17.03.2014, pp. 1, 2, 8, 15 and 17. Further media analysis including the June 16th, 2014 referendum and its international ramifications will be published in *Droga Ukrainy do stowarzyszenia z Unią Europejską w mediach. Przykazek do badań nad zawartością treści*, ed. WNPiD UAM in Poznań.

ation Agreement (*Janukowycz*, 2011; *Parlament Krymu*, 2014, p. 13; *Pilar*, 2013; *Prezydent: To będzie sukces* 2011; *Tajemnicze spotkanie*, 2014; *Tymoszenko*, 2013). It was expected to happen in 2013 during the November summit of Eastern partnership in Vilnius (*Dobroszek*, 2013; *Kliczko*, 2013; *Po spotkaniu*, 2013; *Prezydent Litwy*, 2013; *Szczyt Partnerstwa*, 2013; *UE apeluje do Ukrainy*, 2013). Journalists as well as politicians took it for granted that Ukraine wanted to be part of the European Union and reiterated on many occasions that the final decision would lie with the EU Council. Radosław Sikorski, the Polish Minister of Foreign Affairs, lent his particularly powerful voice to this high-profile case. He said (as a participant in the meeting of the EU's heads of diplomacy in Luxembourg): "An intensive dialogue with Ukraine is underway (...). We are carefully monitoring particularly two areas, namely electoral rights and prosecution. As far as I know, Ukraine has not undergone those reforms yet so as of today, there is only one possible conclusion – Ukraine is not ready yet." (*Radosław Sikorski*) As it reads further, Ukraine is expected to "make progress in systemic reforms, eliminate the cases in which law is applied selectively, introduce changes in the judicial system including the penal code and to provide a more favourable atmosphere for investments." The selective law application manifested itself in sentences passed on the opposition politicians (including Yulia Tymoshenko who was sentenced to seven years of imprisonment for abuse of power when closing gas contracts with Russia). The regional press referred to this problem as early as in 2011 (*Premier Ukrainy*, 2011). This topic was of a significant social importance in the context of potentially boycotting the 2012 football championship in Ukraine and it created a negative image of the country. Only one publication (feuilleton) in the local media in *Gazeta Ostrowska* addressed the policy of Western Europe towards Ukraine (calling for the boycott of the UEFA Euro 2012) (*Sesyjna taktyka strusia*). It is noteworthy, however, that the reader of the local and regional press was not interested at that time to combine the political and sports matters. *Panorama Leszczyńska* organized a survey asking "Are you in favour of boycotting the Euro 2012 in Ukraine?" and out of 158 respondents a large majority i.e. 126 people (79.7%) answered 'no', 27 people (17.1%) answered positively while 5 people (3.2%) abstained from voting (*Czy popierasz bojkot*, 2012). It speaks of neutral attitudes towards Ukrainian issues and, furthermore, of the absence of interest towards the political, economic and social situation in Ukraine. On the other hand, articles about good Polish-Ukrainian relations were published sporadically. They were

written mainly by journalists of the young generation who were not burdened with difficult historical memory. It is exemplified by an article by a young Ukrainian living in Poznań – “The Poles and Ukrainians are very much alike (...) there is no big cultural gap between us and that is why we understand each other well.” (Jarmuż, 2012, p. 5) Even quite an exciting Poland – Ukraine match (in March 2013) did not cause a storm of negative opinions about the Ukrainian nation, which appeared, however, during the remembrance ceremony of the massacre in Volhynia and the Eastern Galicia (*Polska-Ukraina*, 2013).

“Euromaidan” (a term introduced by the media referring to the place of demonstrations – the Independence Square in Kiev) made it to the local press of the Leszno region twice, while the assessment of the situation in Crimea once.⁴ The first article briefly referred to the situation in Ukraine in January. Its main purpose was to challenge prejudices (as part of a school project called *Europe Has to Breathe with two Lungs: Eastern and Western*) towards a group of 100 Ukrainians employed by the meat processing plant *Sława*. The article titled *Little Ukraine in Sława* (a paraphrase of a film titled *Little Moscow*⁵) reads that the Ukrainians “(...) often hold a degree of higher education. They are coming here because they have no other option. There are no jobs for them in Ukraine. (...) Among the workers (...) there are also teachers. The workers of the meat processing plant are worried by the situation in Ukraine; however, they do not want to talk about politics. They come from different parts of the country. They speak Ukrainian and Russian (...).” (Józefiak, 2014, p. 10) The second article referred to the protests in Lviv which was inspired by the

⁴ It is noteworthy that in the 11/13 issue of Panorama Leszczyńska, which was not in the wide analysis of the local and regional media, an article was published regarding humanitarian aid provided by the citizens of Gostyń. The publication confirmed a particular nature of local media – what matters for a reader is what he is familiar with. Therefore, it was informed that the aid will be allocated towards five families where one of the parents is dead or seriously wounded. Personal information of some people was also given – the victims of Maidan, description of injuries inflicted, number of children supported by one of the parents. This article was the only one in the Leszno publishing area (considering local and regional media) which in a vivid way presented all the stages of sniper shootings on the Liberty Square in Kiev (for more see *Pomoc dla rodzin z Ukrainy*, “Panorama Leszczyńska”, 13.03–19.03.2014, no. 11, p. 5).

⁵ It is an award-winning Polish-Russian co-production released in 2008 and directed by Waldemar Krzysztek. The film is set in the middle of the Cold War in Legnica, a town turned by the Red Army into the largest Soviet garrison on foreign soil due to Legnica’s proximity to Czechoslovakia and East Germany [translator’s note].

events in Kiev. At the end of February, *Panorama Leszczyńska* published an article titled *I saw a sea of rough people* (“Widziałem morze wzburzonych ludzi”) which read: “(...) Following the clashes between the demonstrators and the police, over 70 people were killed and the wave of outrage hit not only the capital but swept the whole country (...). The journey to Lviv was peaceful and so seemed the city itself. People acted normally, however, a whole host of flags were hanging at the windows and everyone was talking about what was going on in Maidan.” (Machowska, 2014, p. 11). Other extract presents the reaction in Lviv to the bloodshed in Kiev – “It was not a ferocious crowd, as some media reported. I saw a sea of outraged people, mainly young, who were marching, waving flags and singing their anthem, not with joy or pride but with sadness. They were not aggressive, they were not destroying anything. They had a specific purpose – they wanted to express their discontent (...). That night the demonstrators took and burnt the quarters of the regional office of secret police and legal process (...). They burnt mainly the documents of the institutions of the much-hated government. I saw neither broken shop windows nor cars wrecked. The dust didn’t even disappear off my car even though according to various estimates from 7 to 10 thousand people passed by it. (...) The next day there were no police in the city any longer, instead there were some self-defence groups to keep order (...).” (Machowska, 2014, p. 11) This article contradicts the then rhetoric in the Polish media which maintained that big-scale riots took place in Lviv. According to the interviewee in the article those reports were not true. Moreover, “The mayor of the city said that should the police and the special police force Berkut shoot at people in Lviv, he himself would fight against them together with the citizens.” (Lewandowski, 2014, p. 11) There were also questions addressed to the demonstrators inquiring about “why they were attacking legally elected authorities, why they were doing it if they themselves elected Viktor Yanukowych as president. They answered that he had cheated them, that if they didn’t rebel, they wouldn’t live in a free country and that what they really dreamt of was freedom and a better life.” (Machowska, 2014, p. 11)

The information and opinion in the local media was provided by eyewitnesses and journalists. What distinguishes the articles published in local media from the ones found in regional and nation-wide media is the absence of references to the experts’ knowledge of politicians’ opinions. However, the view about the Crimea conflict expressed in a feuilleton in *Panorama Leszczyńska* coincided with the opinions voiced by the opin-

ion-forming elites in Poland. The situation in Crimea was deemed dangerous and ; inter alia, the ostentatious manoeuvres of the Russian and NATO armies, blocking and taking over military bases in Crimea by unidentified special units (in the journalists' opinion it was the Russian army referred to by Putin as "local self-defence forces"), Russia showing off its intercontinental ballistic missile Topol and the Internet users showing their reactions through posting memes vilifying the parties of the conflict. In another extract, a columnist for *Panorama Leszczyńska* Robert Lewandowski (deputy chief editor) stated: "I am not calmed down by the articles claiming that the Black Sea Fleet is antiquated and its equipment is in a horrible technical condition. This Soviet scrap heap is still in a better working order than the Ukrainian equipment and the Russian military advantage leaves no room for doubt about how a possible armed conflict with Ukraine would end." (Lewandowski, 2014, p. 2)

In turn, *Głos Wielkopolski*, as a regional newspaper of Wielkopolska, similarly to other national newspapers enhanced its news reporting with opinion-forming articles. The newspaper's bigger readership prompted its professionalisation. In this regard, undoubtedly the attention was attracted by two page-long publications – the first one concerning the Right Sector in Ukraine and the second reporting on the position of journalism in this country and the role of Michał Broniatowski (as 'the only Pole'), a journalist who creates an independent Ukrainian TV channel Espresso TV (Sobieszczański, 2014, p. 2; Szczepański, 2014, p. 3). Those articles attest to the far-reaching changes taking place in Ukraine. Since the 28th of November to the 6th of March in *Głos Wielkopolski* (printed and digital issues) there have been 37 articles addressing the changes in Ukraine. They presented civic initiatives 'Solidarity with Ukraine' (both the Ukrainians and the Poles participated in it) whose purpose is to support the democratisation in Ukraine (in Poznań, for instance, raising money for dressing materials, placing window candles, organizing concerts and demonstrations and lighting candles on the Liberty Square) (*Chcemy wolnej Ukrainy*, 2014; Jęczmionka, 2014; *Pomóżmy Ukrainie*, 2014; *Poznań*, 2013; *Poznań solidarny z Ukrainą*, 2014; *Słynne dzieło*, 2014; *Solidarni z Ukrainą*, 2013; Świderska, 2013). The media in Poznań also reported that the Polish-Ukrainian music band Taraka performed a song titled *Give Ukraine a Helping Hand* (*Podaj rękę Ukrainie*), which was composed by the leader of the group Karol Kusa and soon became an informal anthem of Maidan and a symbol of the Polish solidarity with Ukraine (*Podaj rękę Ukrainie*, 2014; *Poparcie dla Ukrainy*; Świderska, 2014). The constantly

updated broadcast from Ukraine left its mark also in the digital content of the regional media (Bezduszna, 2014; *Ukraina: Rozpoczął się szczyt*). Similarly, the weekend issue (1.03–2.04) of *Głos Wielkopolski* was dominated by the Ukrainian happenings (4 articles, two of which made it to the front-page headline; *Yanukowycz: I am still the President and Russian Provocations in Crimea*) (*Ukraina. Janukowycz*, 2014). As regards the latter article, Yanukovych states therein: “Crimea should remain a part of Ukraine retaining its autonomy. Ukraine should be unified and indivisible.” (Pomorski, 2014) Vladimir Putin’s actions contradicted this opinion. Western politicians as well as Polish and foreign media talked about an open Russian occupation of Crimea (and after the 6th of March about an invasion). Russian military action on Crimea were condemned firstly by NATO, and also by the UN secretary general and states such as the USA, Canada, Great Britain and France who suspended the preparations for the G8 Sochi summit. Moreover, some states froze the assets of ousted Ukrainian leaders (among others Canada, Austria and Lichtenstein) and the US imposed visa bans on Ukrainian and Russian high officials and other people who were reported by the media to be “a threat to sovereignty and territorial integrity of Ukraine” (especially in a situation where the Parliament of the Autonomous Republic of Crimea unanimously supported the annexation of the peninsula to the Russian Federation, which Poland, among other countries, deemed illegal together with the 16th of March referendum of annexation of Crimea to Russia) (*Biały Dom nakłada*; <http://www.Eskalacja>; *Wchodzę w życie sankcje*; *Ukraina: Wojskowi obserwatorzy OBWE*). However on the 3rd of March, the Polish media were temporary delighted as, by contrast to Barak Obama’s vain efforts, Angela Merkel’s short phone conversation with Vladimir Putting led to him agreeing to diplomatic talks (they were to be carried out by the OSCE envoys including two from Poland – author’s note) (*Kliczko: Janukowycz*, 2013, p. 10). Following that, the media carefully scrutinised the Russian reliance on trade with Germany and the rest of the world concluding that the Russian economy is powered by Germany. It does not change the fact the media spoke out about “the biggest crisis of the 20th century”, “Ukraine on the verge on war with Russia”, “the looming World War III”, “the rightful feeling of threat posed by what is happening across our borders.” (Lewandowski, 2014, p. 2; *Rosja przejmuje Krym*, 2014; *Bronisław Komorowski*, 2014; *Ukraina na krawędzi wojny*, 2014) In the meantime, the following days saw more Russian activity that triggered wide media coverage in the national, regional and local Polish media (e.g. taking over

other military bases in Crimea and administrative buildings by armies in unidentified uniforms, as W. Putin later explained, to safeguard order and accusing Poland and Lithuania of training the Maidan opposition in Poland) (Lewandowski, 2014, p. 2). The regional press as well as the national stressed significant participation of Poland in diplomatic negotiations in the Ukrainian-Russian conflict (from Foreign Minister Radosław Sikorski's involvement in signing the 21st January agreement between Yanukovych and Maidan's representatives to acknowledging Arseniy Yatsenyuk's government and supporting Ukraine in the international arena). Consequently, the EU planned an extraordinary summit to take place on the 6th of March in order to offer Ukraine a €11bn *assistance* package and consider imposing sanctions on Russia whose “forces encroached on the Crimea Peninsula, territory belonging to Ukraine.” (*Wchodzi w życie sankcje wobec ukraińskich prominentów*) On the same day, the media also informed that NATO would strengthen security across the whole Baltic region, as a result of which twelve F-16 American jets were deployed to Poland, six F-15 jets and two aerial refuelling aircraft to Lithuania (*Rz: w bazie w Łasku*). Resolving the conflict was made all the more complicated by the fact that, as it was reported on the 5th and 6th of March, the OSCE military observers (40 people) were prevented from entering Crimea – “they were halted by uniformed people.” (*Ukraina: Wojskowi obserwatorzy*) Meanwhile, Internet users in Poland and around the world created memes mocking this difficult political situation and making W. Putin the target of the ridicule. What cannot be achieved in the real world is becoming possible – the Internet users have gained “power” over W. Putin. On the 6th of March R. Maj, an expert from the University of Social Sciences and Humanities stated in the second channel of the public TV that it is a typical response to a stressful situation caused by the crisis in Ukraine if not the “spectre of war” (author’s note).

Conclusions

Polish-Ukrainian relations analysed in the local press were of a neutral nature and neither built nor consolidated (few publications) the image of a Polish-Ukrainian agreement or its absence in the collective memory. The regional press, however, together with the national one, meticulously described the support for the new Ukraine. It informed that the West condemned Putin, exposed his lies on the UN forum, declared solidarity with

the new, revolutionary government in Kiev and threatened Russia with sanctions, some of which actually have already been introduced. The regional press of Wielkopolska and the national print media and its digital versions played a significant informative role when reporting the happenings in Ukraine from the 28th of November 2013 to the 6th of March 2014. They systematically updated information on their portals posting the publications provided by press agencies, correspondents for the national press and foreign press and, of course, their own articles. The regional and national media expressed unanimous, professional and objective opinions. Not only did they present the developments in Ukraine and the subsequent measures taken by other states and international organisations, but they also educated the reader by shedding light on Ukraine's history, its cultural differences and Ukraine and Russia's military power. On many occasions complex graphic designs (maps, drawings, photographs) were used for this purpose. Ukraine was depicted as undemocratic however striving for democracy, poor and corrupt and yet open to changes, a country divided along the line of Eastern and Western influence. This duality was presented as a problem not only for the newly elected interim government but also for the European Union and Russia. It is noteworthy that Yanukovich's actions which led to escalating violence (in particular on the 20th of January on the "Euromaidan") together with Russian military manoeuvres in Crimea and its propaganda⁶ persuaded the international community to help Ukraine which beforehand was only an object of mere observation (excepting the Polish foreign ministry). In Poland columnists maintain that Putin lost Ukraine and the Crimean issues not only compromise him on the international arena but also increase disparities among politicians in Russia. This "little" cold war over Crimea did not spark a world-level conflict, in fact, no one wants an armed conflict and, moreover, the oligarchs keep Putin in check. Even if Crimea remains a part of Russia, it will continue being energy-dependent on Ukraine. It seems as though the ongoing display of power by the Russian army and by the EU may result in a more acute crisis – an energy crisis. Besides, military activ-

⁶ Putin's accusations that the initiators of Maidan were trained in Poland and in Lithuania; therefore "the West supports the fascists" or broadcasting on Russian TV faces of the same women participating in pro-Russia rallies in different Ukrainian cities at the same time, which did not escape the Internet users' attention giving rise to a series to anti-Russian jokes.

ties in Crimea prompted a discussion among politicians in Baltic States and in Ukraine about the need to modernize their armies.

However, it needs to be stressed that all four aspects outlining the Polish-Ukrainian relations (history, self-governmental cooperation, sport and current politics) prove to have a common denominator – publications often feature the theme of Ukraine's signing of the EU association agreement. During the before-mentioned extraordinary EU summit dedicated to Ukraine, Arseniy Yatsenyuk pressed the EU to quickly resolve that matter.

Interesting data is revealed by statistical research into the attitude of Poles towards the Ukrainians (Radek, 2012, p. 57; Sobczyński, 2005, p. 72). Currently in 2013 (Centre for Public Opinion-CBOS research) liking for the Ukrainians is roughly as common as an aversion to them (liking – 31% of respondents, indifference – 28% and aversion – 33%) [Stosunek Polaków, 2013]. In the context of the Maidan happenings in 2013 and 2014, the Poles contributed to humanitarian aid for Ukraine. Politicians, journalists and ordinary citizens widely commented the happenings in Ukraine (including the developments in Crimea) and often expressing opinion that Ukraine is ready for real democracy and moreover that “it already saw first martyrs who laid down their lives for the European integration,” hence its moral right to be in the European Union (Maziarski, 2014, p. 2). There were also alarming opinions for the peace stability in the region – Crimea is already a lost cause for Ukraine and the division between the eastern and western Ukraine is quite possible (Zawadzki, 2014, p. 2). However, such a perspective may give a green light to further demonstrations wherever the Russian government has been held in low esteem for a long time (Niesłuchowska).

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Streszczenie

Relacje polsko-ukraińskie prezentowanie w prasie lokalnie i regionalnej prezentowane są raczej w sposób neutralny. Publikacje dotyczące stosunków polsko-ukraińskich w prasie wielkopolskiej dotyczą następujących aspektów: historia relacji polsko-ukraińskich, współpraca międzynarodowa samorządów, sport i Euromajdan. W mediach lokalnych i regionalnych dominują artykuły informacyjne. Stąd też lokalne oraz regio-

nalne media odnoszące się relacji polsko-ukraińskich nie są wpływowe, lecz raczej statyczne. Stabilność natomiast jest cechą mediów lokalnych, co potwierdzają badania (PBC, 2010), wykazujące zarazem, że opinię publiczną kształtuje przede wszystkim media o zasięgu krajowym. We wszystkich materiałach dotyczących relacji polsko-ukraińskich pojawia się wspólny wątek – starań Ukrainy o członkostwo w Unii Europejskiej.

Слова ключові: преса локальна і регіональна, стосунки польсько-українські, співпраця міжнародна саморяду, спорт і “евромайдан”

Резюме

Местная и региональная пресса демонстрирует польско-украинские отношения скорее нейтрально. Публикации, касающиеся польско-украинских сообщений, в великopolской прессе касаются следующих аспектов: история польско-украинских отношений; международное сотрудничество органов местного самоуправления; спорт и “Евромайдан”. В местных и региональных СМИ доминируют информационные тексты. Благодаря этому местные и региональные СМИ показывают польско-украинские отношения не только творчески, но также и стablyльно. Эта стабильность характеризует местные СМИ, что подтверждают читательские опросы (PBC, 2010), в свою очередь общественное мнение формирует национальные СМИ. Общей темой, которая появляется во всех охарактеризованных аспектах польско-украинских отношений, является проблема Украины на пути в ЕС.

Ключевые слова: местная и региональная пресса, польско-украинские отношения, международное сотрудничество органов местного самоуправления, спорт и “Евромайдан”

Анотація

Польсько-українські відносини в локальній та регіональній пресі презентуються нейтрально. Публікації у великopolській пресі, присвячені польсько-українським стосункам, стосуються таких аспектів: історія польсько-українських стосунків, міжнародна співпраця органів місцевого самоврядування, спорт і Євромайдан. У локальних та регіональних ЗМІ домінують інформаційні статті. Ці ЗМІ не впливої, а статичні. Характерною рисою локальних медіа є стабільність, натомість суспільну думку формують національні медіа, що підтверджують дослідження (PBC, 2010). У всіх матеріалах щодо польсько-українських стосунків з'являється виток про старання України стати членом ЄС.

Ключові слова: локальна та регіональна преса, польсько-українські стосунки, міжнародна співпраця органів місцевого самоврядування, спорт і Євромайдан

